

HOME OF LUXURY PARTNER

WHAT IS THE HOME OF LUXURY?




No matter what "home" means to you. The place we all call home has to do with safety and it's where we meet our family and friends. This is exactly what the Home of Luxury is for our exclusive luxury suppliers and luxury buyers at ITB Berlin.

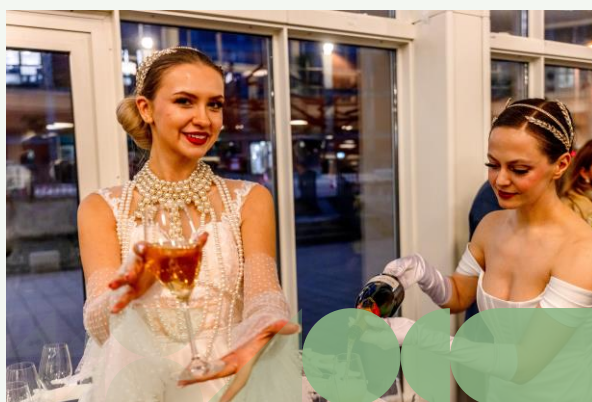
Dive into an exclusive atmosphere in the centre of the exhibition grounds, but away from the hustle of the trade show.

Our aim is to provide you with a place to present your luxury products and services in an eye-catching surrounding.


Experience the ambience of a tasteful lounge and high-quality interior and use the perfect platform to present your luxury products as well as maintain and build new business relationships.

WHY BECOME HOME OF LUXURY PARTNER?

-  Exclusive access to TOP suppliers, buyers and media representatives of the luxury industry
-  Increased attention due to the special target group
-  Exclusive visibility benefits on all online and offline ITB Berlin channels. This includes naming the partner in social media, in newsletters, on the website and visibility in the exclusive location of the Home of Luxury



THE PRESENTING PARTNER PACKAGE

 Package price: 15,000 € + German VAT

SERVICES

REACH*


Exclusive naming as Presenting Partner of the Home of Luxury	All ITB Berlin participants
ONLINE	
Sponsor's logo and link on itb.com website / Page: Partners & Sponsors	About 1,5 million page impressions in the first quarter 2024, itb.com website
Sponsor's logo, mentioning and link on itb.com website / Page: ITB Berlin Luxury Travel	
Text ad (sponsored ad) incl. text, picture, and link in ITB Berlin Buyers Circle newsletter	> 1,300 subscribers
Mention of sponsor in the Home of Luxury article via ITB Berlin Trade Visitor newsletter	> 16,100 subscribers (EN), > 9,500 subscribers (DE)
Logo in footer in the Luxury travel customized mailing	> 5,332 receiver (EN)
Mention of sponsor in Home of Luxury social media posts (once guaranteed)	Facebook: > 75,700 followers X: > 31,660 followers Instagram: > 23,400 followers LinkedIn: > 13,700 followers
ON-SITE ON EXHIBITION GROUNDS, AT MARSHALL-HAUS	
1 table in Home of Luxury with 3 seats incl. communication package	All Home of Luxury participants
Distribution of a special give-away on all tables in the Home of Luxury - to be confirmed by ITB Berlin Management	
Logo within Home of Luxury banner at the entrance of the location	
Sponsor's logo on Home of Luxury ticket	
PRESS	
Mention in the digital press release (within the announcement of ITB Home of Luxury)	About 11,100 journalists & bloggers

*Numbers from May 2024

OPTIONAL EXTRAS*

Possibility to organize a Get-Together*

*Not included in package price: invitation management, participant management, technical equipment such as microphones/sound systems and catering must be organized by the sponsor independently. Any costs incurred must be borne by the sponsor.

 **Inquire about becoming sponsor:**
itb-sponsoring@messe-berlin.de