



ITB Berlin 2027

ADVERTISING & SPONSORING
OPPORTUNITIES

A brand of
**MESSE
BERLIN**

*WATCH NOW:
EXPERIENCE
ADVERTISING & SPONSORING
OPPORTUNITIES IN ACTION*



**ITB
BERLIN**

The World's
Leading
Travel Trade
Show®

BERLIN EXPOCENTER CITY

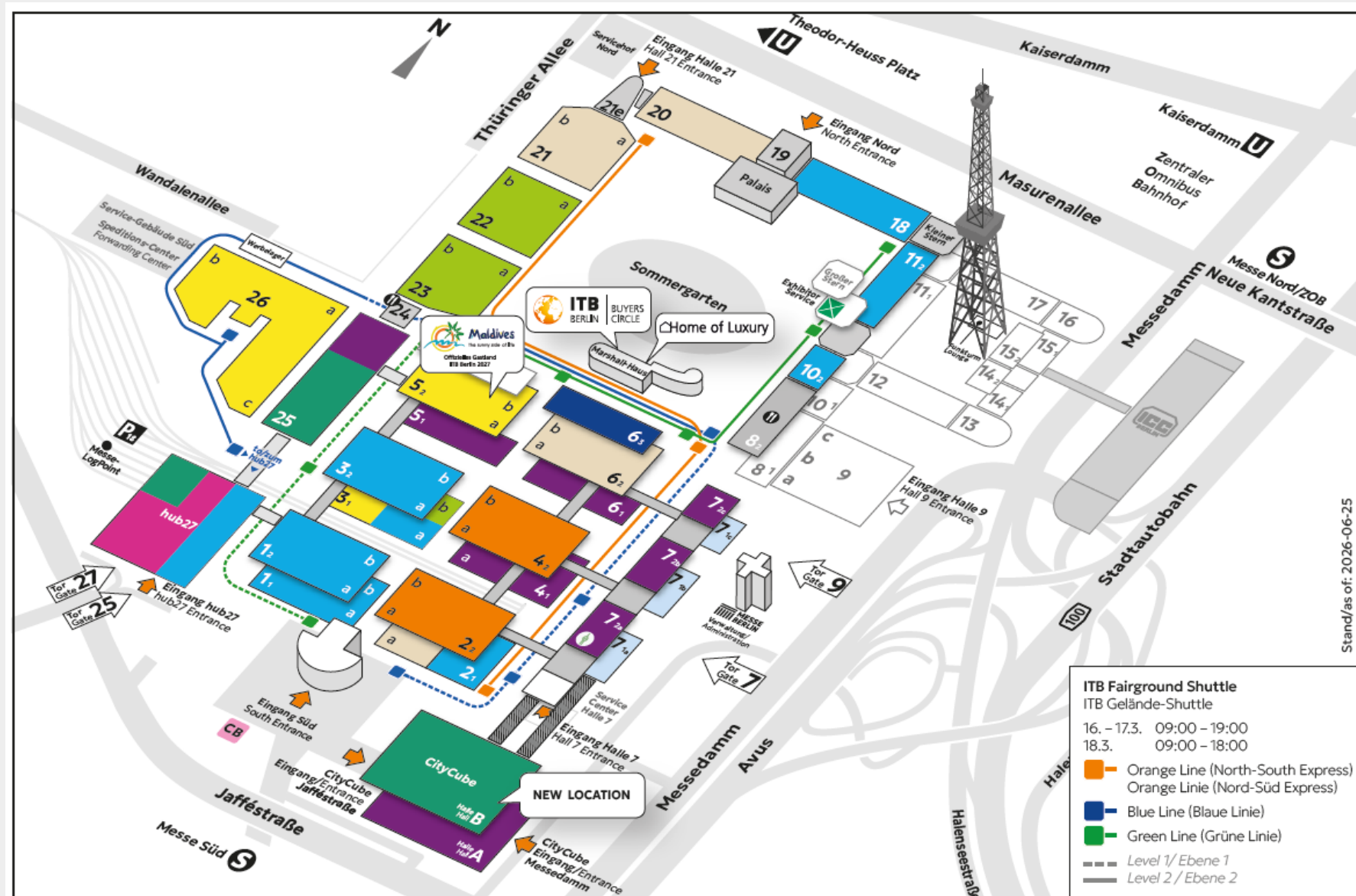




Table of Contents

04	<u>SPONSORING, BRANDING, PROMOTION</u>
18	<u>ONLINE ADVERTISING</u>
25	<u>DIGITAL ADVERTISING</u>
35	<u>ENTRANCE NORTH OUTDOOR & INDOORS ADVERTISING</u>
47	<u>ENTRANCE SOUTH SURROUNDINGS ADVERTISING</u>
52	<u>ENTRANCE SOUTH OUTDOOR & INDOOR ADVERTISING</u>
70	<u>“MESSEDDAMM“ HIGH TRAFFIC ADVERTISING</u>
75	<u>HUB27 OUTDOOR & INDOOR ADVERTISING</u>
87	<u>CITYCUBE OUTDOOR & INDOOR ADVERTISING</u>
106	<u>SPECIFIC HALL AREAS OUTDOOR & INDOOR ADVERTISING</u>
142	<u>SPECIAL ADVERTISING OUTDOORS & INDOORS</u>
156	<u>SANITARY FACILITY ADVERTISING</u>
159	<u>OUT-OF-HOME ADVERTISING</u>
162	<u>APPENDIX: VISUALISATION OF ONLINE OPTIONS</u>
172	<u>CONTACT</u>

SPONSORING BRANDING PROMOTION



SPONSORING

NEW!



Mobility Sponsoring Package

Description Become the first sponsor of our **NEW Mobility Sponsoring Package for ITB Berlin 2027**.

The sponsoring package will include a wide range of mobility services at the fair grounds. These will include, for example, the following components:

- Branding of the shuttle buses (see exemplary photos on the left)
- Naming one of the bus routes
- Logo integration on the site map, including the sponsor's bus route marked on it
- Highlighting the nearest bus stop to the sponsor's booth
- Advertising in the ITB Berlin App

A detailed overview of all benefits will be gladly provided to you at any time.

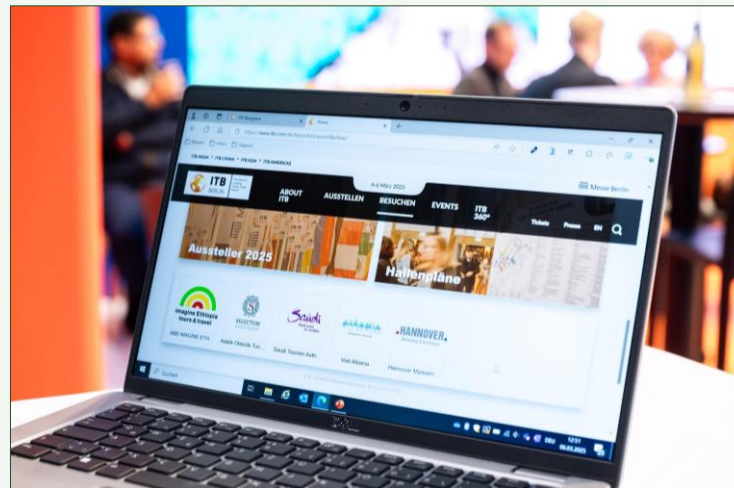
Sponsoring Package Price from 65,000.00 € (*depending on extent of the sponsoring*)
incl. handling & implementation

Status **Availability upon request.**

SPONSORING



**WATCH NOW:
EXPERIENCE
WIFI SPONSORING PACKAGE IN ACTION**



WiFi Sponsoring Package

Description **Become WiFi Sponsor for ITB Berlin 2027 since ITB Berlin offers free WiFi** at numerous access points across the ITB Berlin exhibitions grounds. Everyone will be connected to you as soon as one needs WiFi!

The WiFi Sponsor benefits from a variety of different features: The sponsor of this exclusive package has the privilege of naming the event's WiFi network with their **own unique network name** e.g.: *AlbaniaAllSenses@ITB* or *EmotionsareGeorgia@ITB*. This guarantees maximum visibility for the sponsor, as the sponsor's brand will be displayed on all network devices connected to the WiFi during ITB Berlin.

In addition, the sponsor will be comprehensively integrated into various online, on-site and print media:

- design of the **WiFi Landing Page**
- multiple integration on the **ITB Berlin Website**, **ITB Berlin App** & in the **ITB Berlin Newsletters**
- mention in the **ITB Berlin Social Media Story**
- mention in the **ITB Berlin Paper Site Maps** & the **ITB Berlin Welcome Letters** for exhibitors
- branding of the **Info Counters** & several **Exhibition Ground Plans** at main entrances & hall entrances
- mention on the **Digital Displays of ITB Berlin**

A detailed overview of all benefits will be gladly provided to you at any time.

**Sponsoring
Package
Price**

60,000.00 EUR (*depending on extent of the sponsoring*)
incl. handling & implementation

Status

Availability upon request.

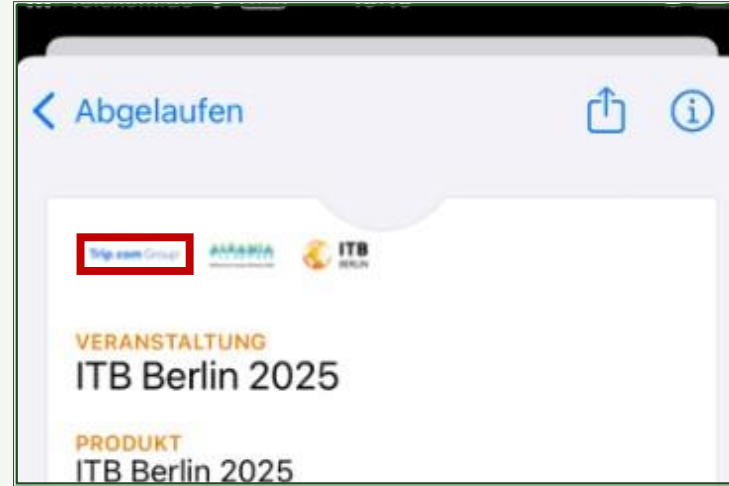
SPONSORING



WATCH NOW:
EXPERIENCE
TICKET SPONSORING PACKAGE IN ACTION



Logo Integration on Printed Ticket

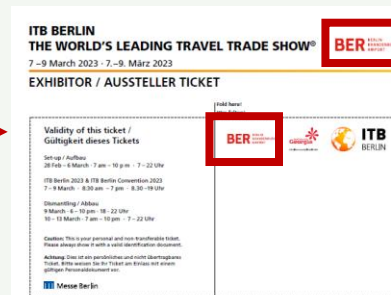


Logo Integration on Wallet Ticket



Branding of 2 Info Counters at Entrance North

Logo
Integrations on
PDF Ticket



Additional
Branding Space
on the backside
of the PDF
Ticket



Logo Integration on PDF Ticket

Ticket Sponsoring Package

Description Become Ticket Sponsor for ITB Berlin 2027 and boost your visibility throughout the entire ITB Berlin.

The package includes 4 different types of tickets: **Printed Tickets, PDF Tickets, Mobile Tickets, and Wallet Tickets** (3 of which are shown on the left), all of which feature the sponsor's logo and some of which also offer space for branding.

In addition, the sponsoring package includes **numerous other online and on-site integrations** that further highlight the sponsor's brand:

- integration of the sponsor in the **Ticket Shop**
- integration of the sponsor into the **Ticket Purchase Process** through logo integration in the contact emails, that every ticket purchaser receives
- integration on the **ITB Berlin Website, ITB Berlin App, ITB Navigator & in the ITB Berlin Newsletter**
- logo integration of the sponsor on the **Ticket Help Desk Counters**
- logo integration on **2 Info Counters in the Entrance North**
- mention on the **Digital Displays of ITB Berlin**
- logo integration on **Floor Graphics at the entrances**

A detailed overview of all benefits will be gladly provided to you at any time.

Sponsoring Package Price

65,000.00 EUR (*depending on extent of the sponsoring*) incl. handling & implementation

Status

Availability upon request.

SPONSORING

NEW!



Street Food Market Sponsoring

Description Showcase your brand in the ITB Berlin Street Food Market with a package tailored to your needs and customizable to suit your goals. Your own food truck becomes a highlight of the Street Food Market, where the dishes offered are selected from a curated range defined together, ensuring a high-quality and authentic experience.

Brand visibility throughout the Street Food Market can be further enhanced through options such as branded napkins, stylish table decorations, seat cushions, coffee cups at the coffee stand, and eye-catching trash bin covers. In addition, service staff can wear branded aprons to ensure a consistent brand presence during the entire guest experience.

An exclusive sponsor lounge with individually branded furniture completes the package and provides the perfect space for networking and relaxation. Additionally, the sponsor's logo will be featured in the Catering Guide, visible both online and onsite at the venue, guaranteeing prominent exposure throughout the event.

Prices A detailed overview of all benefits and concrete booking options will be gladly provided to you at any time.

Status **Availability upon request.**

SPONSORING



Media Center Sponsoring

Description Over 3,200 accredited journalists and 300 international travel bloggers will report onsite from ITB Berlin and will have their headquarters in the Media Center as central contact point in Hall 6.3.

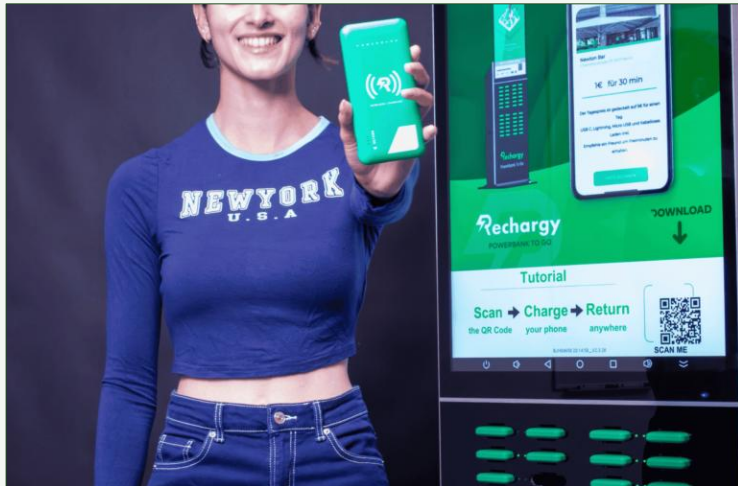
The sponsor of the Media Center benefits from various advertising measures: e.g. diverse logo integrations, outlay of flyers, use of press boxes, positioning of advertising spaces etc.
A detailed overview of all benefits will be gladly provided anytime and discussed individually.

Sponsoring Package Price up to 40,790.00 EUR
plus production and installation costs for all advertising measures

Status **Availability upon request.**

SPONSORING

NEW!



Power Bank Station Sponsoring

Description Our brand-new power bank stations on the trade fair grounds create a unique opportunity to combine practical service for visitors with high-impact brand visibility.

Your advantages at a glance:

- **Maximum visibility:** Prominent digital displays ensure your brand is present wherever visitors recharge.
- **Exclusive branding:** Entire stations and powerbanks can be fully customized with your logo and design for a consistent brand experience.
- **Targeted presence:** Flexible booking options let you select the time slots that fit your marketing strategy best.
- **Added value for visitors:** By providing energy when it is most needed, your brand is associated with reliability, support, and innovation.

Prices

A detailed overview of all benefits and concrete booking options will be gladly provided to you at any time.

Status

Availability upon request.

SPONSORING



Sponsoring of 60,000 Paper Site Maps

- Description** 60,000 folded Paper Site Maps with 6 columns in pocket format will be placed at the visitors' disposal free of charge.
- front sides:**
- front cover: ITB Berlin design incl. Host Country logo
 - open inner side: ITB Berlin Site Map incl. 2 Host Country's and 2 sponsor's logos
- back sides:**
- back cover: 1 sponsor branding across the entire width
 - open back side: 1 full page sponsor branding

Sponsoring License 37,525.00 EUR
incl. printing, delivery and distribution costs

Status Availability upon request.

Sponsoring of 50,000 Lanyards

Description sponsoring of up to 50,000 lanyards handed out for free to exhibitors, trade visitors and journalists at the information counters on the exhibition site

Sponsoring License 36,955.00 EUR
plus supply/ production and delivery of 50,000 lanyards

Production/Delivery The production costs depend on the exact quantity, the layout and the material and can therefore only be defined at a later date.

Status Availability upon request.

SPONSORING



Sponsoring of 40,000 Fabric Bags

- Description**
- non-exclusive sponsoring of min. 10,000 bags (out of max. 40,000) or
 - exclusive sponsoring of all 40,000 bags which will be distributed for free at several info counters on the exhibition site

Sponsoring License 12,020.00 EUR
plus supply/ production and delivery of 10,000 bags
or
41,195.00 EUR
plus supply/ production and delivery of 40,000 bags

Status **Availability upon request.**

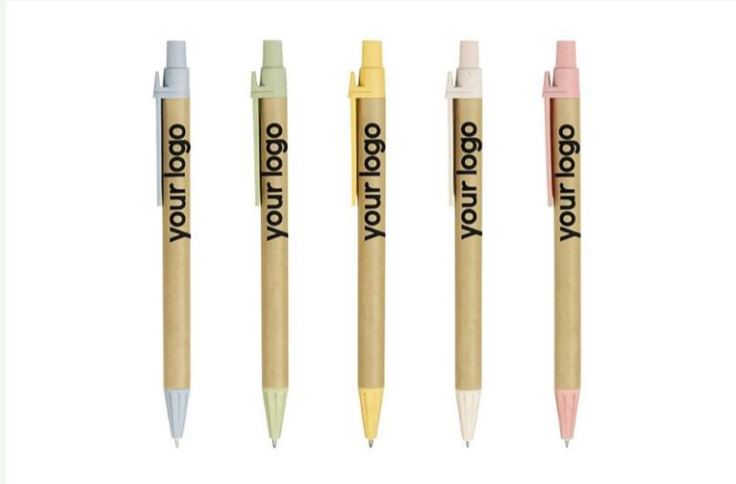
Sponsoring of 15,000 High-Quality Bags

- Description** sponsoring of min. 15,000 high-quality trade visitor and journalist bags which will be distributed for free in trade visitor areas and in the Media Center

Sponsoring License 19,830.00 EUR
plus supply/ production and delivery of 15,000 bags

Status **Availability upon request.**

SPONSORING



Sponsoring of 30,000 Ballpoint Pens

Description Sponsoring of up to 30,000 ballpoint pens handed out for free to exhibitors, trade visitors and journalists at the information counters on the exhibition site.

Sponsoring License e.g. 11,365.00 EUR for 15,000 ballpoint pens
e.g. 19,740.00 EUR for 30,000 ballpoint pens incl. branding, delivery and distribution costs

Status **Availability upon request.**



Sponsoring of 30,000 Dextrose Pastilles

Description sponsoring of up to 30,000 dextrose pastilles handed out for free to exhibitors, trade visitors and journalists at the information counters on the exhibition site.

Sponsoring License e.g. 8,255.00 EUR for 15,000 dextrose pastilles
e.g. 13,955.00 EUR for 30,000 dextrose pastilles incl. branding, delivery and distribution costs

Status **Availability upon request.**

SPONSORING



Sponsoring of 20,000 Water Bottles “Join The Pipe”

Description Go visible, go reusable!
Want everyone to carry your logo? This is how.

With this sustainable bottle, made from sugarcane your logo is in every hand, in every photo, and even goes home with the guests. A practical gift that keeps your brand alive long after the event.

Choose the design that fits you best: add your logo, choose your city/country, or go local with our **Berlin Bottle!** A personal touch that make you connected to the visitors.

By sponsoring, you're not only increasing visibility, you are also cutting down on single-use plastics. A simple, powerful way to link your brand with sustainability.

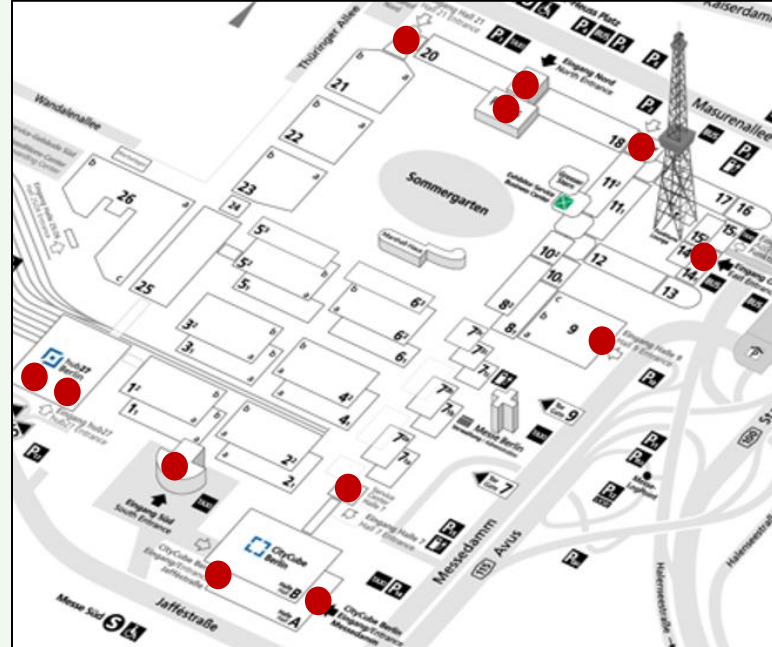
Sponsoring License

- e.g. 29,500.00 EUR for 10,000 bottles
- e.g. 42,000.00 EUR for 15,000 bottles
- e.g. 56,000.00 EUR for 20,000 bottles
- incl. branding, delivery and distribution costs

Status **Availability upon request**

BRANDING

NEW!



Wardrobe Branding

Description During ITB Berlin, a large number of visitors use the wardrobes at the entrances to safely store jackets or even luggage. The Wardrobe Branding therefore offers a great option for maximum visibility right at the entrances to the exhibition grounds.

The sponsor of this exclusive branding has the option of choosing from a total of 12 wardrobes (marked in red on the map on the left) whether all wardrobes or only a selection of them should be included in the branding.

Information about which wardrobes will be available during ITB Berlin is available on request.

A detailed overview of all benefits will be gladly provided anytime.

Prices

A detailed overview of all possibilities and concrete booking options will be gladly provided to you at any time.

Status

Availability upon request.

BRANDING



Shuttle Bus Brandings on the Exhibition Site

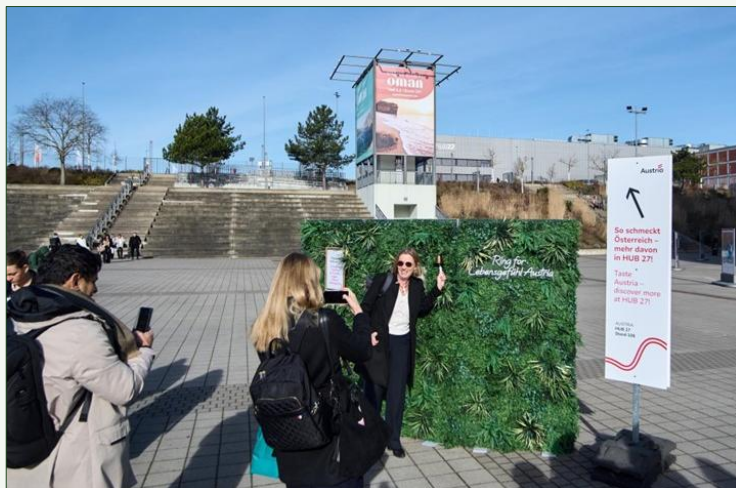
Description	Approx. 10 buses will shuttle exhibitors, visitors and media representatives on the exhibition site from hall to hall. 8 buses (out of approx. 10) can be equipped with 2 magnetic advertising foils on both sides.
Size (w x h)	driver's side: 4.17 m x 0.55 m passenger's side: 2.71 m x 0.55 m
Hire Charge	4,640.00 EUR per bus
Production/ Installation	750.00 EUR per bus
Status	Availability upon request.



Taxi Brandings all over Berlin

Description	Branding of 5 to 300 taxis which will drive all over the city. Booking period: Between 14 days and 1 month
Package Prices	(1) 12,650.00 EUR for 50 taxi brandings over 2 weeks (2) 17,600.00 EUR for 50 taxi branding over 4 weeks (3) 23,650.00 EUR for 100 taxi brandings over 2 weeks (4) 31,350.00 EUR for 100 taxi brandings over 4 weeks Other quantities and booking periods on demand.
Status	Availability upon request.

PROMOTION



Assignment of Promoters

Description A promotion team appointed by the exhibitor will distribute fancy give-aways and informative advertising material during the show on the exhibition site. This opportunity will enhance the exhibitor's presence and guide visitors to his stand.

Promotion License 3,205.00 EUR promotion license per person
Personnel and storage costs as well as advertising material etc. are not included.

Status **Availability upon request.**

Important Note Promotional activities directly in the halls or next to stands of other exhibitors are not allowed.

Velotaxi Promotion around the Exhibition Site

Description E.g. 10 fully branded velotaxis will shuttle visitors and exhibitors for free around the exhibition site (e.g. from and to the entrances and public transport stations). The velotaxis can be equipped with digital products (screens, phones, tablets etc.), brochures, flyers and other special marketing tools. Moreover, the drivers can be fitted with individual dresses including logo and claim of the exhibitor. All additional services will be charged separately.

Promotion License On demand.

Status **Availability upon request.**

ONLINE ADVERTISING



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

A brand of

**MESSE
BERLIN**

Easy Visibility Packages

All online advertising options available from September.

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 Navigator

1x Top Logo in the interactive hall plan

1x Gallery Logo on the ITB Berlin Website and ITB Berlin App

Shine



5,900 €

Onsite: ITB Berlin exhibitions grounds

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 Navigator

1x Top Logo in the interactive hall plan

1x Gallery Logo on the ITB Berlin Website and App

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

Star



9,900 €

Onsite: ITB Berlin exhibitions grounds

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 Navigator

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

Mix & Match Packages

Package 1

Select
3 Online Options

3,500 €

Package 2

Select
1 Onsite Option &
2 Online Options

3,600 €

Package 3

Select
2 Onsite Options &
1 Online Option

3,700 €

Onsite Advertising Options

2 Floor Graphics (1.00 x 1.00 m)



2 Posters Showcases, unlighted



1 Mobile Display Frame, 1-sided



15 Graphics within Sanitary Facilities

(on mirrors, dispensers or doors)



1 Ultra Stretch Screen in Middle Foyers

(15 sec in a loop with up to 3 other clients)



1 Column Branding, 1-sided



1 Banner or illuminated Poster at Hall Specific Areas



Online Advertising Options

1 Top Banner on the Hall Plan ITB Navigator



1 Top Banner App



1 Sandwich Banner on ITB Navigator



1 Sandwich Banner App



1 Tab-Bar Banner App



1 Gallery Logo Website & App



Create your
own perfect
package!

Social Media

Social Media Week

5 customized single posts via ITB Berlin's LinkedIn page

5 stories via ITB Berlin's Instagram and Facebook page

6,000 €

Social Media Month

2 customized single posts via ITB Berlin's LinkedIn page **per week (for 4 weeks)**

2 stories on ITB Berlin's Instagram and Facebook page **per week (for 4 weeks)**

8,000 €

Reach



Facebook: > 77,300 followers
LinkedIn: > 24,900 followers
Instagram: > 32,300 followers



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



ITB Newsletters

Banner ad

ITB Exhibitor Guide

Banner ad within the exhibitor newsletter

2,400 €

Reach

> 6,000 recipients (DE/EN)

ITB Visitor Guide (Ticket holders)
ITB Insider (Tourism professionals)

Banner ad within the trade visitor newsletters

3,800 €

Ad in ITB Visitor Guide

3,200 €

Ad in ITB Insider

Reach

ITB Visitor Guide

> 40,000 recipients (DE/EN)

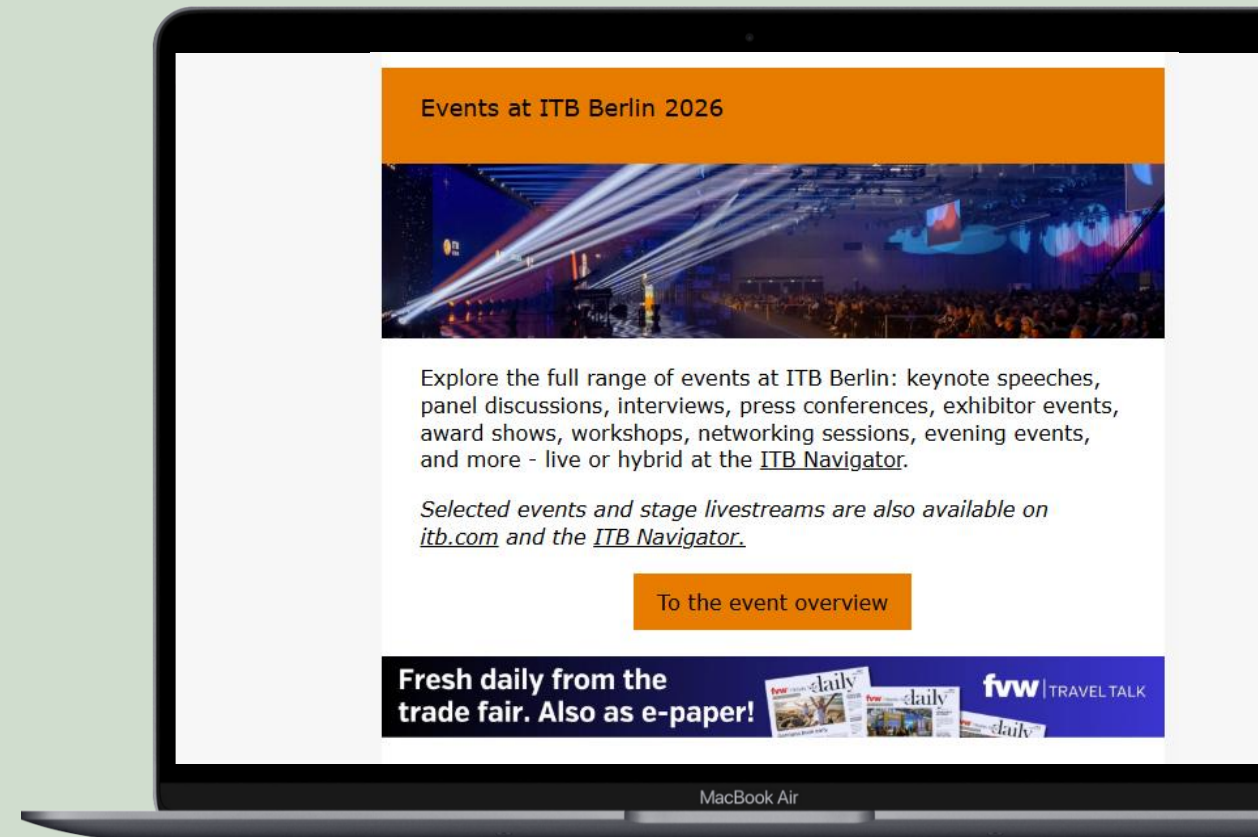
ITB Insider

> 24,000 subscribers (DE/EN)



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



ITB News & Insights

Online article

ITB News & Insights

Online Article 1st position in the ITB News & Insights
(week of publication)

English & German

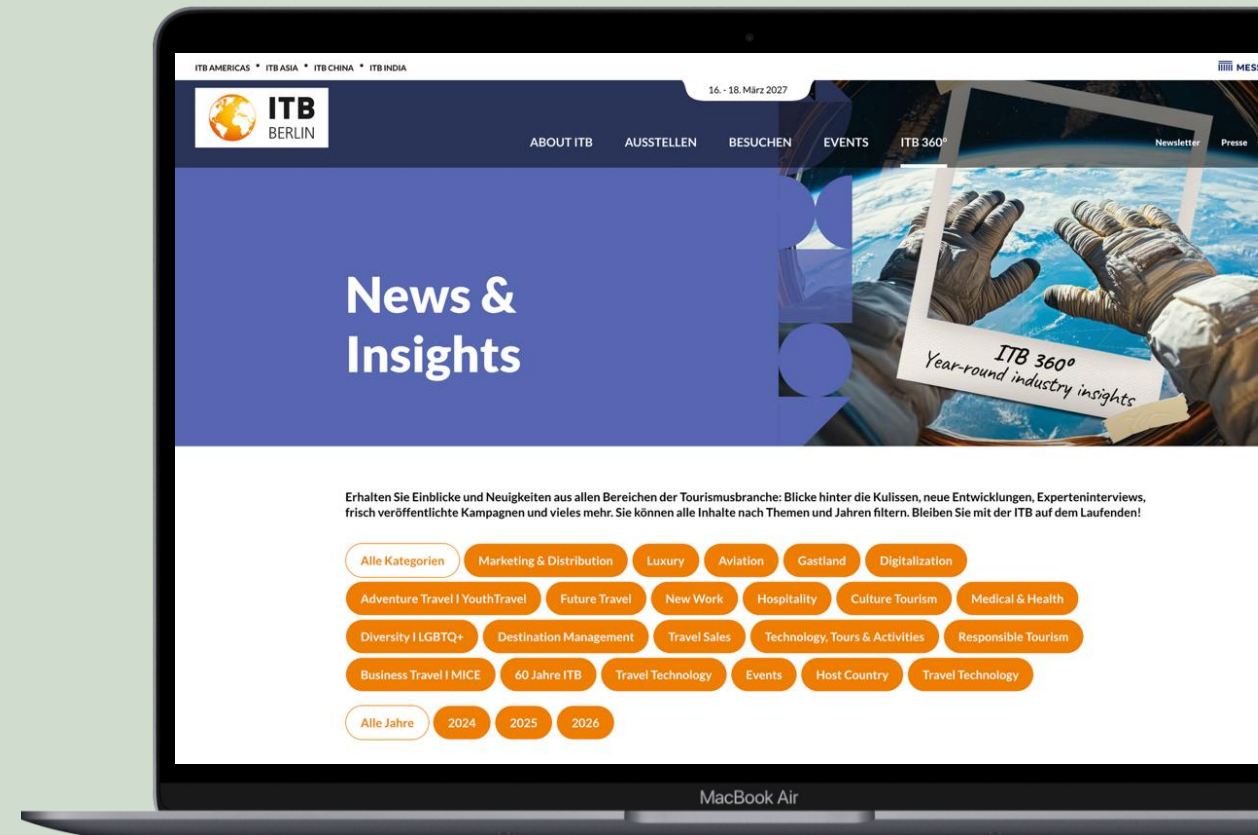
[See more here](#)

2,000 €



ITB
BERLIN

The World's
Leading
Travel Trade
Show®





Individual Options	Price	ITB.com	ITB Navigator	ITB App
Our tip <u>Top Listing</u>	3,500 €	✓	✓	✓
<u>Sandwich Banner</u>	3,000 €		✓	✓
<u>Top Banner on ITB Navigator</u>	2,500 €		✓	
<u>Top Banner App</u>	1,250 €			✓
<u>Tab Bar Banner App</u>	1,250 €			✓
<u>Gallery Logo</u>	1,250 €	✓		✓
<u>App Story</u>	800 €			✓
<u>Hall Plan Logo Onsite & Online</u>	450 €		✓	✓
<u>Exhibitor News</u> (1x) / (3x)	80 € / 210 €	✓	✓	✓
<u>Product</u> (1x) / (3x)	80 € / 210 €	✓	✓	✓
<u>Lead Scan Team</u>	199 €			

DIGITAL ADVERTISING



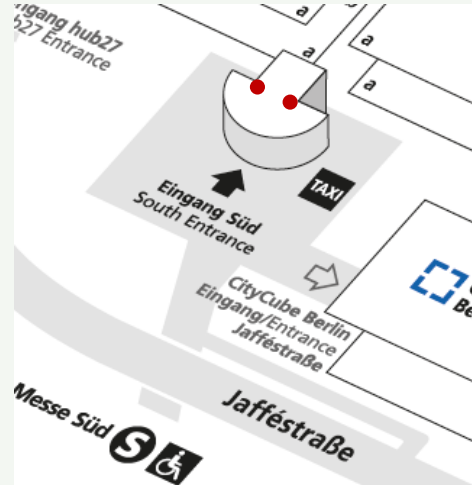
ITB
BERLIN

The World's
Leading
Travel Trade
Show®

A brand of



DIGITAL ADVERTISING – ENTRANCE SOUTH

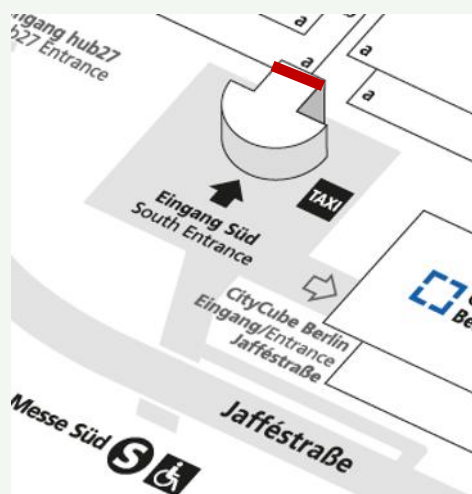


2 LED Displays with double-sided Mega-Banners in the Entrance Hall

Location 2 combi packages are available (see red marks on the left photo – 1 and 2). Each package consists of 1 double-sided mega-banner in combination with a LED display, without audio, directly above the escalators

Size (w x h) mega-banners, each 2-sided:
Technical Specs 4.00 m x 5.70 m per banner (print on front and back side)
 LED displays, each 1-sided, without audio:
 FULL-HD display; 2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9;
 LED dimensions: 4.86 m x 1.36 m; resolution: 3840 x 1080 pixel

Special Combi Price 23,140.00 EUR per combi package incl.
 - a 30 sec. slot in a loop with organizer content on 1 LED display
 - hire charge, production & installation of the banner installed above
Status **Availability upon request.**



1 LED Mega-Display in the Entrance Hall

Location in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see red marks on the left photo)

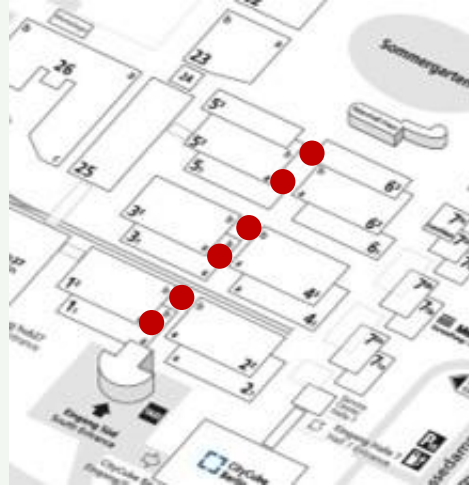
Technical Specs

- FULL-HD display without audio / 2.5 mm pixel pitch
- resolution: 3.840 x 1.080 pixel • dimensions (w x h): 10.08 m x 2.88 m
- aspect ratio: 32:9 • video format: MPEG-4 (.mp4) or h264
- recommended bit rate: 20 Mbit • recommended frame rate: 60 fps

Hire Charge incl. Handling 34,175.00 EUR for a 30 sec. slot in a loop with organizer content

Status **Already booked.**

DIGITAL ADVERTISING – SPECIFIC HALL AREAS



6 (out of 12) UltraStretch Screens in the Middle Foyers of Halls 1.2 to 6.2

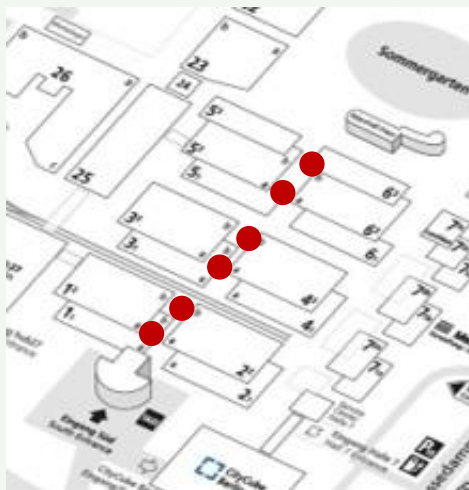
Location in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 (in each case a and b) next to the official guiding system in the walkway to the next middle foyer. Please refer to the detailed plan [here](#).

Technical Specs

- dimensions: 2.158 x 0.348 m (w x h) per screen
- resolution: 3.840 x 600 pixel • ratio: 58:9
- format for image files: jpg or png • format for video files: mp4/ h264
- recommended bit rate: 20 Mbit • recommended frame rate: 60 fps

Package Price incl. Handling 7,800.00 EUR net for a 15 sec. slot in a loop with organizer content and up to 3 other clients on all 6 screens

Status Availability upon request.



UltraStretch Screens at the Entrances to Halls 1.2 to 6.2

Location above the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 (in each case a and b) coming from the middle foyers (see exemplary red mark on the left photo). Please refer to the detailed plan [here](#).

Technical Specs

- dimensions: 2.158 x 0.348 m (w x h) per screen
- resolution: 3.840 x 600 pixel • ratio: 58:9
- format for image files: jpg or png • format for video files: mp4/ h264
- recommended bit rate: 20 Mbit • recommended frame rate: 60 fps

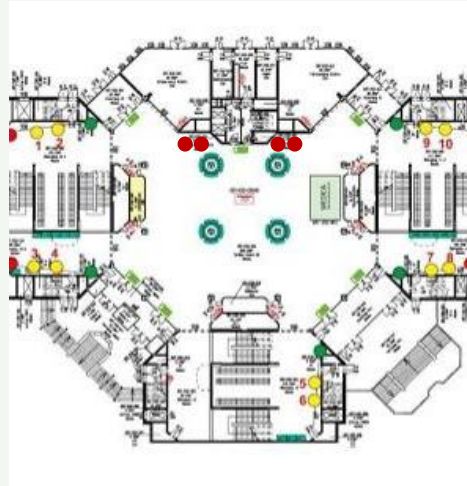
Package Prices incl. Handling

- package a or b, each with 3 screens: 9,900,00 EUR per package
- package c or d, each with 4 screens: 12,900.00 EUR per package
- package e or f each with 2 screens: 6,900.00 EUR per package

in each case for a 15 sec. slot in a loop with organizer content on all screens

Status Availability upon request.

DIGITAL ADVERTISING – PASSAGEWAYS



4 Digital Displays in the Passageway “Großer Stern”

Location in the passageway “Großer Stern” on Level 2:
2 displays placed next to each other (see red marks on the left map)

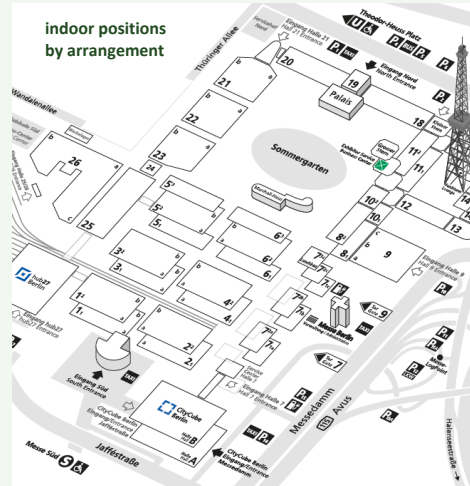
Technical Specs 75” displays without audio
 picture format (w x h): 2.160 x 3.840 px or 1080 x 1920 px
 file format: PNG
 video format (w x h): 2.160 x 3.840 px or 1080 x 1920 px

Hire Charge incl. Handling 3,195.00 EUR for a 30 sec. slot in a loop with organizer content on 1 screen
or
 11,430.00 EUR for a 30 sec. slot in a loop with organizer content on all 4 screens

Status Availability upon request.



DIGITAL ADVERTISING – MOBILE DISPLAYS



Mobile Full Screen Displays, each 1-sided

Location up to 6 mobile full screen displays plugged together to a continuous digital full screen display (see right photo below) - indoor positions by arrangement

Technical Specs

- 1 full screen display: 320 x 960 pixel
- 2 full screen displays: 640 x 960 pixel
- 3 full screen displays: 960 x 960 pixel
- 6 full screen displays: 1,920 x 960 pixel
- format: jpg or png for image files and mp4/ h264 for video files
- recommended bit rate: 20 MBit
- recommended frame rate: 60 fps

Hire Charge

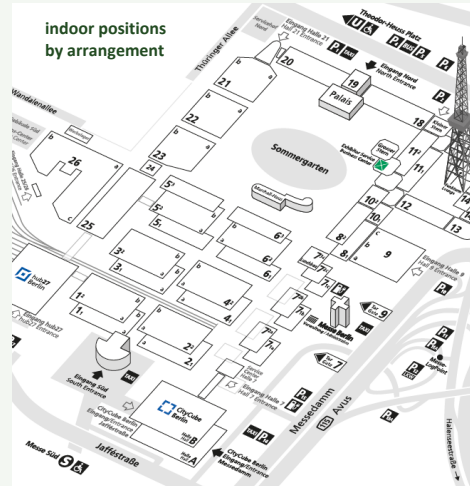
- 1 full screen display: 4,480.00 EUR
- 2 full screen displays: 7,170.00 EUR
- 3 full screen displays: 10,080.00 EUR
- 6 full screen displays: 17,475.00 EUR
- each or an exclusive use by 1 single exhibitor

Installation & Data Handling

- 1 full screen display: 450.00 EUR
- 2 full screen displays: 720.00 EUR
- 3 full screen displays: 1,020.00 EUR
- 6 full screen displays: 1,755.00 EUR

Status **Already booked.**

DIGITAL ADVERTISING – MOBILE DISPLAYS



Mobile Half Screen Displays, 1-sided

Location mobile half screen displays: positions by arrangement

Technical Specs 49 inches, portrait format
 resolution: 4K, 3.840 x 2.160 pixel
 format: jpg for image files and mp4 for video files

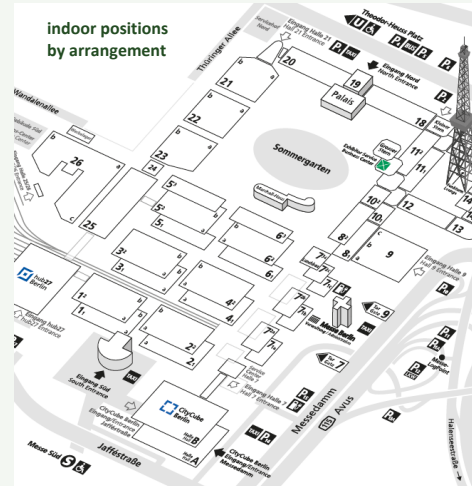
Hire Charge 2,980.00 EUR per display
 for an exclusive use by 1 single exhibitor

Installation & Data Handling 450.00 EUR

Status Availability upon request.



DIGITAL ADVERTISING – SPECIALS

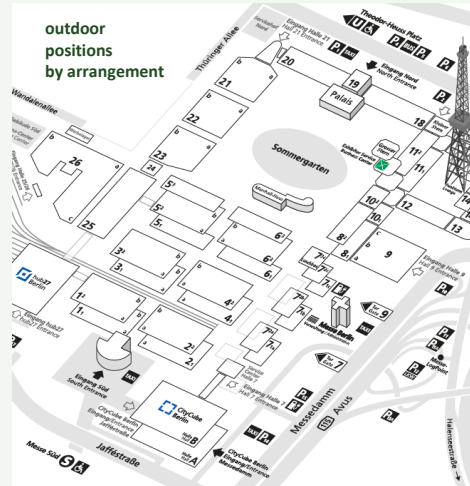


Mobile Half Screen Displays, 1-sided

Location	4-sided LED Cube > out- and indoor positions by arrangement
Size (w x h)	outdoor version: 5.00 m x 3.50 m per side indoor version: 3.00 m x 2.50 m per side
Package Price incl. Handling	on demand The exact pricing depends on the position.
Status	Availability upon request.



DIGITAL ADVERTISING – SPECIALS

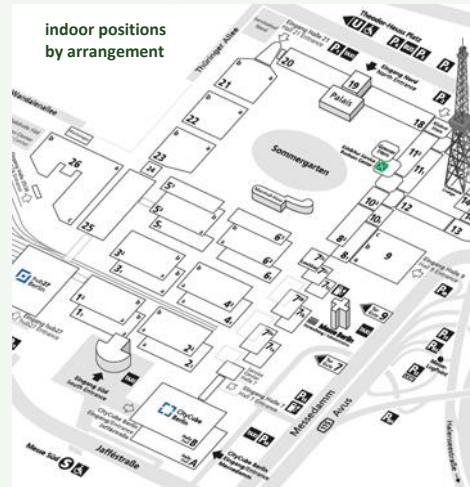


Digital Displays, 1- or 2-sided

Location	digital advertising media such as mobile displays in portrait format: outdoor positions by arrangement
Technical Specs	49 inches, portrait format resolution: 4K, 3.840 x 2.160 pixel format: jpg for image files and mp4 for video files
Hire Charge	on demand (depending on medium)
Installation & Data Handling	on demand (depending on medium, size and position)
Status	Availability upon request.

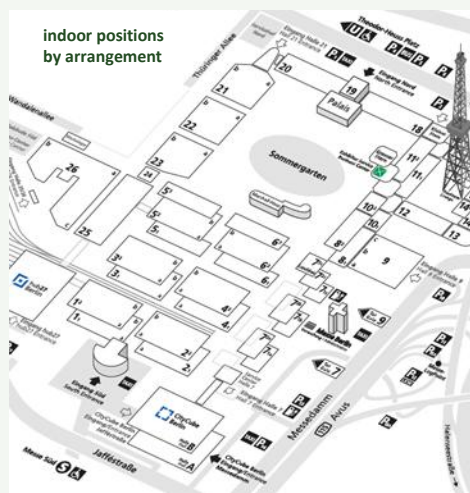


DIGITAL ADVERTISING – SPECIALS



LED Sprinter

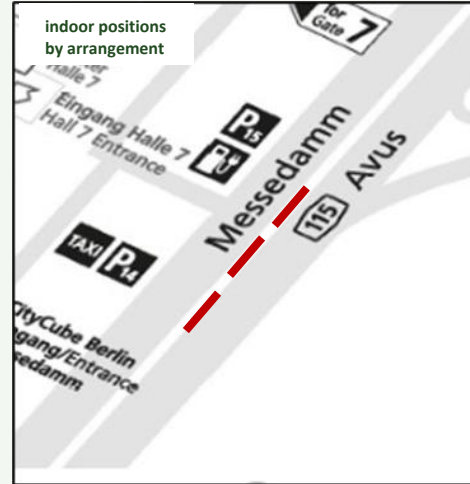
Details	sprinter Van with digital screens on three sides, video footage has to be provided by client
Location	By prior agreement
Size (w x h)	Different sized screens on three sides roughly 21 square meters screen size Truck size 7.10 m x 2.10 m x 3.20 m
Package Price	from 35,280.00 EUR depending on location
Status	Availability upon request.



LED Trailers, 1-sided

Details	trailer with LED screen on top: the bottom trailer can be branded with adhesive foils
Location	outdoor positions by arrangement
Size (w x h)	screen size: from 6.00 x 3.50 m
Package Price	from 37,485.00 EUR per LED trailer The exact pricing depends on the screen size, the extent of the branding and the position.
Status	Availability upon request.

DIGITAL ADVERTISING – SPECIALS



LED Screens at “AVUS TRIBÜNE”

Location	3 LED screens at the AVUS TRIBÜNE in the direction of Messedamm opposite the CityCube Berlin
Size (w x h)	3 screens each with a display format of 38,400 mm x 1,920 mm. The display is graphically divided into 3 sections, each 1,920 pixels wide and 288 pixels high
Hire Charge	On demand
Status	Availability upon request.



ENTRANCE NORTH OUTDOOR & INDOORS ADVERTISING



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



Adventure Travel Partner
ITB Berlin 2026

41

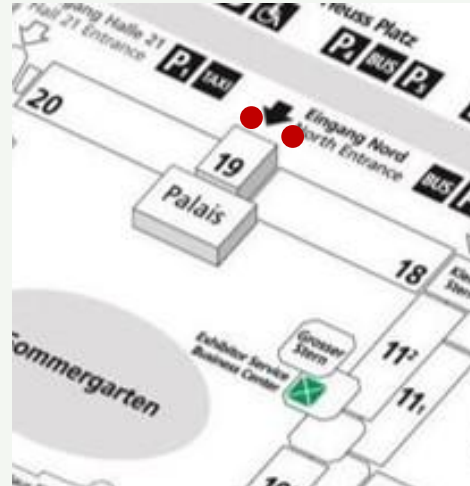


A brand of



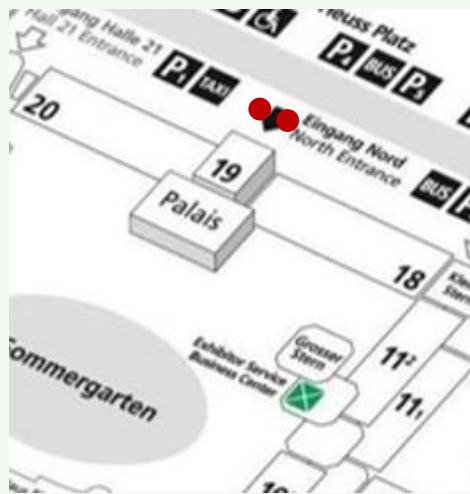
MESSE
BERLIN

ENTRANCE NORTH – OUTDOORS



158 Flags at the Access to Hall 19

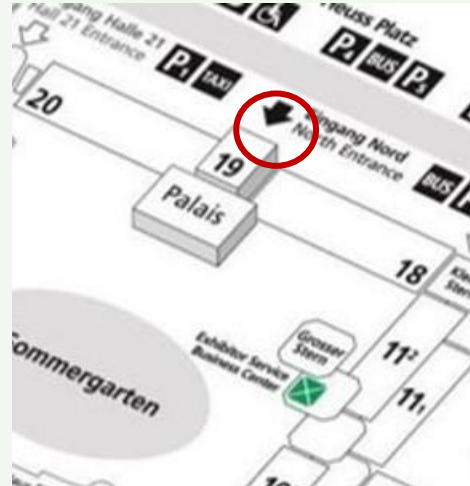
Location	158 flagpoles at the access to Entrance North: 79 on the left and 79 on the right side (see red marks on the map)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	645.00 EUR per flag
Production/ Installation	185.00 EUR per flag
Status	Availability upon request.



2 Bench Displays at the Access to Hall 19, each 2-sided

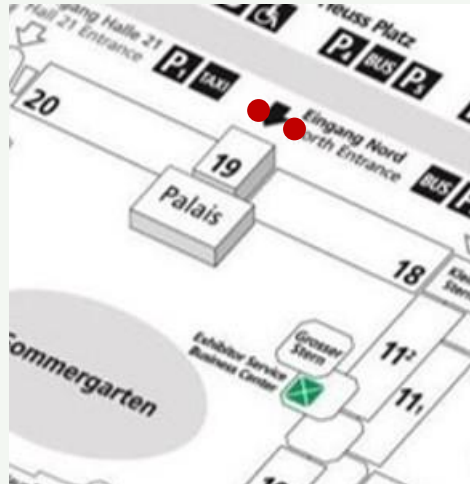
Location	at the access to Entrance North on the left and right side (see red marks on the map)
Size (w x h)	2.00 m x 2.00 m per double-sided sign (1 double-sided sign with foil on front and back side per display)
Hire Charge	5,510.00 EUR for both displays and 2 double-sided signs
Production/ Installation	1,580.00 EUR for both displays and 2 double-sided signs
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



2 Advertising Towers at the Access to Hall 19, each 4-sided

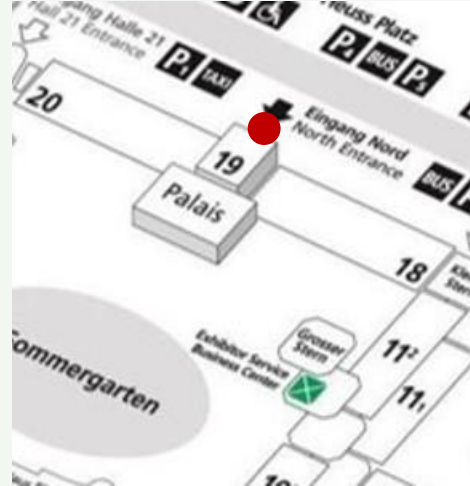
Location	at the access to Entrance North: positions by arrangement
Size (w x h)	2.302 m x 4.15 m per side (4 sides per tower)
Hire Charge	12,585.00 EUR per tower
Production/ Installation	3,555.00 EUR per tower
Status	Availability upon request.



8 Poster Showcases at the Access to Hall 19, each 2-sided

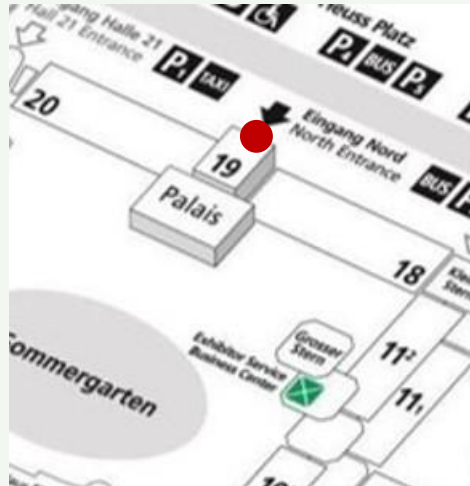
Location	at the access to Entrance North: 4 showcases on the left and 4 on the right side, one behind the other in a row
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	11,200.00 EUR for 4 showcases 22,400.00 EUR for 8 showcases
Production/ Installation	9,395.00 EUR for 4 showcases 13,050.00 EUR for 8 showcases
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



4 Poster Showcases in front of Hall 19, each 2-sided

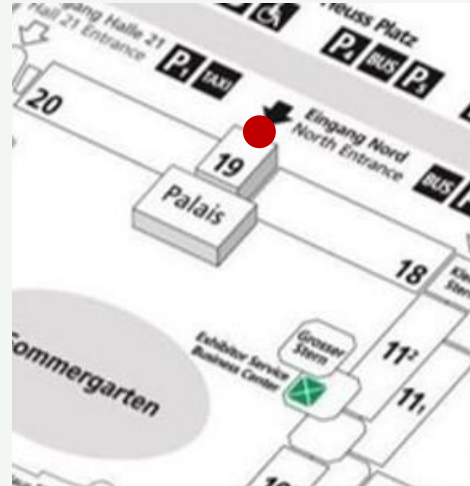
Location	4 showcases next to each other in a row in front of the columns and the entrance doors to Hall 19
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	11,200.00 EUR for 4 showcases
Production/ Installation	9,395.00 EUR for 4 showcases
Status	Availability upon request.



16 Column Brandings in front of Hall 19, each 4-sided

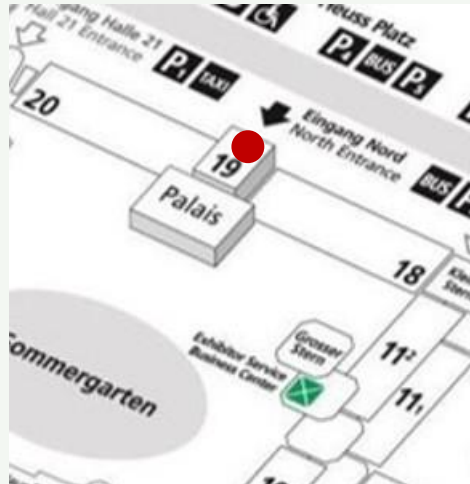
Location	side by side under the entrance signs and in front of the entrance doors to Hall 19
Size (w x h)	approx. 0.70 m x 4.00 m x 1.00 m per 4-sided enclosure
Hire Charge	24,620.00 EUR for all 16 column brandings
Production/ Installation	49,505.00 EUR for all 16 column brandings
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



2 Entrance Signs in front of Hall 19

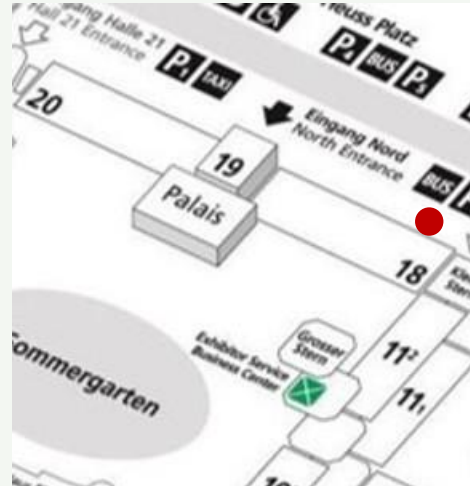
Location	in front of the entrance doors to Hall 19 above the columns: co-branding ITB Berlin and exhibitor advertising (see red marks on the left photo)
Size (w x h)	total area: 45.00 m x 2.50 m, thereof: 1 central sign with 21.00 m x 2.50 m for ITB Berlin advertising, 2 lateral signs with 12.00 m x 2.50 m each for the exhibitor's design
Hire Charge	22,265.00 EUR for both lateral signs
Production/ Installation	3,960.00 EUR for both lateral signs
Status	Availability upon request.



1 Mega-Banner at Hall 19

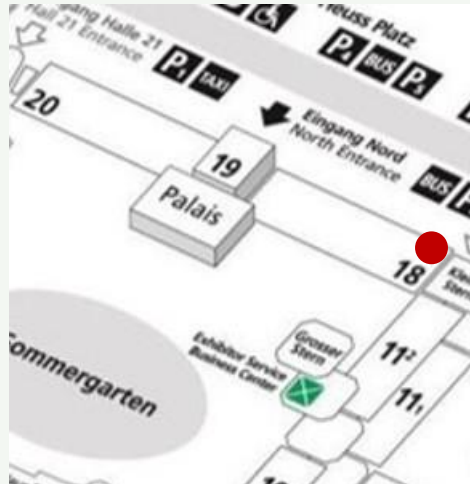
Location	at the facade of Hall 19 at Entrance North (see red mark on the left photo)
Size (w x h)	14.40 m x 17.80 m
Hire Charge	88,200.00 EUR
Production/ Installation	11,255.00 EUR
Status	Already booked.

ENTRANCE NORTH – OUTDOORS



1 Advertising Tower at Hall 18, 2-sided

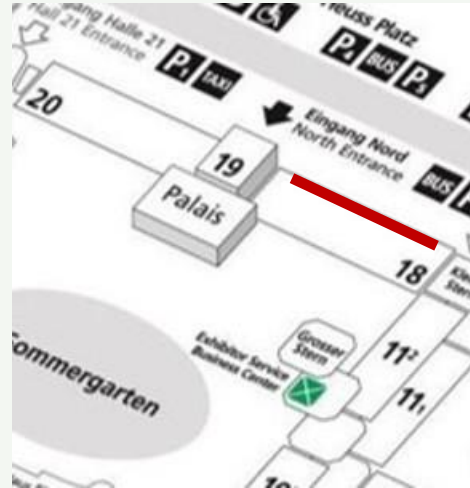
Location	in front of Hall 18 at the access to Entrance North
Size (w x h)	3.70 m x 5.75 m per banner (2 banners in total)
Hire Charge	8,020.00 EUR for both banners
Production/ Installation	3,120.00 EUR for both banners
Status	Availability upon request.



1 Mega-Banner at Hall 18

Location	at the facade of Hall 18 at the access to Entrance
Size (w x h)	8.58 m x 11.20 m
Hire Charge	22,705.00 EUR
Production/ Installation	5,375.00 EUR
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS

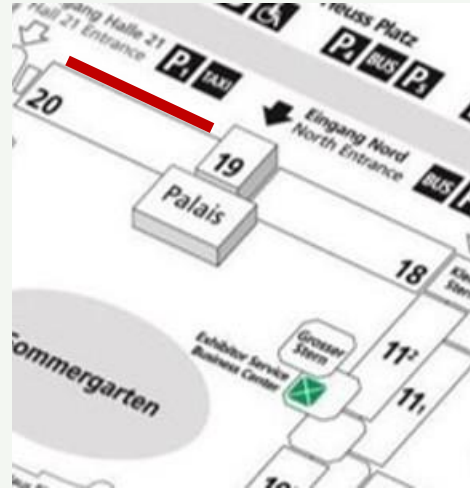


1 Gallery Branding at Hall 18

Location	at the balustrade in front of Hall 18 at the access to Entrance North (see red mark on the left photo)
Size (w x h)	max. 88.77 m x 1.50 m Smaller formats on demand.
Hire Charge	25,120.00 EUR
Production/ Installation	25,375.00 EUR
Status	Availability upon request.



ENTRANCE NORTH – OUTDOORS

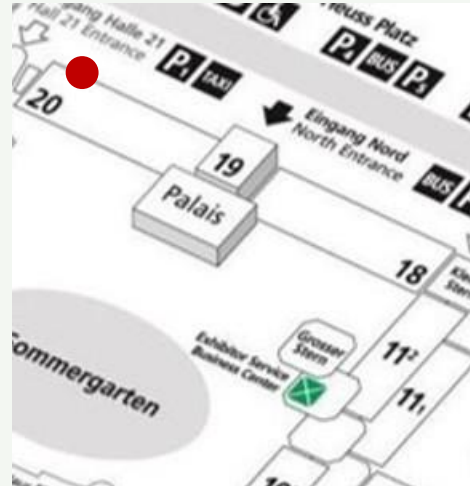


1 Gallery Branding at Hall 20

Location	at the balustrade in front of Hall 20 at the access to Entrance North (see red mark on the left photo)
Size (w x h)	max. 100.997 m x 1.50 m Smaller formats on demand.
Hire Charge	27,230.00 EUR
Production/ Installation	22,960.00 EUR
Status	Availability upon request.



ENTRANCE NORTH – OUTDOORS



1 Mega-Banner at Hall 20

Location at the facade of Hall 20 at Entrance North
(see red mark on the left photo)

Size (w x h) 8.58 m x 11.20 m

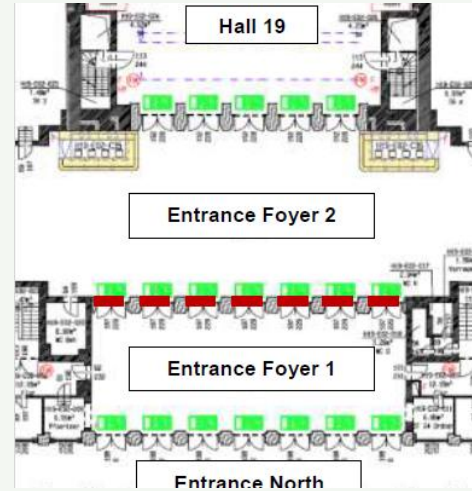
Hire Charge 22,705.00 EUR

**Production/
Installation** 5,375.00 EUR

Status Availability upon request.

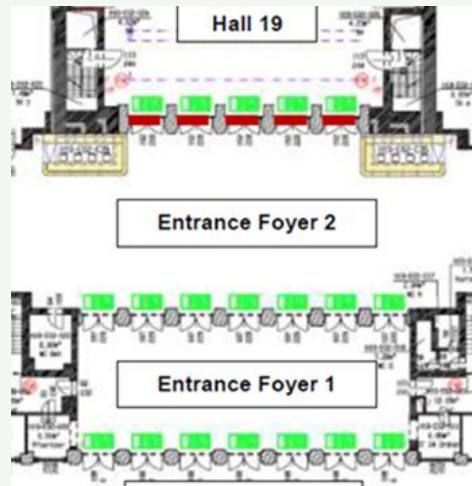


ENTRANCE NORTH – INDOORS



7 Banners in the Entrance Foyer 1

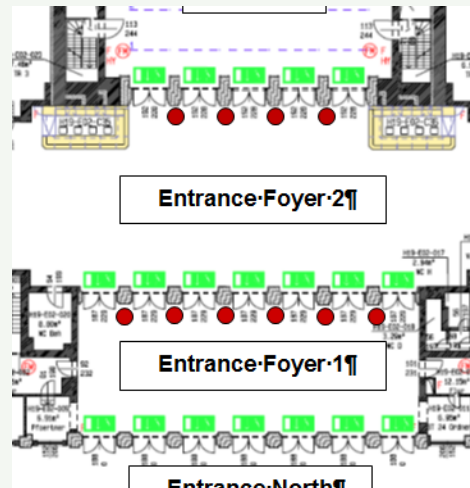
Location	in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to the Entrance Foyer 2 (see red marks on the map)
Size (w x h)	2.20 m x 3.40 m per banner
Hire Charge	26,355.00 EUR for all 7 banners
Production/ Installation	6,405.00 EUR for all 7 banners
Status	Availability upon request.



5 Banners in the Entrance Foyer 2

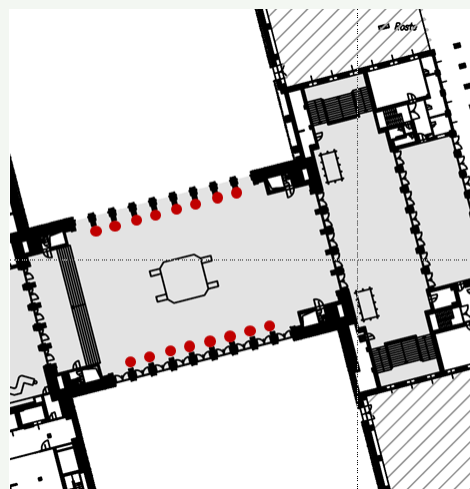
Location	in the Entrance Foyer 2 at the access to Hall 19 above the entrance doors to Hall 19 (see red marks on the map)
Size (w x h)	2.20 m x 2.90 m per banner
Hire Charge	16,075.00 EUR for all 5 banners
Production/ Installation	3,925.00 EUR for all 5 banners
Status	Already booked.

ENTRANCE NORTH – INDOORS



10 Column Brandings in the Entrance Foyers 1 and 2

Location	6 columns in the Entrance Foyer 1 and 4 columns in the Entrance Foyer 2 between the entrance doors to Hall 19 (see red marks on the map)
Size (w x h)	0.50 m x 2.28 m per column branding
Hire Charge	1,375.00 EUR per column branding
Production/ Installation	190.00 EUR per column branding
Status	Availability upon request.

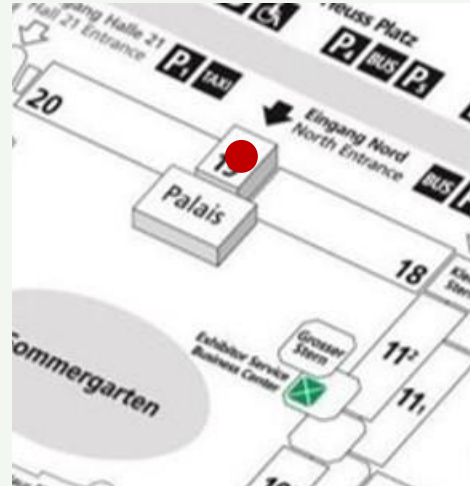


16 Column Brandings in Hall 19

Location	8 brandings at the access to Hall 18 and 8 brandings at the access to Hall 20 (see red marks on the map)
Size (w x h)	0.45 m x 2.49 m per column branding
Hire Charge	1,375.00 EUR per column branding
Production/ Installation	195.00 EUR per column branding
Status	Availability upon request.

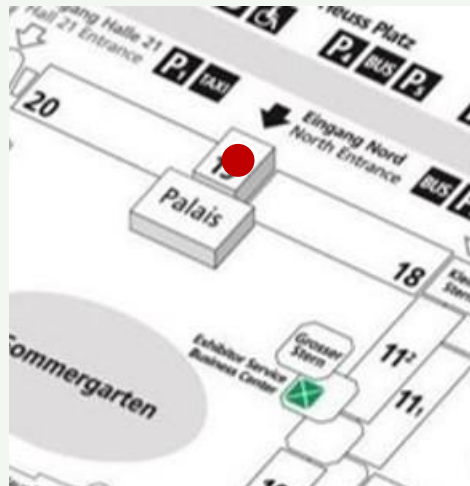
Important note: These brandings are exclusively reserved for the exhibitors located in the respective halls.

ENTRANCE NORTH – INDOORS



OPTION A: 1 Mega-Banner in Hall 19, 2-sided

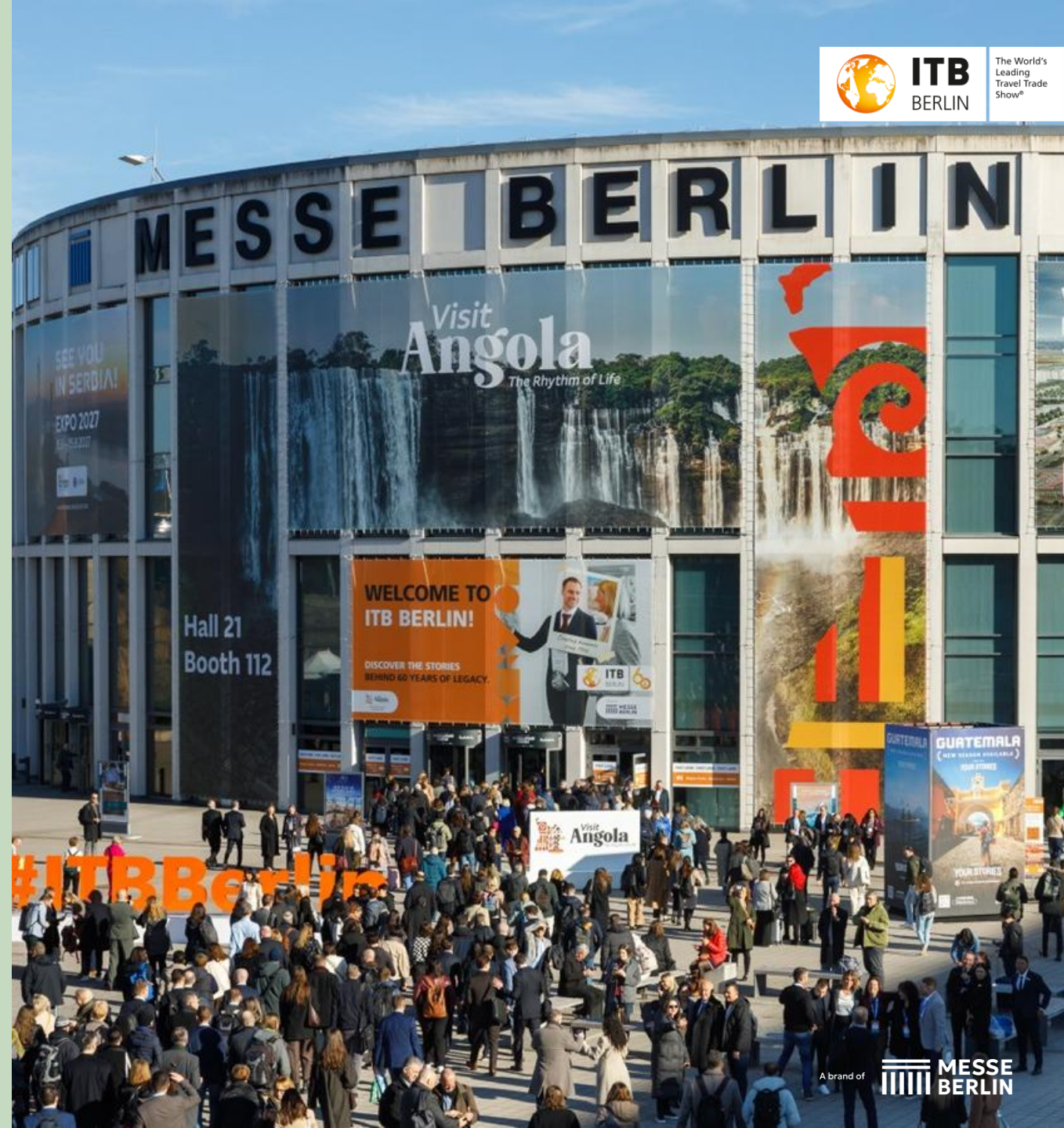
Location	1 suspended mega-banner directly in Hall 19 in the access areas to Halls 18 and 20
Size (w x h)	16.00 x 4.70 per side (print on front and back side)
Hire Charge	50,785.00 EUR for 1 double-sided mega-banner
Production/ Installation	6,435.00 EUR for 1 double-sided mega-banner
Status	Availability upon request.



OPTION B: 5 Mega-Banners in Hall 19, each 2-sided

Location	5 suspended banners directly in Hall 19 in the access areas to Halls 18 and 20 (final banner positions depend on the finally booked number of banners)
Size (w x h)	3.00 m x 5.00 m per double-sided banner (print on front and back side)
Hire Charge	13,755.00 EUR per double-sided banner
Production/ Installation	1,045.00 EUR per double-sided banner
Status	Availability upon request.

ENTRANCE SOUTH SURROUNDINGS ADVERTISING



ITB
BERLIN

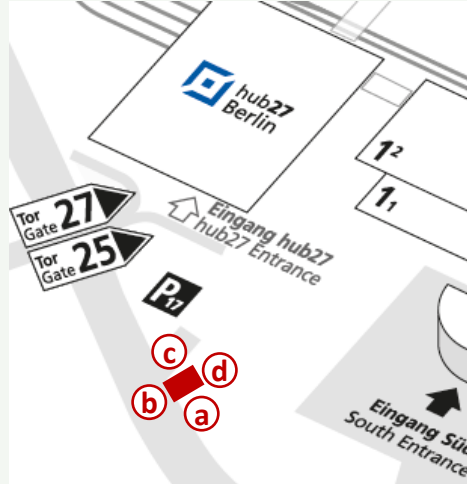
The World's
Leading
Travel Trade
Show®

A brand of



MESSE
BERLIN

ENTRANCE SOUTH – SURROUNDINGS



1 Advertising Tower at the Access to the Parking Areas, 4-sided

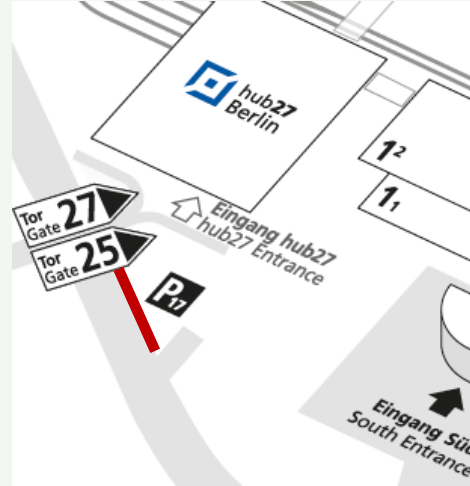
Location	at the access to the parking areas of Entrance South at Jafféstraße
Size (w x h)	east side (main road) & west side (main road): 8.75 m x 8.11 m per banner north side (car park) & south side (main road): 5.75 m x 8.11 m per banner
Hire Charge	east side (main road) & west side (main road): 18,195.00 EUR per banner north side (car park) & south side (main road): 12,550.00 EUR per banner
Production/ Installation	east side (main road) & west side (main road): 4,745.00 EUR per banner north side (car park) & south side (main road): 3,185.00 EUR per banner
Status	Availability upon request.



1 Advertising Tower at the Access to Gates 25 & 27/ hub27, 2-sided

Location	at the access to Gates 25 & 27/ hub27 at Jafféstraße
Size (w x h)	3.94 m x 9.25 m per side (2 sides in total)
Hire Charge	16,805.00 EUR for both sides
Production/ Installation	4,540.00 EUR for both sides
Status	Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



11 Flags between the Parking Areas and Gates 25 & 27/ hub27

Location	11 flagpoles at Jafféstraße between the parking areas of Entrance South and the access to Gates 25 & 27/ hub27
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	645.00 EUR per flag
Production/ Installation	320.00 EUR per flag
Status	Availability upon request.



1 Bridge Branding at the Pedestrian Access, 1-sided

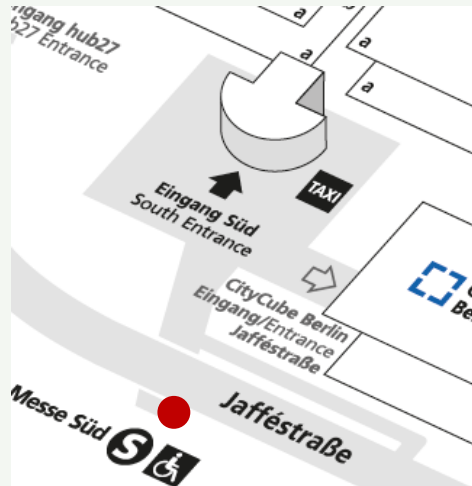
Location	1 outer branding at the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South: visible from the platform
Size (w x h)	15.00 m x 1.60 m
Hire Charge	10,975.00 EUR
Production/ Installation	1,620.00 EUR
Status	Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



1 Stair Step Branding at the Pedestrian Access

Location	branding of the stairs leading to the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South
Size (w x h)	3.60 m x 0.14 m per step graphic (4 segments with 66 steps in total)
Hire Charge	20,725.00 EUR for all 66 step graphics
Production/ Installation	7,645.00 EUR for all 66 steps graphics
Status	Availability upon request.



46 Light Pole Brandings at the Pedestrian Access, each 1-sided

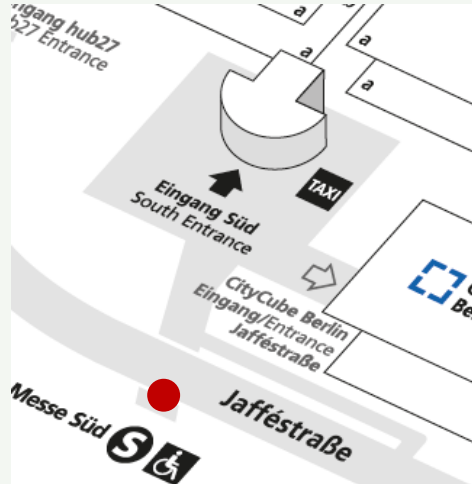
Location	37 brandings, each 1-sided, at the light poles on the left and right hand side of the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South and 9 brandings, each 1-sided, at the light poles at the side access
Size (w x h)	e.g. 0.50 m x 1.35 m per pole branding Special formats and double-sided brandings are possible.
Hire Charge	e.g. 22,680.00 EUR for all 46 pole brandings
Production/ Installation	e.g. 6,900.00 EUR for all 46 pole brandings
Status	Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



3 Bridge Brandings at the Pedestrian Access, each 1-sided

Location	3 inner brandings at the beginning of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South (see red mark on the left photo)
Size (w x h)	3.12 m x 0.53 m per banner (3 banners in total)
Hire Charge	3,040.00 EUR for all 3 banners
Production/ Installation	480.00 EUR for all 3 banners
Status	Availability upon request.



2 Bridge Brandings at the Pedestrian Access, each 1-sided

Location	2 inner brandings on the bridge's left and right side connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	24.85 m x 0.80 m per banner (2 banners in total)
Hire Charge	18,185.00 EUR for both banners
Production/ Installation	2,720.00 EUR for both banners
Status	Availability upon request.

ENTRANCE SOUTH OUTDOOR & INDOOR ADVERTISING



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

A brand of



ENTRANCE SOUTH – OUTDOORS

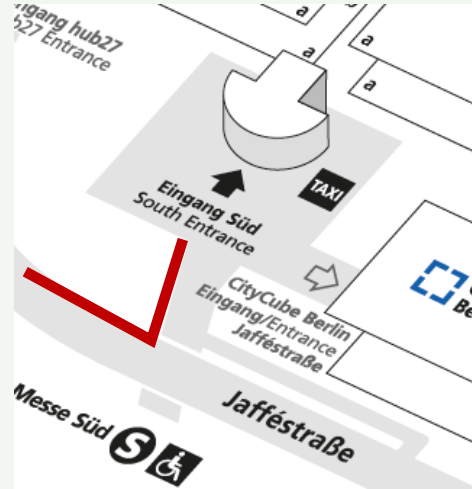


Flags at the Pedestrian and Taxi Access to Entrance South

Location	up to 30 flags between the CityCube Berlin and Entrance South as well as at the pedestrian and taxi access to Entrance South
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	345.00 EUR per flag
Production/Installation	185.00 EUR per flag
Status	Availability upon request.

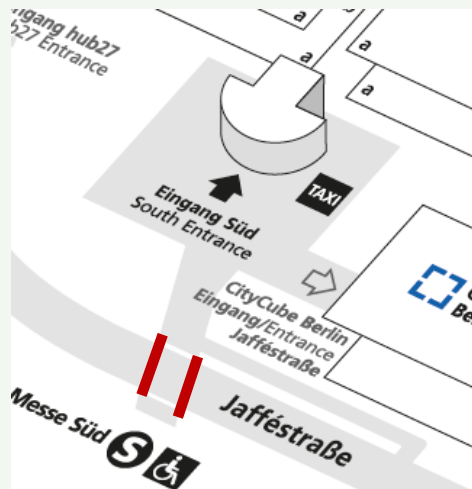


ENTRANCE SOUTH – OUTDOORS



82 Flags along the Main Road, the Pedestrian and Taxi Access

Location	82 flagpoles between Jafféstraße and Entrance South as well as along the pedestrian and taxi access to Entrance South
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	645.00 EUR per flag
Production/ Installation	320.00 EUR per flag
Status	Availability upon request.



1 Tunnel Branding at the Pedestrian and Taxi Access, 2 banners in total

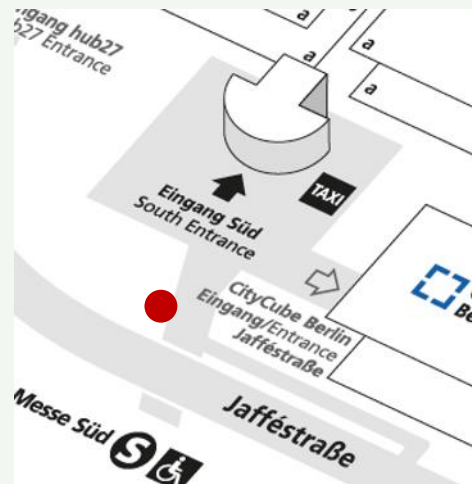
Location	branding of the opposite walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South
Size (w x h)	left and right side: 20.49 m x 2.30 m per banner
Hire Charge	27,590.00 EUR for both banners
Production/ Installation	6,995.00 EUR for both banners
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



4 Poster Showcases at the Pedestrian and Taxi Access, each 2-sided

Location	4 showcases along the pedestrian and taxi access to Entrance South, one behind the other in a row
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	11,200.00 EUR for 4 showcases
Production/ Installation	9,395.00 EUR for 4 showcases
Status	Availability upon request.



3 Advertising Plates at the Pedestrian and Taxi Access

Location	3 plates side by side along the pedestrian and taxi access to Entrance South
Size (w x h)	3.50 m x 6.70 m per banner (3 banners in total)
Hire Charge	28,375.00 EUR for all 3 banners
Production/ Installation	6,940.00 EUR for all 3 banners
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



1 Bridge Branding at the Pedestrian and Taxi Access, 3 banners in total

Location 2 banners at the balustrade and branding of the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South

Size (w x h) railings: 23.10 m x 0.90 m per side (front and back)
 1 wall trapezium shape: min. 76 m²
 (left side coming from the urban railway station)

Hire Charge 39,645.00 EUR in total

Production/ Installation 7,865.00 EUR in total

Status Availability upon request.



5 Stair Step Brandings at the Plaza

Location 5 stair segments directly at the plaza of Entrance South
 (see photo of 1 stair segment on the left)

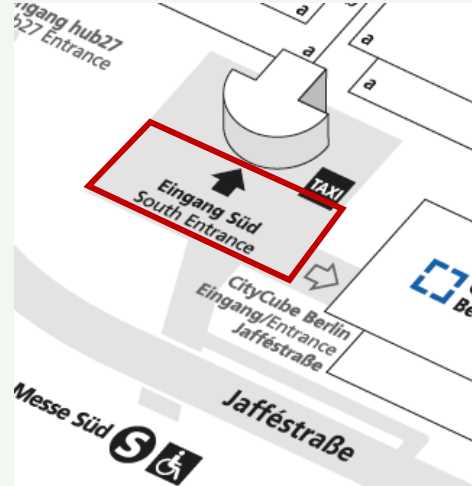
Size (w x h) approx. 17.83 m x 0.47 m per step (11 to 12 steps per stair segment)
 Smaller formats are possible.

Hire Charge 35,780.00 EUR per stair segment, i.e. for 11 to 12 step graphics

Production/ Installation 6,605.00 EUR per stair segment, i.e. for 11 to 12 step graphics

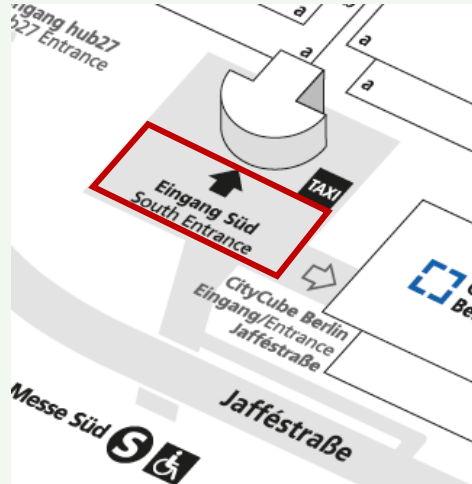
Status Availability upon request.

ENTRANCE SOUTH – OUTDOORS



Advertising Towers on the Plaza, each 4-sided

Location	on the plaza of Entrance South: positions by arrangement
Size (w x h)	small version: 2.302 m x 4.15 m per side (see red mark on the left photo) big version: 3.302 m x 6.15 m per side (see blue mark on the left photo) > in each case 4 sides per tower
Hire Charge	small: 13,875.00 EUR per tower, big: 24,105.00 EUR per tower
Production/Installation	small: 3,555.00 EUR per tower, big: 6,090.00 EUR per tower
Status	Availability upon request.



Advertising Balloons on the Plaza

Location	on the plaza of Entrance South: positions by arrangement
Size (w x h)	e.g. 3.00 diameter per balloon (see photo on the left) Other formats and shapes as well as illumination are possible.
Hire Charge	e.g. 23,375.00 EUR per balloon
Production/Installation	from 8,780.00 EUR per balloon (depending on shape, size and accessories)
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



1 Advertising Tower at the Plaza on the left, 4-sided

Location Advertising Tower at the Plaza on the left, 4-sided

Size (w x h) south side (plaza) & north side (Hall 1.2): 8.70 m x 8.11 m per banner
 east side (plaza) & west side (hub27): 5.70 m x 8.11 m per banner

Hire Charge south side (plaza): 20,830.00 EUR
 east side (plaza): 13,035.00 EUR
 west side (hub27): 9,590.00 EUR
 north side (Hall 1.2): 10,415.00 EUR

Production/ Installation south side (plaza) & north side (Hall 1.2): 9,730.00 EUR per banner
 east side (plaza) & west side (hub27): 6,540.00 EUR per banner

Status Availability upon request.



4 Poster Showcases on the Plaza, each 2-sided

Location 4 showcases next to the taxi stop on the plaza of Entrance South, one behind the other in a row

Size (w x h) 1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)

Hire Charge 11,200.00 EUR for 4 showcases

Production/ Installation 9,395.00 EUR for 4 showcases

Status Already booked.

ENTRANCE SOUTH – OUTDOORS



1 Mega-Banner at Hall 2.2

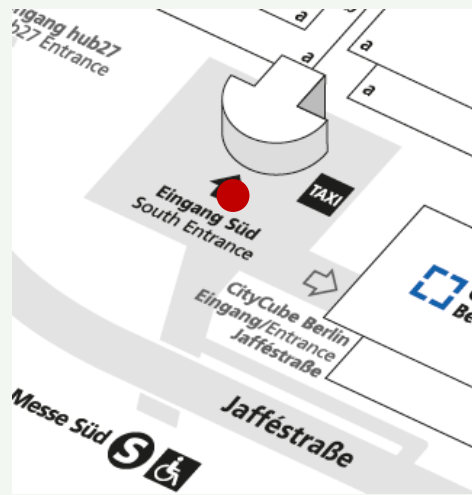
Location at the facade of Hall 2.2 towards the plaza of Entrance South (see red mark in the left photo)

Size (w x h) e.g. 23.50 m x 8.50 m
Other formats are possible.

Hire Charge e.g. 41,685.00 EUR

Production/Installation e.g. 17,330.00 EUR

Status Availability upon request.



8 Poster Showcases on the Plaza, each 2-sided

Location 8 showcases next to each other in a row in front of the doors of the Entrance Hall South

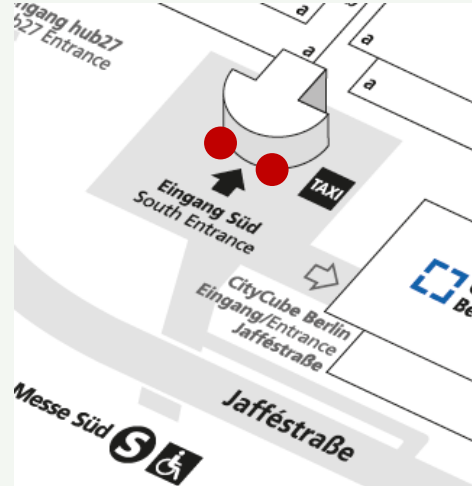
Size (w x h) 1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)

Hire Charge 22,400.00 EUR for 8 showcases

Production/Installation 13,050.00 EUR for 8 showcases

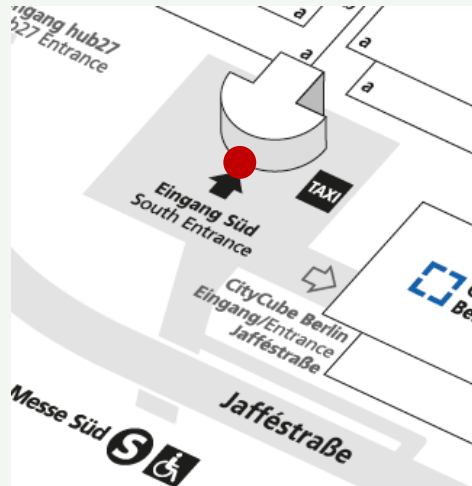
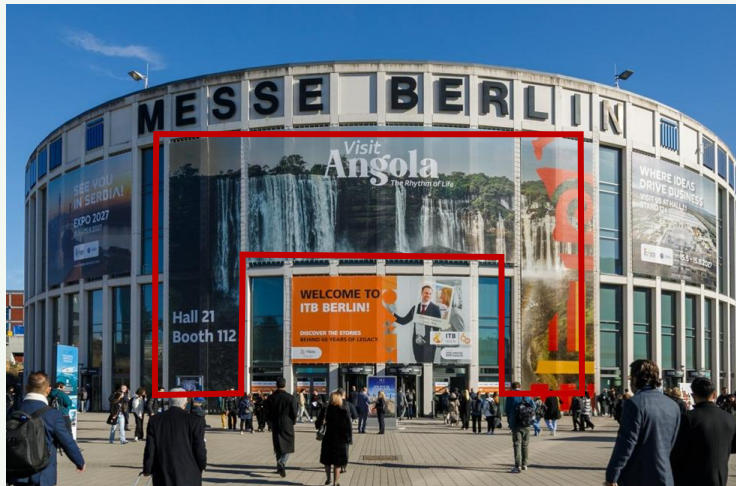
Status Already booked.

ENTRANCE SOUTH – OUTDOORS



2 Lateral Window Brandings at the Entrance Hall South

Location	2 window brandings at the Entrance Hall on the left and right side from the center (see red marks on the left photo)
Size (w x h)	e.g. 10.80 m x 7.95 m per banner Other sizes and positions are possible.
Hire Charge	e.g. 36,010.00 EUR per banner
Production/Installation	e.g. 5,545.00 EUR per banner
Status	Already booked.



1 Window Branding at the Entrance Hall South – “GATE Version”

Location	1 horizontal and 2 vertical banners at the Entrance Hall in the center: “gate version” (see red mark on the left photo)
Size (w x h)	1 horizontal central banner: 16.40 m x 7.95 m 2 vertical lateral banners: 5.20 m x 16.90 m each
Hire Charge	128,030.00 EUR in total
Production/Installation	14,765.00 EUR in total
Status	Already booked.

ENTRANCE SOUTH – OUTDOORS



20 Door Brandings at the Entrance Hall South, Indoors and Outdoors

Location	up to 20 door brandings directly above the revolving doors of the Entrance Hall: 10 brandings can be installed above 10 revolving outer doors (see red mark on the left photo) and 10 brandings can be placed above the respective inner doors.
Size (w x h)	2.35 m x 0.485 m per outer branding 1.76 m x 0.435 m per inner branding
Hire Charge	22,470.00 EUR for all 20 brandings
Production/ Installation	2,705.00 EUR for all 20 brandings
Status	Already booked.



ENTRANCE SOUTH – INDOORS



1 Window Banner in the Entrance Hall, left hand side

Location	1 giant banner in the Entrance Hall at the left windows
Size (w x h)	14.50 m x 11.70 m
Hire Charge	49,400.00 EUR
Production/ Installation	12,050.00 EUR
Status	Availability upon request.



1 Window Banner in the Entrance Hall, right hand side

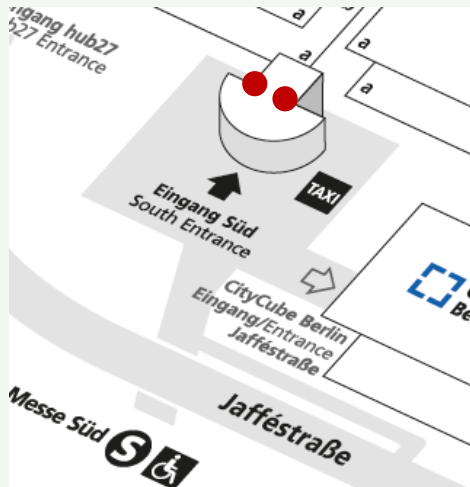
Location	1 giant banner in the Entrance Hall at the right windows
Size (w x h)	14.50 m x 11.70 m
Hire Charge	49,400.00 EUR
Production/ Installation	12,050.00 EUR
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



3 Mega-Banners in the Entrance Hall, each 2-sided

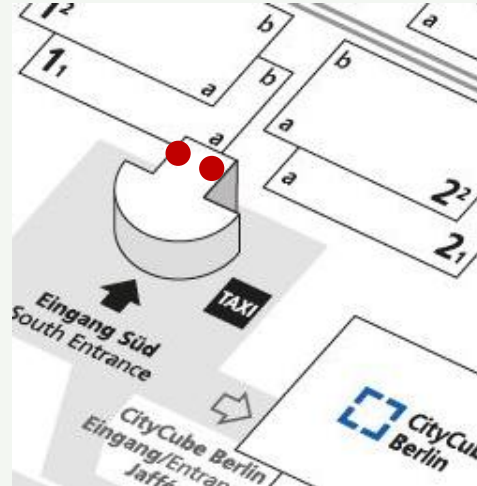
Location	3 suspended banners in the Entrance Hall in the access area to the exhibition site (see red marks on the left photo – 1 to 3)
Size (w x h)	4.00 m x 6.00 m per double-sided banner (print on front and back side)
Hire Charge	11,605.00 EUR per double-sided banner
Production/Installation	3,365.00 EUR per double-sided banner
Status	Already booked.



2 LED Displays with double-sided Mega-Banners in the Entrance Hall

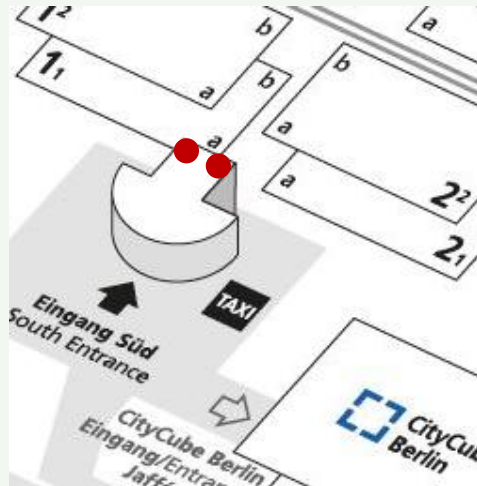
Location	2 combi packages are available (see red marks on the left photo – 1 and 2). Each package consists of 1 double-sided mega-banner in combination with a LED display, without audio, directly above the escalators
Size (w x h)	mega-banners, each 2-sided: 4.00 m x 5.70 m per banner (print on front and back side)
Technical Specs	LED displays, each 1-sided, without audio: FULL-HD display; 2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9; LED dimensions: 4.86 m x 1.36 m; resolution: 3840 x 1080 pixel
Special Combi Price	23,140.00 EUR per combi package incl. - a 30 sec. slot in a loop with organizer content on 1 LED display - hire charge, production & installation of the banner installed above
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



4 Elevator Banners in the Entrance Hall

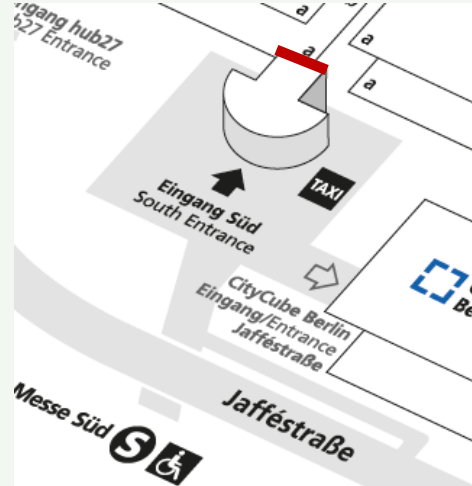
Location	in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see red marks on the left photo)
Size (w x h)	2.10 m x 6.00 m per banner (2 banners per elevator – 1 frontal and 1 lateral)
Hire Charge	19,715.00 EUR for both elevators, i.e. for all 4 banners
Production/ Installation	4,565.00 EUR for both elevators, i.e. for all 4 banners
Status	Already booked.



8 Window Brandings in the Entrance Hall, front and back sides

Location	in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see red marks on the left photo)
Size (w x h)	2.34 m x 2.35 m per window branding (8 brandings in total)
Hire Charge	12,765.00 EUR for 4 front side brandings 5,800.00 EUR for 4 back side brandings > 17,955.00 EUR for all 8 brandings
Production/ Installation	3,255.00 EUR for 4 front side brandings 3,255.00 EUR for 4 back side brandings > 5,020.00 EUR for all 8 brandings
Status	Already booked.

ENTRANCE SOUTH – INDOORS

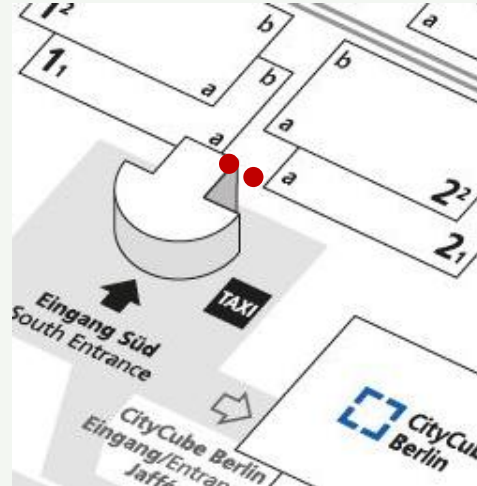


1 LED Mega-Display in the Entrance Hall

Location	in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see red marks on the left photo)
Technical Specs	• FULL-HD display without audio / 2.5 mm pixel pitch • resolution: 3.840 x 1.080 pixel • dimensions (w x h): 10.08 m x 2.88 m • aspect ratio: 32:9 • video format: MPEG-4 (.mp4) or h264 • recommended bit rate: 20 Mbit • recommended frame rate: 60 fps
Hire Charge incl. Handling	34,175.00 EUR for a 30 sec. slot in a loop with organizer content
Status	Already booked.

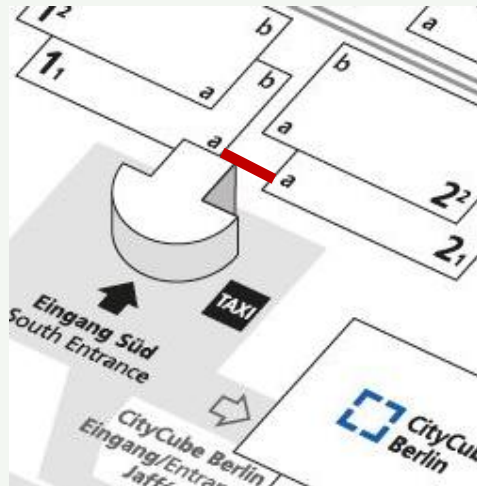


ENTRANCE SOUTH – INDOORS



2 Pillar Brandings leading to Halls 1.1 to 6.1, each 4-sided

Location	in front of the entrance doors to the middle foyers of Halls 1.1/ 2.1 on the left and right side (see red marks on the left photo)
Size (w x h)	front and back sides: 0.60 m x 5.20 m each lateral sides: 1.10 m x 5.20 m each
Hire Charge	11,775.00 EUR for both 4-sided pillar brandings
Production/ Installation	7,850.00 EUR for both 4-sided pillar brandings
Status	Availability upon request.



1 Entrance Banner leading to Halls 1.1 to 6.1

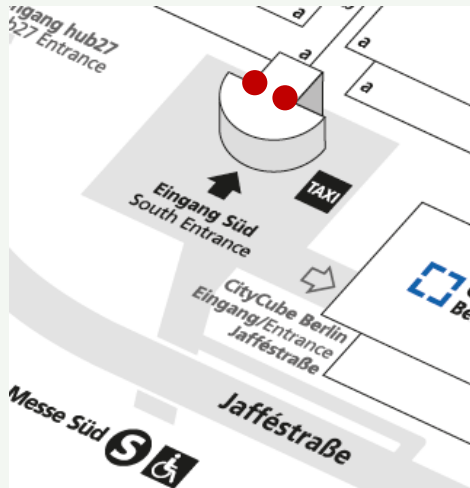
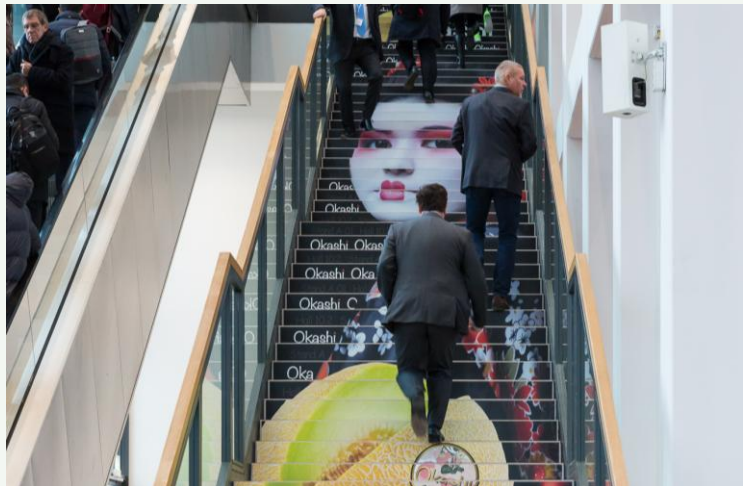
Location	above the entrance doors to the middle foyers of Halls 1.1/ 2.1
Size (w x h)	11.50 m x 2.50 m
Hire Charge	11,005.00 EUR
Production/ Installation	2,560.00 EUR
Status	Already booked.

ENTRANCE SOUTH – INDOORS



2 Stair Railing Brandings in the Entrance Hall, each 2-sided

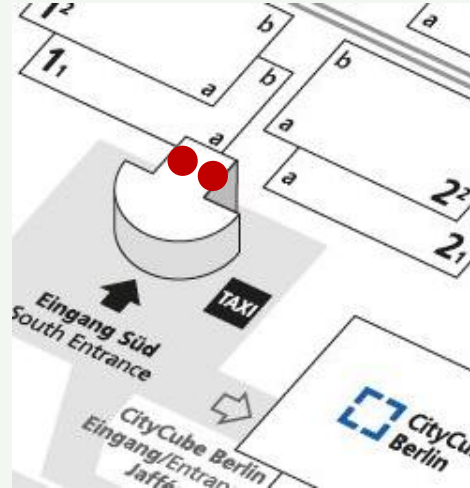
Location	2 stairs with 2 railings each in the Entrance Hall on the left and right side (see exemplary yellow mark on the left photo)
Size	approx. 240.00 m ² for both stair railing brandings, each 2-sided
Hire Charge	28,110.00 EUR for both stair railing brandings, i.e. for all 4 railing graphics
Production/Installation	17,000.00 EUR for both stair railing brandings, i.e. for all 4 railing graphics
Status	Availability upon request.



2 Stair Step Brandings in the Entrance Hall

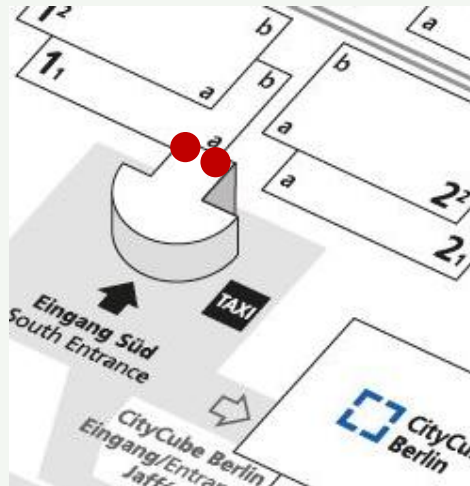
Location	2 stairs with 120 steps in the Entrance Hall on the left and right side
Size (w x h)	1.83 m x 0.135 m per step graphic (60 step graphics per stair)
Hire Charge	37,220.00 EUR for both stair step brandings, i.e. for all 120 step graphics
Production/Installation	3,340.00 EUR for both stair step brandings, i.e. for all 120 step graphics
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



2 Escalator Brandings in the Entrance Hall, each 2-sided

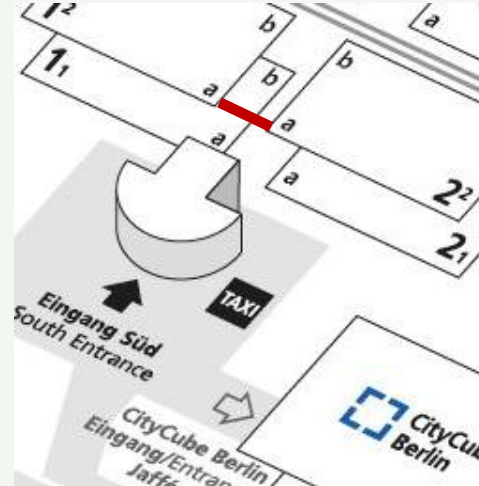
Location	2 escalators with 4 balustrades in the Entrance Hall on the left and right side
Size	approx. 128.00 m ² for all 4 balustrade graphics (each 2-sided)
Hire Charge	25,810.00 EUR for both escalator brandings, i.e. for all 4 balustrade graphics
Production/ Installation	18,350.00 EUR for both escalator brandings, i.e. for all 4 balustrade graphics
Status	Availability upon request.



8 Window Brandings in the Entrance Hall, front and back sides

Location	at the access area to Halls 1.2 to 6.2 coming from the Entrance Hall via the escalators, stairs and elevators on the left and right side: 8 brandings can be fixed on 4 windows on the front and back sides.
Size (w x h)	2.34 m x 2.35 m per window branding
Hire Charge	12,770.00 EUR for 4 front side brandings 5,800.00 EUR for 4 back side brandings > 18,570.00 EUR for all 8 brandings
Production/ Installation	3,255.00 EUR for 4 front side brandings 3,255.00 EUR for 4 back side brandings > 5,020.00 EUR for all 8 brandings)
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



Option A: 1 Big Entrance Banner to the Middle Foyers of Halls 1.2/ 2.2

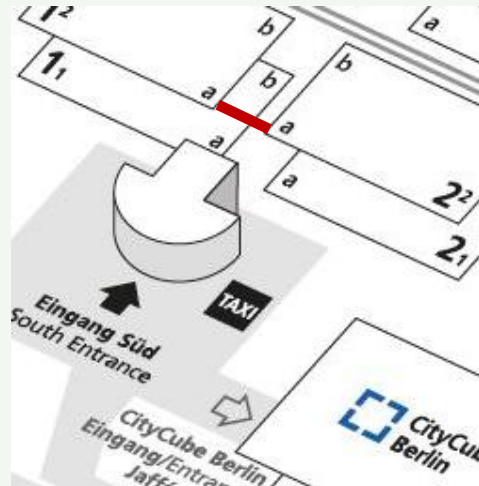
Location 1 big banner above the entrance doors to the middle foyers of Halls 1.2/ 2.2 coming from the Entrance Hall South

Size (w x h) 24.00 m x 3.00 m

Hire Charge 22,460.00 EUR

Production/ Installation 4,535.00 EUR

Status Availability upon request.



Option B: 2 Smaller Entrance Banners to the Middle Foyers of Halls 1.2/ 2.2

Location up to 2 smaller banners side by side above the entrance doors to the middle foyers of Halls 1.2/ 2.2 coming from the Entrance Hall South

Size (w x h) 12.00 m x 3.00 m per banner

Hire Charge 12,475.00 EUR per banner

Production/ Installation 3,145.00 EUR per banner

Status Availability upon request.

“MESSEDAMM” HIGH TRAFFIC ADVERTISING



ITB
BERLIN

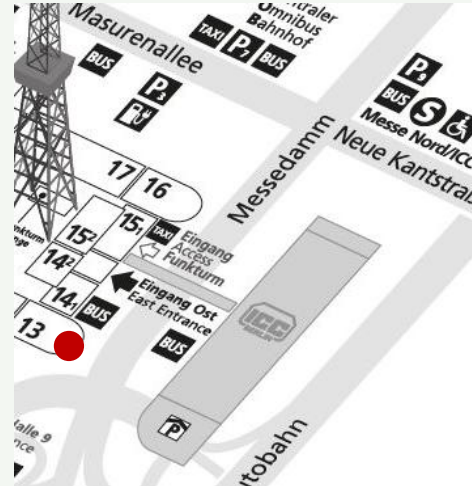
The World's
Leading
Travel Trade
Show®

A brand of



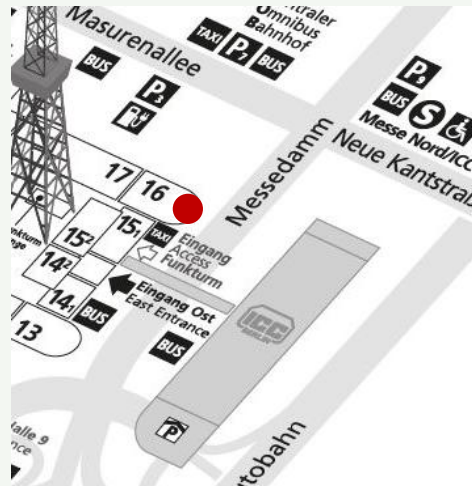
MESSE
BERLIN

HIGH TRAFFIC ADVERTISING



1 Rotunda Hall 13

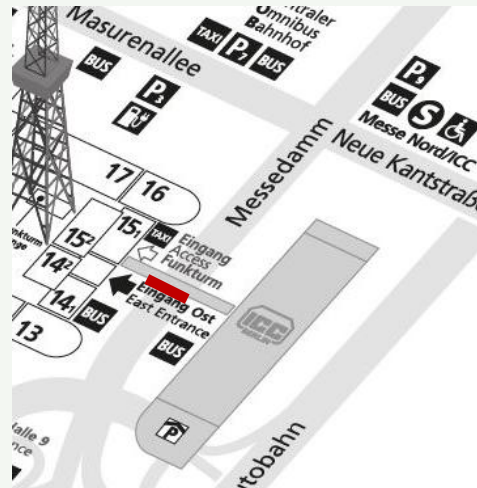
Location	Rotunda Hall 13 facing the main road "Messedamm": ascend and descent to highway
Size (w x h)	17 components: 3.04 m x 3.00 m each, i.e. 51.68 m x 3.00 m in total
Hire Charge	51,570.00 EUR for all 17 components
Production/ Installation	6,830.00 EUR for all 17 components
Status	Availability upon request.



1 Rotunda Hall 16

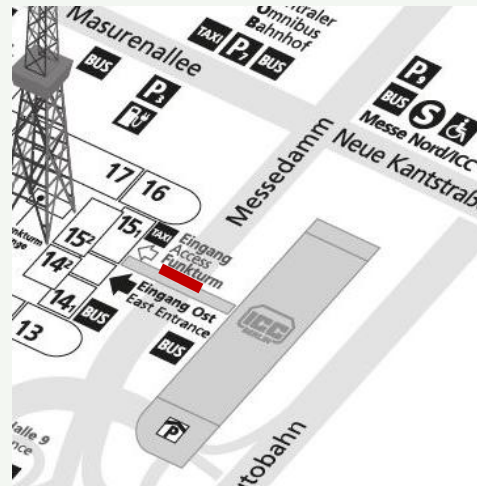
Location	Rotunda Hall 16 facing the junction between the main roads "Messedamm, Masurenallee and Neue Kantstraße"
Size (w x h)	18 components: 3.04 m x 3.00 m each, i.e. 54.72 m x 3.00 m in total
Hire Charge	54,605.00 EUR for all 18 components
Production/ Installation	7,225.00 EUR for all 18 components
Status	Availability upon request.

HIGH TRAFFIC ADVERTISING



1 Mega-Banner at the ICC Bridge South

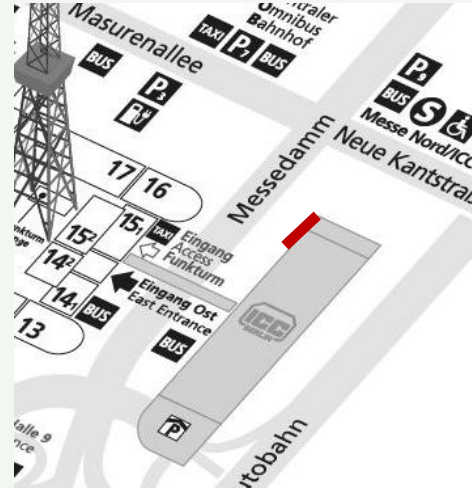
Location	at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site
Size (w x h)	40.00 m x 4.20 m
Hire Charge	38,625.00 EUR
Production/ Installation	3,090.00 EUR
Status	Already booked.



1 Mega-Banner at the ICC Bridge North

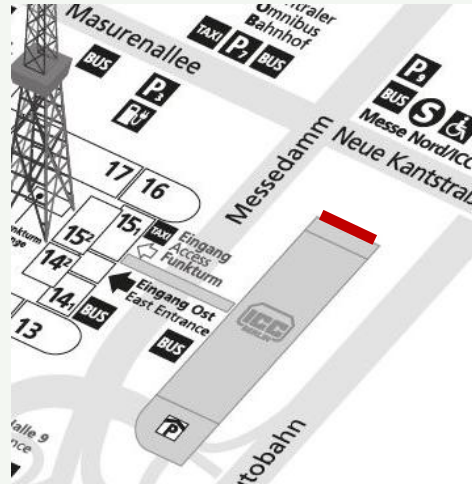
Location	at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site
Size (w x h)	40.00 m x 4.20 m
Hire Charge	38,625.00 EUR
Production/ Installation	3,090.00 EUR
Status	Availability upon request.

HIGH TRAFFIC ADVERTISING



1 Mega-Banner at the ICC West

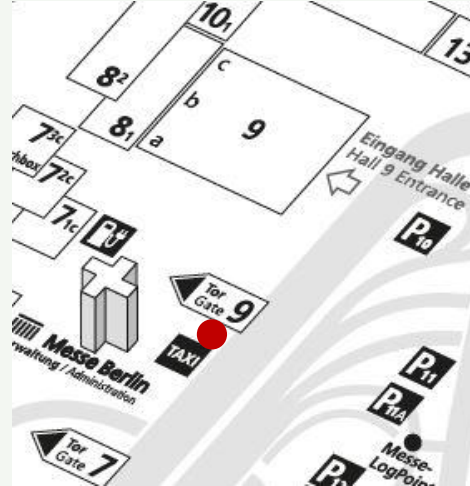
Location	at the ICC West facing the main road "Messedamm"
Size (w x h)	23.80 m x 2.75 m
Hire Charge	12,910.00 EUR
Production/ Installation	4,720.00 EUR
Status	Availability upon request.



1 Mega-Banner at the ICC Main Front North

Location	at the ICC Main Front North facing the main road "Neue Kantstraße"
Size (w x h)	47.80 m x 2.75 m
Hire Charge	25,930.00 EUR
Production/ Installation	6,315.00 EUR
Status	Availability upon request.

HIGH TRAFFIC ADVERTISING



3 Flags at the Headquarters of Messe Berlin

Location	3 flagpoles at the Headquarters of Messe Berlin facing the main road "Messedamm" next to the access to Gate 9 and the taxi stop
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	645.00 EUR per flag
Production/ Installation	320.00 EUR per flag
Status	Availability upon request.



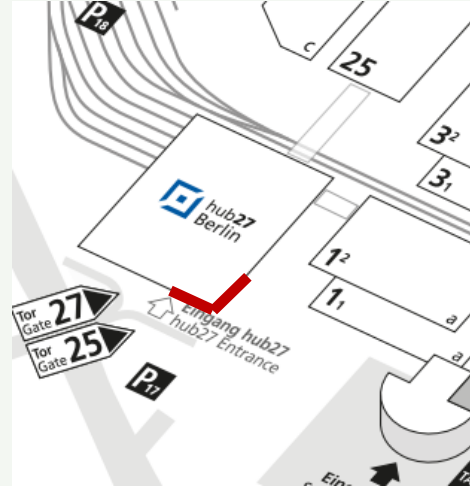
1 Mega-Banner at the Headquarters of Messe Berlin plus 2 lateral Banners

Location	at the Headquarters of Messe Berlin facing the main road "Messedamm" next to the access to Gate 9 and the taxi stop
Size (w x h)	1 front side banner: 9.20 m x 5.95 m 2 side banners: 2.90 m x 5.90 m each
Hire Charge	20,110.00 EUR in total
Production/ Installation	6,300.00 EUR in total
Status	Availability upon request.

hub27 OUTDOOR & INDOOR ADVERTISING



hub27 – OUTDOORS



Mega-Banners at hub27, South and East Side

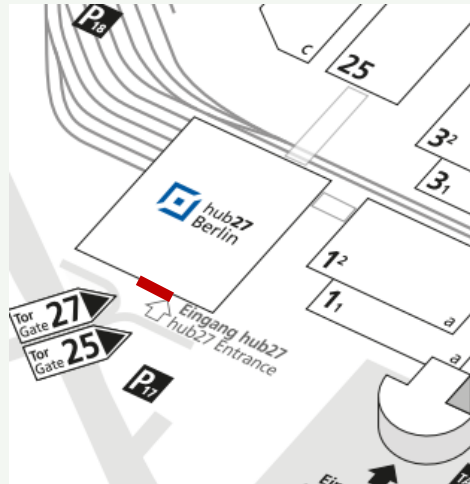
Location at the facade of hub27 facing the main road “Jafféstraße” and the car park or Entrance South and Hall 1 (see red marks on the left photo)

Size (w x h) position 1: 17.35 m x 5.75 m
 position 2: 19.60 m x 5.75 m
 Other sizes and positions are possible.

Hire Charge position 1: 19,960.00 EUR
 position 2: 22,540.00 EUR

Production/ Installation position 1: 7,700.00 EUR
 position 2: 7,785.00 EUR

Status Availability upon request.



Mega-Banner at hub27, South Side

Location at the facade of hub27 facing the main road “Jafféstraße” and the car park (see red mark on the left photo)

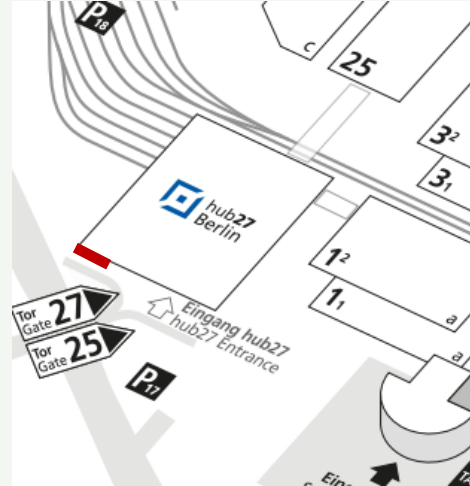
Size (w x h) position 3: 8.60 m x 5.75 m
 Other sizes and positions are possible.

Hire Charge position 3: 10,880.00 EUR

Production/ Installation position 3: 5,805.00 EUR

Status Availability upon request.

hub27 – OUTDOORS



1 Giant Banner at hub27, South Side

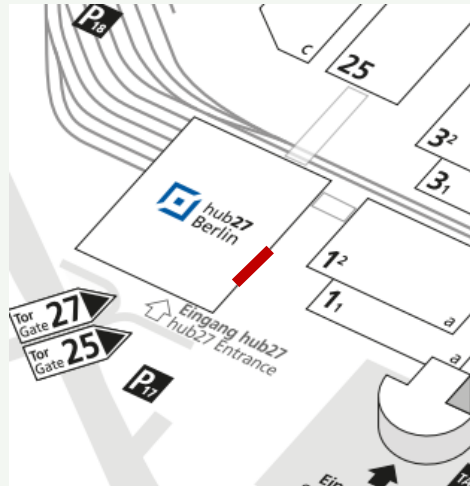
Location at the facade of hub27 facing the main road “Jafféstraße” and the car park (see red mark on the left photo)

Size (w x h) position 4: 17.35 m x 15.00 m
Other sizes and positions are possible.

Hire Charge position 4: 52,050.00 EUR

Production/Installation position 4: 14,545.00 EUR

Status **Availability upon request.**



1 Mega-Banner at hub27, East Side

Location at the facade of hub27 facing Entrance South and Hall 1 (see red mark on the left photo)

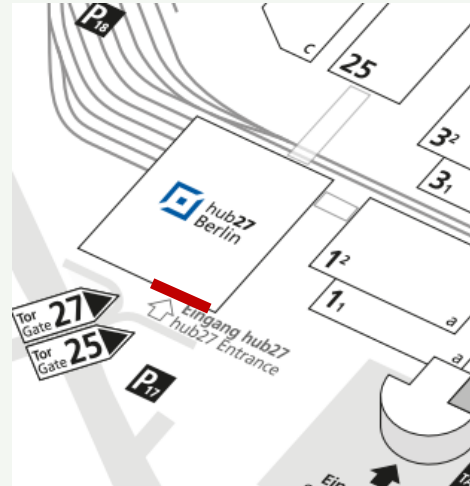
Size (w x h) position 5: 7.30 m x 14.95 m
Other sizes and positions are possible.

Hire Charge position 5: 20,740.00 EUR

Production/Installation position 5: 6,795.00 EUR

Status **Availability upon request.**

hub27 – OUTDOORS



1 Entrance Branding at hub27

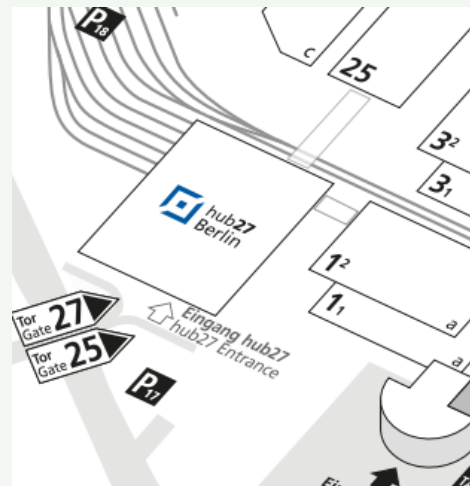
Location above the entrance doors to hub27
(see red mark on the left photo)

Size (w x h) approx. 33.00 m x 1.835 m

Hire Charge 20,280.00 EUR

**Production/
Installation** 4,440.00 EUR

Status Availability upon request.



4 Pillar Brandings at the Entrance to hub27, each 4-sided

Location 4 pillars side by side in front of the entrance doors to hub27

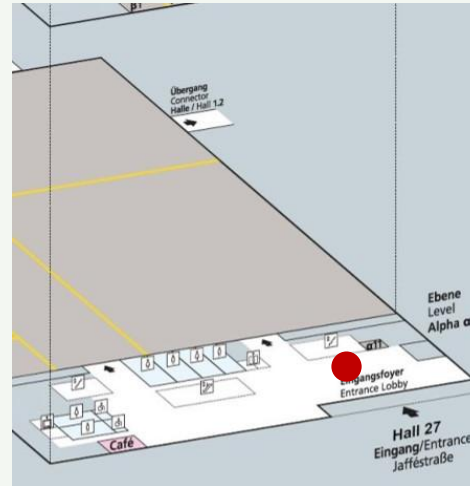
Size (w x h) full branding: 0.55 m x 4.10 m per side
smaller branding: 0.55 m x 2.80 m per side (see photo on the left)

Hire Charge full branding: 2,955.00 EUR per 4-sided pillar enclosure
smaller branding: 2,020.00 EUR per 4-sided pillar enclosure

**Production/
Installation** full branding: 1,815.00 EUR per 4-sided pillar enclosure
smaller branding: 1,690.00 EUR per 4-sided pillar enclosure

Status Availability upon request.

hub27 – INDOORS



Hanging Banners in the Entrance Foyer, each 2-sided

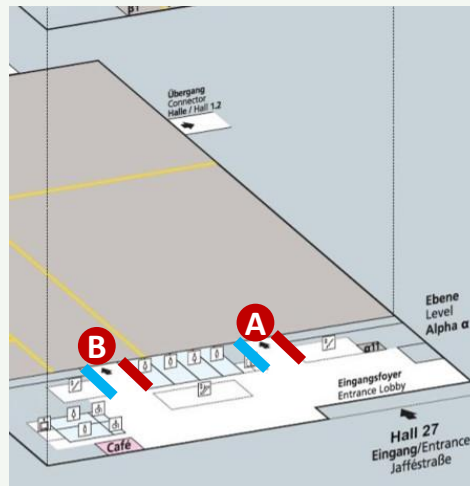
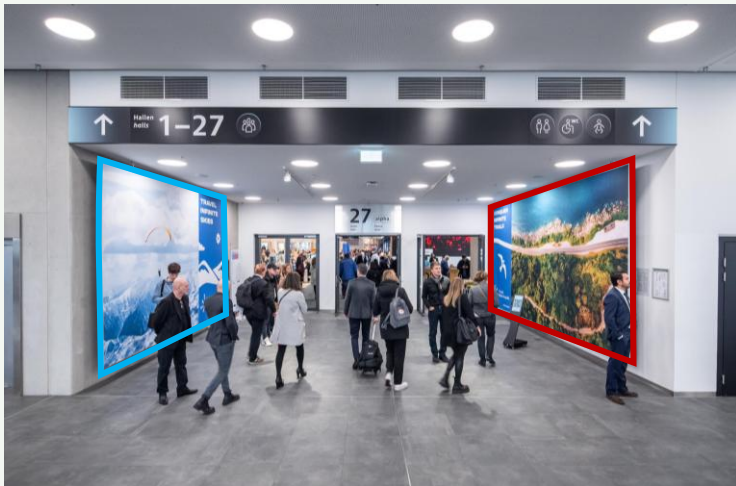
Location in the entrance foyer within the registration area (see red mark on the left photo)

Size (w x h) e.g. 9.45 m x 2.00 m per double-sided banner (print on front and back side)
Other positions and formats are possible.

Hire Charge e.g. 12,760.00 EUR per double-sided banner

Production/ Installation e.g. 2,680.00 EUR per double-sided banner

Status Availability upon request.



2 Entrance Brandings to the Event Hall, 2 sides each

Location banners in the entrance foyer at the walls next to the entrances to the Event Hall: 2 entrances (see A and B on the map) with 2 banners each

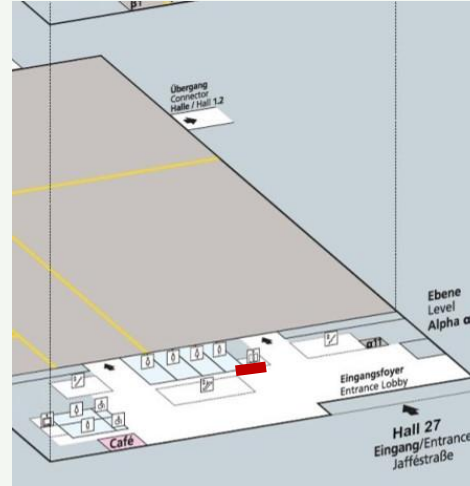
Size (w x h) left banners: 5.00 m x 3.10 m each (see blue marks on the left photo and map)
right banners: 6.50 m x 3.10 m each (see red marks on the left photo and map)

Hire Charge left banners: 6,800.00 EUR each
right banners: 11,050.00 EUR each

Production/ Installation left banners: 2,220.00 EUR each
right banners: 2,745.00 EUR each

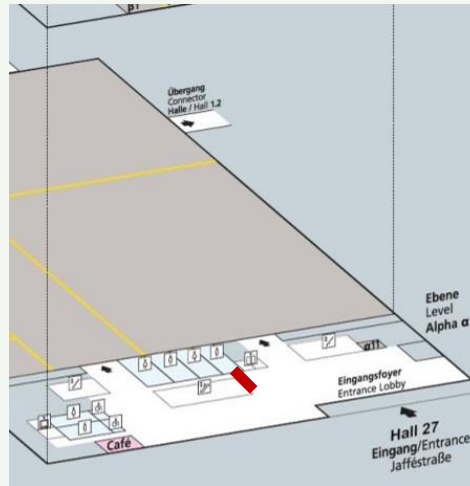
Status Availability upon request.

hub27 – INDOORS



1 Banner above the Elevator in the Entrance Foyer

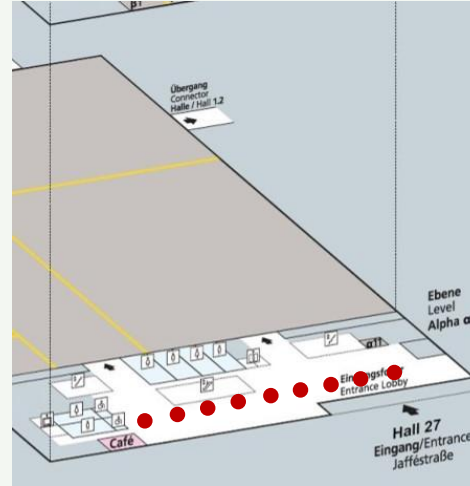
Location	above the elevator and next to the entrance to the Event Hall in the entrance foyer
Size (w x h)	9.40 m x 1.90 m
Hire Charge	7,505.00 EUR
Production/ Installation	2,420.00 EUR
Status	Availability upon request.



1 Hanging Banner at the Stairs and Escalators in the Entrance Foyer, 2-sided

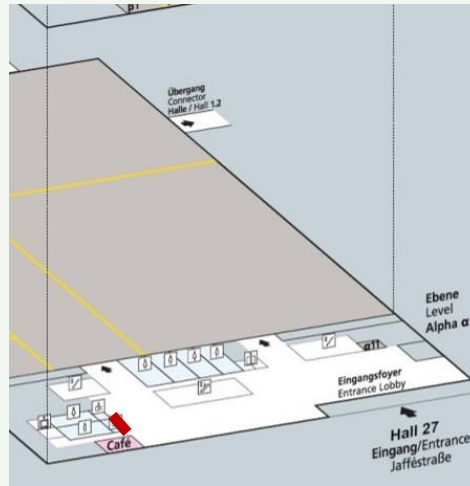
Location	in the entrance foyer in front of the stairs and escalators (see red mark on the left photo)
Size (w x h)	7.00 m x 0.992 m per side (print on front and back side)
Hire Charge	4,480.00 EUR
Production/ Installation	2,070.00 EUR
Status	Availability upon request.

hub27 – INDOORS



9 Pillar Brandings in the Entrance Foyer, each 4-sided

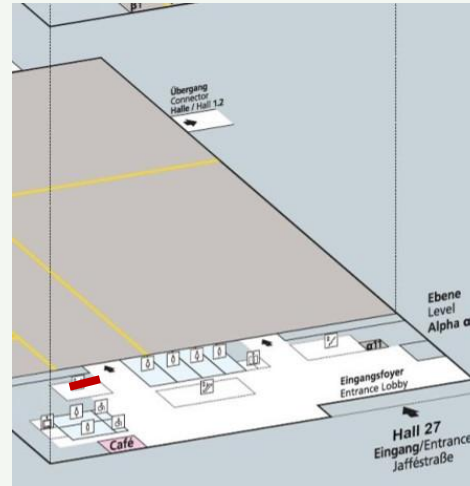
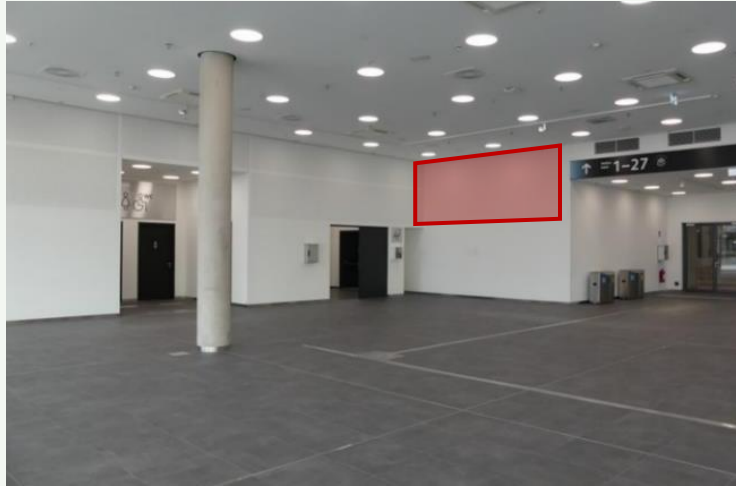
Location	9 pillars side by side in the entrance foyer
Size (w x h)	full branding: 0.55 m x 4.10 m per side (see photo on the left) smaller branding: 0.55 m x 2.80 m per side
Hire Charge	full branding: 3,445.00 EUR per 4-sided pillar branding smaller branding: 2,355.00 EUR per 4-sided pillar branding
Production/ Installation	full branding: 1,815.00 EUR per 4-sided pillar enclosure smaller branding: 1,690.00 EUR per 4-sided pillar enclosure
Status	Availability upon request.



1 Banner next to the hub27 Café

Location	in the entrance foyer next to the café on the right side (see red mark on the left photo)
Size (w x h)	4.75 m x 1.90 m
Hire Charge	3,160.00 EUR
Production/ Installation	1,455.00 EUR
Status	Availability upon request.

hub27 – INDOORS



1 Banner next to the Entrance to the Event Hall

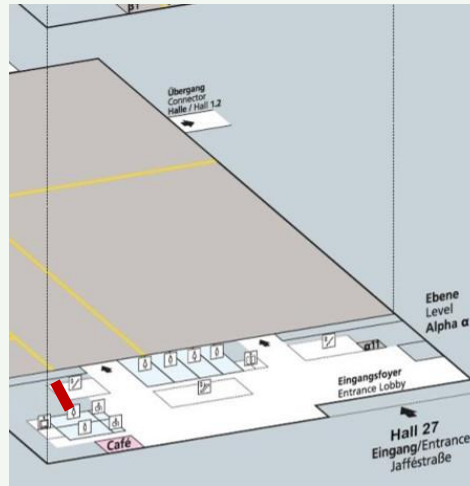
Location in the entrance foyer next to the left entrance to the Event Hall
(see red marked area on the left photo)

Size (w x h) 5.20 m x 1.90 m

Hire Charge 4,150.00 EUR

**Production/
Installation** 1,585.00 EUR

Status Availability upon request.



1 Banner close to the Entrance to the Event Hall

Location in the entrance foyer near to the left entrance to the Event Hall
(see red mark on the left photo)

Size (w x h) 6.70 m x 1.90 m

Hire Charge 5,475.00 EUR

**Production/
Installation** 1,910.00 EUR

Status Availability upon request.

hub27 – INDOORS



Option A: 2 Big Entrance Banners to hub27 and Hall 25

Location in the passageway between hub27 and Hall 25:
1 banner above the entrance doors to hub27 and
1 banner above the entrance doors to Hall 25

Size (w x h) big version: 10.60 m x 2.00 m per banner

Hire Charge 9,540.00 EUR per banner

Production/ Installation 1,970.00 EUR per banner

Status Availability upon request.



Option B: 2 Smaller Entrance Banners to hub27 and Hall 25

Location in the passageway between hub27 and Hall 25:
1 banner above the entrance doors to hub27 and
1 banner above the entrance doors to Hall 25

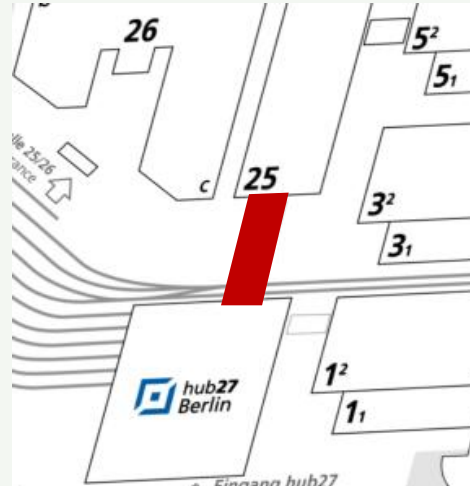
Size (w x h) smaller version: 6.05 m x 1.45 m per banner

Hire Charge 4,390.00 EUR per banner

Production/ Installation 1,155.00 EUR per banner

Status Availability upon request.

hub27 – INDOORS



3 Passageway Banners between hub27 and Hall 25, each 2-sided

Location	3 suspended banners In the passageway between hub27 and Hall 25
Size (w x h)	e.g. 10.60 m x 2.00 m per double-sided banner (print on front and back side) Other sizes are possible.
Hire Charge	e.g. 14,840.00 EUR per double-sided banner
Production/ Installation	e.g. 2,675.00 EUR per double-sided banner
Status	Availability upon request.



2 Lateral Passageway Banners between hub27 and Hall 25

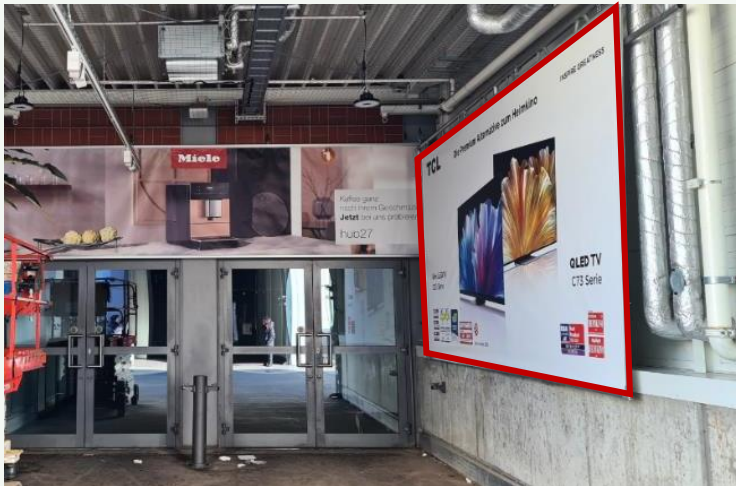
Location	in the passageway between hub27 and Hall 25
Size (w x h)	5.05 m x 3.50 m per banner
Hire Charge	4,420.00 EUR per banner
Production/ Installation	1,250.00 EUR per banner
Status	Availability upon request.

hub27 – INDOORS



Passageway Banners between hub27 and Hall 1.2, 2-sided

Location	3 suspended banners In the passageway between hub27 and Hall 1.2
Size (w x h)	e.g. 6.50 m x 1.50 m per double-sided banner (print on front and back side) Other sizes are possible.
Hire Charge	e.g. 6,825.00 EUR per double-sided banner
Production/ Installation	e.g. 1,595.00 EUR per double-sided banner
Status	Availability upon request.



2 Lateral Passageway Banners between hub27 and Hall 25

Location	in the passageway between hub27 and Hall 1.2 (see red mark on the left photo)
Size (w x h)	e.g. 5.00 m x 2.50 m Other sizes are possible.
Hire Charge	e.g. 3,125.00 EUR per banner
Production/ Installation	e.g. 1,035.00 EUR per banner
Status	Availability upon request.

hub27 – INDOORS



2 Entrance Banners to hub27 and Hall 1.2

Location in the passageway between hub27 and Hall 1.2:
1 banner above the entrance doors to hub27 and
1 banner above the entrance doors to Hall 1.2

Size (w x h) entrance banner hub27: 6.50 m x 1.50 m
entrance banner Hall 1.2: 6.00 m x 1.10 m

Hire Charge entrance banner hub27: 4,875.00 EUR
entrance banner Hall 1.2: 3,300.00 EUR

Production/Installation entrance banner hub27: 1,095.00 EUR
entrance banner Hall 1.2: 945.00 EUR

Status **Availability upon request.**



CITYCUBE OUTDOOR & INDOOR ADVERTISING



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



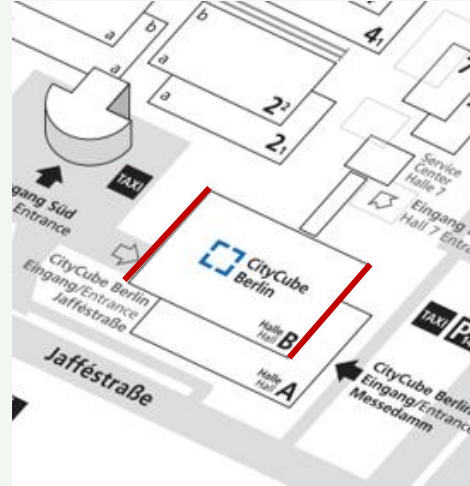
ITB
BERLIN

Messe Berlin

A brand of

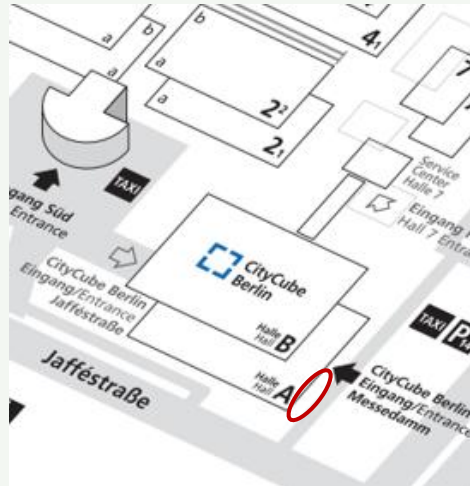
MESSE
BERLIN

CityCube – OUTDOORS



Mega-Banners above both Entrances of CityCube Berlin

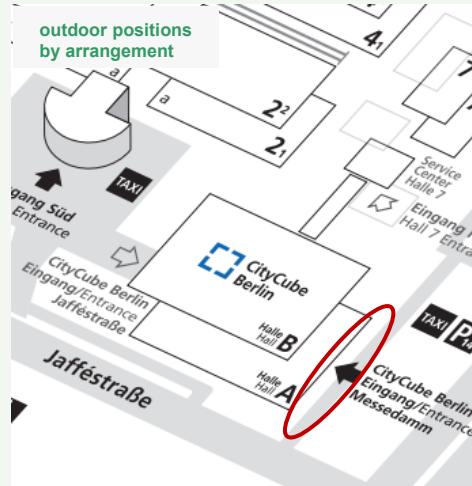
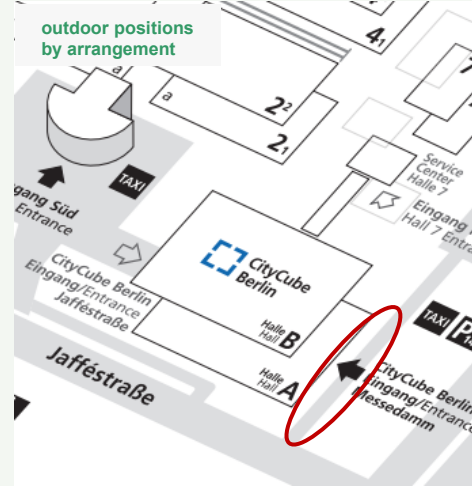
Location	up to 2 mega-banners (consisting of 3 segments each) at the facades of the CityCube Berlin at the Entrance Messedamm and at the Entrance Jaffestraße
Size (w x h)	3 banner segments per facade/mega-banner (see red marks on the left picture) in total: 29.20 m to 31.25 m x 11.65 m per banner segment; 1,730.25 m² in total
Hire Charge	42,730.00 EUR for 1 segment
Production/ Installation	131,600.00 EUR for 1 segment
Status	Availability upon request.



Flags at the Access to “Entrance Messedamm”

Location	up to 30 flags in front of the CityCube Berlin at the access to Entrance Messedamm (with or without banner arm)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	645.00 EUR per flag
Production/ Installation	185.00 EUR per flag
Status	Availability upon request.

CityCube – OUTDOORS



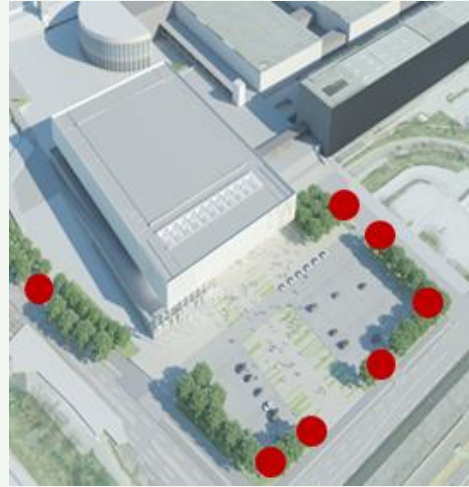
Bench Displays at the Access to Entrance Messedamm, 2-sided

Location	at the access to Entrance Messedamm: exact positions by arrangement
Size (w x h)	2.00 m x 2.00 m per side (2 sides per display)
Hire Charge	2,325.00 EUR per 2-sided display
Production/ Installation	790.00 EUR per 2-sided display
Status	Availability upon request

Mobile Advertising Towers at the Access to Entrance Messedamm, 4-sided

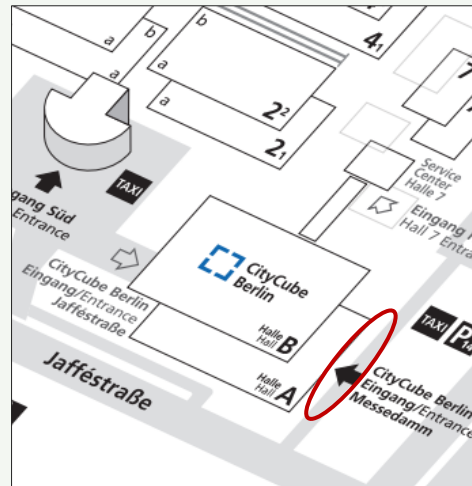
Location	e.g. in front of the CityCube Berlin at the access to Entrance Messedamm: exact positions by arrangement
Size (w x h)	small version: 2.302 m x 4.15 m per side (4 sides per tower) large version: 3.302 m x 6.15 m per side (4 sides per tower)
Hire Charge	small version: 12,375.00 EUR per 4-sided tower large version: 21,500.00 EUR per 4-sided tower
Production/ Installation	small version: 3,555.00 EUR per 4-sided tower large version: 6,090.00 EUR per 4-sided tower
Status	Availability upon request

CityCube – OUTDOORS



Outdoor Frames, each 2-sided

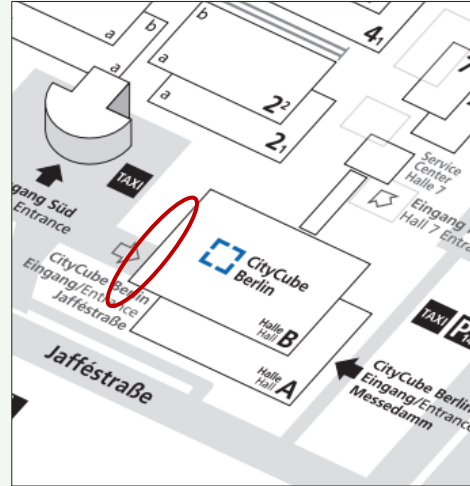
Location	at several locations in front of the CityCube Berlin at the access to Entrance Messedamm (see red marks on the left map)
Size (w x h)	2.00 m x 1.30 m per side (2 sides per display) (see red mark on the left picture)
Hire Charge	1,770.00 EUR per 2-sided display
Production/ Installation	435.00 EUR per 2-sided display
Status	Availability upon request



Entrance Brandings above Entrance Messedamm

Location	up to 5 banners above the entrance doors Banners will be framed by ITB-Branding on the left and right
Size (w x h)	6.24 m x 4.915 m per banner (5 available for exhibitors – see area marked in red on the picture) 43,68 m x 4,915 m total area of 7 banners (outer banners occupied by ITB-Branding)
Hire Charge	14,310.00 EUR per banner
Production/ Installation	3,300.00 EUR for one banner (varying per amount of banners)
Status	Availability upon request

CityCube – OUTDOORS



Entrance Branding “Entrance Jaffestraße”

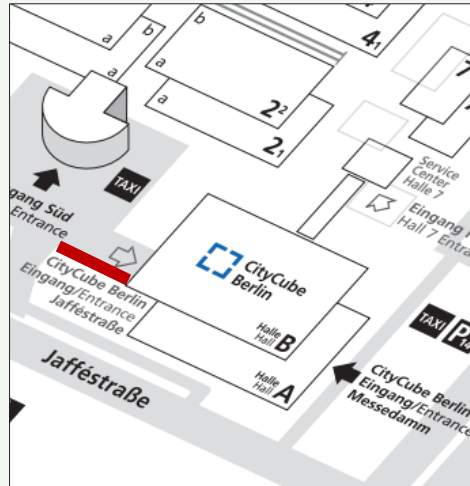
Location up to 3 banners above and between the doors of the “Entrance Jaffestraße”
Banners will be framed by ITB-Branding on the left and right

Size (w x h) 6.08 m x 2.44 m per banner
(3 available for exhibitors – see area marked in red on the picture)
30,40 m x 2,44 m total area of 5 banners
(outer banners occupied by ITB-Branding)

Hire Charge 6,975.00 EUR per banner

Production/ Installation 2,335.00 EUR per banner
(varying per amount of banners)

Status Availability upon request



Wall Branding next to “Entrance Jaffestraße” facing South Plaza

Location banner on the right side next to the Entrance Jaffestraße
(see red mark on the picture and plan)

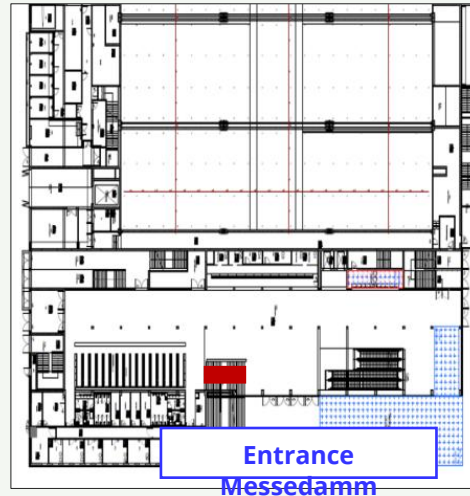
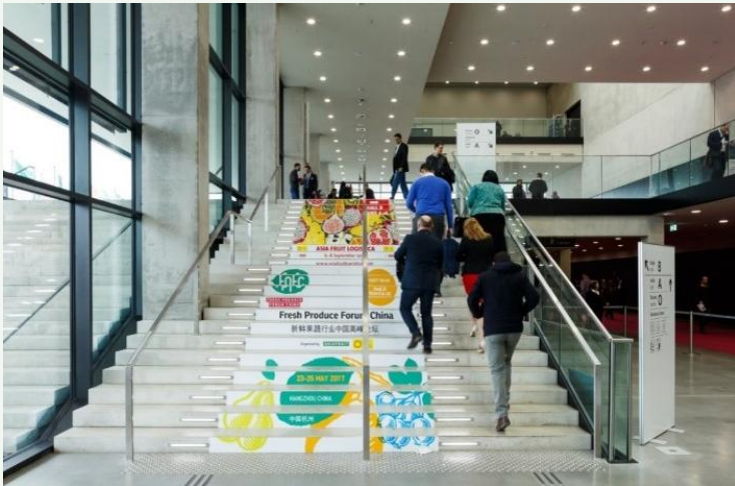
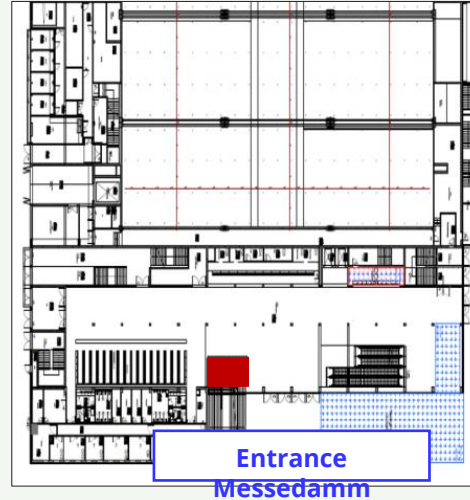
Size (w x h) 30.20 m x 3.00 m

Hire Charge 22,725.00 EUR

Production/ Installation 5,660.00 EUR

Status Availability upon request

CityCube – INDOORS



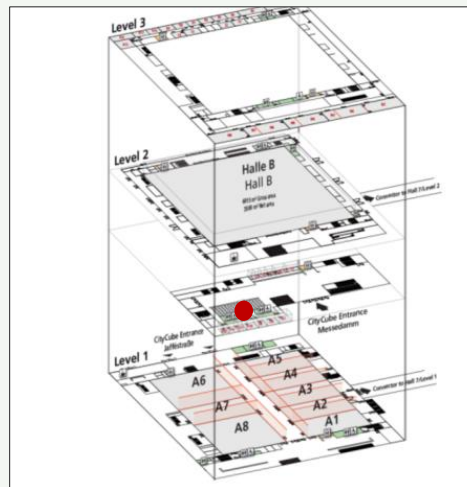
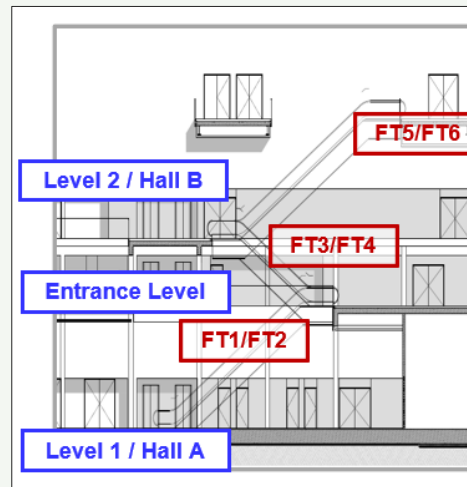
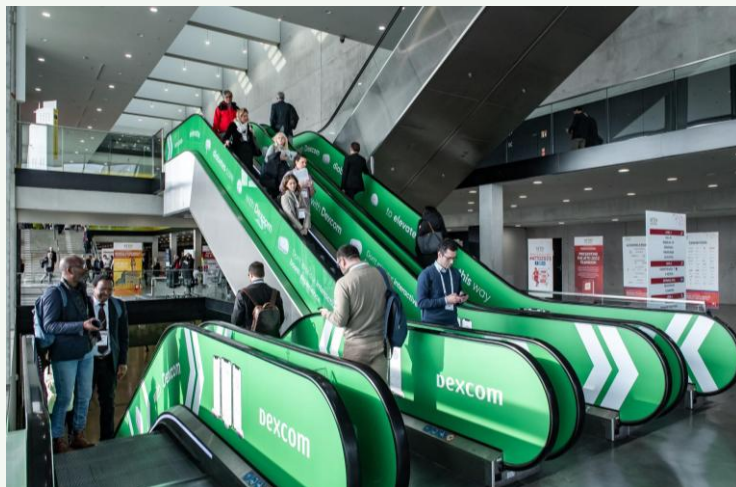
Option A: Step Graphics at the Stairs in the Entrance Lobby - Full Version

Location	stairs in the Entrance Lobby leading to the upper level: every step will be equipped with an adhesive foil on the full area (lamps excluded)
Size (w x h)	steps 1-7 and 10-22: 5.15 m x 0.15 m each step Steps 8, 9 and 23: 4.37 m x 0.15 m each step (23 steps in total)
Hire Charge	12,350.00 EUR for all 23 step graphics
Production/ Installation	1,525.00 EUR for all 23 step graphics
Status	Availability upon request

Option B: Step Graphics at the Stairs in the Entrance Lobby – Narrow Version

Location	stairs in the Entrance Lobby leading to the upper level: every step will be equipped with an adhesive foil on the central area
Size (w x h)	2.18 m x 0.145 m per step graphic (23 steps in total)
Hire Charge	8,625.00 EUR for all 23 step graphics
Production/ Installation	755.00 EUR for all 23 step graphics
Status	Availability upon request

CityCube – INDOORS



Balustrade Brandings at Escalators

Location	escalators in the Entrance Lobby leading to Levels 1, 2 and 3 only visible parts of the balustrades will be branded with adhesive foil -
Size (w x h)	(1) 2 escalators FT1/FT2: approx. 32.00 m ² each balustrade (see plan on the left) (2) 2 escalators FT3/FT4: approx. 21.20 m ² each balustrade (see plan on the left) (3) 2 escalators FT5/FT6: approx. 30.20 m ² each balustrade (see plan on the left)
Hire Charge	(1) 24,402.00 EUR for both escalators, each with 2 balustrades (2) 16,170.00 EUR for both escalators, each with 2 balustrades (3) 20,930.00 EUR for both escalators, each with 2 balustrades
Production/ Installation	(1) 7,965.00 EUR for both escalators, each with 2 balustrades (2) 5,515.00 EUR for both escalators, each with 2 balustrades (3) 7,560.00 EUR for both escalators, each with 2 balustrades

Status Availability upon request

Cloakroom Counter Branding

Location	branding with adhesive foil of up to 8 cloakroom counters in the Entrance Lobby
Size (w x h)	approx. 2.526 m x 0.75 m per counter
Hire Charge	780.00 EUR per counter
Production/ Installation	150.00 EUR per counter
Status	Availability upon request

CityCube – INDOORS



Entrance Banners to Hall A

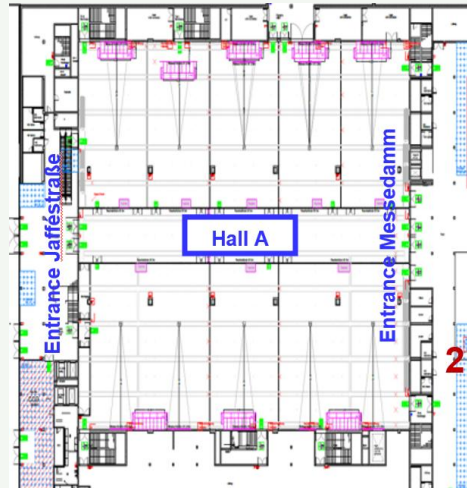
- Location** up to 2 banners in the East Lobby Level 1 directly above the entrance doors to Hall A
- Size (w x h)** 9.00 m x 1.65 m per banner
- Hire Charge** 10,680.00 EUR for both banners
- Production/ Installation** 2,930.00 EUR for both banners
- Status** Availability upon request



Foyer Banner at Position 1

- Location** in the East Lobby Level 1 opposite to the entrance doors to Hall A directly at the escalators
- Size (w x h)** 12.00 m x 4.39 m
- Hire Charge** 12,225.00 EUR
- Production/ Installation** 3,630.00 EUR
- Status** Availability upon request

CityCube – INDOORS



Foyer Banner at Position 2

Location in the East Lobby Level 1 opposite to Hall A

Size (w x h) 8.50 m x 3.00 m

Hire Charge 5,070.00 EUR

Production/ Installation 2,530.00 EUR

Status Availability upon request



Foyer Banner at Position 3

Location in the East Lobby Level 1 next to Hall A

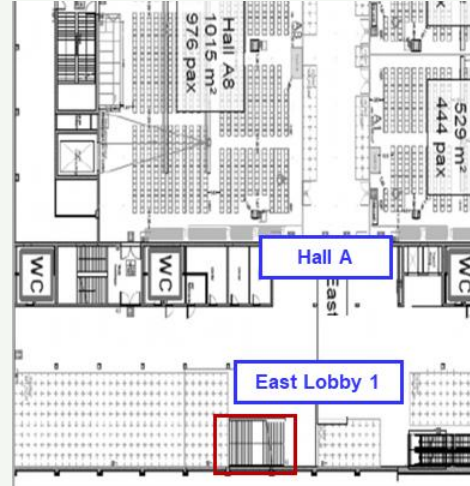
Size (w x h) 9.20 m x 2.50 m

Hire Charge 4,650.00 EUR

Production/ Installation 2,775.00 EUR

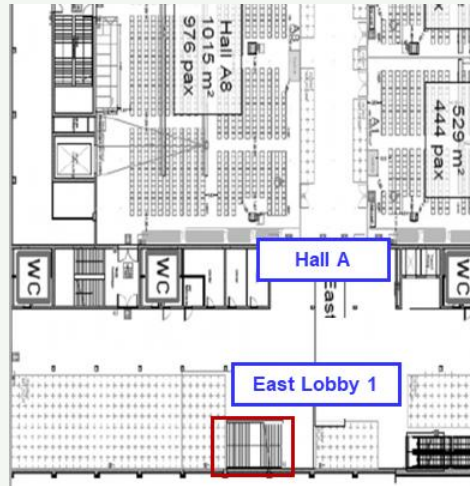
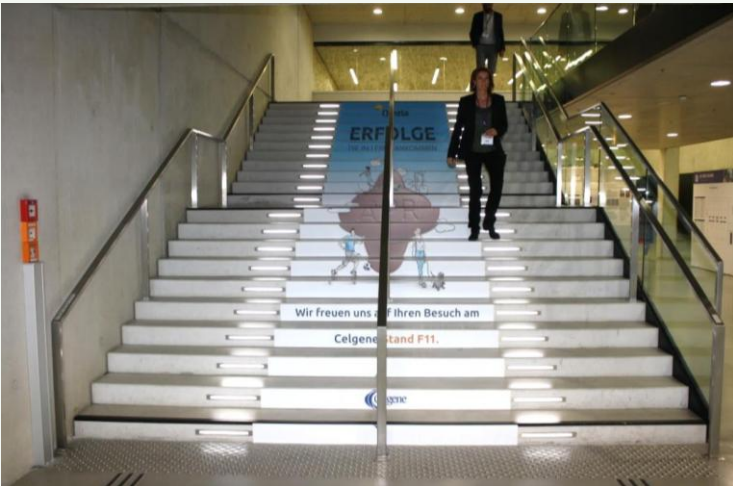
Status Availability upon request

CityCube – INDOORS



Option A: Step Graphics at the Stairs Lobby 1/Entrance Level - Full Version

Location	staircase leading from the East Lobby Level 1 to the Entrance Level: every step will be equipped with an adhesive foil on the full area (lamps excluded)
Size (w x h)	4.37 x 0.15 per step graphic (42 steps in total, 21 steps per staircase)
Hire Charge	9,225.00 EUR for 21 step graphics
Production/ Installation	1,205.00 EUR for 21 step graphics
Status	Availability upon request



Option A: Step Graphics at the Stairs Lobby 1/Entrance Level - Narrow Version

Location	staircase leading from the East Lobby Level 1 to the Entrance Level: every step will be equipped with an adhesive foil on the central area
Size (w x h)	1.80 m x 0.145 m per step graphic (42 steps in total, 21 steps per staircase)
Hire Charge	6,010.00 EUR for 21 step graphics
Production/ Installation	675.00 EUR for 21 step graphics
Status	Availability upon request

CityCube – INDOORS



Entrance Banner to Hall B

Location	in the East Lobby Level 2 directly above the main entrance doors to Hall B
Size (w x h)	e.g. 29.00 m x 2.40 m other sizes and special formats on demand
Hire Charge	27,690.00 EUR per banner
Production/ Installation	5,590.00 EUR per banner
Status	Availability upon request



Upper Entrance Banners to Hall B

Location	up to 3 banners above the main entrance doors to Hall B on Level 2 coming from the East Lobby
Size (w x h)	9.37 m x 5.55 m for the middle banner (see picture to the left) 6.25 m x 5.55 m for the left and right banner (see picture to the left) Other formats on demand
Hire Charge	17,390.00 EUR for the middle banner 11,610.00 EUR for each of the left or right banner
Production/ Installation	3,505.00 EUR for the middle banner 2,890.00 EUR for each of the left or right banner
Status	Availability upon request

CityCube – INDOORS



Hanging Banners between Levels 2 and 3, 2-sided

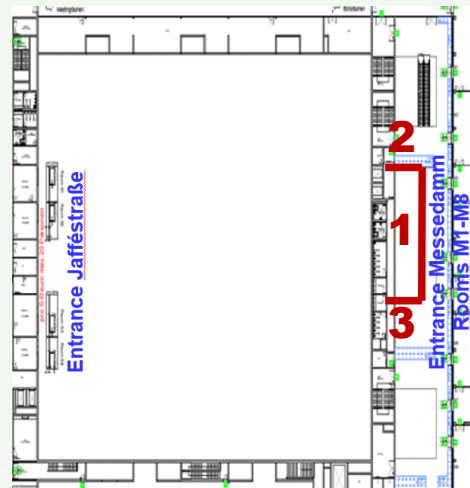
Location	up to 4 suspended banners at diverse locations between Levels 2 and 3
Size (w x h)	e.g. 3.00 m x 6.00 m per side (2 sides per banner) other sizes and special formats on demand
Hire Charge	11,775.00 EUR per double-sided banner
Production/ Installation	3,150.00 EUR per double-sided banner
Status	Availability upon request



Balustrade Brandings Level 2

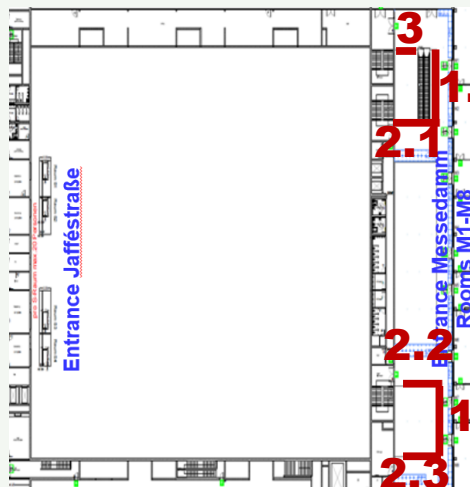
Location	foil brandings on the glass balustrades in the East Lobby Level 2 in front of Hall B (see red marks and numbers on the left map)
Size (w x h)	(1) 9.40 m x 1.07 m per side (2 sides per balustrade) (2) 24.55 m x 1.07 m per side (2 sides per balustrade) (3) 4.97 m x 1.07 m per side (2 sides per balustrade)
Hire Charge	(1) 6,675.00 EUR; (2) 16,665.00 EUR; (3) 3,340.00 EUR
Production/ Installation	(1) 1,410.00 EUR; (2) 3,675.00 EUR; (3) 745.00 EUR
Status	Availability upon request

CityCube – INDOORS



Balustrade Brandings Level 3

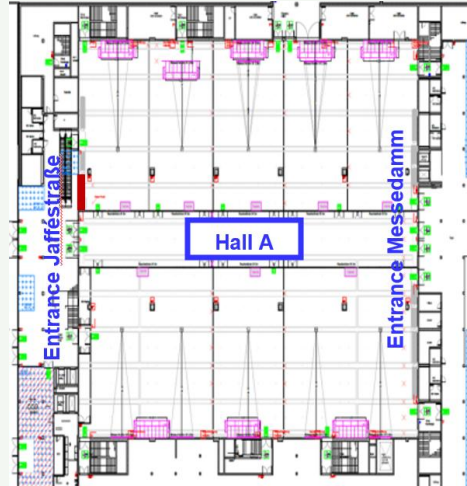
Location	foil brandings on the glass balustrades in the East Lobby Level 3 (see red marks and numbers on the left map)
Size (w x h)	(1) 30.60 m x 1.07 m per side (2 sides per balustrade) (2) & (3) each 11.00 m x 1.07 m per side (2 sides per balustrade)
Hire Charge	(1) 13,075.00 EUR (2) & (3) 5,140.00 EUR each
Production/ Installation	(1) 4,575.00 EUR (2) & (3) 1,665.00 EUR each
Status	Availability upon request



Balustrade Brandings Level 3 of 2 Lateral Parts

Location	foil brandings on the glass balustrades of the 2 lateral parts in the East Lobby Level 3 (see red marks and numbers on the left map)
Size (w x h)	(1.1-1.2) each 11.80 m x 1.07 m per side (2 sides per balustrade) (2.1-2.3) each 11.07 m x 1.07 m per side (2 sides per balustrade) (3) 7.80 m x 1.07 m per side (2 sides per balustrade) (escalator)
Hire Charge	(1.1-1.2) 5,615.00 EUR each; (2.1-2.3) 5,140.00 EUR each (3) 3,650.00 EUR
Production/ Installation	(1.1-1.2) 1,765.00 EUR each; (2.1-2.3) 1,655.00 EUR each (3) 1,170.00 EUR
Status	Availability upon request

CityCube – INDOORS



Entrance Banner to Hall A on the left

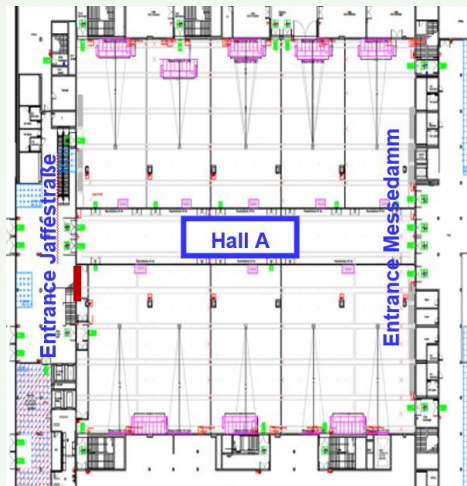
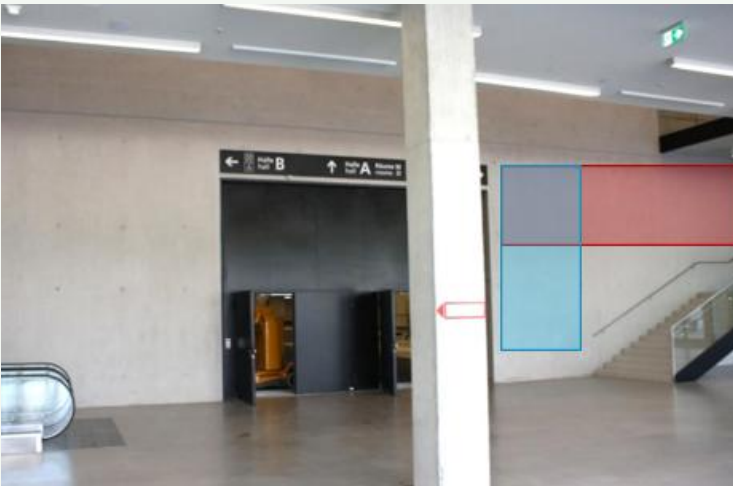
Location in the West Lobby Level 1 directly next to the entrance doors to Hall A

Size (w x h) (1) 5.80 m x 4.35 m (see picture on the left)
(2) 4.20 m x 3.00 m
other sizes and formats on demand

Hire Charge (1) 10,440.00 EUR
(2) 5,240.00 EUR

Production/ Installation (1) 2,565.00 EUR
(2) 2,025.00 EUR

Status Availability upon request



Entrance Banner to Hall A on the right

Location in the West Lobby Level 1 directly next to the entrance doors to Hall A

Size (w x h) (1) approx. 8.00 m x 2.00 m (see red mark on the left picture)
(2) approx. 3.00 m x 5.00 m (see blue mark on the left picture)
other sizes and formats on demand

Hire Charge (1) 6,405.00 EUR
(2) 5,985.00 EUR

Production/ Installation (1) 1,475.00 EUR
(2) 805.00 EUR

Status Availability upon request

CityCube – INDOORS



Escalator Banner

Location in the West Lobby leading from Level 1 to Level 2

Size (w x h) 6.30 m x 9.25 m
other sizes and formats on demand

Hire Charge 17,320.00 EUR

Production/ Installation 4,120.00 EUR

Status Availability upon request



Step Graphics at the Stairs in the West Lobby Level 1 to Level 2

Location staircase leading from the West Lobby Level 1 to the West Lobby Level 2:
every step will be equipped with an adhesive foil on the full area

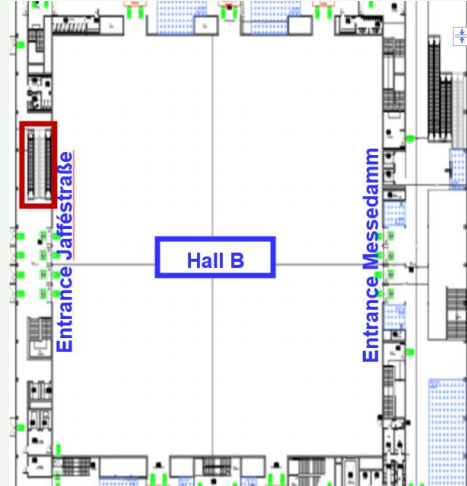
Size (w x h) 2.55 m x 0.16 m per step graphic
(13 steps per landing)

Hire Charge 5,010.00 EUR for 13 step graphics (per landing)

Production/ Installation 600.00 EUR for 13 step graphics (per landing)

Status Availability upon request

CityCube – INDOORS



Balustrade Brandings at Escalators West Lobby Level 1 and Level 2

Location escalators between the West Lobby Level 1 and the West Lobby Level 2
only visible parts of the balustrades will be branded with adhesive foil
stencils will be provided on demand

Size (w x h) (1) 2 escalators WFT1/WFT2: approx. 42.00 m² each balustrade
(2) 2 escalators WFT3/WFT4: approx. 21.20 m² each balustrade

Hire Charge (1) 23,240.00 EUR for both escalators, each with 2 balustrades
(2) 15,400.00 EUR for both escalators, each with 2 balustrades

Production/ Installation (1) 12,120.00 EUR for both escalators, each with 2 balustrades
(2) 8,455.00 EUR for both escalators, each with 2 balustrades

Status Availability upon request



Entrance Banner to Hall B

Location in the West Lobby Level 2 directly above the entrance doors to Hall B

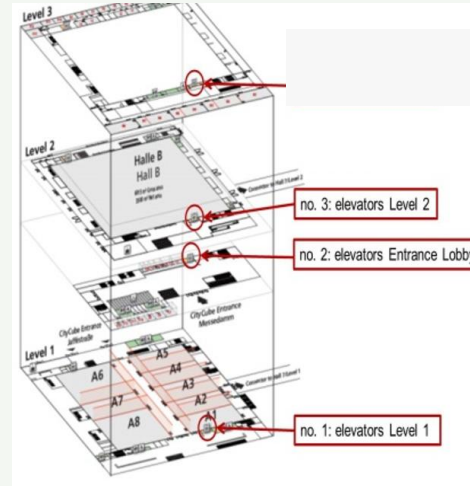
Size (w x h) 12.00 m x 1.44 m
other sizes and formats on demand

Hire Charge 5,800.00 EUR

Production/ Installation 2,400.00 EUR

Status Availability upon request

CityCube – INDOORS



Paneling Branding next to the Elevators

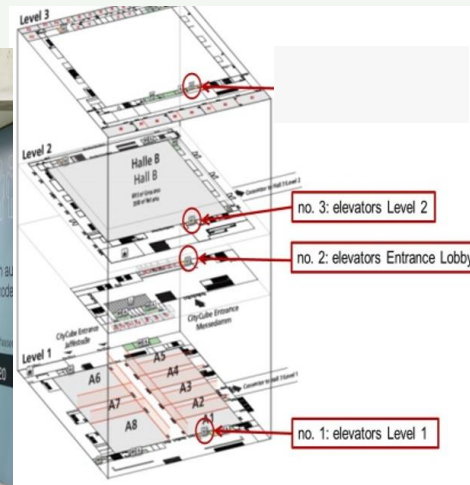
Location adhesive foils on a paneling on the side walls next to the elevators:
3 possible positions in the East Lobby of the CityCube

Size (w x h) 2.95 m x 2.75 m per side wall

Hire Charge 8,880.00 EUR for two side walls

Production/ Installation 4,720.00 EUR for two side walls

Status Availability upon request



Paneling Branding around the Elevator Doors

Location adhesive foil on a paneling around the doors of the elevators:
3 possible positions in the East Lobby of the CityCube

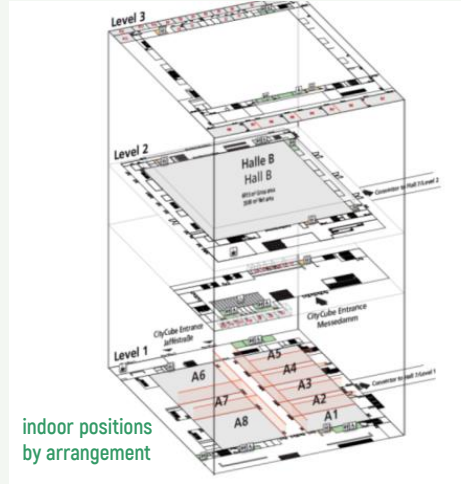
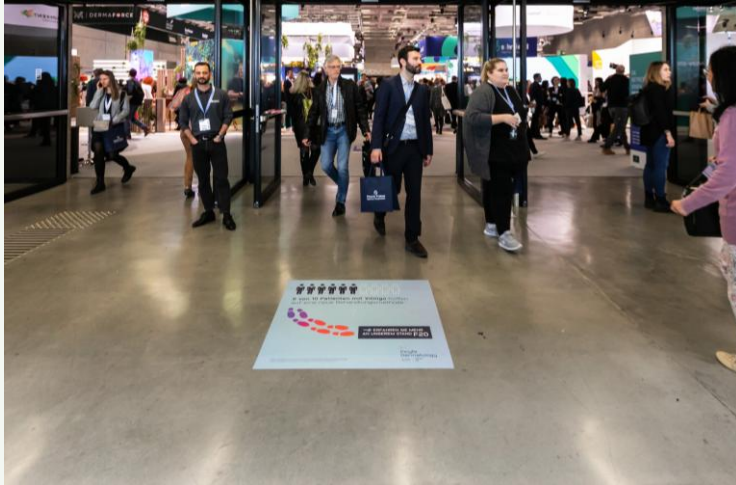
Size (w x h) approx. 8.38 m²

Hire Charge 5,970.00 EUR for one paneling branding

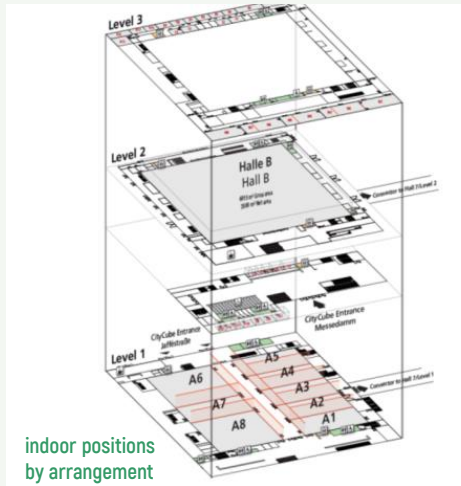
Production/ Installation 3,090.00 EUR for one paneling branding

Status Availability upon request

CityCube – INDOORS



indoor positions
by arrangement



indoor positions
by arrangement

Floor Graphics and Carpet Brandings

Location indoor positions by arrangement: e.g. in the foyers and entrance areas

Size (w x h) (1) e.g. 1.00 m x 1.00 m per squared floor graphic
(2) e.g. 2.00 m x 2.00 m per squared floor graphic
other sizes, special formats and carpet brandings on demand

Hire Charge (1) e.g. 525.00 EUR per squared floor graphic
(2) e.g. 1,345.00 EUR per squared floor graphic

Production/ Installation (1) e.g. 135.00 EUR per squared floor graphic
(2) e.g. 405.00 EUR per squared floor graphic

Status Availability upon request

Pillar Brandings, each 4-sided

Location indoor positions by arrangement: e.g. directly in the Entrance Lobby

Size (w x h) 0.48 m x 2.70 m per side (4 sides per pillar)

Hire Charge 2,775.00 EUR per 4-sided pillar branding

Production/ Installation 935.00 EUR per 4-sided pillar branding

Status Availability upon request

CityCube – INDOORS



Window and Door Brandings in the Passageway to Hall 7

Location	adhesive foils on the windows and at the doors of the “Connector 2” between CityCube Berlin and Hall 7 on Level 2: exact positions by arrangement
Size (w x h)	(1) e.g. 3.02 m x 1.35 m per window branding (2) e.g. 1.185 m x 2.175 m per door branding other sizes and special formats on demand
Hire Charge	(1) e.g. 1,800.00 EUR per window branding (2) e.g. 1,140.00 EUR per door branding
Production/ Installation	(1) e.g. 335.00 EUR per window branding; (2) e.g. 210.00 EUR per door branding
Status	Availability upon request

SPECIFIC HALL AREAS OUTDOOR & INDOOR ADVERTISING



ITB
BERLIN

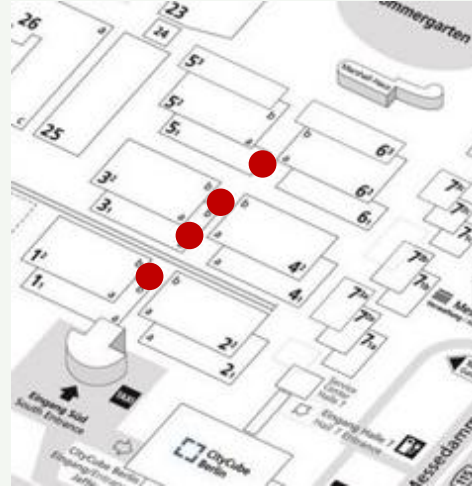
The World's
Leading
Travel Trade
Show®



A brand of

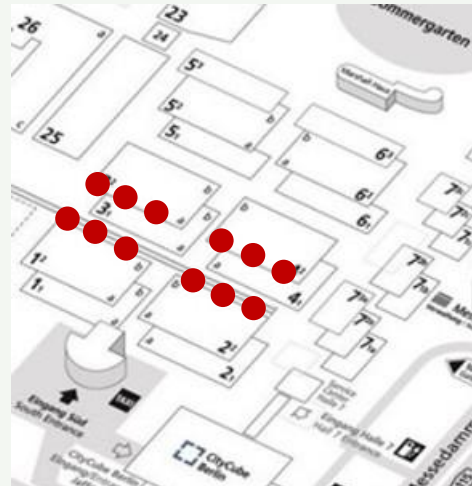
**MESSE
BERLIN**

SPECIFIC HALL AREAS – OUTDOORS



4 Entrance Banners to the Middle Foyers of Halls 1.2 to 6.2

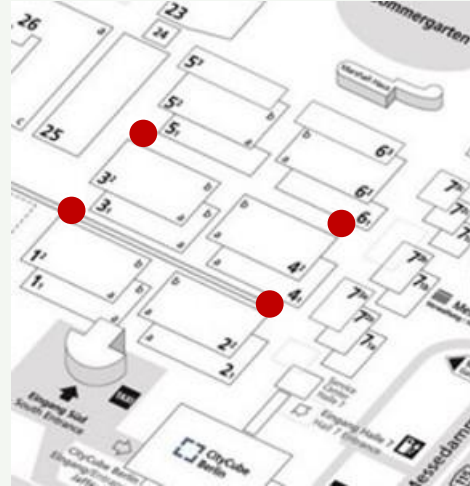
Location	directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2
Size (w x h)	11.50 m x 2.20 m per banner
Hire Charge	11,010.00 EUR per banner
Production/ Installation	2,755.00 EUR per banner
Status	Some positions booked. Some are available.



12 Facade Banners at Halls 1.2 to 4.2

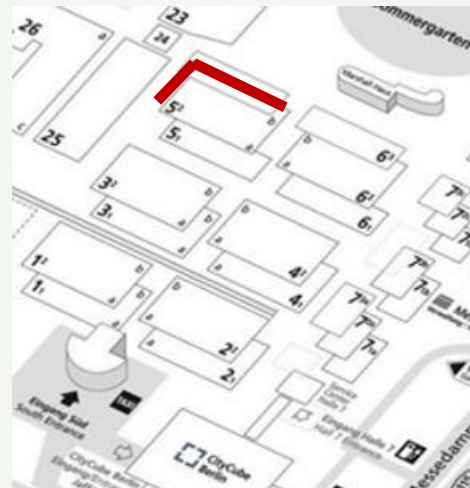
Location	at the facades of Halls 1.2, 2.2, 3.2 and 4.2
Size (w x h)	11.60 m x 5.20 m per banner
Hire Charge	13,225.00 EUR per banner
Production/ Installation	3,740.00 EUR per banner
Status	Availability upon request.

SPECIFIC HALL AREAS – OUTDOORS



Bridge Banners between Halls 1.2 to 6.2

Location	at the bridges between Halls 1.2/ 3.2, 2.2/ 4.2, 3.2/ 5.2 and 4.2/ 6.2
Size (w x h)	max. 23.50 m x 2.50 m per banner Smaller formats are possible.
Hire Charge	max. 18,225.00 EUR per banner
Production/ Installation	max. 5,090.00 EUR per banner
Status	Availability upon request.



Mega-Banners at the Facades of Hall 5.2

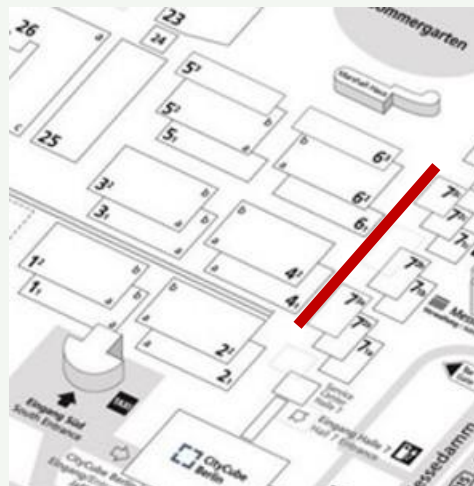
Location	at the facades of Hall 5.2 facing Summer Garden and Hall 25 Important Note: subject to the structural conditions and fire regulations.
Size (w x h)	e.g. 11.50 m x 8.50 m per banner (see photo on the left) Other formats are possible.
Hire Charge	e.g. 16,040.00 EUR per banner
Production/ Installation	e.g. 8,450.00 EUR per banner
Status	Availability upon request.

SPECIFIC HALL AREAS – OUTDOORS



Mega-Banners at the Facades of Hall 6.2

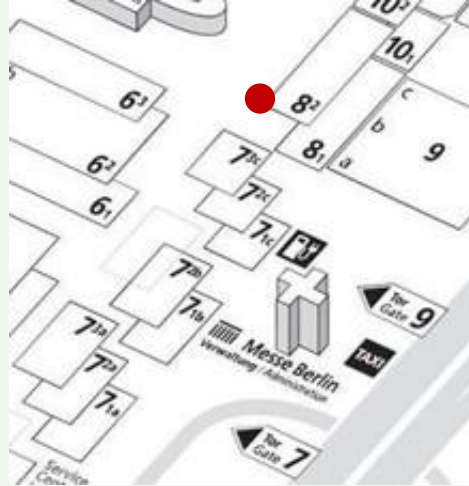
- Location** at the facades of Hall 6.2 facing Summer Garden and Hall 7.2
 Important Note: subject to the structural conditions and fire regulations.
- Size (w x h)** e.g. 29.50 m x 8.50 m per banner (see photo on the left)
 e.g. 11.50 m x 8.50 m per banner
 Other formats are possible.
- Hire Charge** e.g. 40,215.00 EUR per banner
 e.g. 16,040.00 EUR per banner
- Production/ Installation Status** e.g. 18,450.00 EUR per banner
 e.g. 8,450.00 EUR per banner
Availability upon request.



Mega-Banners at the Facades of Hall 7.2

- Location** on the facades of Hall 7.2 facing Halls 2.2, 4.2 and 6.2
- Size (w x h)** e.g. 11.50 m x 8.50 m (see photo on the left)
 other formats are possible.
- Hire Charge** e.g. 16,040.00 EUR per banner
- Production/ Installation Status** e.g. 8,185.00 EUR per banner
Availability upon request.

SPECIFIC HALL AREAS – OUTDOORS



1 Mega-Banner at the Facade of Hall 8.2

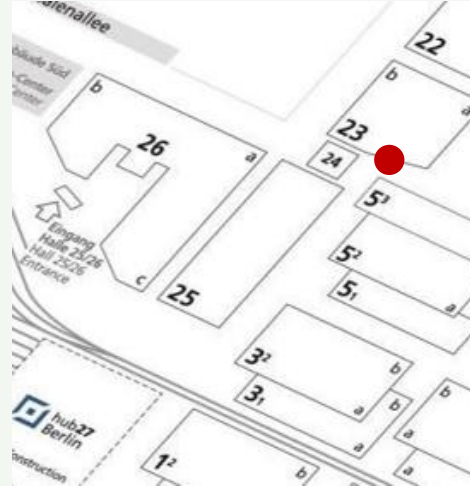
Location	on the facade of Hall 8.2 facing Summer Garden
Size (w x h)	10.20 m x 4.65 m
Hire Charge	9,490.00 EUR
Production/Installation	2,815.00 EUR
Status	Availability upon request.



1 Entrance Banner to the Middle Foyer of Halls 7.2c and 8.2

Location	above the entrance doors to the middle foyer between Halls 7.2c and 8.2 facing Summer Garden and Hall 6.2
Size (w x h)	11.50 m x 1.75 m
Hire Charge	4,630.00 EUR
Production/Installation	2,045.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – OUTDOORS



1 Giant Banner at the Facade of Hall 23

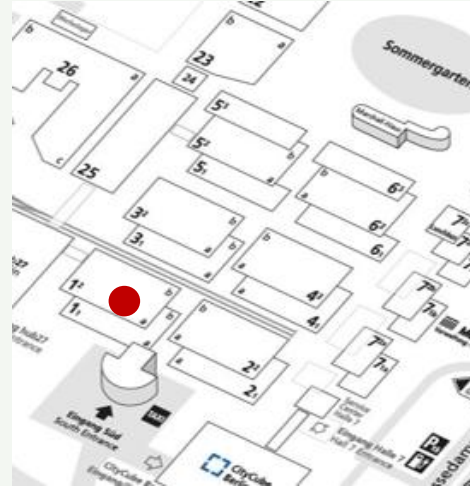
Location	at the facade of Hall 23 facing Halls 5.2 and 25
Size (w x h)	26.40 m x 7.30 m
Hire Charge	39,700.00 EUR
Production/Installation	9,080.00 EUR
Status	Availability upon request.



1 Mega-Banner at the Facade of Hall 25

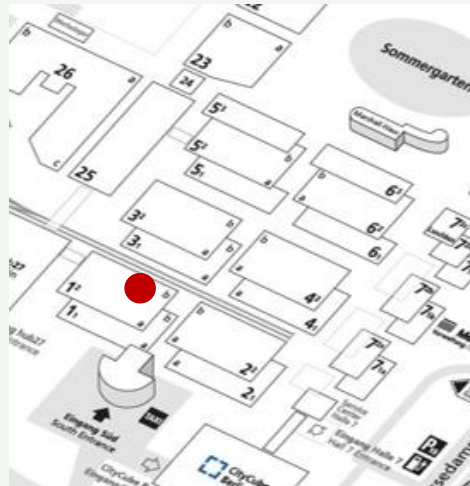
Location	at the facade of Hall 25 facing Hall 5.2 and Summer Garden
Size (w x h)	11.30 m x 11.30 m
Hire Charge	23,650.00 EUR
Production/Installation	6,255.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Banner in the Middle Foyer of Halls 1.1a/ 2.1a

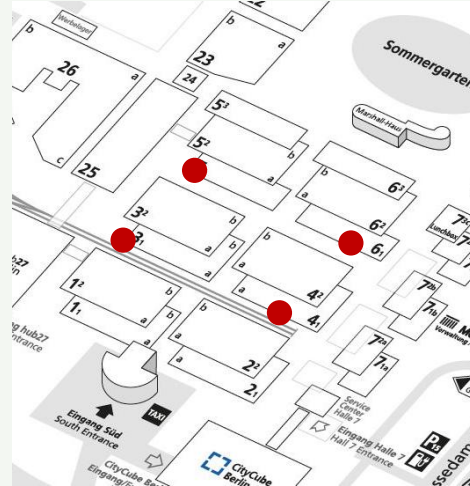
Location	in the middle foyer of Halls 1.1a/ 2.1a in front of the atrium coming from the Entrance Hall South
Size (w x h)	11.49 m x 1.50 m
Hire Charge	11,045.00 EUR
Production/ Installation	2,890.00 EUR
Status	Availability upon request.



1 Banner in the Middle Foyer of Halls 1.1a/ 2.1a

Location	in the middle foyer of Halls 1.1a/ 2.1a inside the atrium coming from the Entrance Hall South
Size (w x h)	11.49 m x 2.00 m
Hire Charge	11,600.00 EUR
Production/ Installation	2,850.00 EUR
Status	Already booked.

SPECIFIC HALL AREAS – INDOORS



Option A: Big Banners in the lateral Passageways of Halls 1.1 to 6.1

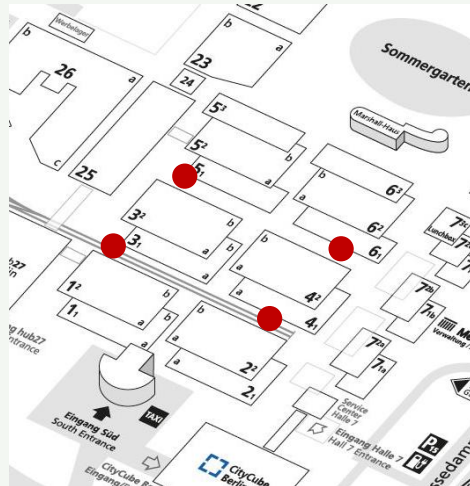
Location in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1: 8 banners per passageway
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1: 6 banners per passageway

Size (w x h) 5.00 m x 3.90 m per banner (see red mark on the left photo)

Hire Charge 6,985.00 EUR per banner

Production/ Installation 1,380.00 EUR per banner

Status Availability upon request.



Option B: Smaller Banners in the lateral Passageways of Halls 1.1 to 6.1

Location in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1: 8 banners per passageway
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1: 6 banners per passageway

Size (w x h) 3.00 m x 3.00 m per banner (see red mark on the left photo)

Hire Charge 3,600.00 EUR per banner

Production/ Installation 770.00 EUR per banner

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Option A: Big Banners in the Middle Foyers of Halls 1.2 to 6.2, 2-sided

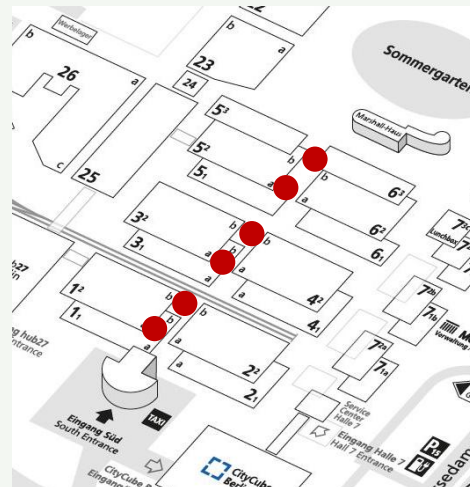
Location	in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases: 1 big banner per foyer
Size (w x h)	9.00 m x 3.00 m per double-sided banner (print on front and back side)
Hire Charge	23,375.00 EUR per double-sided banner
Production/ Installation	3,005.00 EUR per double-sided banner
Status	Availability upon request.



Option B: Smaller Banners in the Middle Foyers of Halls 1.2 to 6.2, 2-sided

Location	in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases: up to 4 smaller banners side by side per foyer
Size (w x h)	2.00 m x 3.00 m per double-sided banner (print on front and back side)
Hire Charge	5,355.00 EUR per double-sided banner
Production/ Installation	615.00 EUR per double-sided banner
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



6 (out of 12) UltraStretch Screens in the Middle Foyers of Halls 1.2 to 6.2

Location in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 (in each case a and b) next to the official guiding system in the walkway to the next middle foyer

Technical Specs

- dimensions: 2.158 x 0.348 m (w x h) per screen
- resolution: 3.840 x 600 pixel • ratio: 58:9
- format for image files: jpg or png • format for video files: mp4/ h264
- recommended bit rate: 20 Mbit • recommended frame rate: 60 fps

Package Price incl. Handling 7,800.00 EUR net for a 15 sec. slot in a loop with organizer content and up to 3 other clients on all 6 screens

Status Availability upon request.

Important Notes:

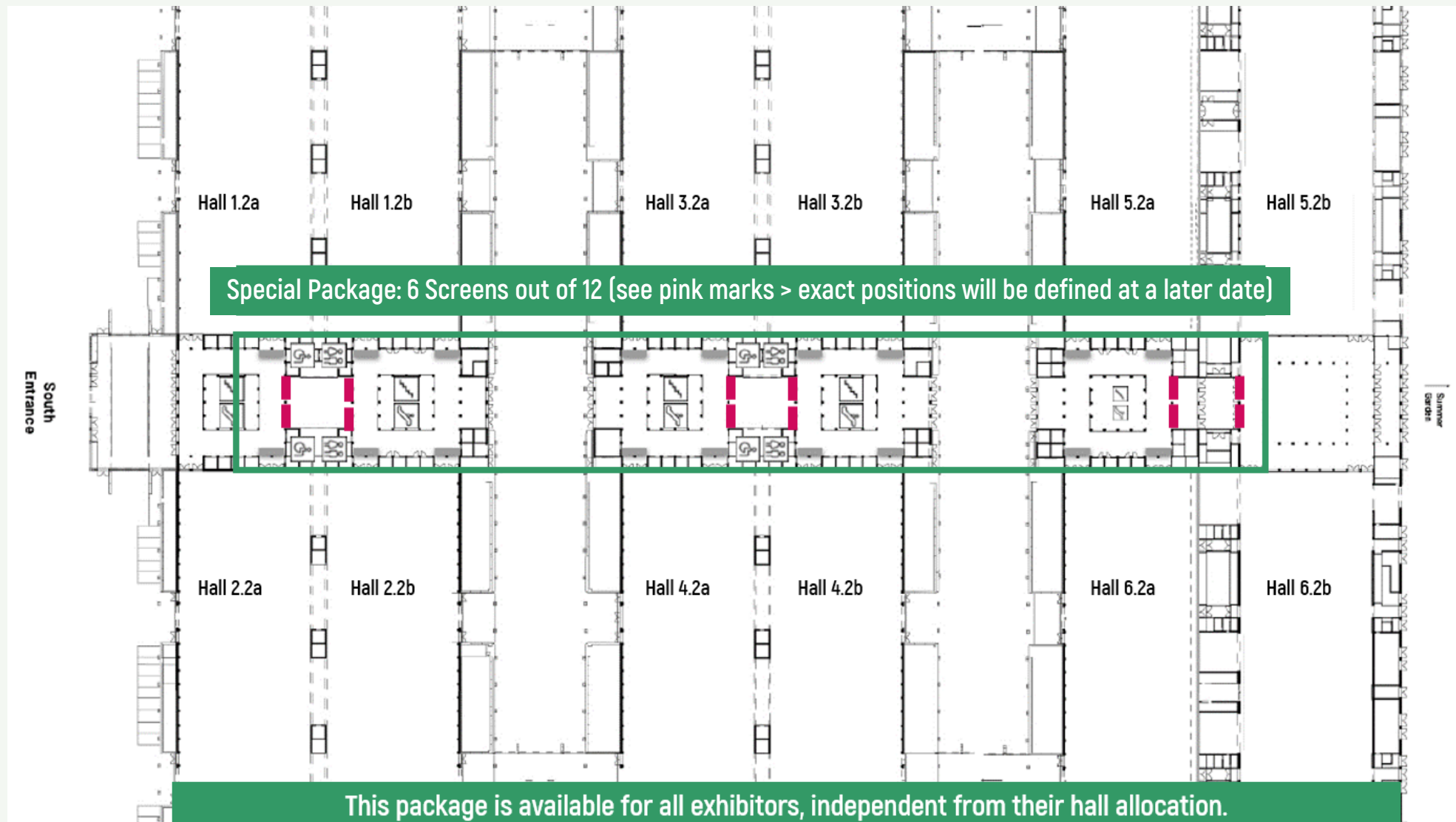
The client's broadcast can consist of images and videos and will be shown in a loop with ITB Berlin content as well as other clients' content. The screens are running daily during the opening hours of the show.

This package is available for up to 4 clients in total (non-exclusive) and can be booked by all exhibitors regardless of their booth position onsite.

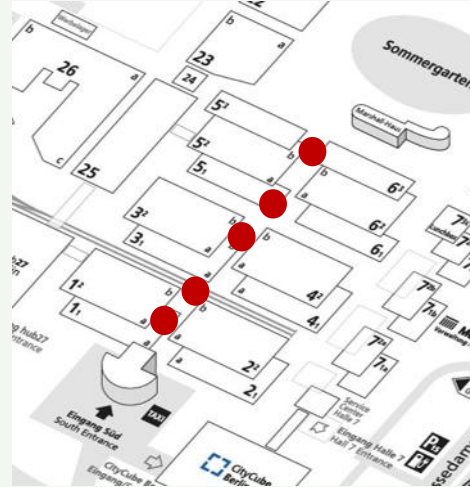




ULTRASTRETCH SCREENS > MIDDLE FOYERS



SPECIFIC HALL AREAS – INDOORS



UltraStretch Screens at the Entrances to Halls 1.2 to 6.2

Location

above the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 (in each case a and b) coming from the middle foyers (see exemplary red mark on the left photo)

Technical Specs

- dimensions: 2.158 x 0.348 m (w x h) per screen
- resolution: 3.840 x 600 pixel • ratio: 58:9
- format for image files: jpg or png • format for video files: mp4/ h264
- recommended bit rate: 20 Mbit • recommended frame rate: 60 fps

Package Prices incl. Handling

package a or b, each with 3 screens: 9.900,00 EUR per package
 package c or d, each with 4 screens: 12.900,00 EUR per package
 package e or f each with 2 screens: 6.900,00 EUR per package
 in each case for a 15 sec. slot in a loop with organizer content on all screens

Availability upon request.

Important Notes:

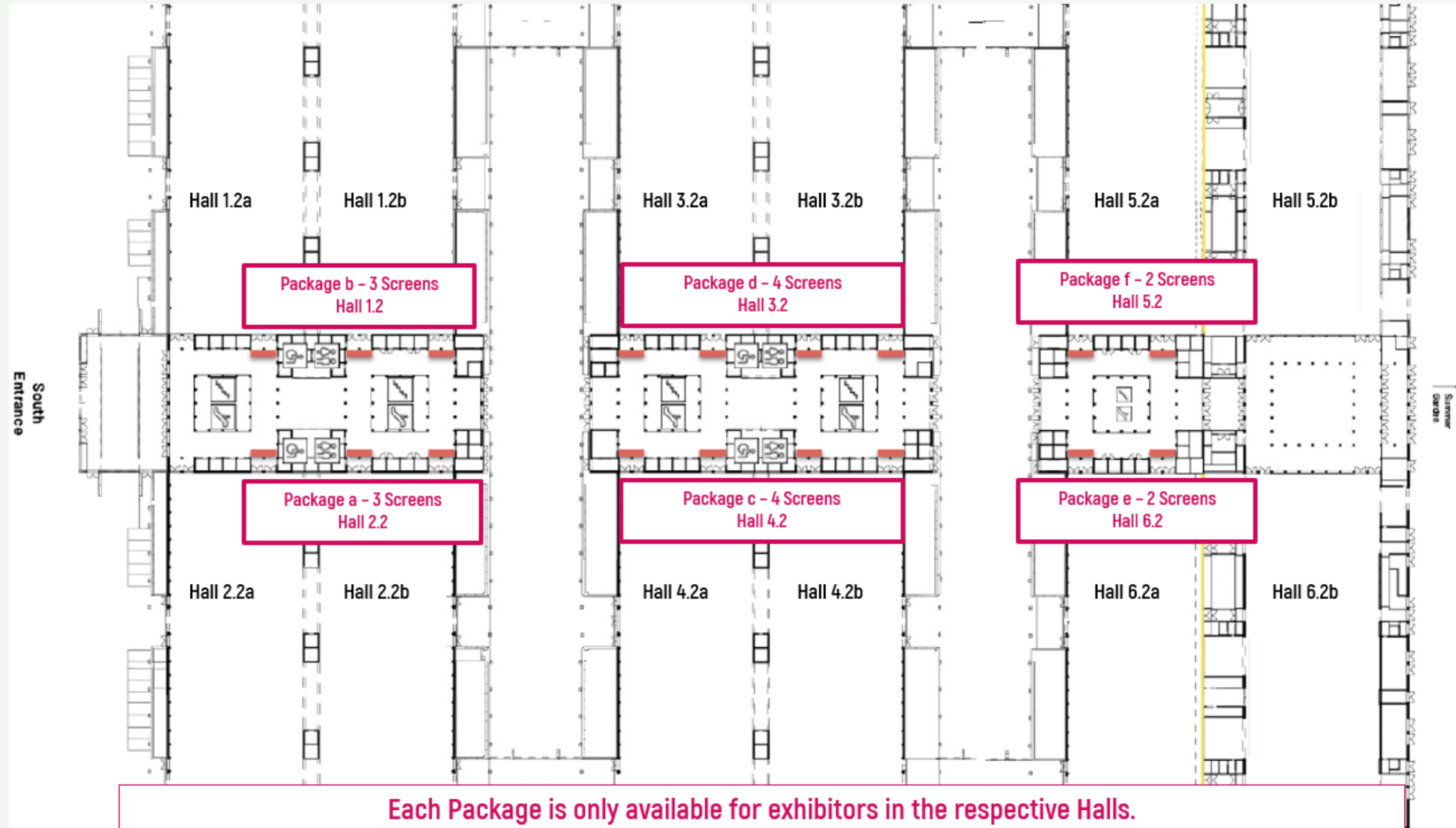
The client's broadcast can consist of images and videos and will be shown in a loop with ITB Berlin content.
 The screens are running daily during the opening hours of the show.

Each package is available for only 1 client (exclusive) and can only be booked by exhibitors located in the respective halls.

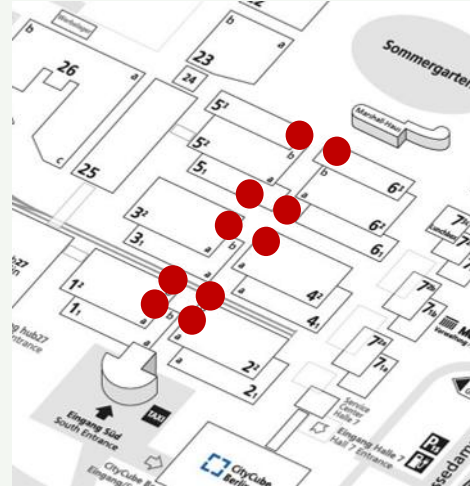




ULTRASTRETCH SCREENS > HALL ENTRANCES

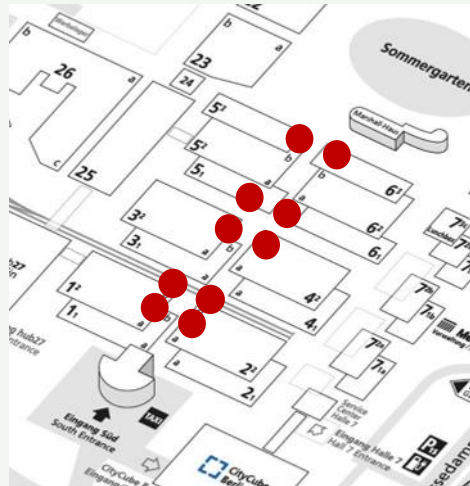


SPECIFIC HALL AREAS – INDOORS



Option A: Single Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2

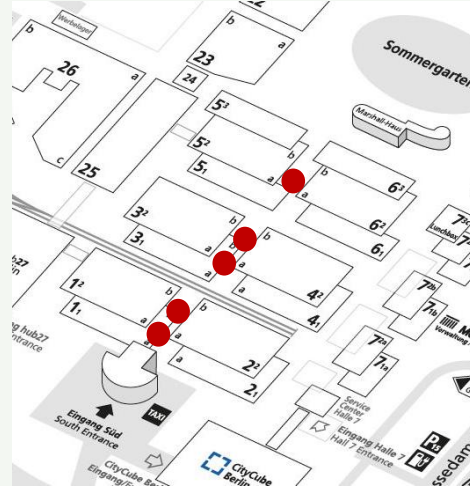
- Location** in the middle foyers above and next to the entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a: a multitude of positions available
- Size (w x h)** 2.00 m x 2.00 m per banner (see red mark on the left photo)
- Hire Charge** 1,780.00 EUR per banner
- Production/ Installation** 405.00 EUR per banner
- Status** Availability upon request.



Option B: Giant Entrance Brandings in the Middle Foyers of Halls 1.2 to 6.2

- Location** in the middle foyers above and next to the entrances of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a: 1 entrance branding available per hall, i. e. 10 brandings in total
- Size (w x h)** 1 entrance branding consists of:
 1 horizontal banner with approx. 23.40 m x 2.52 m
 2 lateral banners on the left and right: approx. 2.50 m x 2.52 m each
- Hire Charge** 29,415.00 EUR per entrance branding
- Production/ Installation** 9,325.00 EUR per entrance branding
- Status** Availability upon request.

SPECIFIC HALL AREAS – INDOORS

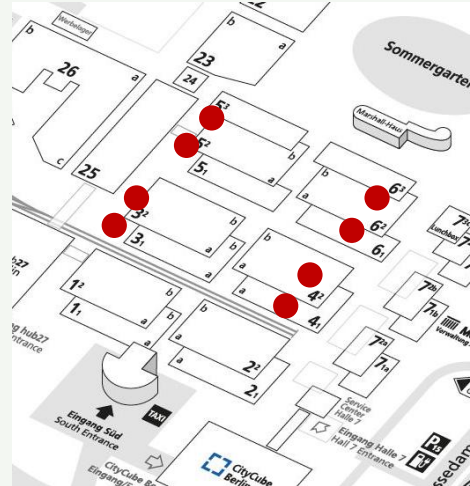


Option C: Mega-Banners in the Middle Foyers of Halls 1.2 to 6.2

- | | |
|---------------------------------|---|
| Location | in the middle foyers above and next to the entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a: a multitude of positions available |
| Size (w x h) | e.g. 11.50 m x 2.20 m per banner
Other sizes are possible. |
| Hire Charge | e.g. 11,260.00 EUR per banner |
| Production/ Installation | e.g. 2,795.00 EUR per banner |
| Status | Availability upon request. |

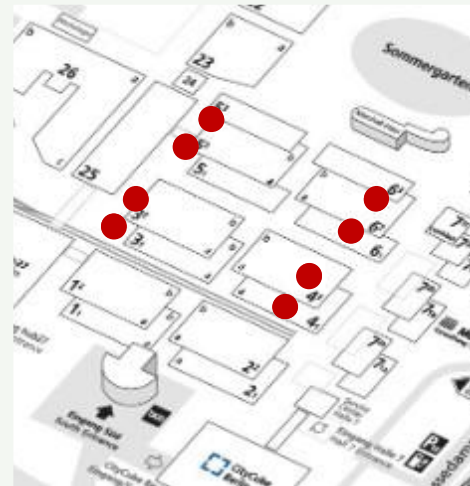


SPECIFIC HALL AREAS – INDOORS



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

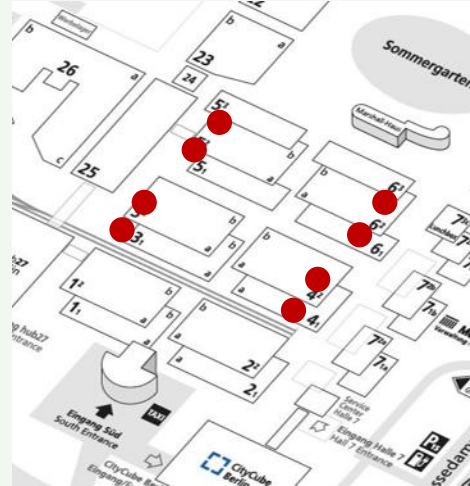
Location	at the outer sides of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see blue marks on the left photo)
Size (w x h)	2.92 m x 5.00 m per banner (4 banners per entrance)
Hire Charge	13,915.00 EUR for 4 banners
Production/ Installation	5,435.00 EUR for 4 banners
Status	Availability upon request.



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

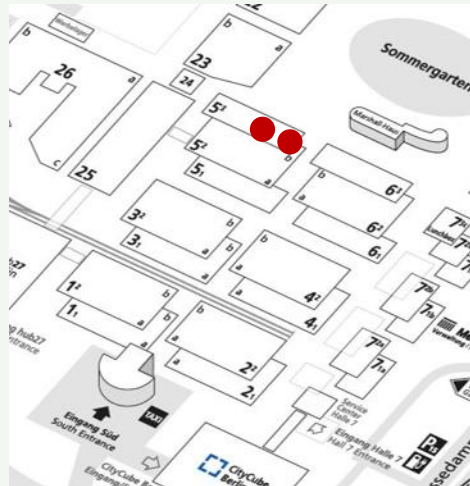
Location	on the left and right side next to the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see blue marks on the left photo)
Size (w x h)	approx. 2.50 m x 2.80 m per banner (2 banners per entrance)
Hire Charge	4,760.00 EUR for 2 banners
Production/ Installation	1,540.00 EUR for 2 banners
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

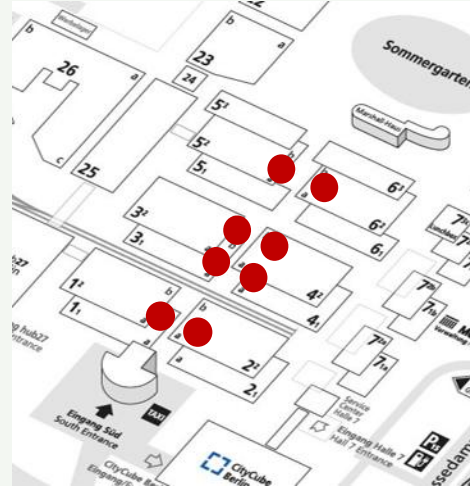
Location	in front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red mark on the left photo)
Size (w x h)	10.00 m x 1.00 m per banner (1 double-sided banner per entrance)
Hire Charge	7,120.00 EUR per double-sided banner
Production/ Installation	2,305.00 EUR per double-sided banner
Status	Availability upon request.



2 Wall Brandings in the Middle Foyer of Halls 5.2b/ 6.2b

Location	in the middle foyer between the entrance doors to Hall 5.2b in the middle foyer between the entrance doors to Hall 6.2b
Size (w x h)	14.60 m x 2.50 m per wall banner
Hire Charge	11,980.00 EUR per wall banner
Production/ Installation	4,190.00 EUR per wall banner
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



8 Poster Showcases between Halls 1.2 to 6.2, unlighted

Location exit area foyer Halls 1.2/ 2.2: 2 showcases
 middle entrance area middle foyer Halls 3.2/ 4.2: 2 showcases
 exit area middle foyer Halls 3.2/ 4.2: 2 showcases
 entrance area middle foyer Halls 5.2/ 6.2: 2 showcases

Size (w x h) 1.18 m x 1.75 m per poster

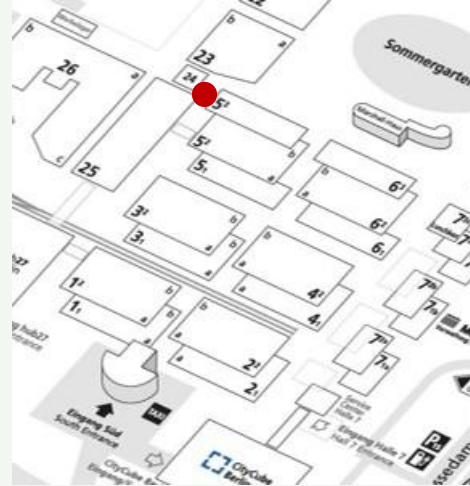
Hire Charge 625.00 EUR per poster

Production/ Installation 180.00 EUR per poster

Status Availability upon request.

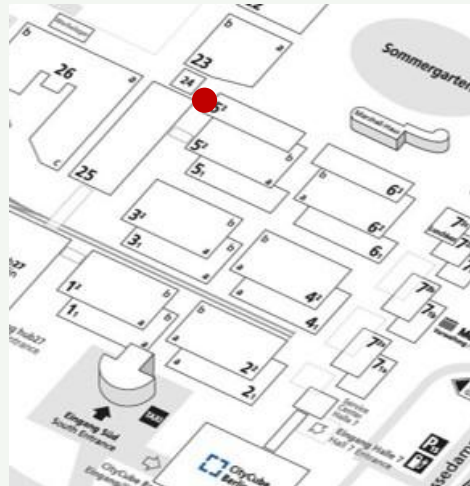


SPECIFIC HALL AREAS – INDOORS



6 Lateral Banners in the Head Foyer of Hall 5.2, north and south side

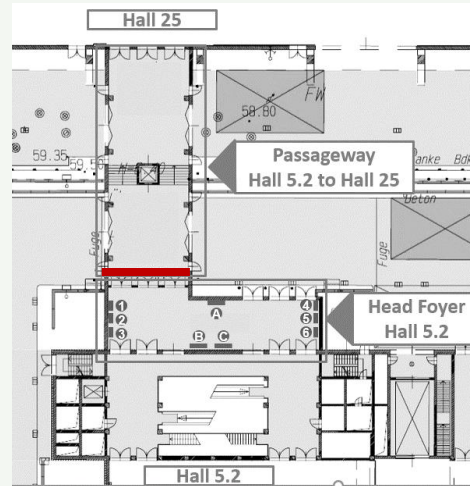
Location	in the head foyer of Hall 5.2a coming from or going to Hall 25: north and south side (see exemplary red mark on the left photo)
Size (w x h)	1.30 m x 2.30 m per banner (6 banners in total)
Hire Charge	5,400.00 EUR for all 6 banners
Production/ Installation	1,200.00 EUR for all 6 banners
Status	Availability upon request.



3 Lateral Banners in the Head Foyer of Hall 5.2, east and west side

Location	in the head foyer of Hall 5.2a coming from or going to Hall 25: east and west side
Size (w x h)	2.50 m x 2.50 m per banner (3 banners in total)
Hire Charge	5,625.00 EUR for all 3 banners
Production/ Installation	930.00 EUR for all 3 banners
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Entrance Banner leading to Hall 5.2a

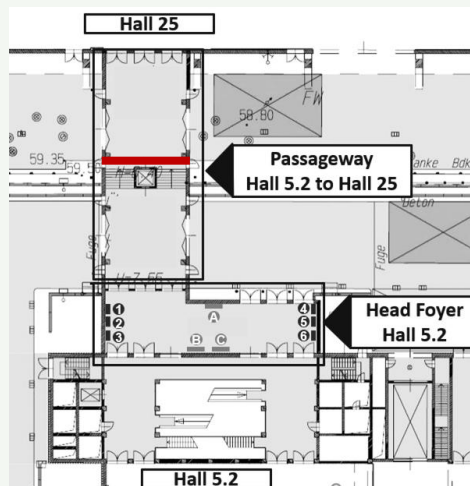
Location at the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a

Size (w x h) 7.80 m x 3.00 m

Hire Charge 9,360.00 EUR

Production/ Installation 1,395.00 EUR

Status Availability upon request.



1 Passageway Banner leading to Hall 5.2a

Location in the middle of the passageway to Hall 5.2a coming from Hall 25

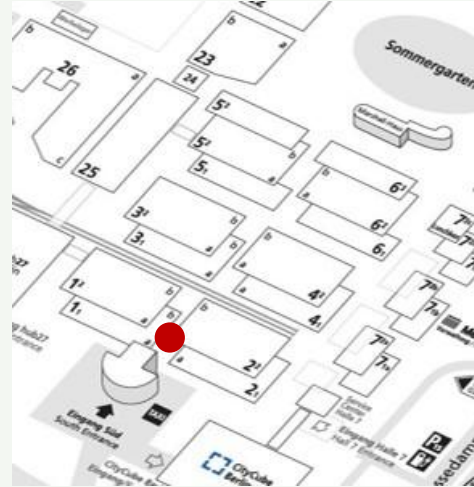
Size (w x h) 7.80 m x 2.50 m

Hire Charge 7,800.00 EUR

Production/ Installation 1,300.00 EUR

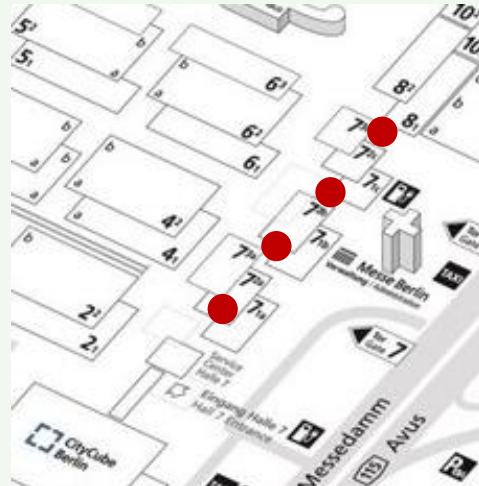
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Entrance Banner in Hall 7.2

Location	in the entrance area of Hall 7.2
Size (w x h)	3.50 m x 2.50 m (print only on the front side) Other sizes and positions are possible.
Hire Charge	4,375.00 EUR
Production/ Installation	730.00 EUR
Status	Availability upon request.



15 Poster Showcases between Halls 7.2 and 8.2, unlighted

Location	in the entrance areas and passages of Hall 7.2 and Hall 8.2
Size (w x h)	1.18 m x 1.75 m per poster
Hire Charge	625.00 EUR per poster
Production/ Installation	180.00 EUR per poster
Status	Availability upon request.

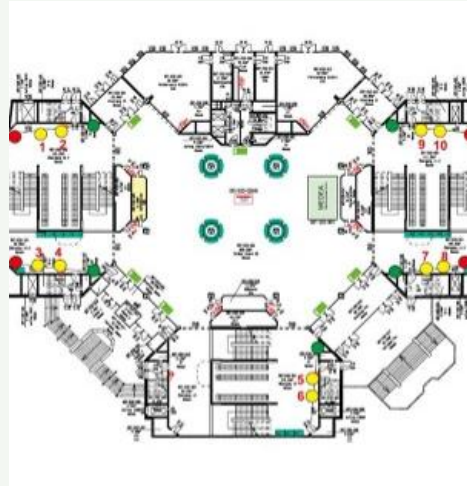
SPECIFIC HALL AREAS – INDOORS



Passageway Banners between Halls 2.2, 4.2, 6.2 and 7.2

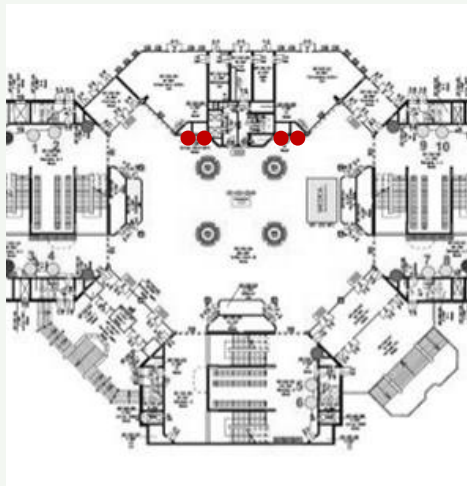
Location	3 banners in the passageway between Halls 2.2 and 7.2a 3 banners in the passageway between Halls 4.2 and 7.2b 3 banners in the passageway between Halls 6.2 and 7.2c
Size (w x h)	3 banners per passageway > 2 one-sided and 1 double-sided: 5.50 m x 1.50 m each
Hire Charge	13,200.00 EUR per passageway. i.e. for 3 banners
Production/ Installation	2,540.00 EUR per passageway. i.e. for 3 banners
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



10 Poster Frames in the Passageway “Großer Stern”, illuminated

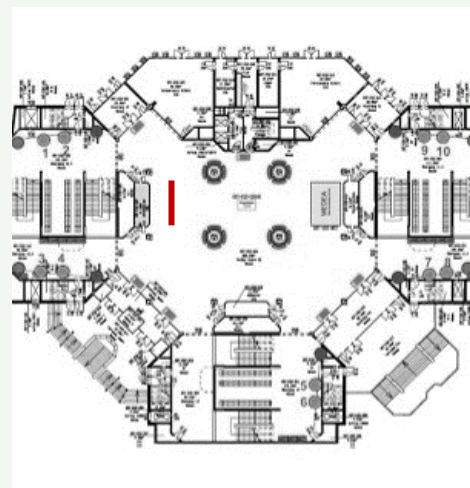
Location	in the passageway “Großer Stern” on Level 2 between Hall 10.2, Hall 11.2 and Hall 12 (see yellow points on the left map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	1,225.00 EUR per poster
Production/ Installation	305.00 EUR per poster
Status	Availability upon request.



4 Digital Displays in the Passageway “Großer Stern”

Location	in the passageway “Großer Stern” on Level 2: 2 displays placed next to each other (see red marks on the left map)
Technical Specs	75” displays without audio picture format (w x h): 2160 x 3840 px or 1080 x 1920 px file format: PNG video format (w x h): 2160 x 3840 px or 1080 x 1920 px
Hire Charge incl. Handling	3,045.00 EUR for a 30 sec. slot in a loop with organizer content on 1 screen 10,890.00 EUR for a 30 sec. slot in a loop with organizer content on all 4 screens
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Suspended Banners in the Passageway “Großer Stern”, each 2-sided

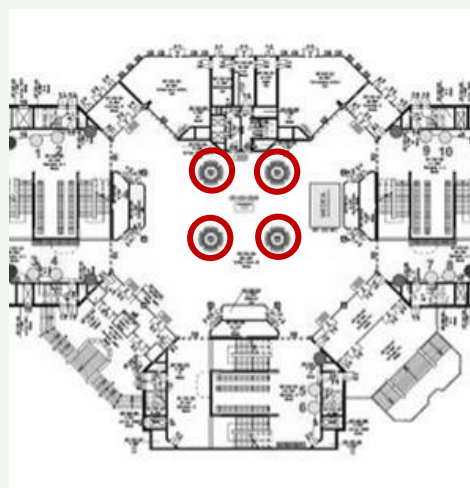
Location in the passageway “Großer Stern” on Level 2 at the exit to Summer Garden (see red mark on the left map)

Size (w x h) e.g. 6.00 m x 0.90 m per banner (print on front and back side)
Other sizes and positions are possible.

Hire Charge e.g. 3,025.00 EUR per double-sided banner

Production/ Installation e.g. 1,320.00 EUR per double-sided banner

Status Availability upon request.



4 Pillar Brandings in the Passageway “Großer Stern”, each 4-sided

Location in the passageway “Großer Stern” on Level 2 within the seating areas

Size (w x h) 0.80 m x 4.08 m per side
(4 sides per pillar)

Hire Charge 3,660.00 EUR per 4-sided pillar branding

Production/ Installation 2,455.00 EUR per 4-sided pillar branding

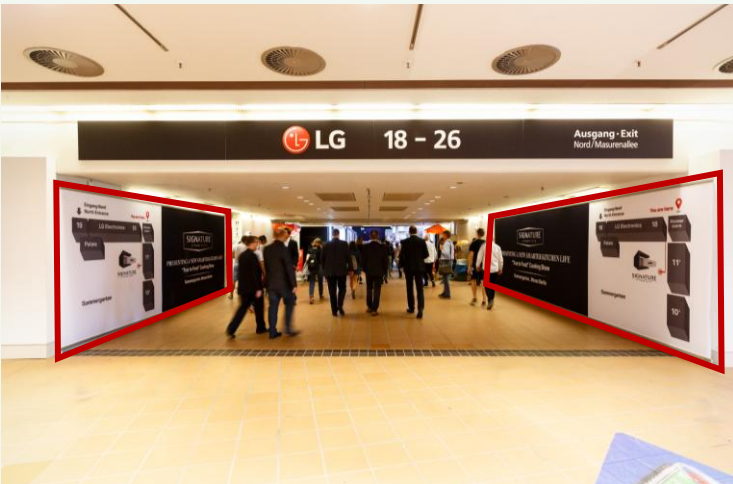
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



6 Poster Frames in the Passageway “Kleiner Stern”

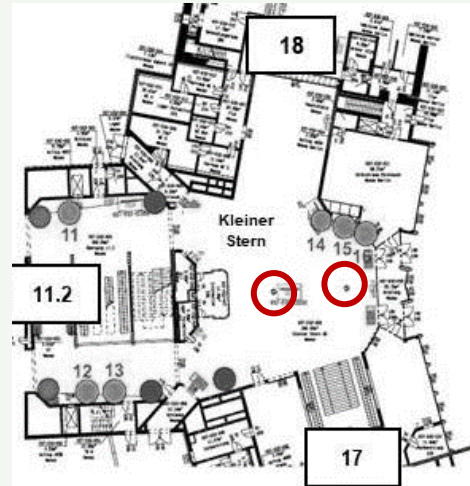
Location	in the passageway “Kleiner Stern” on Level 2 between Hall 11.2, Hall 17 and Hall 18 (see yellow points on the left map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	1,220.00 EUR per poster
Production/ Installation	305.00 EUR per poster
Status	Availability upon request.



2 Wall Brandings in the Passageway “Kleiner Stern”

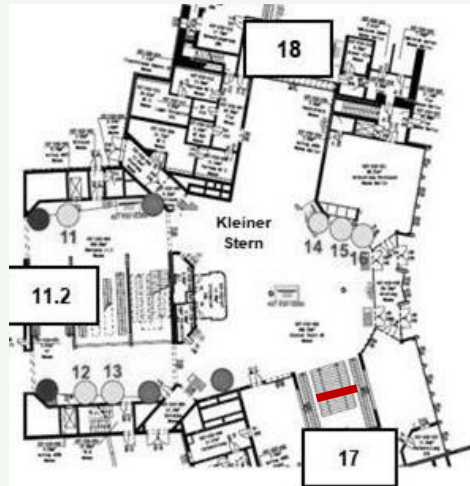
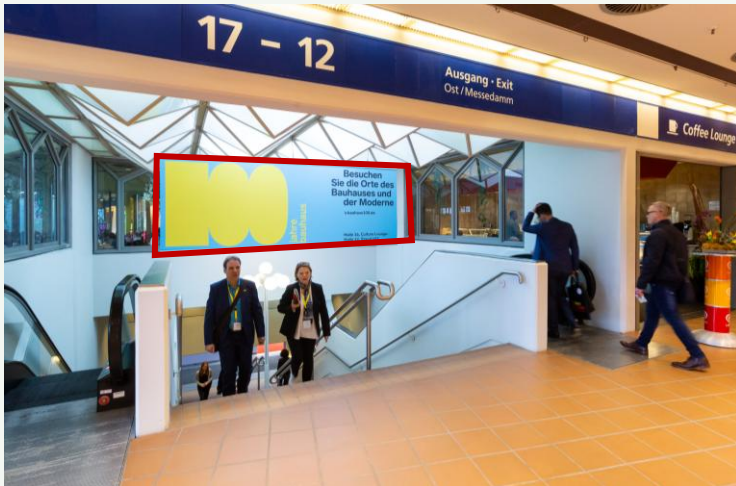
Location	in the passageway “Kleiner Stern” on Level 2 at the access to Hall 18 (see red marks on the left photo and map)
Size (w x h)	position 1: 6.00 m x 2.20 m position 2: 8.10 m x 2.20 m
Hire Charge	position 1: 5,940.00 EUR position 2: 8,020.00 EUR
Production/ Installation	position 1: 935.00 EUR position 2: 1,270.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



2 Pillar Brandings in the Passageway “Kleiner Stern”, each 4-sided

Location	in the passageway “Kleiner Stern” on Level 2 between Halls 11.2, Hall 17 and Hall 18
Size (w x h)	0.65 m x 3.30 m per side (4 sides per pillar)
Hire Charge	3,520.00 EUR per 4-sided pillar branding
Production/ Installation	1,840.00 EUR per 4-sided pillar branding
Status	Availability upon request.



1 Suspended Banner in the Passageway “Kleiner Stern”, 1-sided

Location	above the stairs and between the escalators connecting Hall 17 and the passageway “Kleiner Stern” on Level 2 (see red mark on the left photo)
Size (w x h)	4.20 m x 1.50 m
Hire Charge	2,835.00 EUR
Production/ Installation	1,240.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



5 Suspended Banners between Halls 20 and 21, each 2-sided

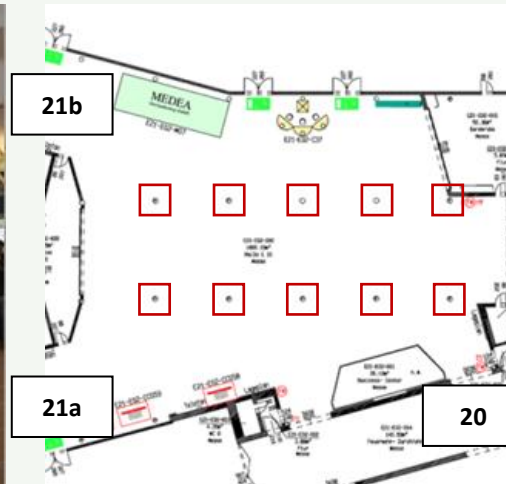
Location in the entrance area to Hall 20 and Hall 21

Size (w x h) 3.00 m x 2.00 m per banner
(print on front and back side)

Hire Charge 5,400.00 EUR per double-sided banner

Production/ Installation 515.00 EUR per double-sided banner

Status Availability upon request.



10 Pillar Brandings between Halls 20 and 21, each 4-sided

Location in the entrance areas to Hall 20 and Hall 21
(see red marks on the left photo)

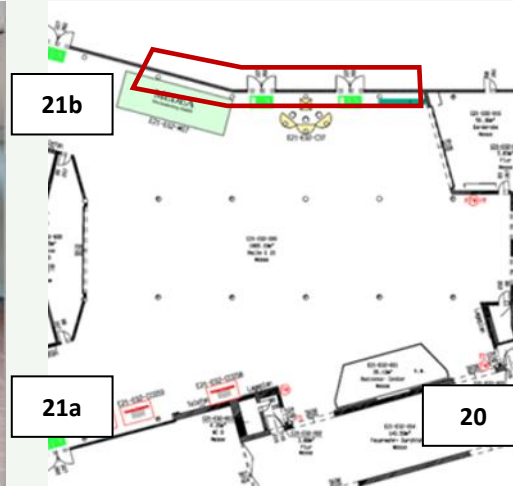
Size (w x h) 0.60 m x 2.50 m per side
(4 sides per pillar)

Hire Charge 2,375.00 EUR per 4-sided pillar branding

Production/ Installation 1,460.00 EUR per 4-sided pillar branding

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Window Brandings at the Access to Hall 21

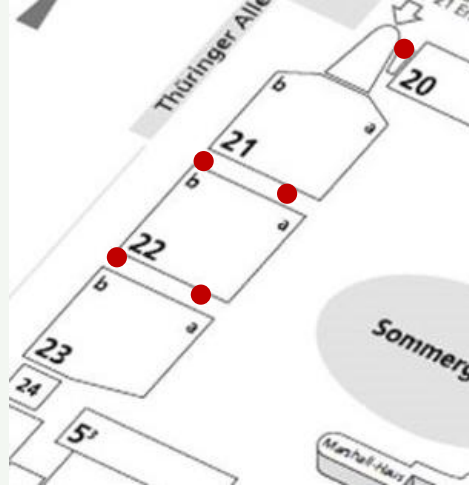
- Location** in the access areas to Hall 21
- Size (w x h)** 1.13 m x 0.78 m per window foil
- Hire Charge** e.g. 4,705.00 EUR per window branding with 12 foils (see red marks on the left photo)
Other sizes are possible.
- Production/ Installation** e.g. 780.00 EUR for 12 window foils
- Status** **Availability upon request.**



2 Entrance Banners to Hall 21, each 2-sided

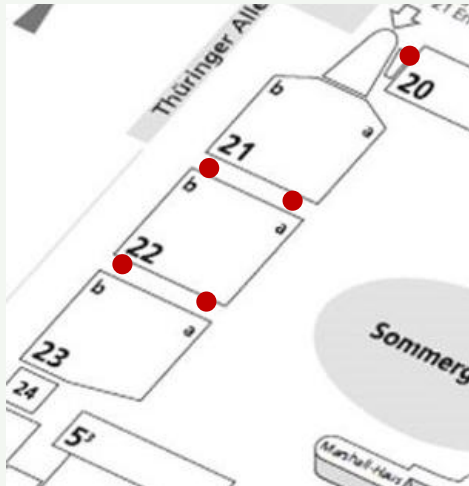
- Location** in the entrance areas to Hall 21a and Hall 21b
- Size (w x h)** e.g. 5.50 m x 0.50 m per banner (print on front and back side)
Other sizes are possible.
- Hire Charge** e.g. 2,750.00 EUR per double-sided banner
- Production/ Installation** e.g. 710.00 EUR per double-sided banner
- Status** **Availability upon request.**

SPECIFIC HALL AREAS – INDOORS



Option A: Wall Bandings between Halls 20, 21, 22 and 23

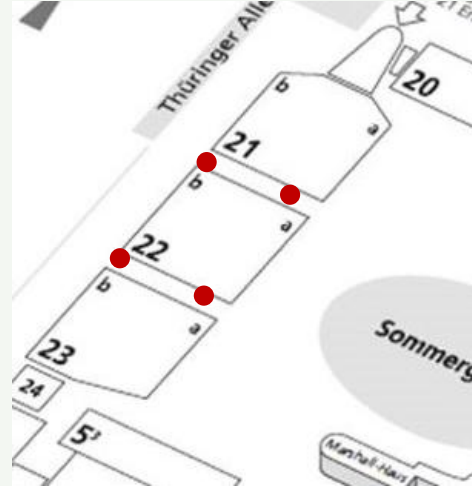
Location	within the catering areas and in the passageways between Halls 20 to 23
Size (w x h)	e.g. 9.50 m x 1.17 m per full wall branding Other sizes are possible.
Hire Charge	3,890.00 EUR per full wall branding
Production/ Installation	1,375.00 EUR per full wall branding
Status	Availability upon request.



Option B: Poster Galleries between Halls 20, 21, 22 and 23

Location	within the catering areas and in the passageways between Halls 20 to 23
Size (w x h)	DIN A0 format, i.e. 0.841 m x 1.189 m per poster (up to 10 or 16 posters per area)
Hire Charge	485.00 EUR per poster
Production/ Installation	125.00 EUR per poster
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Framed Entrance Banners to Halls 21, 22 and 23

Location above various entrances to Halls 21, 22 as well as 23
(see exemplary red mark on the left photo)

Size (w x h) 4.45 m x 1.50 m per framed banner

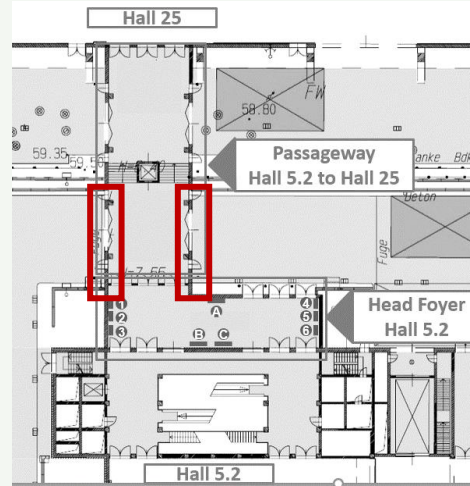
Hire Charge 3,565.00 EUR per banner

**Production/
Installation** 1,640.00 EUR per banner

Status **Availability upon request.**

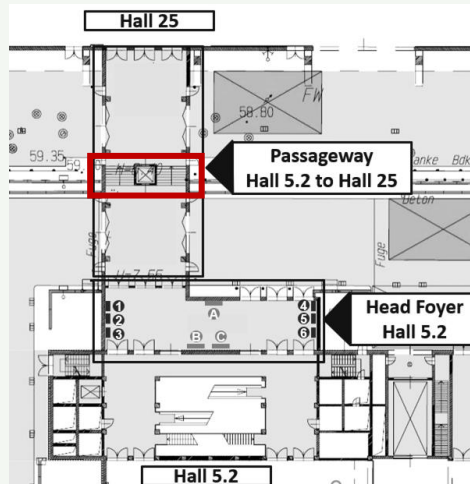


SPECIFIC HALL AREAS – INDOORS



8 Lateral Passageway Banners between Halls 5.2a and 25

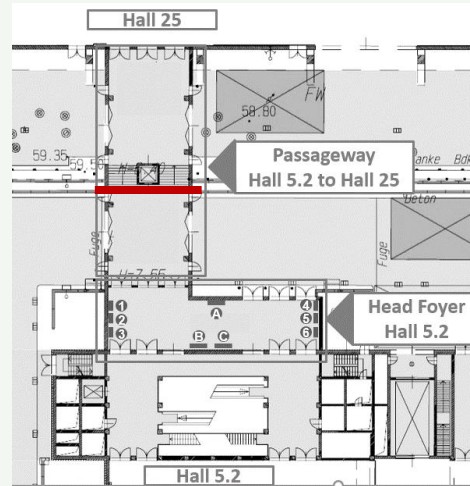
Location	in the passageway between Halls 5.2a and 25: north and south side
Size (w x h)	4 banners: 1.30 m x 3.00 m each (2 on the right and 2 on the left) 4 banners: 1.30 m x 1.70 m each (2 on the right and 2 on the left)
Hire Charge	4,890.00 EUR for all 8 banners
Production/ Installation	1,260.00 EUR for all 8 banners
Status	Availability upon request.



2 Stair Step Brandings in the Passageway between Halls 5.2a and 25

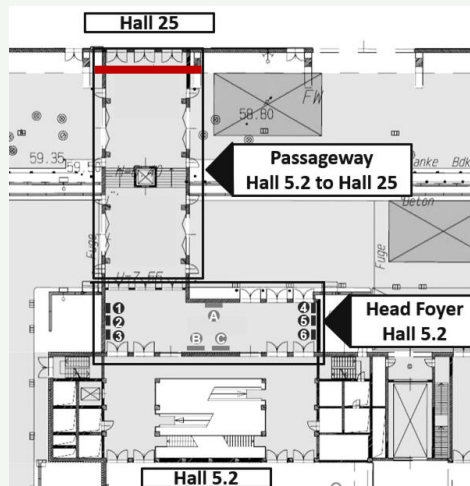
Location	2 stairs with 8 steps each in the middle of the passageway coming from Hall 5.2a and leading to Hall 25 (see blue marks on the left photo)
Size (w x h)	2 stairs with 8 step graphics each: lowest steps: 3.04 m x 0.10 m each step graphics no. 2 to 8: 3.04 m x 0.14 m each
Hire Charge	3,425.00 EUR for both stair step brandings, i.e. for all 16 step graphics
Production/ Installation	1,975.00 EUR for both stair step brandings, i.e. for all 16 step graphics
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Passageway Banner leading to Hall 25

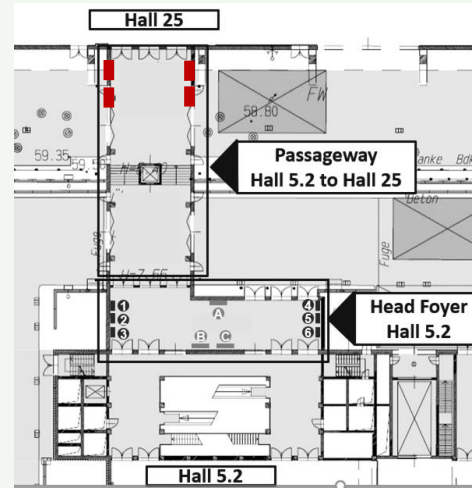
Location	in the middle of the passageway to Hall 25 coming from Hall 5.2a
Size (w x h)	7.80 m x 1.30 m
Hire Charge	4,060.00 EUR
Production/ Installation	1,135.00 EUR
Status	Availability upon request.



1 Entrance Banner to Hall 25

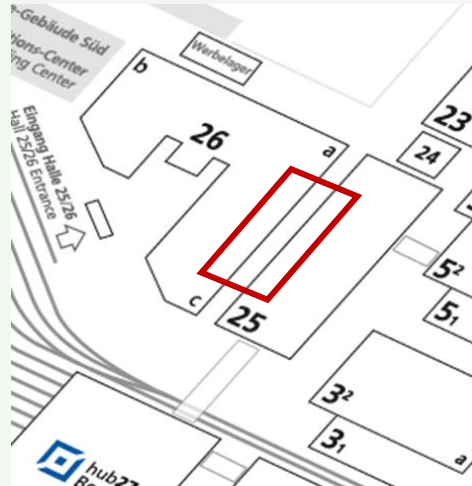
Location	above the entrance doors to Hall 25 coming from Hall 5.2a
Size (w x h)	7.80 m x 2.50 m
Hire Charge	7,800.00 EUR
Production/ Installation	1,440.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



4 Lateral Banners at the Entrance to Hall 25

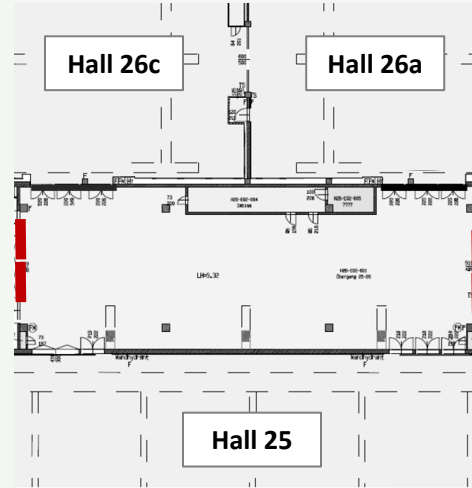
Location	4 banners at the entrance to Hall 25 coming from Hall 5.2a: north and south side (see exemplary red mark on the left photo)
Size (w x h)	1.30 m x 2.60 m per banner (4 banners in total)
Hire Charge	4,735.00 EUR for all 4 banners
Production/Installation	820.00 EUR for all 4 banners
Status	Availability upon request.



Passageway and Catering Branding between Halls 25 and 26

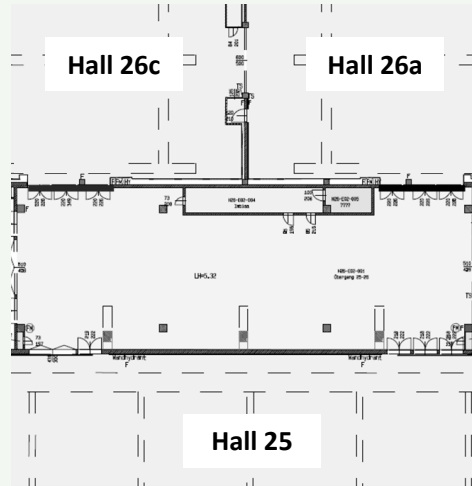
Location	various banners in the passageway connecting Halls 25/ 26 as well as in the catering area in this passageway
Size (w x h)	4 banners: 2.60 m x 4.45 m each 2 banners: 4.00 m x 3.50 m each 4 banners: 3.00 m x 2.00 m each
Hire Charge	29,485.00 EUR for all 10 banners
Production/Installation	6,785.00 EUR for all 10 banners
Status	Some banners are already booked. Some are available.

SPECIFIC HALL AREAS – INDOORS



4 Passageway Banners between Halls 25 and 26

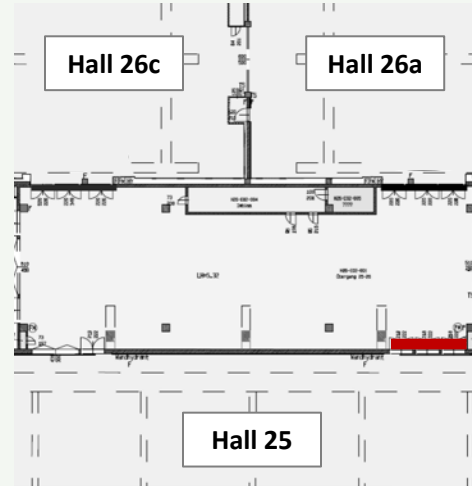
Location	at the sides of both passageways connecting Halls 25 and 26: 2 banners in the left passageway and 2 banners in the right passageway (see exemplary marks A2 and A3 on the left photo)
Size (w x h)	2.60 m x 4.45 m per banner
Hire Charge	13,885.00 EUR for all 4 banners
Production/ Installation	3,060.00 EUR for all 4 banners
Status	Availability upon request.



1 Entrance Banner to Hall 25 on the right

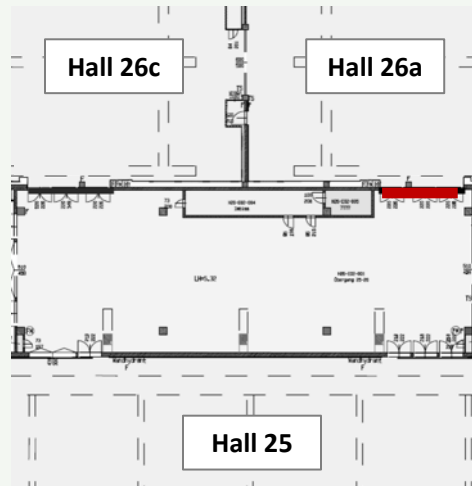
Location	above the entrance doors to Hall 25 coming from Hall 26c (see red mark on the left photo)
Size (w x h)	7.10 m x 1.80 m
Hire Charge	4,860.00 EUR
Production/ Installation	945.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Entrance Banner to Hall 25 on the left

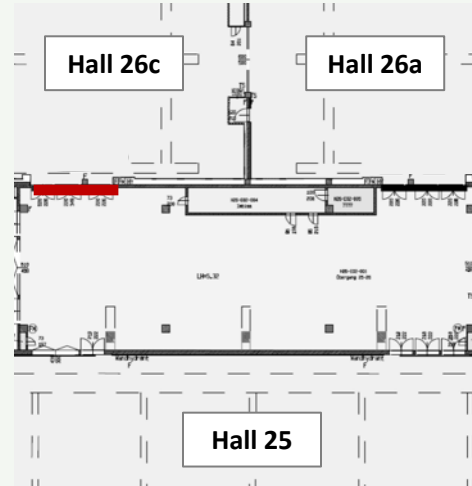
Location	above the entrance doors to Hall 25 coming from Hall 26a
Size (w x h)	7.10 m x 1.80 m
Hire Charge	4,860.00 EUR
Production/Installation	945.00 EUR
Status	Availability upon request.



1 Entrance Banner to Hall 26a

Location	above the entrance doors to Hall 26a coming from Hall 25
Size (w x h)	7.90 m x 1.80 m
Hire Charge	5,405.00 EUR
Production/Installation	1,020.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Entrance Banner to Hall 26c

Location	directly above the entrance doors to Hall 26c coming from Hall 25
Size (w x h)	7.90 m x 0.90 m
Hire Charge	2,705.00 EUR
Production/ Installation	870.00 EUR
Status	Availability upon request.



SPECIAL ADVERTISING OUTDOORS & INDOORS



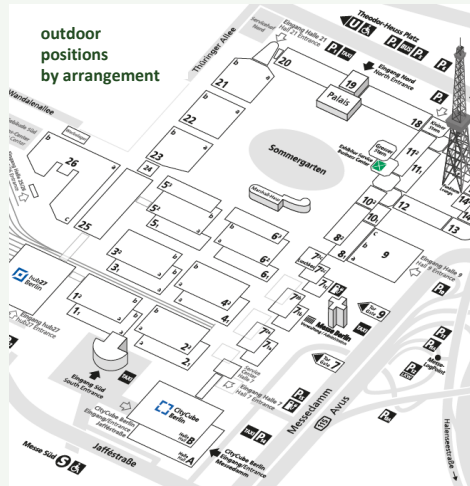
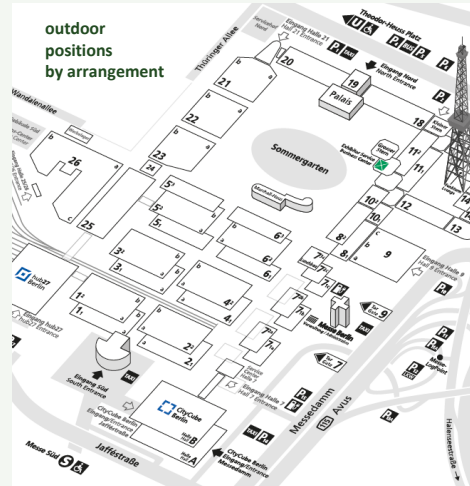
ITB
BERLIN

The World's
Leading
Travel Trade
Show®

A brand of



SPECIAL AD – OUTDOORS



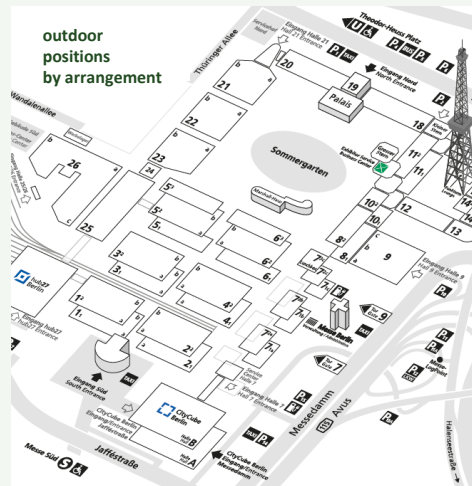
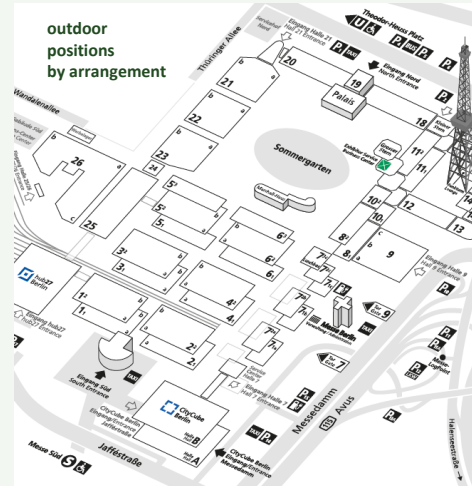
Advertising Inflatables: Balloons etc.

Location	outdoor positions by arrangement: at entrances, in passageways, at roadways etc.
Size (w x h)	e.g. 3.00 diameter per balloon (see photo on the left) Other formats and shapes as well as illumination are possible.
Hire Charge	on demand (depending on size and position)
Production/ Installation	from 8,360.00 EUR per balloon (depending on shape, size and accessories)
Status	Availability upon request.

Solitaire Towers, each 3-sided

Location	outdoor positions by arrangement: at entrances, in passageways, at roadways etc.
Size (w x h)	option 1: 3.00 m x 6.00 m per side option 2: 2.00 m x 4.00 m per side
Hire Charge	on demand (depending on size and position)
Production/ Installation	on demand (depending on size and design)
Status	Availability upon request.

SPECIAL AD – OUTDOORS



Advertising Towers, each 4-sided

Location outdoor positions by arrangement:
at entrances, in passageways, at roadways etc.

Size (w x h) e.g. small: 2.302 m x 4.15 m per banner
e.g. big: 3.302 m x 6.15 m per banner

Hire Charge on demand
(depending on size and position)

Production/ Installation small: 3,555.00 EUR per 4-sided tower
big: 6,090.00 EUR per 4-sided tower

Status Availability upon request.

Bench Displays, each 2-sided

Location outdoor positions by arrangement:
at entrances, in passageways, at roadways etc.

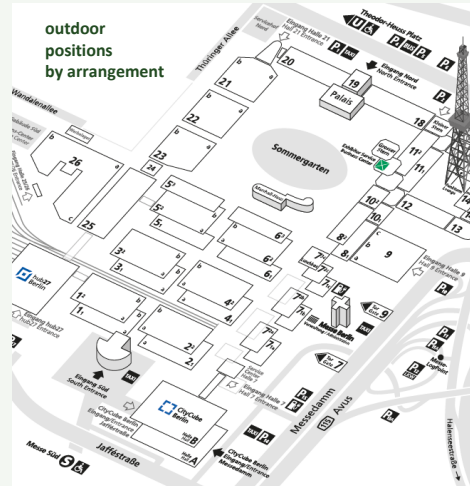
Size (w x h) 2.00 m x 2.00 m per double-sided sign
(1 double-sided sign with foil on front and back side per display)

Hire Charge on demand
(depending on position)

Production/ Installation 790.00 EUR per 2-sided display

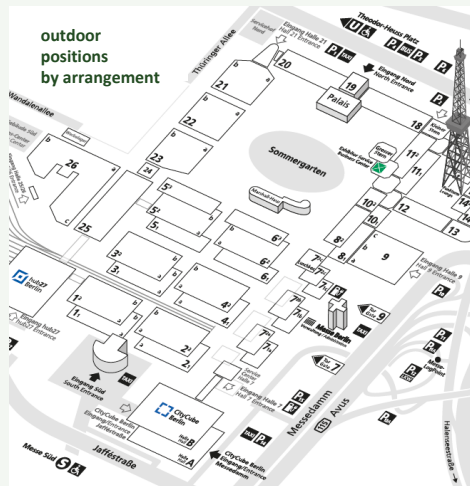
Status Availability upon request.

SPECIAL AD – OUTDOORS



Mobile Flagpoles

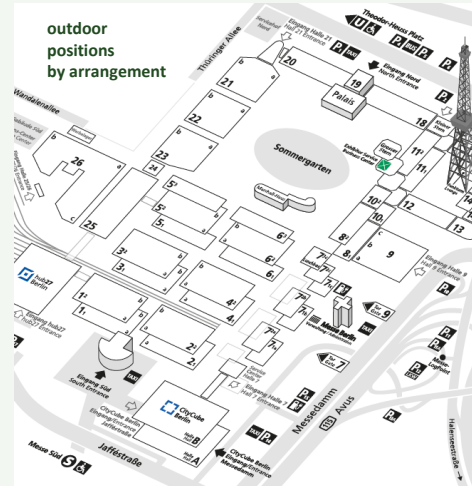
Location	outdoor positions by arrangement: at entrances, in passageways, at roadways etc.
Size (w x h)	1.50 m x 4.00 m per flag approx. 6.50 m height per pole
Hire Charge	2,000.00 EUR per flag and pole
Production/ Installation	700.00 EUR per flag and pole
Status	Availability upon request.



Floor Graphics

Location	outdoor positions by arrangement
Size (w x h)	e.g. 2.40 m x 2.40 m per floor graphic Other sizes and special shapes (see photo on the left) are possible.
Hire Charge	e.g. 2,305.00 EUR per floor graphic
Production/ Installation	e.g. 765.00 EUR per floor graphic
Status	Availability upon request.

DIGITAL ADVERTISING – SPECIALS

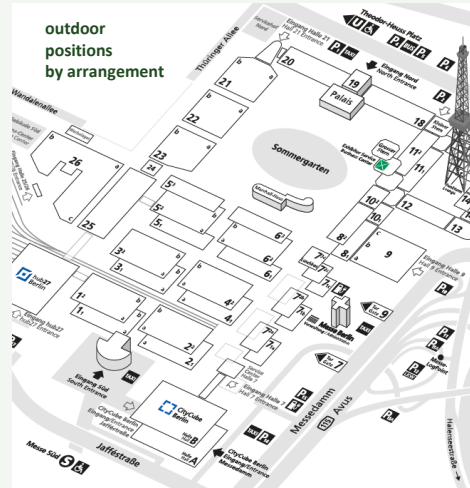


Mobile Half Screen Displays, 1-sided

Location	4-sided LED Cube > out- and indoor positions by arrangement
Size (w x h)	outdoor version: 5.00 m x 3.50 m per side indoor version: 3.00 m x 2.50 m per side
Package Price incl. Handling	on demand The exact pricing depends on the position.
Status	Availability upon request.



SPECIAL AD – OUTDOORS



LED Trucks, 3-sided

Details/ Location sprinter van with digital screens on 3 sides:
outdoor positions by arrangement

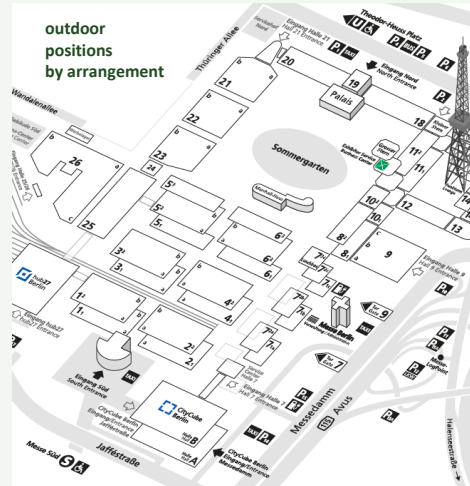
Sizes different sized screens on 3 sides:
screen size: approx. 21 m² in total
truck size: 7,1 x 2,1 x 3,2 m

Package Price incl. Handling from 35,280.00 EUR per LED truck
The exact pricing depends on the position.

Status Availability upon request.



SPECIAL AD – OUTDOORS



Digital Displays, 1- or 2-sided

Location digital advertising media such as mobile displays in portrait format:
outdoor positions by arrangement

Technical Specs 49 inches, portrait format
resolution: 4K, 3.840 x 2.160 pixel
format: jpg for image files and mp4 for video files

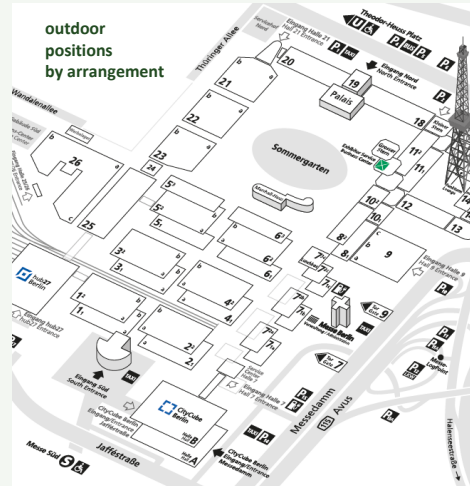
Hire Charge on demand
(depending on medium)

Installation & Data Handling on demand
(depending on medium, size and position)

Status Availability upon request.



SPECIAL AD – OUTDOORS



Vidiboxes, 4-sided

Details/ Location

The Vidibox has two storeys:
 The top box features a 16 m² digital screen.
 The bottom box can be used in various ways such as a pop-up store or a display box.
 The sides of both boxes can be branded individually.
 > outdoor positions by arrangement

Sizes

Vidibox total size: 6.10 m x 2.50 m x 6.30 m (l x w x h)
 screen size 5.12 m x 3.04 m (w x h)

Package Price incl. Handling

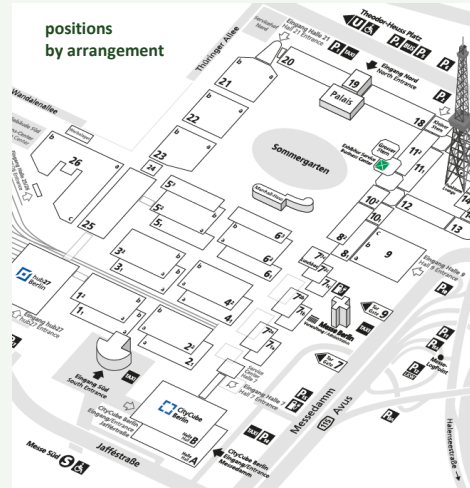
from 85,995.00 EUR per Vidibox with 1 bottom and 1 top box
 The exact pricing depends on the extent of the branding and the position.

Status

Availability upon request.

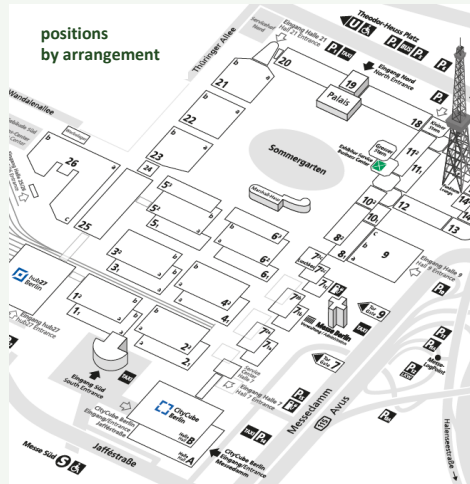


SPECIAL AD – OUTDOORS & INDOORS



LED Trailers, 1-sided

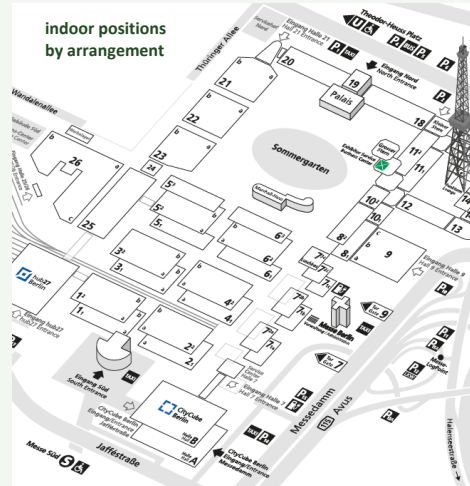
Details/ Location	trailer with LED screen on top: the bottom trailer can be branded with adhesive foils > outdoor positions by arrangement
Size (w x h)	screen size: from 6.00 x 3.50 m
Package Price incl. Handling	from 37,485.00 EUR per LED trailer The exact pricing depends on the screen size, the extent of the branding and the position.
Status	Availability upon request.



CityBreeze Modules, 1-sided

Details/ Location	1-sided 75" digital screen: The backside is covered in a layer of moss. The screen actively cleans and cools ambient air while storing co2. > out- and indoor positions by arrangement
Size	The total size depends on base and individual installation choices.
Package Price incl. Handling	from 20,950.00 EUR per CityBreeze The exact pricing depends on the total size and the position.
Status	Availability upon request.

SPECIAL AD – INDOORS



Digital Displays, 1-sided

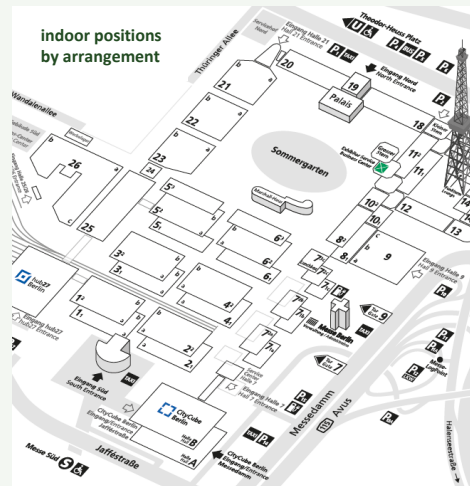
Location mobile half screen displays: positions by arrangement

Technical Specs 49 inches, portrait format
resolution: 4K, 3.840 x 2.160 pixel
format: jpg for image files and mp4 for video files

Hire Charge 2,980.00 EUR per display
for an exclusive use by 1 single exhibitor

Installation & Data Handling 450.00 EUR per display
for an exclusive use by 1 single exhibitor

Status Availability upon request.



Floor Graphics and Carpet Brandings

Location indoor positions by arrangement

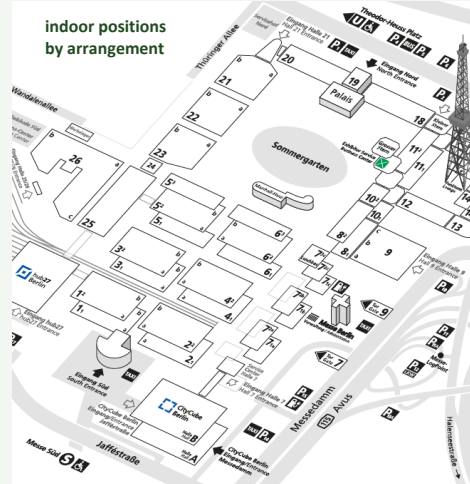
Size (w x h) e.g. 1.00 m x 1.00 m per graphic
e.g. 2.00 m x 2.00 m per graphic
Other sizes and special shapes are possible.

Hire Charge e.g. 525.00 EUR per graphic
e.g. 1,345.00 EUR per graphic

Production/ Installation e.g. 135.00 EUR per 1.00 m x 1.00 m floor graphic and carpet branding
e.g. 405.00 EUR per 2.00 m x 2.00 m floor graphic
e.g. 410.00 EUR per 2.00 m x 2.00 m carpet branding

Status Availability upon request.

SPECIAL AD – INDOORS



Illuminated Frame - Small, 1-sided

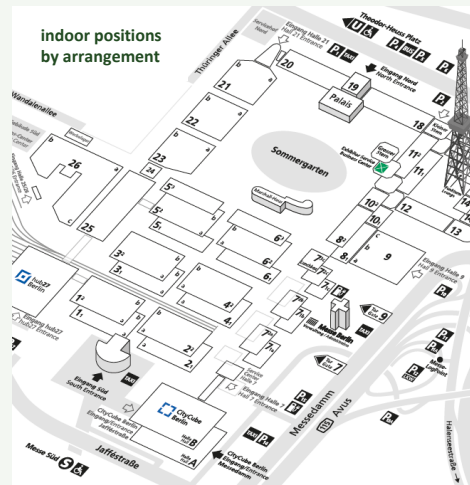
Location mobile banner frames with backlighting:
indoor positions by arrangement

Size (w x h) e.g. 3.00 m x 2.50 m per banner
other sizes on demand

Hire Charge e.g. 6,225.00 EUR per illuminated frame

Production/Installation e.g. 1,805.00 EUR per illuminated frame

Status **Availability upon request.**



Illuminated Frame - Big, 1-sided

Location mobile banner frames with backlighting:
indoor positions by arrangement

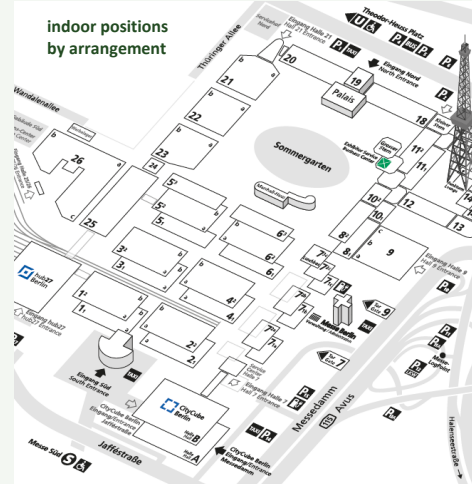
Size (w x h) e.g. 5.00 m x 2.50 m per banner
other sizes on demand

Hire Charge e.g. 10,410.00 EUR per illuminated frame

Production/Installation e.g. 2,955.00 EUR per illuminated frame

Status **Availability upon request.**

SPECIAL AD – INDOORS



PILA Frames, each 1-sided

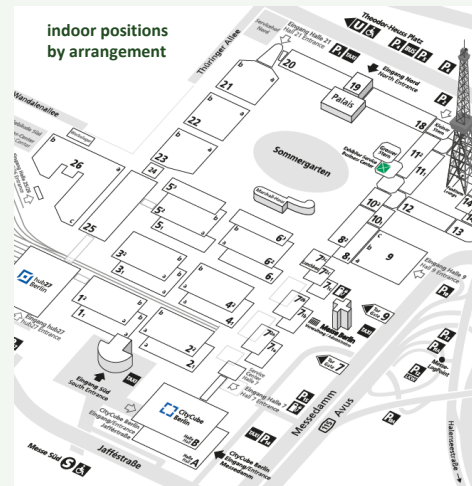
Location indoor positions by arrangement

Size (w x h) 2.28 m x 2.28 m per banner
(1 banner per frame)

Hire Charge 2,950.00 EUR per banner and frame

Production/ Installation 640.00 EUR per banner and frame

Status Availability upon request.



Advertising Frames in several Middle Foyers

Location indoor positions by arrangement: e.g. in the foyers of Halls 1.1 to 6.1 and in the entrances and passages of Hall 7

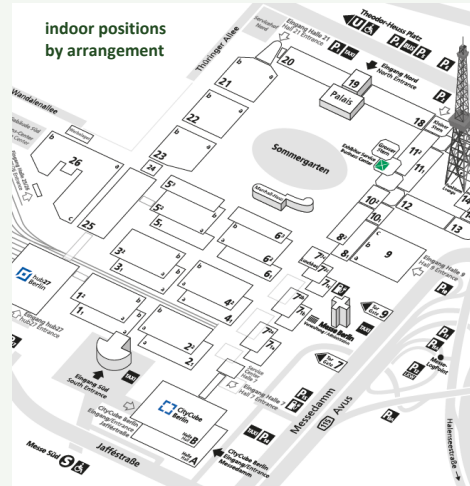
Size (w x h) 2.48 m x 2.48 m per banner
(1 banner per frame)

Hire Charge 2,950.00 EUR per banner and frame

Production/ Installation 615.00 EUR per frame per banner and frame

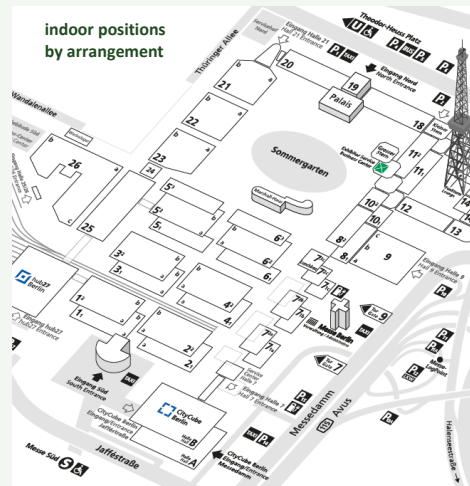
Status Availability upon request.

SPECIAL AD – INDOORS



Pillar Brandings in several Middle Foyers, each 4-sided

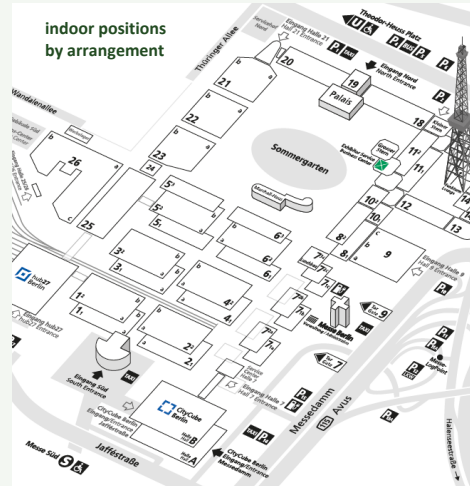
Location	in the middle foyers and catering areas of Halls 1.1 to 6.1 and Halls 1.2 to 6.2 as well as in entrances and passages of Hall 7
Size (w x h)	approx. 0.60 m x 2.50 m per side (4 sides per pillar)
Hire Charge	2,615.00 EUR per 4-sided pillar branding
Production/ Installation	1,460.00 EUR per 4-sided pillar branding
Status	Availability upon request.



Display Frames, each 1- or 2-sided

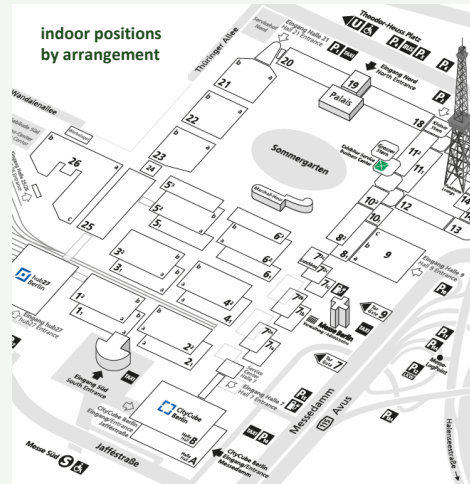
Location	indoor positions by arrangement: e.g. in the entrance areas and middle foyers of the halls
Size (w x h)	1.00 m x 2.00 m per side
Hire Charge	1-sided: 925.00 EUR per display 2-sided: 1,540.00 Euro per display
Production/ Installation	1-sided: 285.00 EUR per display 2-sided: 430.00 Euro per display
Status	Availability upon request.

SPECIAL AD – INDOORS



Step Brandings at Stairs

Location	indoor positions by arrangement
Size (w x h)	on demand (depending on position)
Hire Charge	on demand (depending on quantity, size and position)
Production/ Installation	on demand (depending on quantity and size)
Status	Availability upon request.



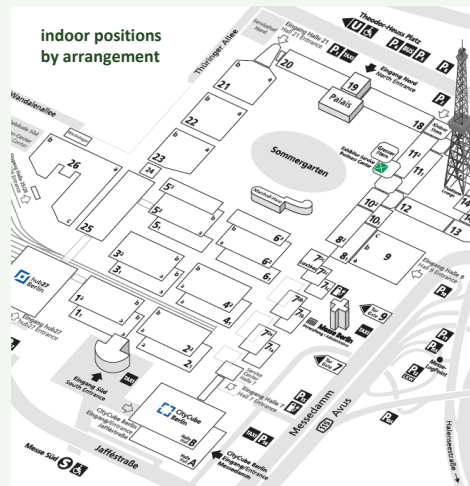
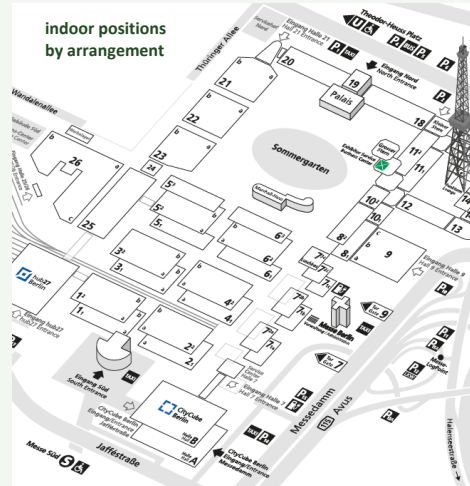
Balustrade Brandings at Escalators

Location	indoor positions by arrangement
Size (w x h)	on demand (depending on position)
Hire Charge	on demand (depending on quantity, size and position)
Production/ Installation	on demand (depending on quantity and size)
Status	Availability upon request.

SANITARY FACILITY ADVERTISING



SANITARY ADVERTISING



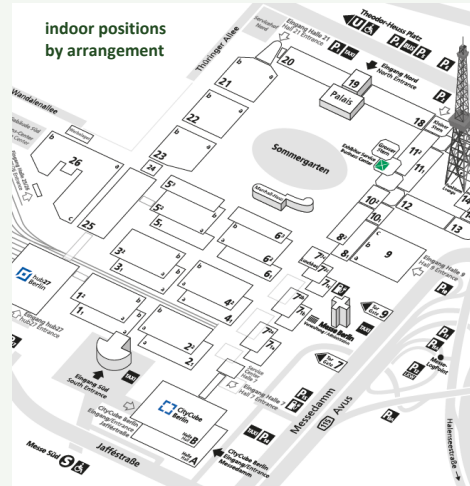
Mirror Brandings in the Sanitary Facilities

Location	at the mirrors in the lavatories (approx. 400 mirrors in total)
Size (w x h)	e.g. 0.30 m x 0.15 m per graphic Other formats and special shapes are possible.
Hire Charge	e.g. 26,600.00 EUR for 400 mirror graphics
Production/ Installation	e.g. 11,800.00 EUR for 400 mirror graphics For smaller quantities an individual handling fee will be charged.
Status	Some areas are already booked. Some are available.

Towel Dispenser Brandings in the Sanitary Facilities

Location	at the towel dispensers in the lavatories (approx. 350 towel dispensers in total)
Size (w x h)	e.g. 0.30 m x 0.15 m per graphic Other formats and special shapes are possible.
Hire Charge	e.g. 22,750.00 EUR for 350 towel dispenser graphics
Production/ Installation	e.g. 10,325.00 EUR for 350 towel dispenser graphics For smaller quantities an individual handling fee will be charged.
Status	Availability upon request.

SANITARY ADVERTISING



Door Brandings in the Sanitary Facilities

- Location** at the doors (inside or outside) in the lavatories as well as in the toilets (approx. 400 doors in total)
- Size (w x h)** e.g. 0.30 m x 0.15 m per graphic
Other formats and special shapes are possible.
- Hire Charge** e.g. 26,000.00 EUR for 400 door graphics
- Production/ Installation** e.g. 11,800.00 EUR for 400 door graphics
For smaller quantities an individual handling fee will be charged.
- Status** **Availability upon request.**



OUT-OF-HOME ADVERTISING



OUT-OF-HOME ADVERTISING – AIRPORT “BER”



ADVERTISING OPTIONS AT BER – BERLIN BRANDENBURG AIRPORT

Description Boost your visibility where the journey begins and catch up the visitors right at the BER - Berlin Brandenburg Airport.

Welcome and accompany the trade visitors, media representatives and exhibitors with your corporate design upon their arrival at BER - Berlin Brandenburg Airport.

From Giant Posters at the access and exit road to digital City Light Posters – the successful placement of advertisement rounds off the customized services of BER and your all-round performance.

Get in touch with us and receive an individual offer according to your goals, target groups and budget frame!



OUT-OF-HOME ADVERTISING – RAILWAY STATION



5 Ground Posters / Floor Graphics at the Station “Messe Süd”

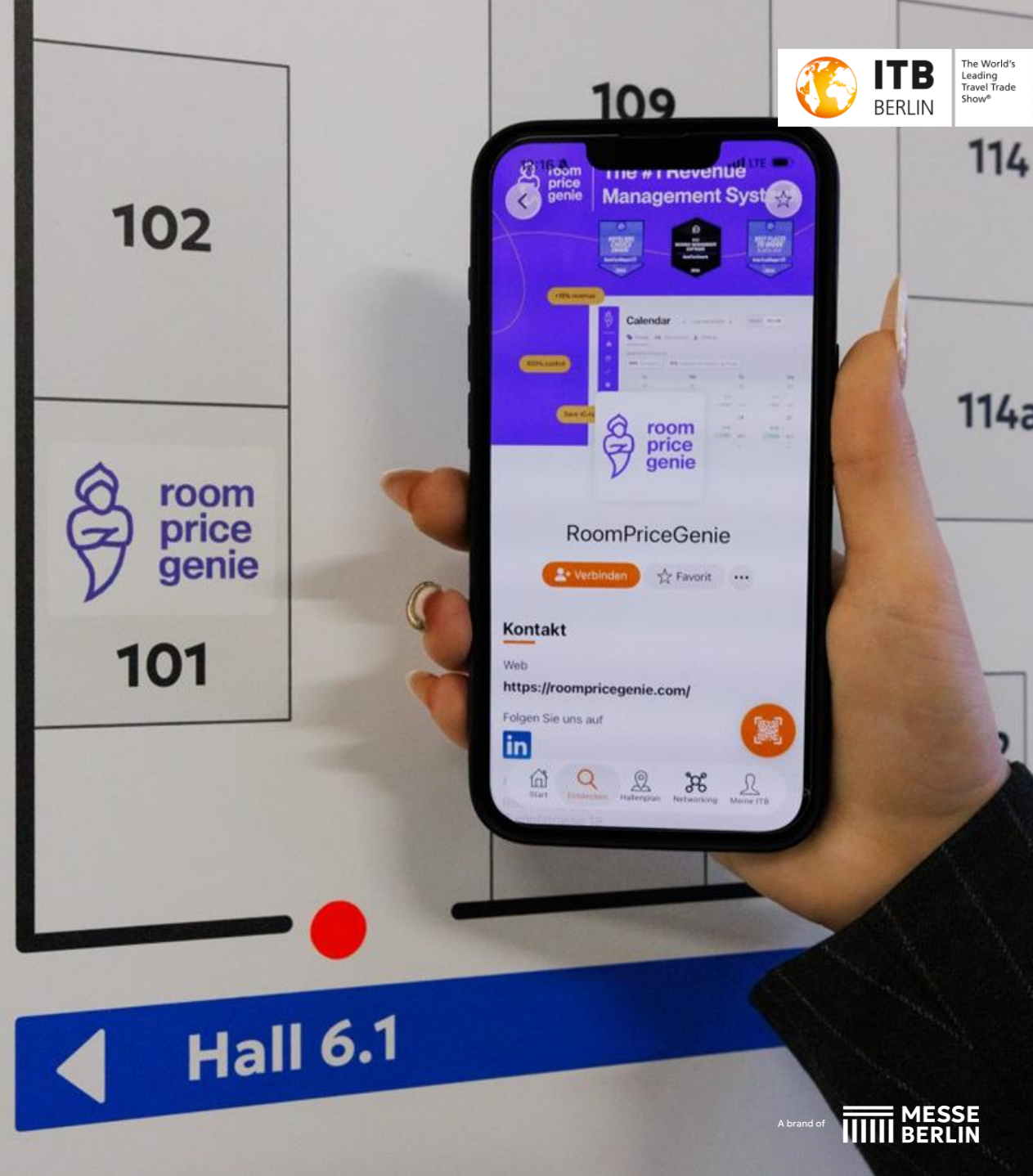
Details/ Location	fixed positions directly on the platform and in the entrance / exit areas of the station > minimum booking period: 1 week
Size (w x h)	1.20 m x 1.80 m per graphic
Hire Charge	on demand
Production/ Installation	on demand
Status	Availability upon request.



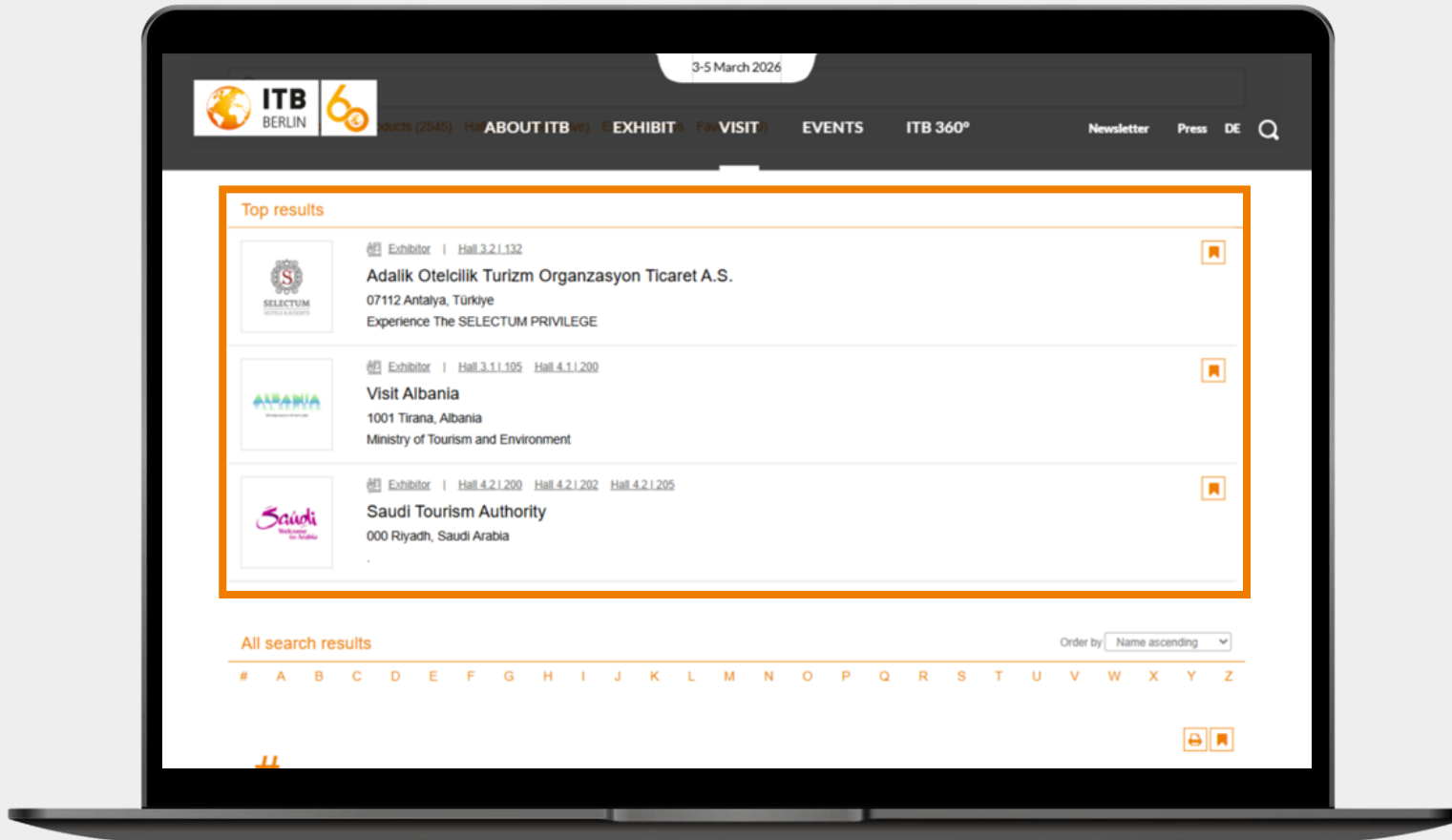
2 Billboards at the Station “Messe Süd”, unlighted

Details/ Location	2 billboards opposite to the platform at the tracks > minimum booking period: 10 days
Size (w x h)	3.56 m x 2.52 m per billboard (18/1)
Hire Charge	on demand
Production/ Installation	on demand
Status	Availability upon request.

APPENDIX: VISUALISATION OF ONLINE OPTIONS



Top Listing

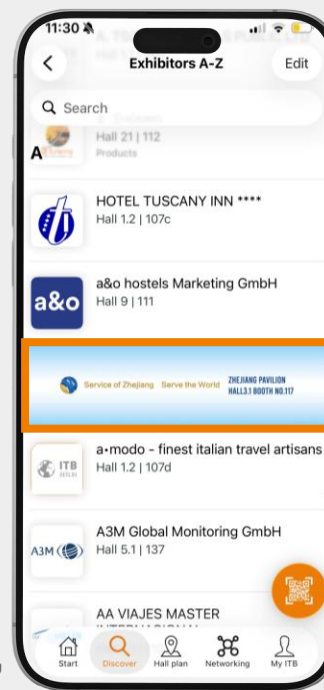
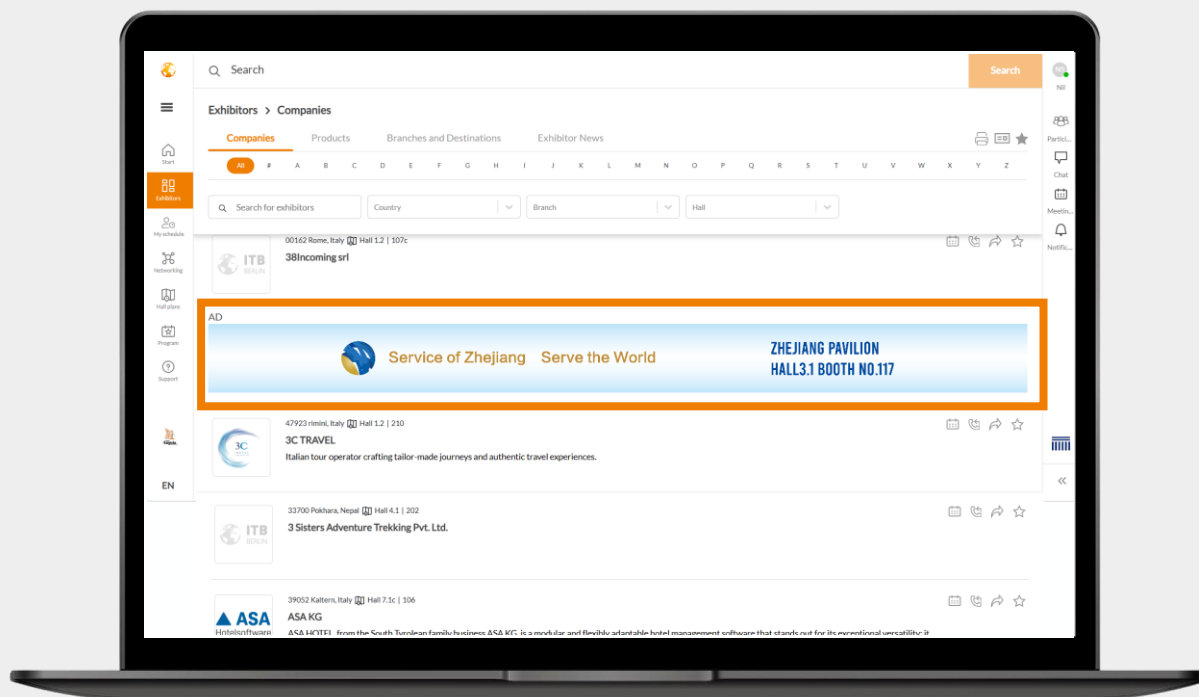


Put your company at the top!

Secure a premium position at the top of the exhibitor list on the ITB Navigator. Ensure your company is seen first and gain maximum visibility among potential customers.

- **Placement:** ITB Navigator
- **Link:** company profile
- **Listing:** alphabetical order
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

Sandwich Banner

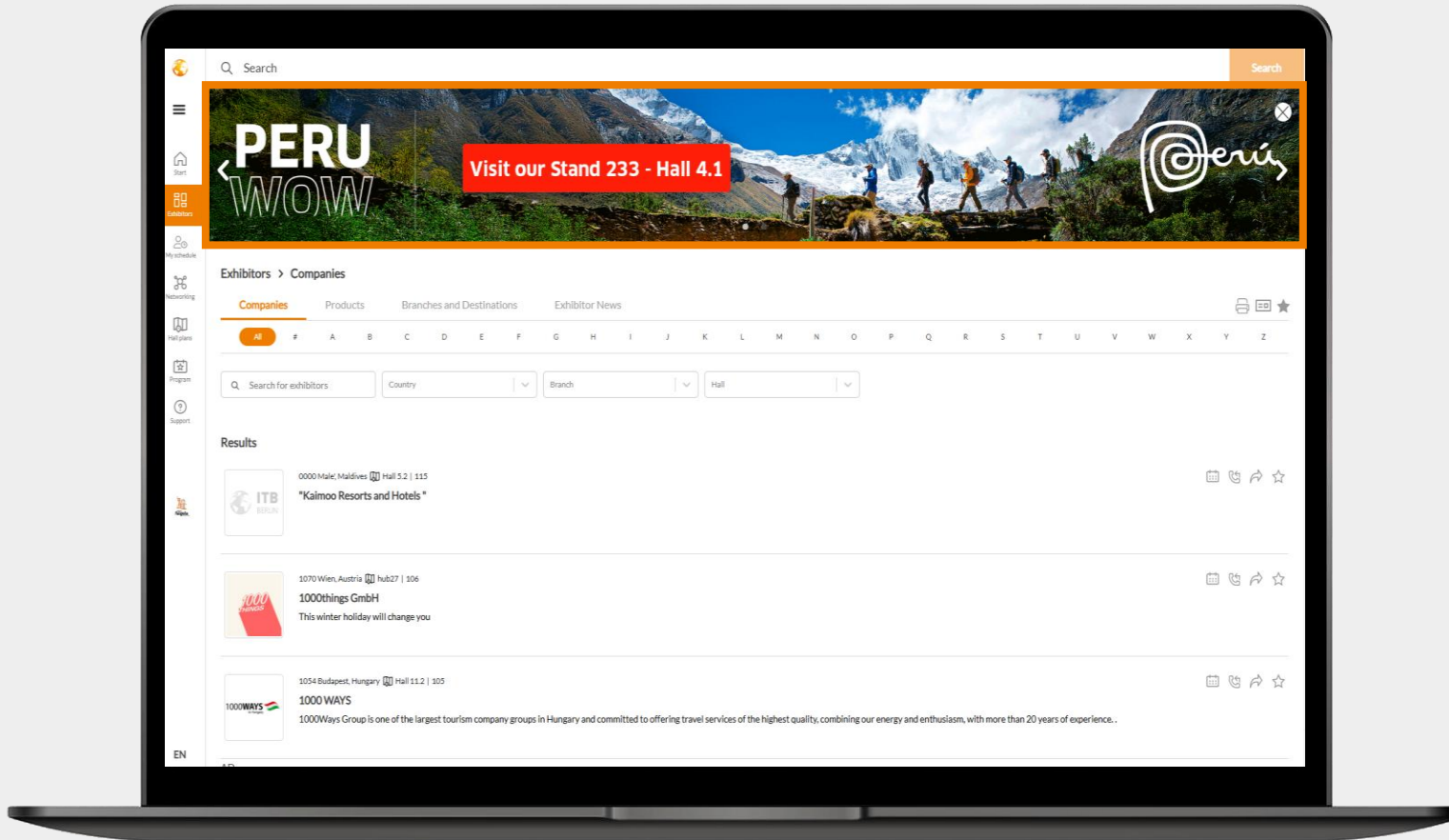


Maximum visibility within the exhibitor list!

Place your banner directly inside the exhibitor list and reach visitors while they are actively searching for exhibitors and products. An ideal advertising space for increasing your brand visibility.

- **Placement:** ITB Navigator & App
- **Link:** company profile
- **Dimensions:**
 - Platform: 2560 × 215 px
 - App: 1440 × 296 px
- **Format:** JPEG
- **File delivery:** by email
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

Top Banner ITB Navigator

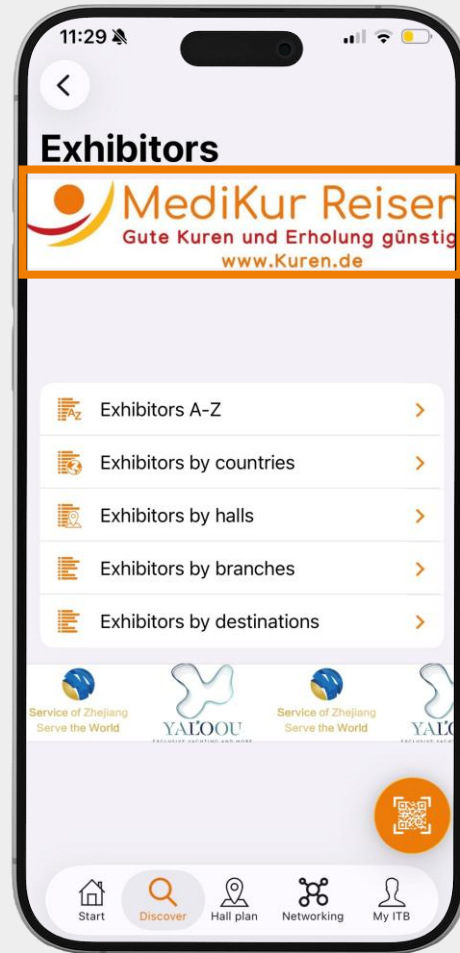


Be visible where everyone is looking!

Place your banner prominently in the main Exhibitors or Program sections of the ITB Navigator. Drive visitors directly to your company profile and maximize your brand visibility.

- **Placement:** ITB Navigator
- **Link:** company profile
- **Dimensions:** 2560 × 320 px
- **Format:** JPEG or PNG
- **File delivery:** by email
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

Top Banner App

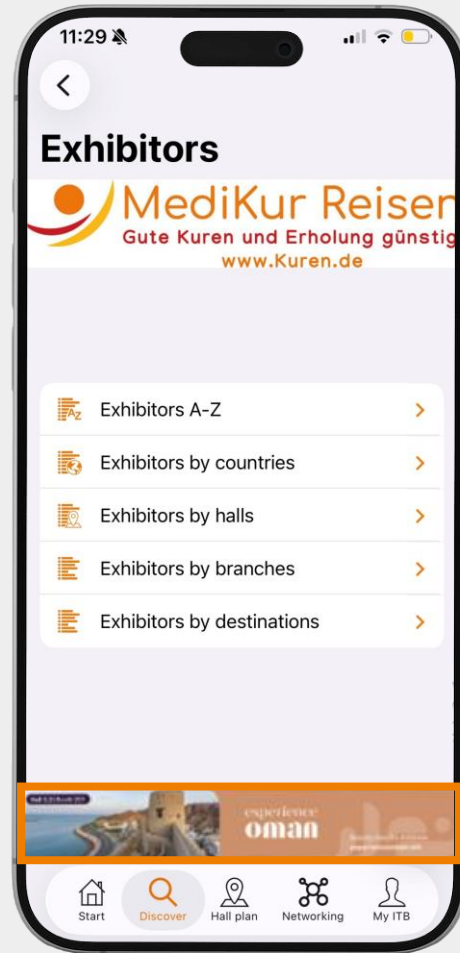


Put your brand above the rest!

Display your banner above the app's key sections, such as Exhibitors or Program. Benefit from one of the most visible advertising placements within the App.

- **Placement:** App
- **Link:** company profile
- **Dimensions:** 1440 × 450 px
- **Format:** JPEG or PNG
- **File delivery:** by email
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

Tab Bar Banner App

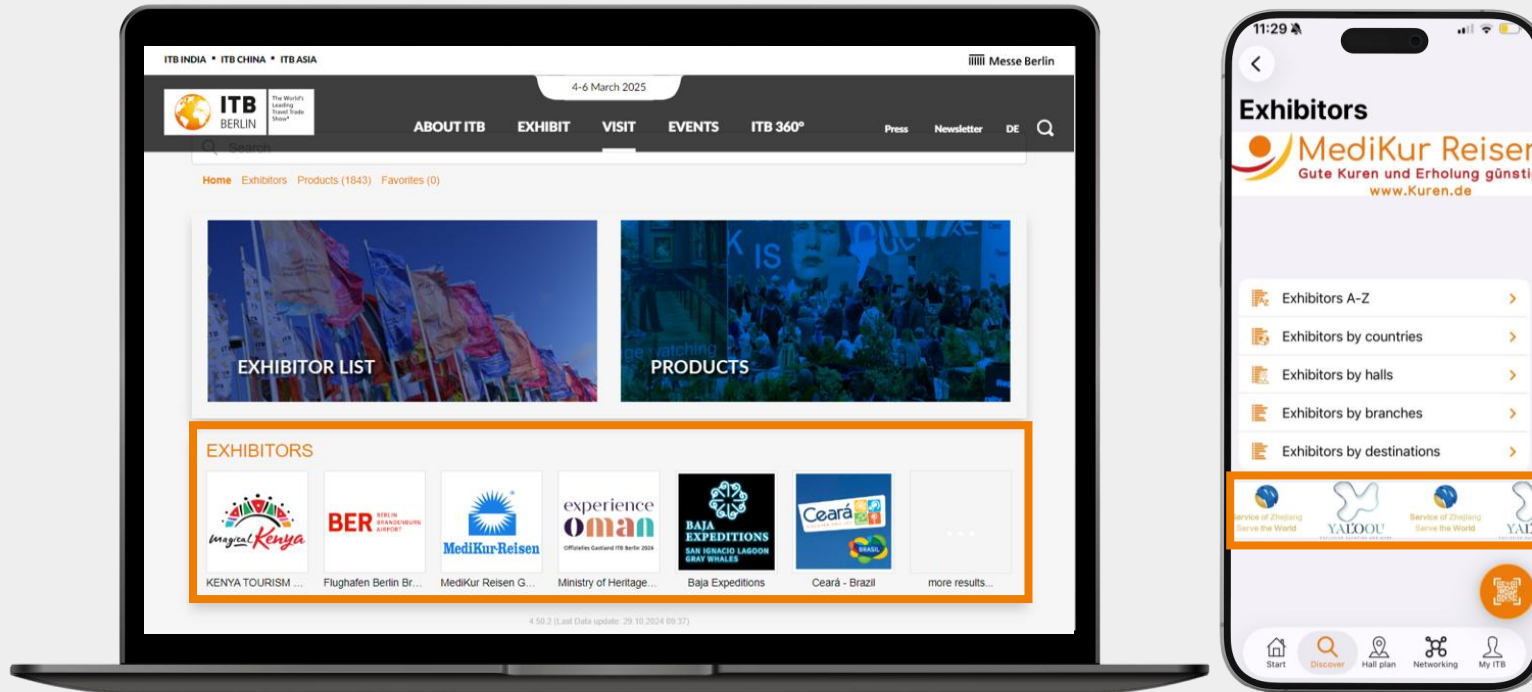


Strategically placed above the navigation bar!

Showcase your banner in one of the app's most prominent advertising positions. Benefit from outstanding visibility directly above the main navigation.

- **Placement:** App
- **Link:** company profile
- **Dimensions:** 1440 × 225 px
- **Format:** JPEG or PNG
- **File delivery:** by email
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

Gallery Logo Website & App

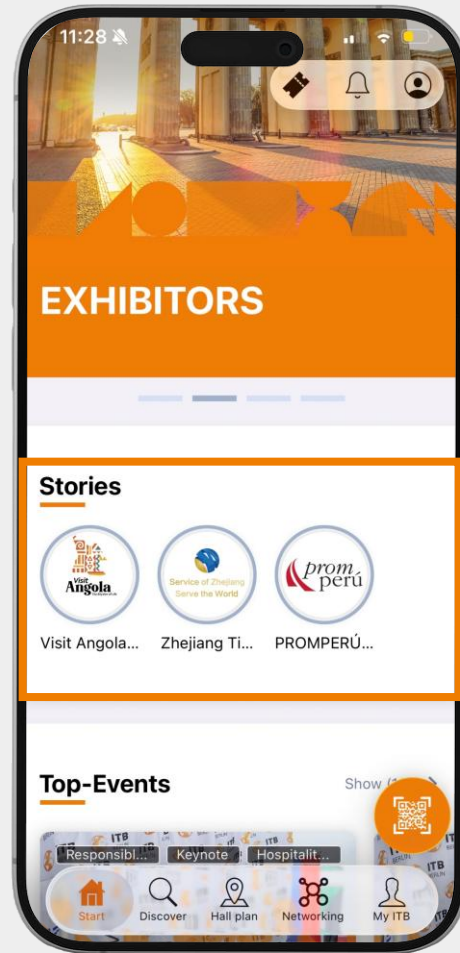


Put your logo in the spotlight on the website!

Display your company logo in an exclusive rotating logo gallery on the event website. Increase brand recognition and stay visible to visitors throughout the entire event.

- **Placement:** ITB Website & App
- **Link:** company profile
- **Format:** JPEG or PNG
- **File delivery:** by email
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

App Story

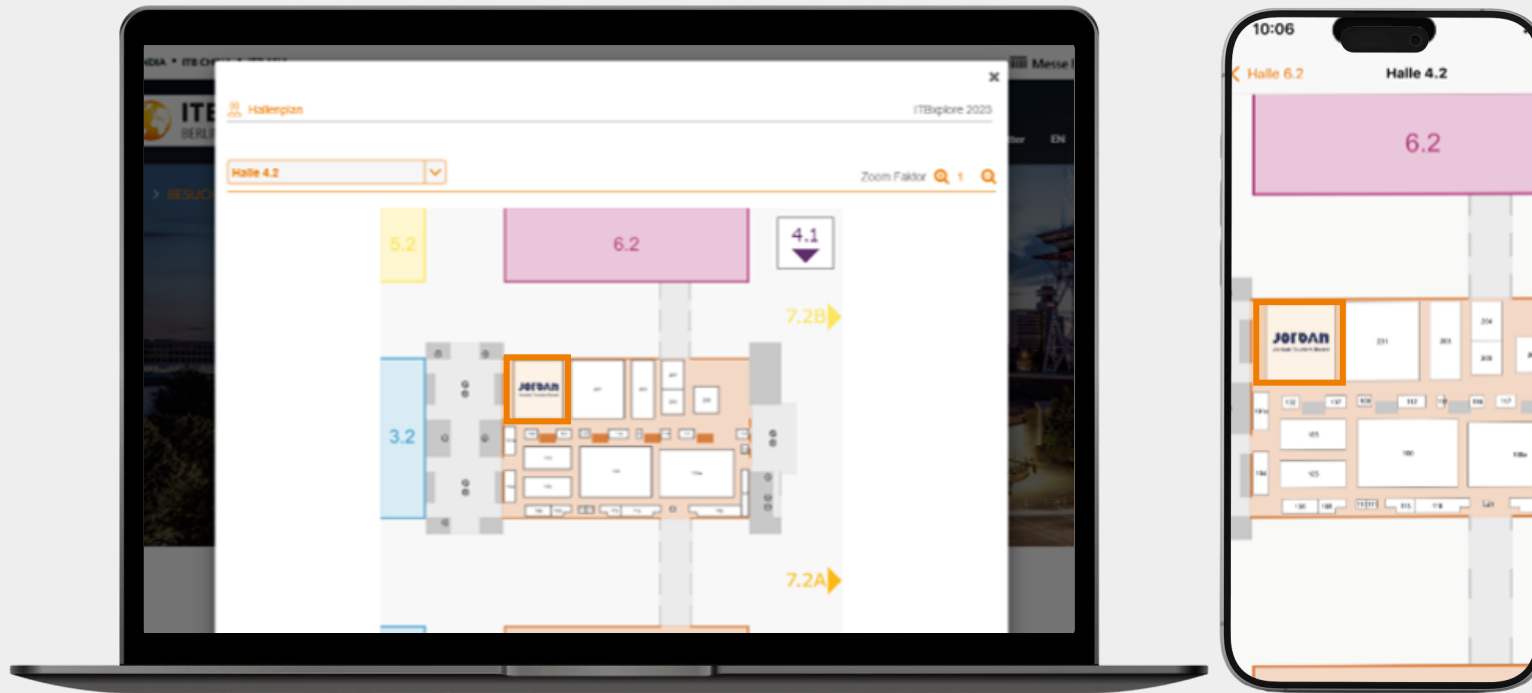


Tell your story with a Story Ad!

Use the App's story feature to showcase your brand with a full-screen video or banner. Capture your audience's attention with an engaging and immersive advertising format.

- **Placement:** App
- **Link:** company profile
- **Dimensions:** 1080 × 1920 px (9:16 portrait), max. 50 MB; recommended video length: up to 30 seconds
- **Format:** MP4 (video/banner)
- **File delivery:** by email
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

Hall Plan Logo Onsite & Online

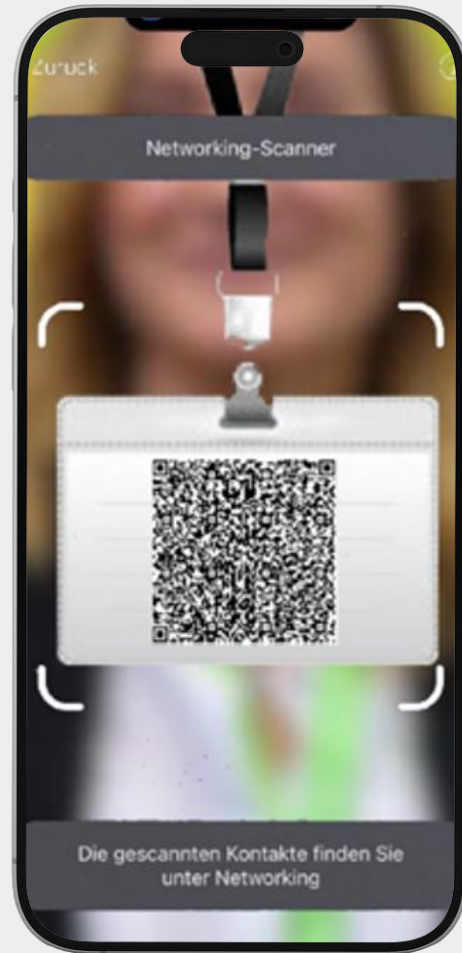


Your logo directly on your booth!

Highlight your booth in the digital floor plan with a clickable company logo placed directly on your stand. Help visitors find your location more easily and connect them directly to your company profile.

- **Placement:** ITB Navigator, Website, App & Onsite
- **Link:** company profile
- **Format:** JPEG or PNG
- **File delivery:** by email
- **Duration:** Starting from the publication date and remaining online until the data for the next event is imported, at the latest.

Lead Scan Team



With Lead Scan Team, you can easily capture the badges of all visitors using the ITB Berlin App and benefit from cross-team collected data in real time.

Export all the contacts from your teammates for your company in a file. Ideal for seamless and cooperative lead capturing at the event.

- Cross-team data collection in real time
- Consolidated export of contact data (CSV file) for all scanned visitors in the App
- Extra: export (CSV file) of web profile visitors with opt-in
- Efficient and comprehensive lead capture, ideal for larger teams or multiple booth staff

Good to know: With Lead Scan Team, all team members assigned to your exhibitor profile can scan visitor badges and collect contacts—regardless of whether they are visible in the exhibitor profile or not. The entire team will automatically collect leads together.



ITB
BERLIN

The World's
Leading
Travel Trade
Show®



CONTACT

We're here to rise 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.