

## ITB MICE HUB SPONSOR

### WHAT IS THE ITB MICE HUB?

The MICE industry comprises a wide range of service providers, including event agencies, hotels, convention centres, transport companies and technology providers, who work together to make successful events possible.

The planning, organisation and implementation of events has also found a home at ITB Berlin.

With our ITB MICE HUB, we are offering individual MICE exhibitors the opportunity to exchange ideas and network with each other at ITB Berlin.

### WHY BECOME SPONSOR OF THE ITB MICE HUB?

- Exclusive presence (own counter) within the ITB MICE Hub at ITB Berlin
- Opportunity to welcome all participants at a get-together in the hub, network and draw attention to your own brand & products
- Exclusive communication benefits: This includes naming the partner in social media, in newsletters & on the website



# THE SPONSORING PACKAGE

 Package price: 12,000 € + German VAT

## SERVICES

## REACH\*


Exclusive sponsor: ITB MICE Hub sponsored by...	All ITB Berlin participants
<b>ONLINE</b>	
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, mention and link on itb.com website / Page: ITB MICE Hub	
Mention of sponsor + link within an article about the ITB MICE Hub in the ITB Berlin Buyers Circle newsletter	> 1,300 subscribers, opening rate over 90%
Mention of sponsor + link in an article about the ITB MICE Hub in ITB Berlin Trade Visitor newsletter	> 16,100 subscribers (EN) > 9,500 subscribers (DE)
Banner ad + link and logo in footer of ITB MICE & Business Travel customized mailing	> 7,374 receiver (EN)
Mention of sponsor in ITB MICE Hub social media posts (once guaranteed)	Facebook: > 75,700 followers X: > 31,660 followers Instagram: > 23,400 followers LinkedIn: > 13,700 followers
<b>ON-SITE ON EXHIBITION GROUNDS</b>	
1 counter within ITB MICE Hub incl.: 2 chairs & power connection, 2 exhibitor passes, 1 communication package	All participants of ITB MICE Hub
Sponsor's logo on info-counter (ITB MICE Hub sponsored by + logo)	
Mention of sponsor on individual hall plan (example: ITB MICE Hub sponsored by + name)	
Welcoming words of sponsor at ITB Berlin MICE Get-Together	
<b>PRESS</b>	
Mention in the digital press release (within the announcement of ITB MICE Hub)	About 11,100 journalists & bloggers

\*Numbers from May 2024

## OPTIONAL EXTRAS\*

### Possibility to offer a welcome drink to all participants\*

\*Not included in the package price: The welcome drink must be ordered independently and at your own expense from Messe Berlin Capital Catering.

 **FOR MORE INFORMATION PLEASE CONTACT:**  
[itb-sponsoring@messe-berlin.de](mailto:itb-sponsoring@messe-berlin.de)