

ITB BERLIN 2026

ADVERTISING &
SPONSORING
OPPORTUNITIES



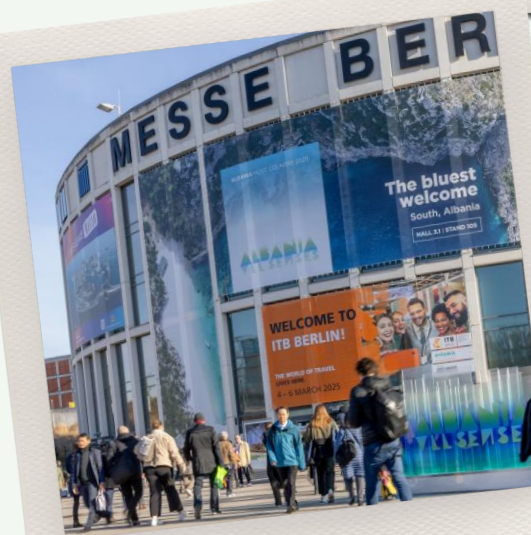
INTRODUCING ITB BERLIN

The World's Leading Travel Trade Show® celebrates 60 years of creating moments in travel. The global tourism industry will come together to commemorate this special anniversary in Berlin from **3 – 5 March 2026**.

ITB Berlin is an innovative platform, at the forefront of the travel and tourism industry since 1966. The travel trade show and convention welcome key industry players from around the world.

ITB Berlin Convention is organized as a supplementary on-site event, renowned as the travel industry's paramount think tank. It boasts internationally recognized speakers and panel guests from business and politics in more than 200 sessions across a three-day timespan, and over 24,000 attendees in total.

▶ Inquire about sponsoring and advertising options for your brand [here](#).



WHAT TO EXPECT **IN 2026**



ITB BERLIN

100,000

Trade Show Attendees

170+

Countries & Regions

5,800+

Exhibitors

1,300

ITB Buyers Circle Members

2,700+

Media Representatives

300

International Travel Creators



ITB BERLIN CONVENTION

17

Theme Tracks

400

Top Speakers

200

Sessions

24,000

Convention Attendees

WHY ADVERTISE & SPONSOR?

Boost Your Brand Visibility with ITB Berlin.

Shine a spotlight on your brand with ITB Berlin's diverse advertising and sponsorship opportunities. Reach international decision-makers through a mix of on-site, digital and online placements - from ITB Berlin fairgrounds to BER Airport, public transport networks, and key locations throughout the city.

Beyond traditional advertising, ITB Berlin offers **customized sponsorship packages** that deliver more than just visibility. Leverage impactful content formats and unlock targeted networking opportunities with top players from across the global travel industry.



Reach the global tourism industry, across geographical borders and touristic segments



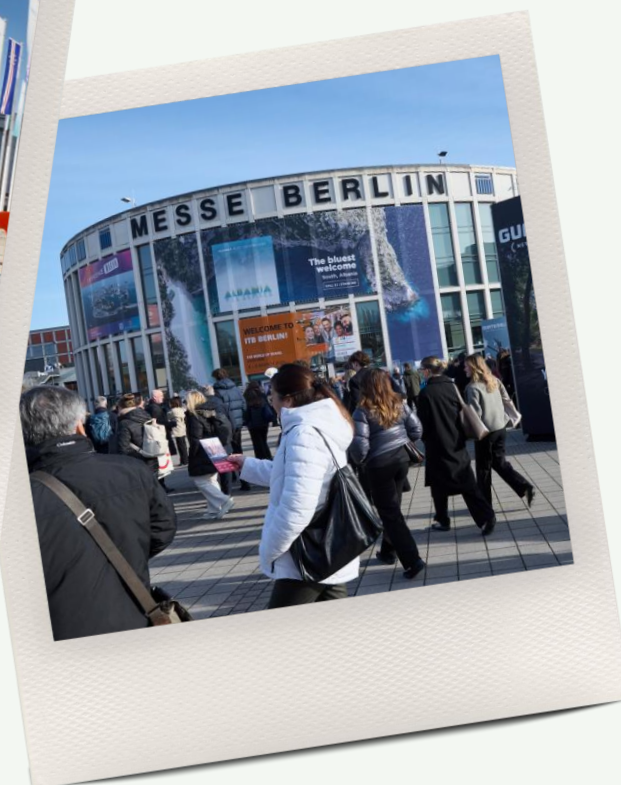
Provide your media reach a boost



Find new partnerships to expand your national and international business



Promote your brand before, during and after the event



SUCCESS STORY

Words from a Previous Sponsor

The German market is one of the most important markets for us. We launched a new campaign with ITB Berlin two years ago, and we are impressed by the impact on tourism sector in Poland. The sponsoring opportunities are amazing - year by year we can find something interesting in ITB Berlin offer. Our campaign increases the number of visitors to our booth, but moreover, it creates positive associations with our brand.

Tomasz Kempka

Marketing Department
 Polish Tourism Organisation



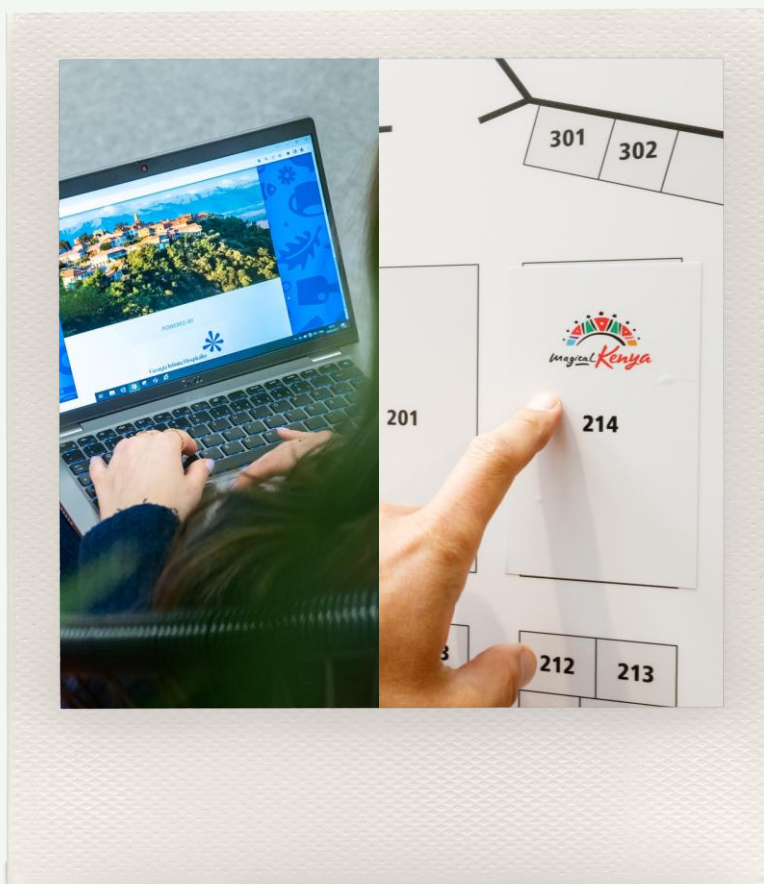
FIND YOUR SPONSORING FIT



OUR OFFERS AT A GLANCE

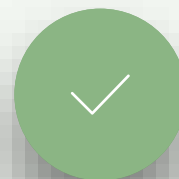
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EASY VISIBILITY PACKAGES



More than every second ITB Berlin attendee uses pre-show information such as the exhibitor list, digital hall plans, and program overviews to plan their visit. That makes **pre-show advertising** the most effective way to boost your visibility and impact at the show.

Our **Easy Visibility Packages** combine **both onsite and online placements**, integrating all three of ITB Berlin's media channels. The result: a powerful, traffic-driving solution that puts your brand in front of the right audience – before the event even begins.



ITB Digital Platform

The pre- and post-event online meeting place.



ITB.COM

The online exhibitor list on the ITB Berlin website with information for exhibitors, visitors and media representatives on trade show information and industry insights.



ITB App

The smart mobile guide containing everything attendees of ITB Berlin need to know.



ITB
BERLIN



EASY VISIBILITY PACKAGES

All online advertising options at a glance



LIGHT 1,900 €

Onsite: ITB Berlin exhibitions grounds

1x Floor-Graphic

Placed in the surroundings of your hall

1x Hall Plan Logo

Your logo highlighted on the individual plan of your hall

Online: ITB Berlin Website & ITB Berlin App &
ITB digital platform

1x Top Logo in the interactive hall plan

1x Gallery Logo on the exhibitor list dashboard & in the ITB Berlin App



SHINE 5,900 €

Onsite: ITB Berlin exhibitions grounds

NEW!

1x Ultra Stretched Display: Video Spot in rotation

1x Hall Plan Logo

Your logo highlighted on the individual plan of your hall

Online: ITB Berlin Website & ITB Berlin App &
ITB digital platform

1x Top Logo in the interactive hall plan

1x Gallery Logo on the exhibitor list dashboard

1x Sandwich Banner within the search result page on the exhibitor list



STAR 9,900 €

Onsite: ITB Berlin exhibitions grounds

NEW!

1x Mobile Digital Display for exclusive use

1x Hall Plan Logo

Your logo highlighted on the individual plan of your hall

Online: ITB Berlin Website & ITB Berlin App &
ITB digital platform

1x Top Logo in the interactive hall plan

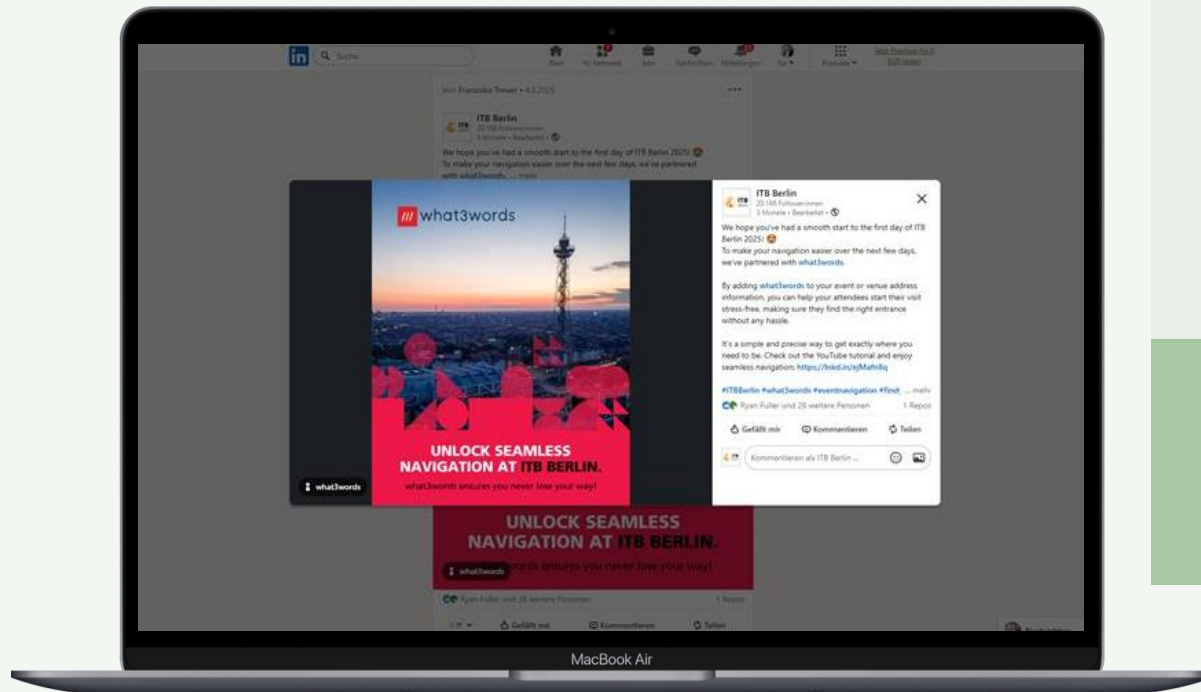
1x Top Banner on the exhibitor list dashboard

1x Top Listing: First position at the top of the list of exhibitors

1x Story in the ITB Berlin App

DIGITAL AD OPPORTUNITIES

Social Media



Social Media Week

6,000 €

5 customized single posts via ITB Berlin's LinkedIn and **5 stories** via ITB Berlin's Instagram and Facebook page

Social Media Month

8,000 €

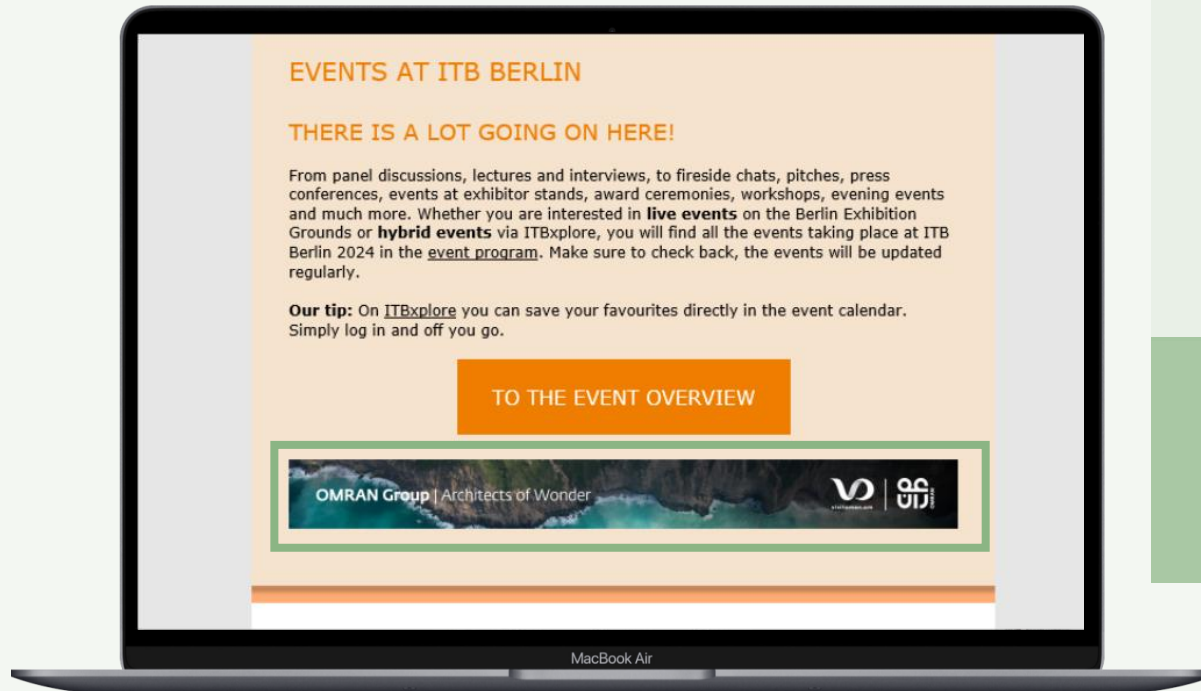
2 customized single posts via ITB Berlin's LinkedIn **per week (4 weeks)** and **2 stories** on ITB Berlin's Instagram and Facebook page **per week (4 weeks)**

Reach

Facebook: > 76,600 followers
 LinkedIn: > 20,000 followers
 Instagram: > 28,400 followers

DIGITAL AD OPPORTUNITIES

Banner Ad – ITB Berlin Newsletter



Exhibitor Newsletter

1,400 €

Banner ad within the exhibitor newsletter

Trade Visitor Newsletter

3,800 €

Banner ad within the trade visitor newsletter

Reach

> 5,500 subscribers (DE/EN)

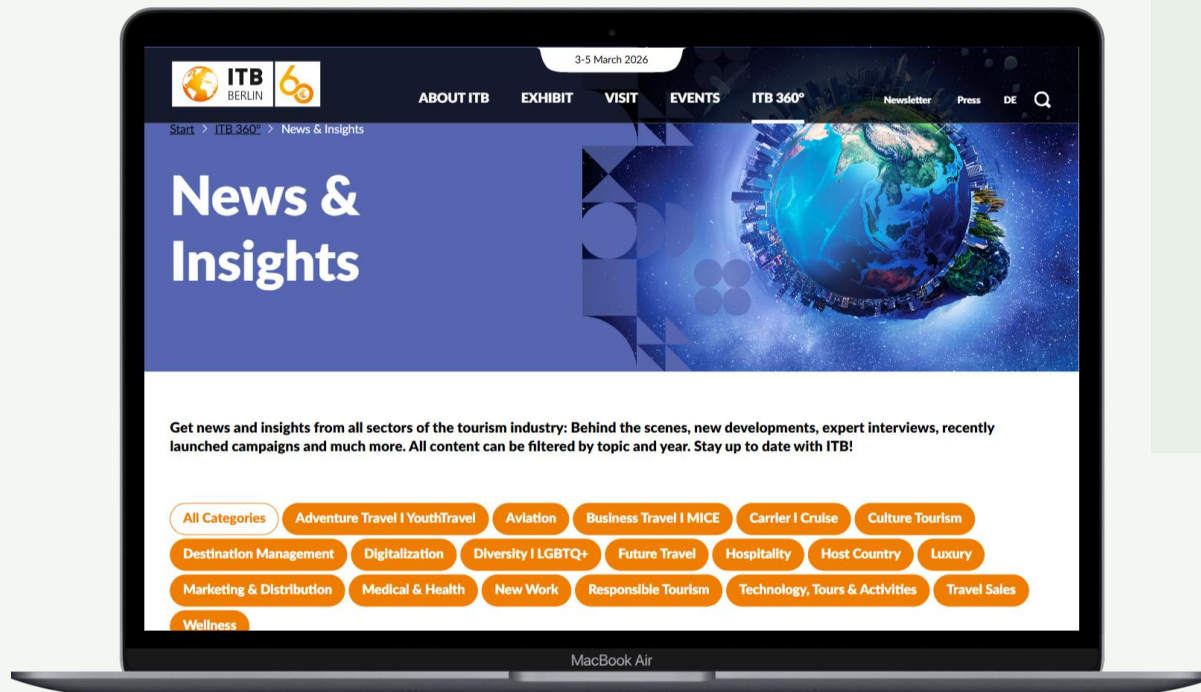
Reach

> 15,200 subscribers (DE)

> 8,600 subscribers (EN)

DIGITAL AD OPPORTUNITIES

Online article – ITB News & Insights

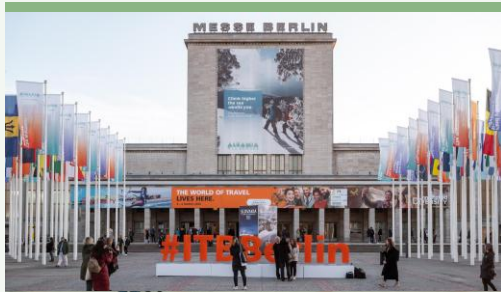


ITB News & Insights

2,000 €

- **Online Article** 1st position in the ITB News & Insights (week of publication)
- English & German
- + Newsletter inclusion

ON-SITE ADVERTISING



INDOOR & OUTDOOR ADVERTISING

CONSPICUOUS AND COLORFUL

Leave a lasting impact on visitors and guide them directly to your booth. Emerge as a big eye-catcher at the entrances.



BRANDING

CREATE A BRAND MARK

Remain unforgettable by showcasing your corporate branding emblazoned on all paper site maps, for example. Visibility all over the exhibition site!



PROMOTION

LEAVE A UNIQUE IMPRESSION BEYOND YOUR BOOTH

Thanks to giant inflatables, flashy walking acts, and colorful branded cars, you will be sure to catch everyone's attention.



SPONSORING

REACH YOUR TARGET AUDIENCE

A powerful public appearance to reach your target group with maximum visibility. Play a carrying role with our sponsored bags, for example.

ON-SITE ADVERTISING HIGHLIGHTS

2 WINDOW BRANDINGS AT ENTRANCE HALL SOUTH

at the facade outdoors

Hire Charge:

36,010.00 € per window banner

Production & Installation:

5,346.00 € per window banner



Find our entire [On-Site Advertising portfolio here.](#)
Or contact us for more information.

ON-SITE ADVERTISING HIGHLIGHTS

1 MEGA-BANNER AT ENTRANCE NORTH

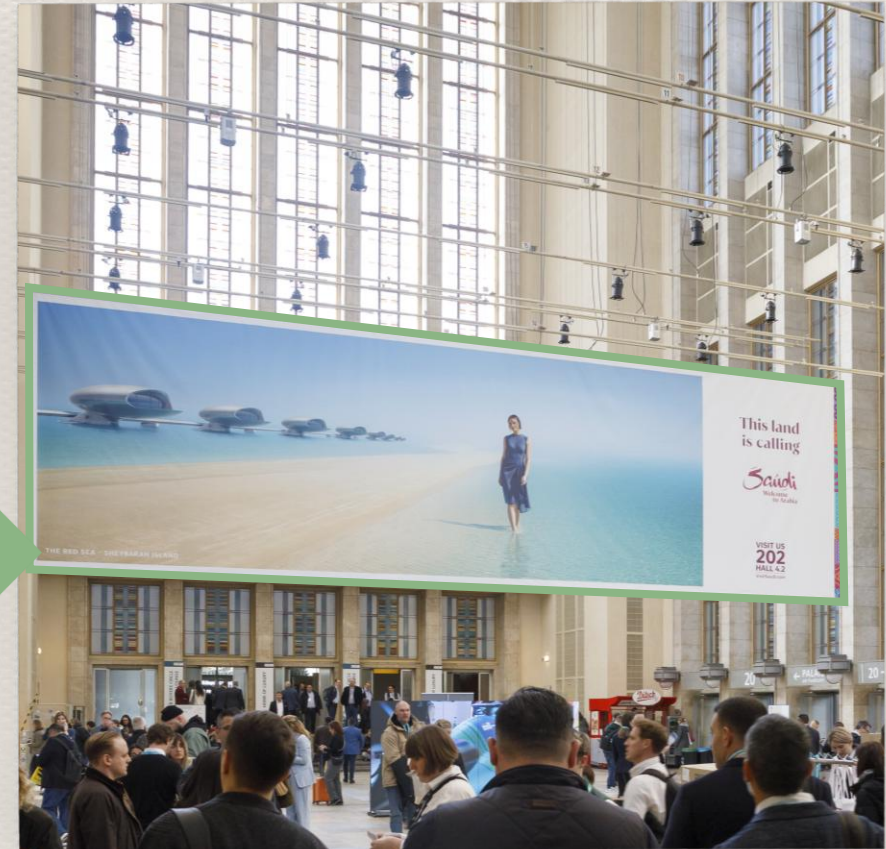
in Hall 19, double-sided

Hire Charge:

50,785.00 € per double-sided banner

Production & Installation:

6,435.00 € per double-sided banner



Find our entire [On-Site Advertising portfolio here.](#)
Or contact us for more information.



STREET FOOD MARKET SPONSORING

NEW!

Showcase your brand in the ITB Berlin Street Food Market – tailored to your needs and customizable to suit your goals. Options include branded napkins, stylish table decorations, seat cushions, coffee cups at the coffee stand, and eye-catching trash bin covers. Service staff can also wear branded aprons to ensure your brand is visible throughout the guest experience.

In addition, exciting promotions like a happy hour with half-price drinks at your sponsored Food Court vouchers to distribute to select customers can be included. An exclusive sponsor lounge with sponsored furniture completes your personalized sponsorship package – the perfect space for networking and relaxation.

All elements can be flexibly adapted to your requirements. Simply contact us for your individual ITB Street Food Market sponsoring package.

Package Price:
upon request
(depending on extent of the sponsorship)



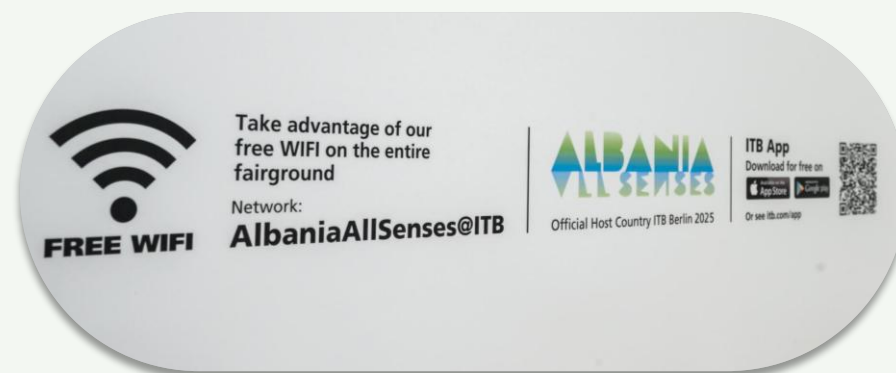
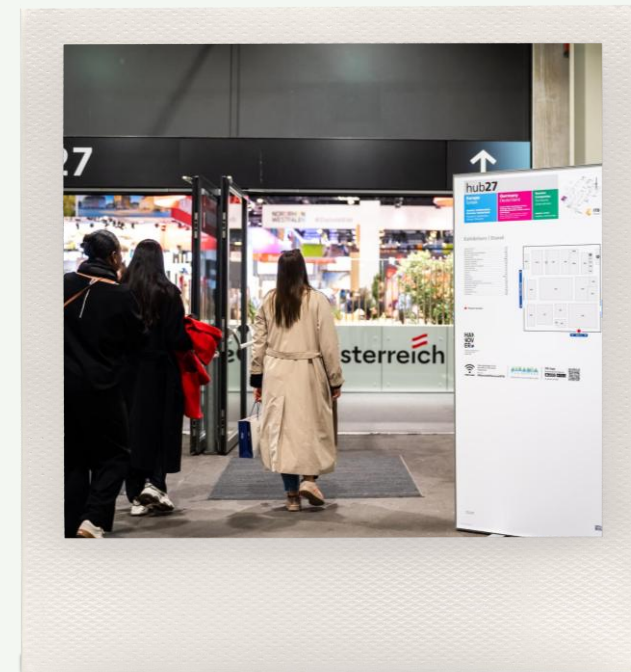
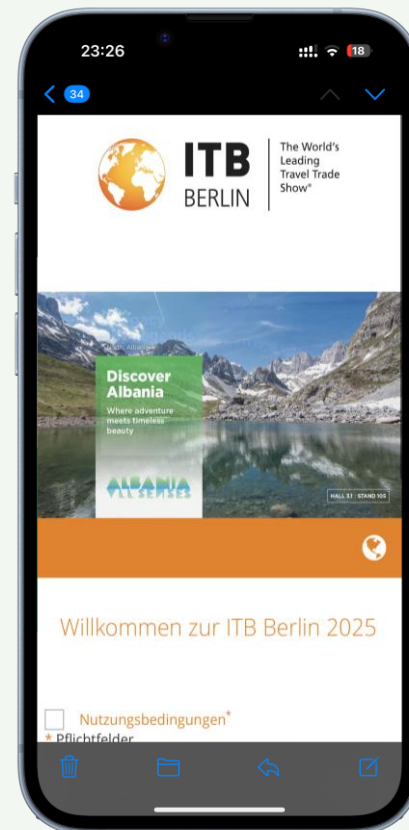
WI-FI SPONSORING

RECOMMENDED!

ITB Berlin offers free Wi-Fi at numerous access points across the ITB Berlin exhibitions grounds. Everyone will be connected to you as soon as one needs Wi-Fi!

As a sponsor, you will be able to name ITB Berlin's official fairground Wi-Fi with your own uniquely branded network name, e.g. in 2025 "AlbanienAllSenses@ITB". This ensures maximum exposure as your brand lights up on all phone, tablet, and laptop screens during ITB Berlin 2026.

Package Price:
 starting at 50,000.00 €
 (depending on extent of the sponsorship)



ITB BERLIN CONVENTION

ITB Berlin Convention is the place for global trends, leading experts and current best practice examples with keynotes, panel discussions, expert interviews and awards. Industry experts present ideas on how to turn the urgent, global challenges facing the industry into opportunities.

The Target Group

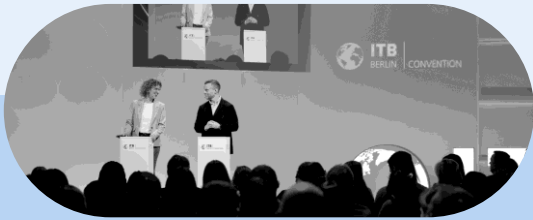
Themed tracks invite tourism professionals from all over the globe to join sessions in the areas of travel technology, hospitality, destination management, marketing & distribution, travel sales, carrier & cruise, future travel, MICE, responsibility and more.

Why become a Convention Partner?

Be part of the largest tourism convention in the world. With its top-class lineup, the convention offers extensive professional guidance and the ideal platform to increase your visibility and standing in the tourism industry.



CONVENTION PACKAGES



CO-HOST

~~50,000 €~~ **SOLD OUT**

Become Co-Host of the entire convention and be present on 4 different stages

Content integration*

Address the auditorium at prime time by taking advantage of a short speaking-slot within the opening of the ITB Berlin Convention. Co-organize a prominent convention session within your topic and be a guest in the ITB Travel Hero Podcast.

Visibility

Boost your presence by being mentioned in different digital communication channels, logo-placements and promotional videos on-site during the convention.

NEW!

Expanded benefits: Wi-Fi @ ITB Berlin Convention and Café Sponsorship now part of the Co-Host Package.

NEW!



TRACK SPONSOR

9,000 € - 14,000 €

Become Track Sponsor within one of our theme tracks

Content integration*

Take on a thought leadership role to curate a panel discussion in cooperation with the ITB Board of Expert or give a keynote speech.

Visibility

Boost your presence by being mentioned in different digital communication channels, logo-placements and promotional videos on-site during the convention.

*Content will be determined together with the ITB Berlin Convention Team. Content inclusion, is subject to availability and may not be available at the given time.

CONVENTION PACKAGES



NEW: THE EXPERT SEAT

3,000 €

NEW!

Got the expertise? Make your voice heard when the tourism industry's top minds meet at ITB Berlin Convention 2026!

Participate in a panel discussion and contribute your insights.

Visibility

Naming of the expert within the ITB Berlin Convention program within description of the panel



PRESENTATION SLOT @ ETRAVEL STAGE

3,900 €

Showcase your product, successes and trends live on the eTravel Stage within 20 minutes

Presentation slot

Address the auditorium by taking advantage of a short presentation slot at the eTravel Stage.
 Please note: Your chosen topic must fit into the travel technology theme.

Visibility

Naming of session in the ITB Berlin Convention program.



NEW: PRESENTATION SLOT DURING ITB TECH TIME

From 3,900 €

NEW!

Design your own presentation slot during ITB Tech Time on the Green Stage – a mixture of expert knowledge, learning and inspiration.
 The topic is up to you, the main thing is tech.

Presentation slot

Address the auditorium by taking advantage of a 20 or 40-minutes speaking slot on a specific travel tech topic that you are passionate about.

Visibility

Naming of session in the ITB Berlin Convention program.

ITB TRAVEL HERO PODCAST

What to expect from the ITB Travel Hero Podcast

Anecdotes, stories of success and failures, practical tips and above all trend topics like future mobility, climate change, digitalization, resilience, communities, travel technology, marketing and sustainability in tourism and much more. It is your audio stage to share what's on your mind! The episodes are available on itb.com, Spotify, Apple Podcasts and Podigee.

Who is the podcast audience?

Listeners include travel professionals, experts, economic and political policy makers, journalists, students, and passionate travelholics from the international travel industry.

What is the format about?

“300 SECONDS WITH” This audio concept features shortcasts with experts of the tourism industry. Within 300 seconds you answer a question on a trending topic!

Package price: 3,000 €

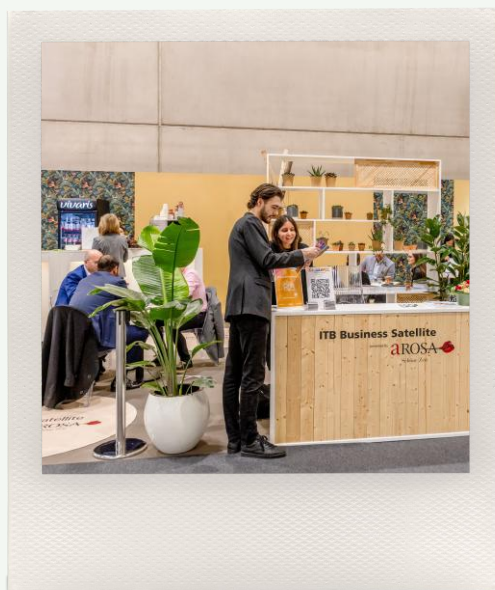


ITB BUSINESS SATELLITES

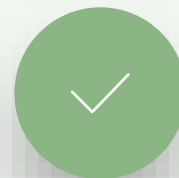
The **ITB Business Satellites** are the place for spontaneous and planned meetings or can be used as a workplace - independently or in addition to your exhibitor stand.

They are fully equipped lounges of around 80 sqm, with approx. 9 meeting tables, including 4 seats each and a reception counter with a hostess.

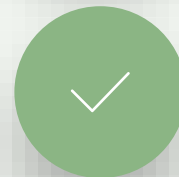
The ITB Business Satellites will be located throughout the entire exhibition grounds, upon availability and open for all ITB participants in the period 3-5 March 2026 from 10 am to 6 pm. Pre advanced table booking are required.



Why become an ITB Business Satellite Sponsor?



3 tables in the lounge will be reserved exclusively for you and your partners.



Each ITB Business Satellite has its own reception counter with hostess.



Exclusive visibility benefits: branding including your logo on back-drop, info-counter & carpet, distribution of promotional materials, and naming on individual hall overview.

Optionally, you can hold a reception or evening event in your Business Satellite*

*organization & catering not included and at own expense, time-slot: Tuesday or Wednesday from 5 pm, subject to availability

Package price: 25,000 €

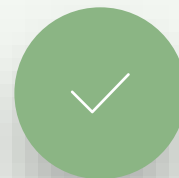
For non-exhibitors: Includes the communication package (presence in the ITB exhibitor directories on itb.com and in the ITB App)

ITB BUYERS CIRCLE

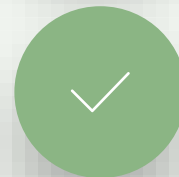
The ITB Buyers Circle is a membership for buyers from the leisure, MICE and business travel sectors. The ITB Buyers Circle stands for exclusivity. Every year, only 1,300 international TOP buyers are accepted as members. **The ITB Buyers Circle Lounge** on the exhibition fairgrounds provides an exclusive retreat for all ITB Buyers Circle members.



Why become an ITB Buyers Circle Sponsor?



Own counter in the ITB Buyers Circle Lounge, exclusively provided for the sponsor.



Increased attention due to a very distinguished target group.



Marketing services exclusively tailored to the target group of buyers, with special reach for you as the sponsor.

Package price: ~~28,000€~~ **SOLD OUT**

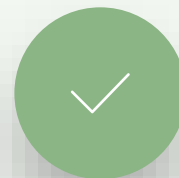
ITB MICE HUB

The MICE sector covers an entire industry and stands for Meetings, Incentives, Conferences and Events. It is an industry that deals with the planning, organization, and implementation of business events.

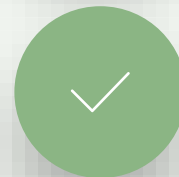
The **ITB MICE HUB** offers individual MICE exhibitors the opportunity to exchange ideas and network with each other at ITB Berlin.



Why become a Partner of the ITB MICE Hub?



Exclusive access to TOP players of the MICE industry.



Share expert insights and promote new products within the ITB MICE Guided Tour.



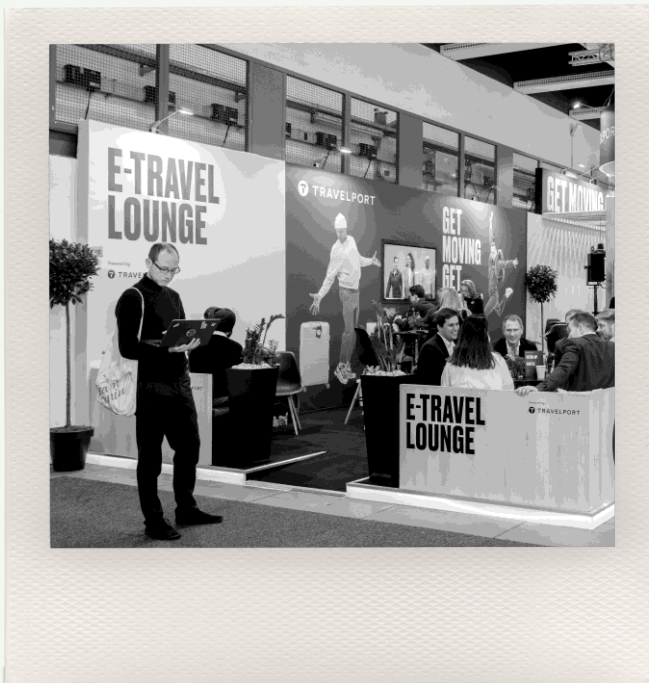
Exclusive visibility across all ITB Berlin channels online as well as offline. This includes sponsor mentions on social media, newsletters, and website, alongside visibility in the MICE Hub.

Package price: 12,000 €

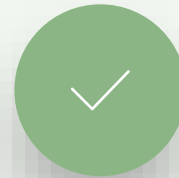
eTRAVEL LOUNGE

The **eTravel Lounge**, located in **Hall 6.1**, has been a well-known networking and coffee-break spot for the technology industry for years.

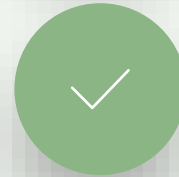
As a sponsor, you will be right in the action of it all. Get creative and build your own branded lounge in an open space at ITB Berlin 2026.



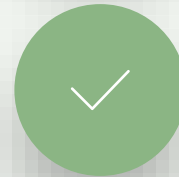
Why become eTravel Lounge Sponsor?



Exclusive access to TOP players of the travel technology industry.



Increased attention within a special target group.



Exclusive communication benefits such as logo on itb.com, brand mention in the ITB Berlin Trade Visitor Newsletter and on a social media post, as well as in a press release.

Package price: ~~20,000€~~ **SOLD OUT**

THE ITB SPÄTI

NEW!

The ITB Späti – your casual networking hotspot on the show floor in hall 7.2c. Inspired by Berlin’s iconic late-night stores, this laid-back lounge invites attendees to connect over bottled drinks and snacks in an authentic, urban atmosphere. The Späti is open around the clock. It is also the central hub for our ITB Guided Tours, several networking events, presentations, and happy hours — the perfect stage for brands who want to stand out.



How would you like to lead the network at ITB Späti?



Open the network as “Fridge-Opener” and become the host of a 30-minute Mini-Networking



Lead the conversation at “Späti Hour” and become the brand of our daily Späti Hour – the relaxed after-show get-together starting at 5:30 pm at the Späti



Connect directly with an interactive “Destination Pitch” and showcase your destination in a 20 min. presentation designed for intense engagement with an “ask-me-anything” part.



Inspire the industry with your “ITB Innovators Pitch” and present your innovation in a powerful 10-minute pitch followed by a brief Q&A session with the audience.

Package price: Fridge opener 2,000 €, Späti-Hour 3,500 €, Destination & Innovators Pitch 2,500 €

OFFICIAL HOST COUNTRY

Join us as the Official Host Country – a premier partnership that puts your destination in the global spotlight and at the center of ITB Berlin.

Why should you choose this partnership?

- **Global visibility & brand boost:** As Official Host Country, your destination benefits from a year-long campaign and strong media presence across all ITB Berlin channels.
- **Access to key decision-makers:** Connect with top industry buyers and leaders to drive long-term tourism growth and business opportunities.



What are the highlights of this package?



Opening Ceremony & main stage presence: Host the prestigious Opening Ceremony with cultural performances and a high-profile reception for global tourism stakeholders.



Maximum media exposure: Showcase your destination during the official Opening Press Conference and throughout the event – reaching international journalists and audiences.



Prominent on-site branding & experiences: Enjoy premium visibility with a dedicated stand, ribbon-cutting ceremony, and opportunities to present authentic cultural highlights across the venue.

Package price: upon request, **SOLD OUT**

CULTURE TRAVEL PARTNER

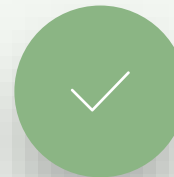
Join us as a Culture Travel Partner - a tailored partnership package designed for destinations keen on spotlighting their unique cultural treasures.

Why should you choose this partnership?

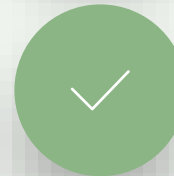
- Unique opportunity to share expert insights and promote new products in front of selected trade visitors
- Exclusive networking opportunities with valuable multipliers
- High visibility through special, exclusively tailored marketing services with significant reach



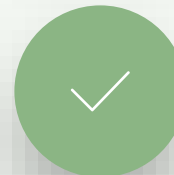
What are the highlights of this package?



Own **ITB Guided Tour** providing your destination with a captivating platform to showcase the country's cultural gems in an emotional and illustrative way.



Possibility to organize a **Get-Together** for all international travel creators – to network and talk about budding projects!



You have the privilege of harnessing the full spectrum of our **communication channels including exclusive marketing opportunities** in our newsletters and various social media platforms, the press newsroom, and even the chance to take the mic in our popular Travel Hero Podcast.

Package price: 75,000 €

ADVENTURE TRAVEL PARTNER

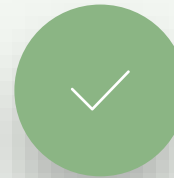
Join us as an Adventure Travel Partner - a tailored partnership package designed for destinations that focus on travel that enable the experience of nature and new trends as a facet of ecologically-friendly, socially responsible tourism.

Why should you choose this partnership?

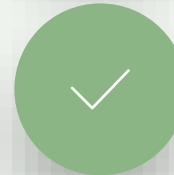
- **Exclusive networking opportunities** within the Adventure Travel & Responsible Tourism segment.
- **Perfect stage** to present your topic, successes and trends
- **Increased attention** within the target group.
- **High visibility** through special, exclusively tailored marketing services with significant reach.



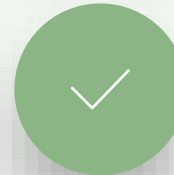
Which benefits await you?



Your own booth in Hall 4.1, within the Adventure Travel & Responsible Tourism segment.



A presentation slot on the ITB Lighthouse Stage in Hall 4.1, as well as participation in the ITB Berlin Convention, at the Youth, Adventure & Outdoor Track.



You have the privilege of harnessing the full spectrum of our **communication channels including exclusive marketing opportunities** in our newsletters and various social media platforms, the press newsroom, and even the chance to take the mic in our popular Travel Hero Podcast.

Package price: ~~75,000 €~~ **SOLD OUT**

CONTACT

We're here to raise your brand to the max!

Contact us to find your perfect, customized advertising and sponsoring opportunity:

E-Mail: itb-sponsoring@messe-berlin.de

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Agency commissions will not be accorded. Prices do not include graphic design/layout. Additional charges will be incurred if other services are required. Modifications and errors excepted.