


ITB BERLIN 2025

MIXED MEDIA
ADVERTISING

OUTSTANDING EXPOSURE
LIVES HERE.



ALBANIA
ALL SENSES

Official Host Country ITB Berlin 2025

COMMUNICATION PACKAGE & MIXED MEDIA

Let everyone know you are here and get found first.

The communication package included on your stand helps visitors, press members and other business partners find you quick and easy on ITB Berlin. Your journey starts with the pre-show phase where visitors plan their attendance using the exhibitors list and organizing their meeting agenda on ITB Match & Meet.



Your company profile

Improve the findability of your information.



Digital & mixed media advertising packages

Combine all media resources and channels for the best results.

76%

of attendees use pre-show information to plan their time at ITB Berlin.

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YOUR COMPANY PROFILE

Introduce your company and shine with qualitative content.

Your company profile is part of the stand registration and visible on all 3 channels: [ITB Navigator](#), [ITB.com](#) and the [ITB App](#).

Here you have the opportunity to present your company in the best possible way and publish content such as a company description, products, exhibitor news, images and much more.



ITB Navigator

The digital pre- and post-event platform.



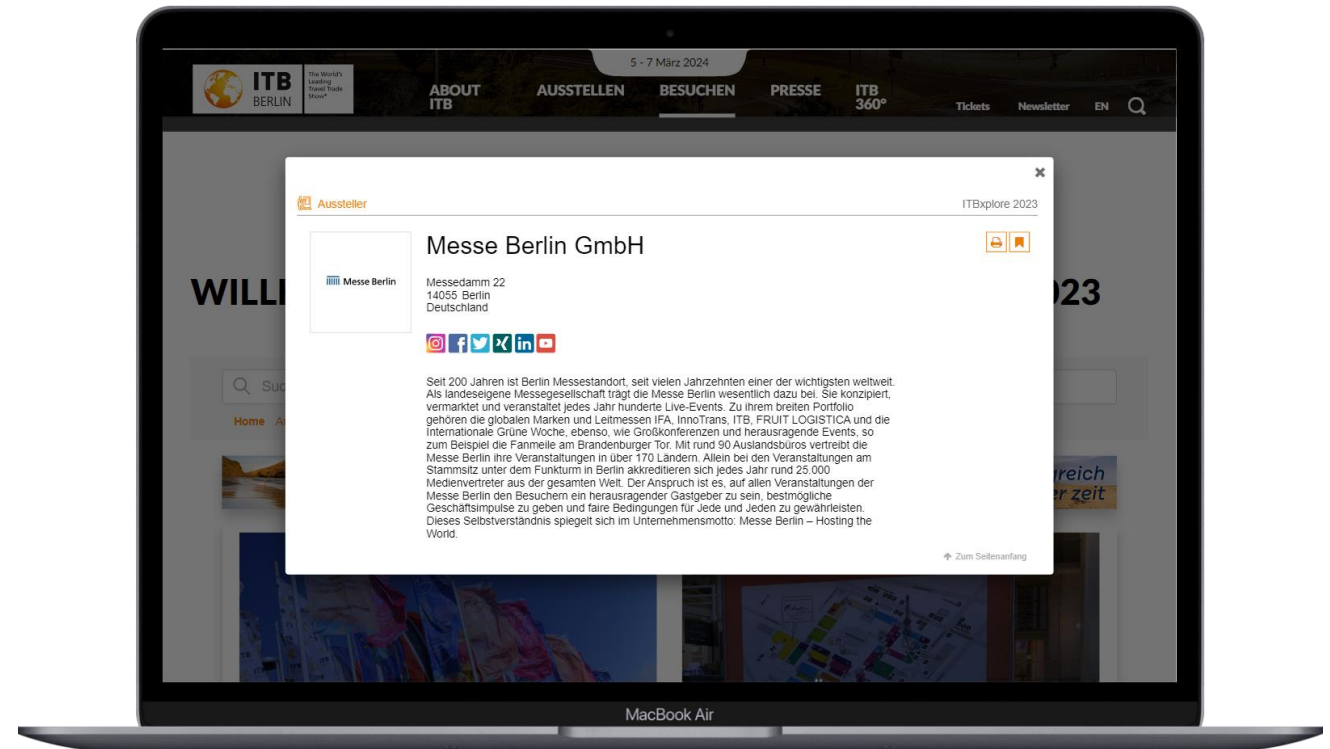
ITB.com

The online exhibitor list.



ITB App

The smart mobile guide for the event visit.



EASY VISIBILITY PACKAGES

[Advertising-Shop](#)



LIGHT

1,900 €

Onsite: ITB Berlin exhibition 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.com](#) & [ITB App](#)

1x Logo Placement in the interactive hall plan

1x Logo Placement on the exhibitor dashboard



SHINE

5,900 €

Onsite: ITB Berlin exhibition grounds

1x Ultra Stretched Display: Video Spot in rotation

Attract attention and drive traffic to your stand

NEW

1x Hall Plan Logo

Your logo highlighted on the individual plan of your hall

Online: [ITB.com](#) & [ITB App](#)

1x Logo Placement in the interactive hall plan

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



STAR

9,900 €

Onsite: ITB Berlin exhibition grounds

1x Mobile Digital Display for exclusive use

Become the eye-catcher and guide visitors to your hall

NEW

1x Hall Plan Logo

Your logo highlighted on the individual plan of your hall

Online: [ITB Navigator](#), [ITB.com](#) & [ITB App](#)

1x Logo Placement in the interactive hall plan

1x Top-Banner on the exhibitor dashboard

1x Top-Listing First position at the top of the exhibitor list

1x Story in the ITB App

PREMIUM VISIBILITY PACKAGES

[Advertising-Shop](#)



DIGITAL PACKAGE

4,800€

1x Top-Banner on [ITB App](#)

Boost your presence on the ITB App.

1x Startpage-Banner on [ITB App](#)

Be the eye-catcher with a banner on the homepage of the ITB App.

1x Hall Banner on [ITB Navigator](#) & exhibitor list

Position your brand in the top of the hall plan on ITB Navigator, within the exhibitor directory on ITB.com.



NETWORKING PACKAGE

NEW

8,800€

1x Top-Banner on [ITB Match & Meet](#)

Highlight your company prominently on the new networking platform.

1x Top-Banner on [ITB Navigator](#)

Highlight your company prominently on the digital event platform.

1x Newsletter Banner

Catch attention on pre-show phase on the ITB Newsletter for Trade Visitors.

1x Story on [ITB App](#)

Promote your brand in a interactive way on ITB App.



Available
3x only

PHOTOBOOTH PACKAGE

9,800 €

Promotion area on ITB Berlin venue
including photobooth

1x Story on [ITB App](#)

Promote your brand in a interactive way on ITB App.

1x ITB Social Media Post

Promote your Photobooth exclusively with a post in the social media of ITB Berlin.

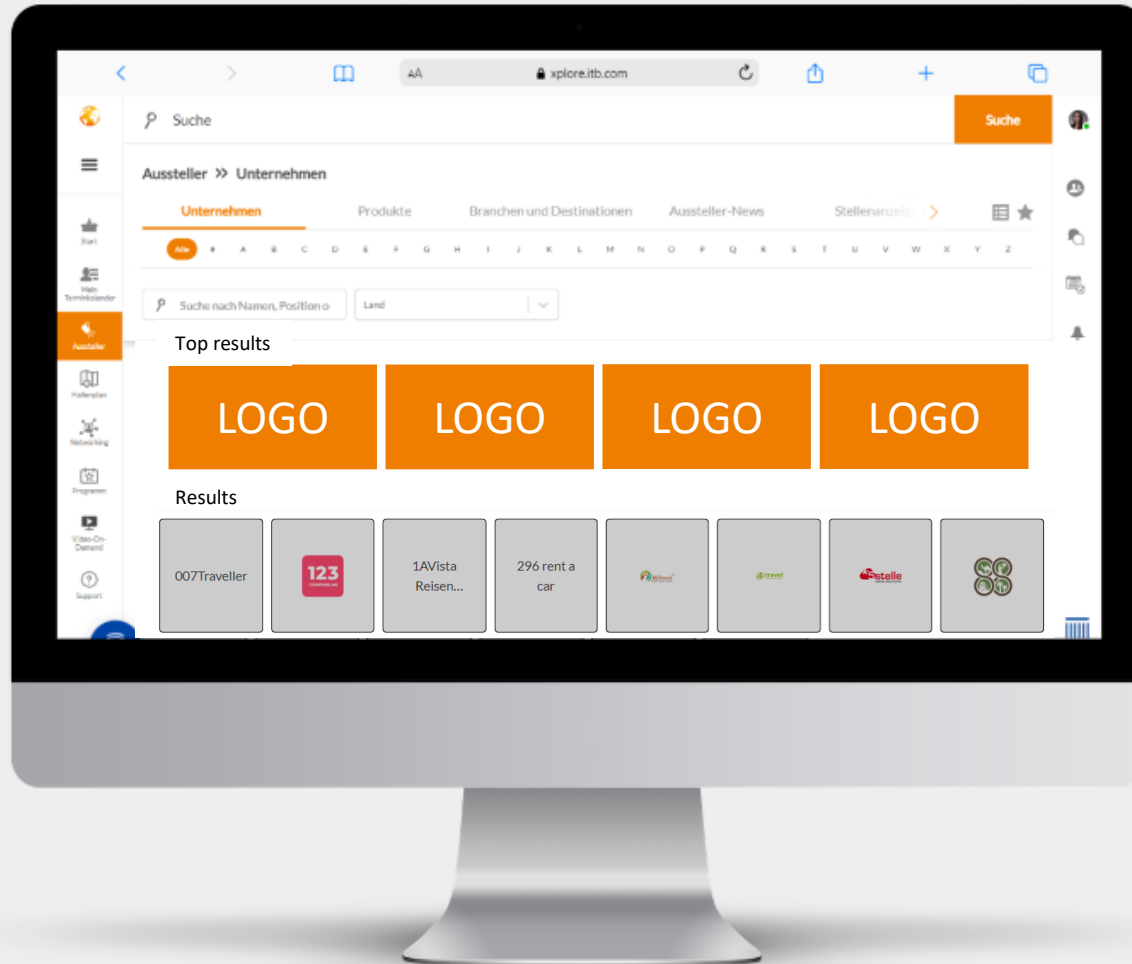
INDIVIDUAL OPTIONS

Advertising-Shop




| INDIVIDUAL OPTIONS & ADD-ONS | PRICE | MEDIA CHANNEL | | |
|--|--------------|---------------|---------------|---------|
| | | ITB.com | ITB Navigator | ITB App |
| Our tip <u>Top-Listing</u> | 3500 € | ✓ | ✓ | ✓ |
| <u>Top-Banner</u> on exhibitor dashboard | 3000 € | ✓ | | |
| <u>Sandwich-Banner</u> | 3000 € | ✓ | | ✓ |
| <u>Top-Banner</u> on ITB Navigator | 2500 € | | ✓ | |
| <u>Top Banner</u> App | 1500 € | | | ✓ |
| <u>Tab-Bar-Banner</u> App | 1500 € | | | ✓ |
| <u>Logo Gallery</u> | 1000 € | ✓ | | ✓ |
| <u>App Story</u> | 800 € | | | ✓ |
| <u>Hall plan Logo On-site & Online</u> | 450 € | ✓ | ✓ | ✓ |
| <u>Exhibitor News</u> (1x) / (3x) | 80 € / 210 € | ✓ | ✓ | ✓ |
| <u>Product</u> (1x) / (3x) | 80 € / 210 € | ✓ | ✓ | ✓ |

TOP-LISTING

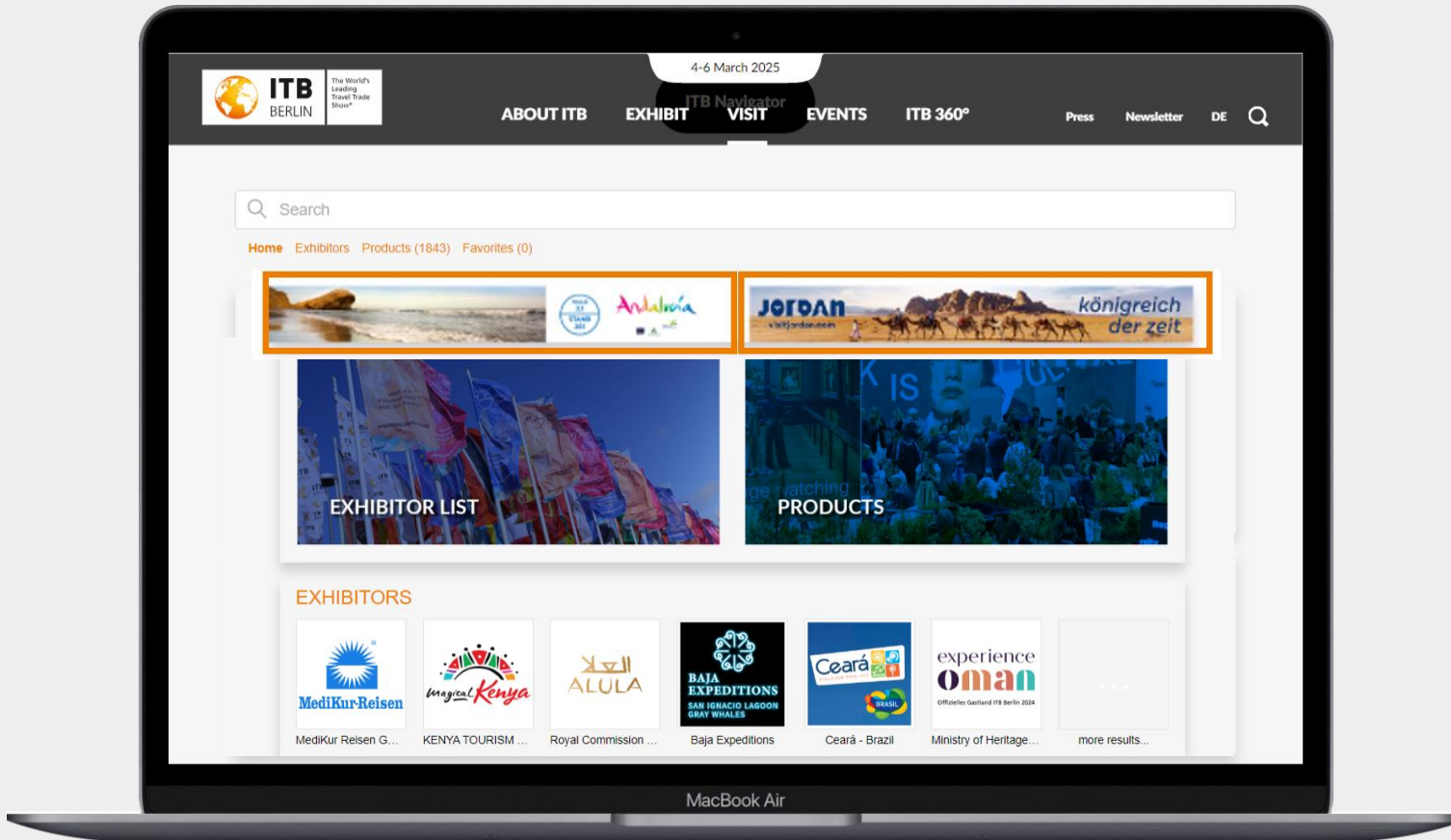


Secure the top positions on the exhibitor directory on [ITB.com](https://www.itb.com), [ITB Navigator](#) and on the [ITB App](#)!

- Max. 4 partners
- Appear in alphabetical order
- Link to your company profile


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TOP-BANNER ON EXHIBITOR DASHBOARD

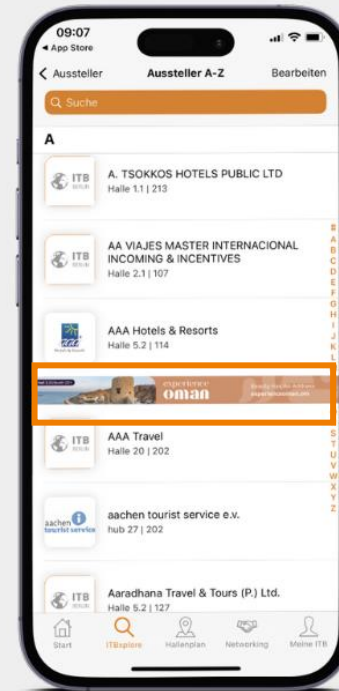
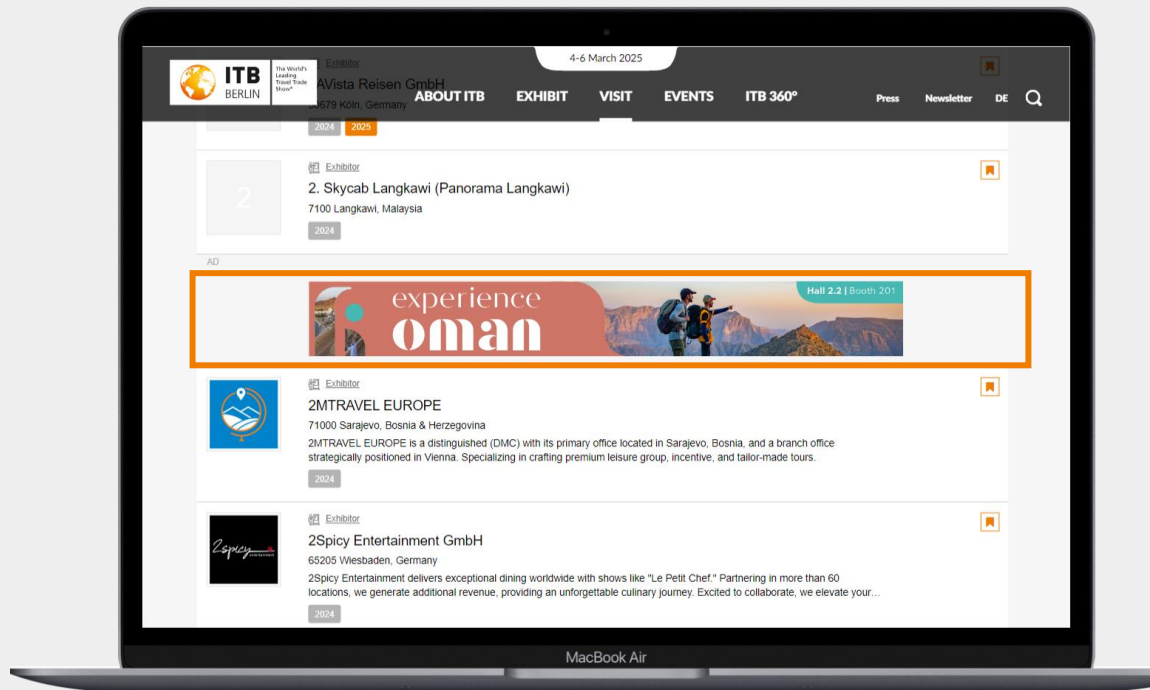


Present your company exclusively in the exhibitor directory on [ITB.com](https://www.itb.com) under Home.

- Link to your company profile
- Format: jpeg
- Size: 728 x 90 px
- Data delivery by email

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SANDWICH-BANNER



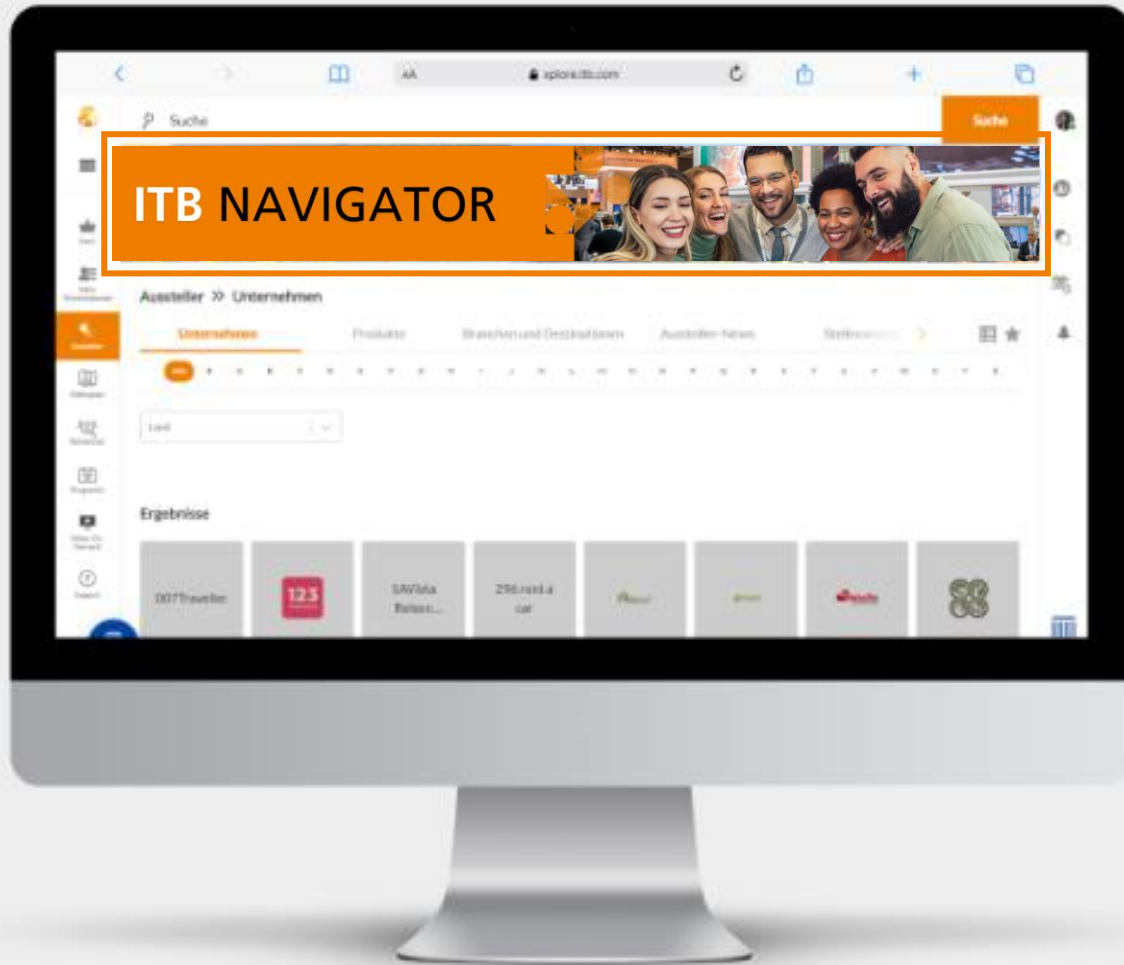
The Sandwich-Banner will be included in one of the results lists on ITB.com & in the ITB App:

- Appear on the website in rotation
- Link to your company profile
- Size website: 1440 x 130 px, jpeg
- Size app: 1440 x 296 px, jpeg
- Data delivery by email




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TOP-BANNER ON ITB NAVIGATOR

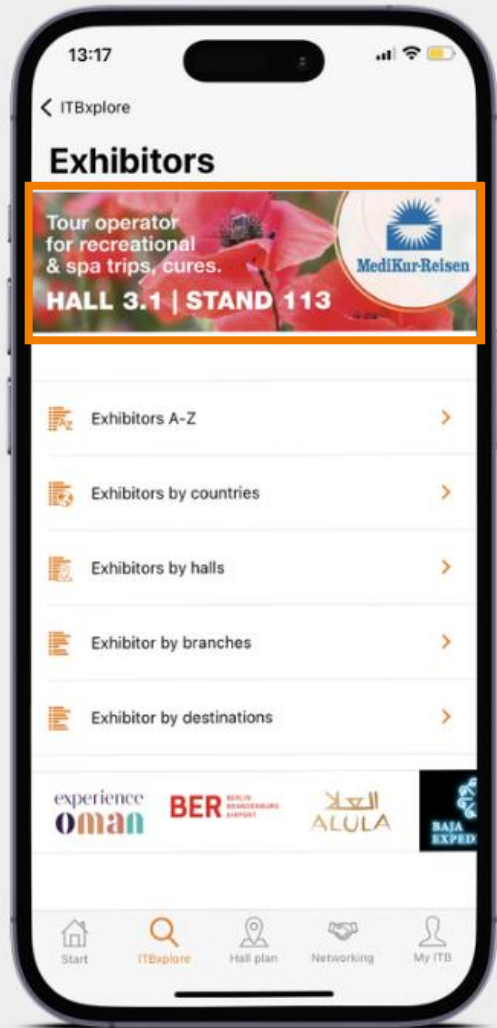


The Top-Banner is placed at the top position under the navigation point "Exhibitors" or "Events" on ITB Navigator:

- "First come, first served."
- Link to your company profile
- Size: 2560 x 320 px, jpeg
- Data delivery by email

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TOP-BANNER APP



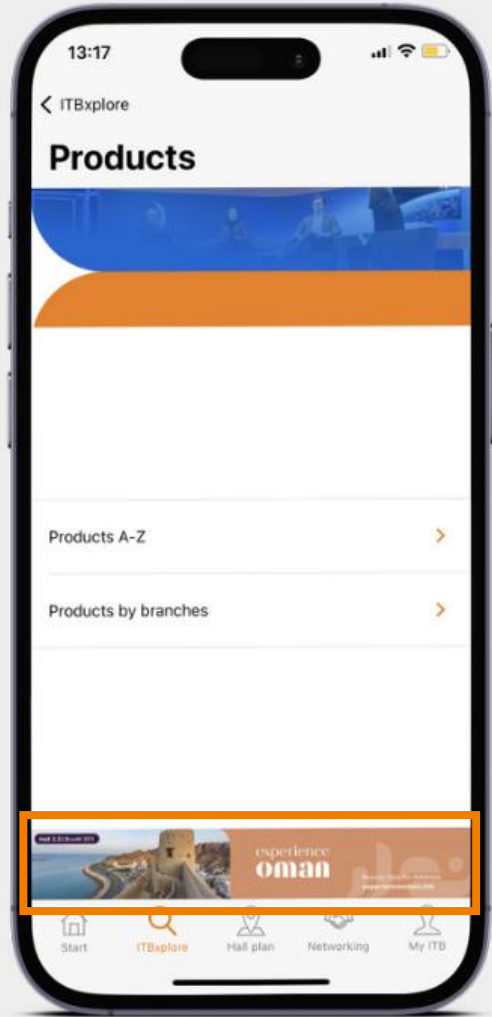
For more visibility in the ITB App! The Top-Banner can be placed on all navigation pages.

- Appears in rotation
- Link to your company profile
- Size: 1440 x 450 px, jpeg or png
- Data delivery by email



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TAB-BAR-BANNER APP



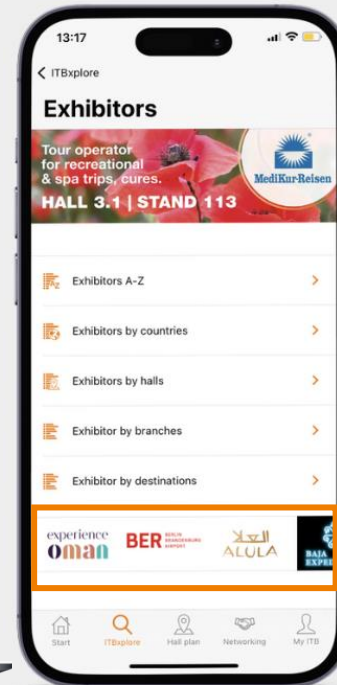
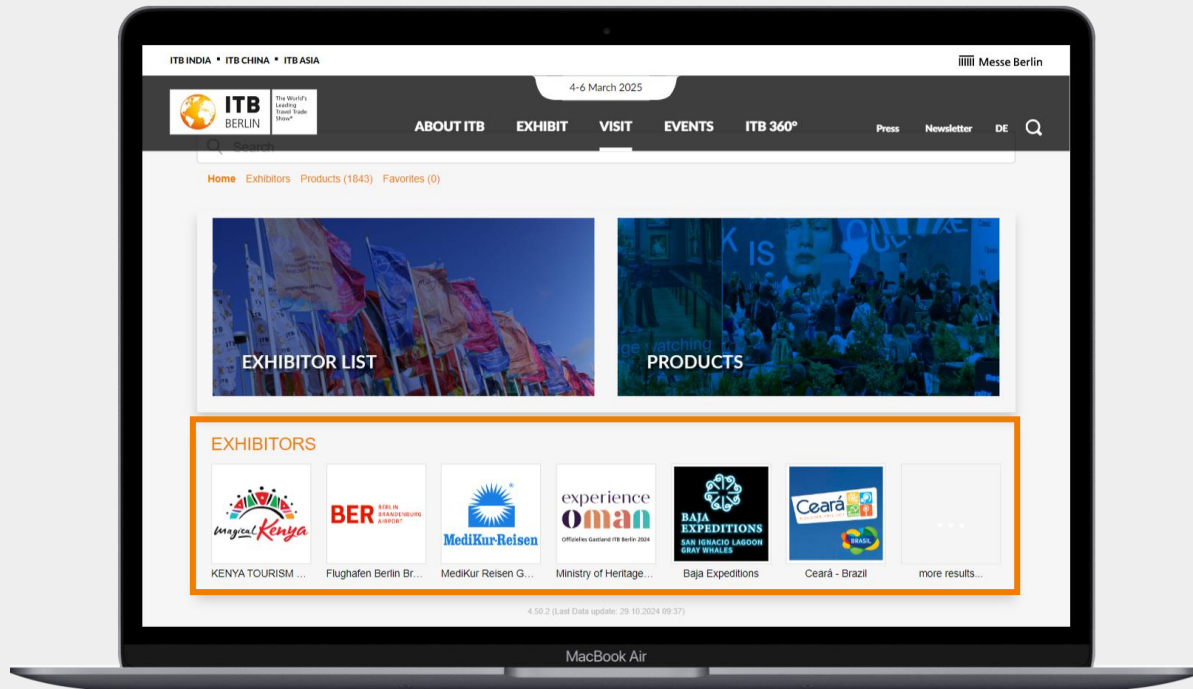
Mark your position by presenting your own banner on one of the navigation pages on the ITB App.

- Limited availability
- Link to your company profile
- Fixed position, permanently visible on a navigation page (if booked by various partners the Tab-Bar-Banners appear in rotation)
- Format: 1440 x 225 px, png or jpeg
- Data delivery via E-Mail



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LOGO-GALLERY



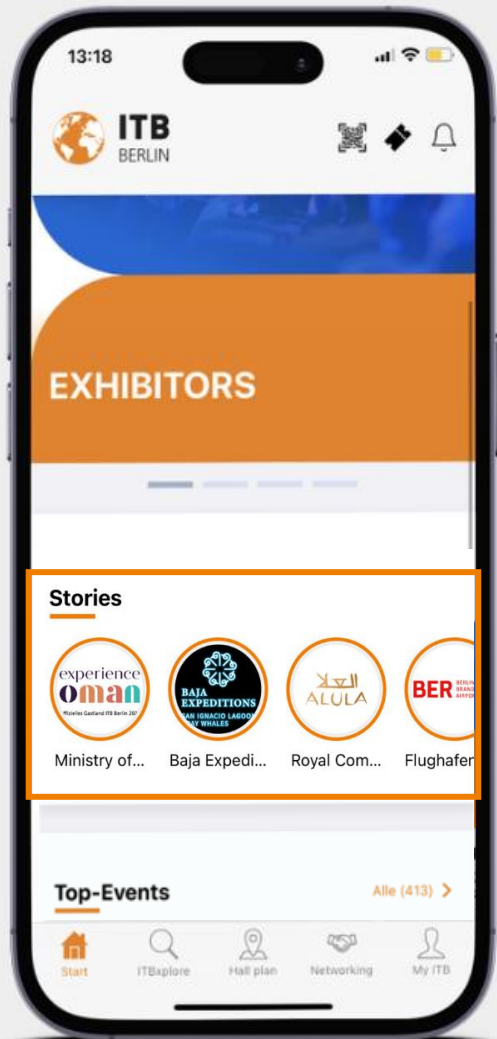
Elevate your presence by presenting your logo.

- Your logo on ITB.com & on the ITB app
- Linked to your company profile
- Data delivery via email



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APP-STORY



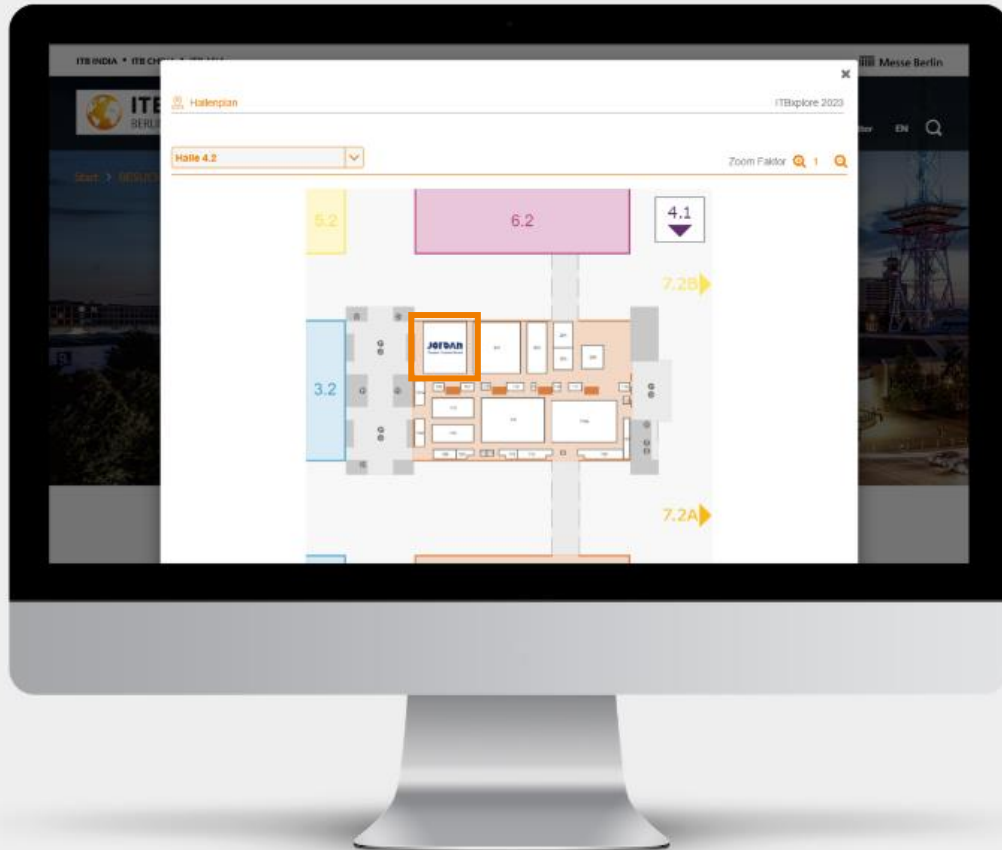
Publish a pre-produced clip directly on the homepage of the ITB App. Present your company, convey impressions or announce news.

- Payout in portrait format
- Start image: 1040 x 720px, png or jpeg
- Clipping: Max. 50 MB, MP4 and 1080px x 1920px
- Data delivery by email



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HALL PLAN LOGO ON-SITE & ONLINE



Highlight your company in the online hall plan on [ITB.com](https://www.itb.com) and ITB Navigator, as well as at the ITB Berlin venue in the hall overview of the hall you're exhibiting in.

- Link to your company profile
- Size: 500 x 500px, jpeg or png



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CONTACT

LET'S MAKE WAVES ACROSS THE INDUSTRY. **TOGETHER.**

Please contact the Sponsoring team via our [Support-Center](#) to discuss customized advertising and sponsoring opportunities for your brand.

You are invited to discover what our advertisement shop has to offer.

[Advertising-Shop](#)



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.



ITB
BERLIN

The World's
Leading
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Show™