

# ITB BERLIN 2025

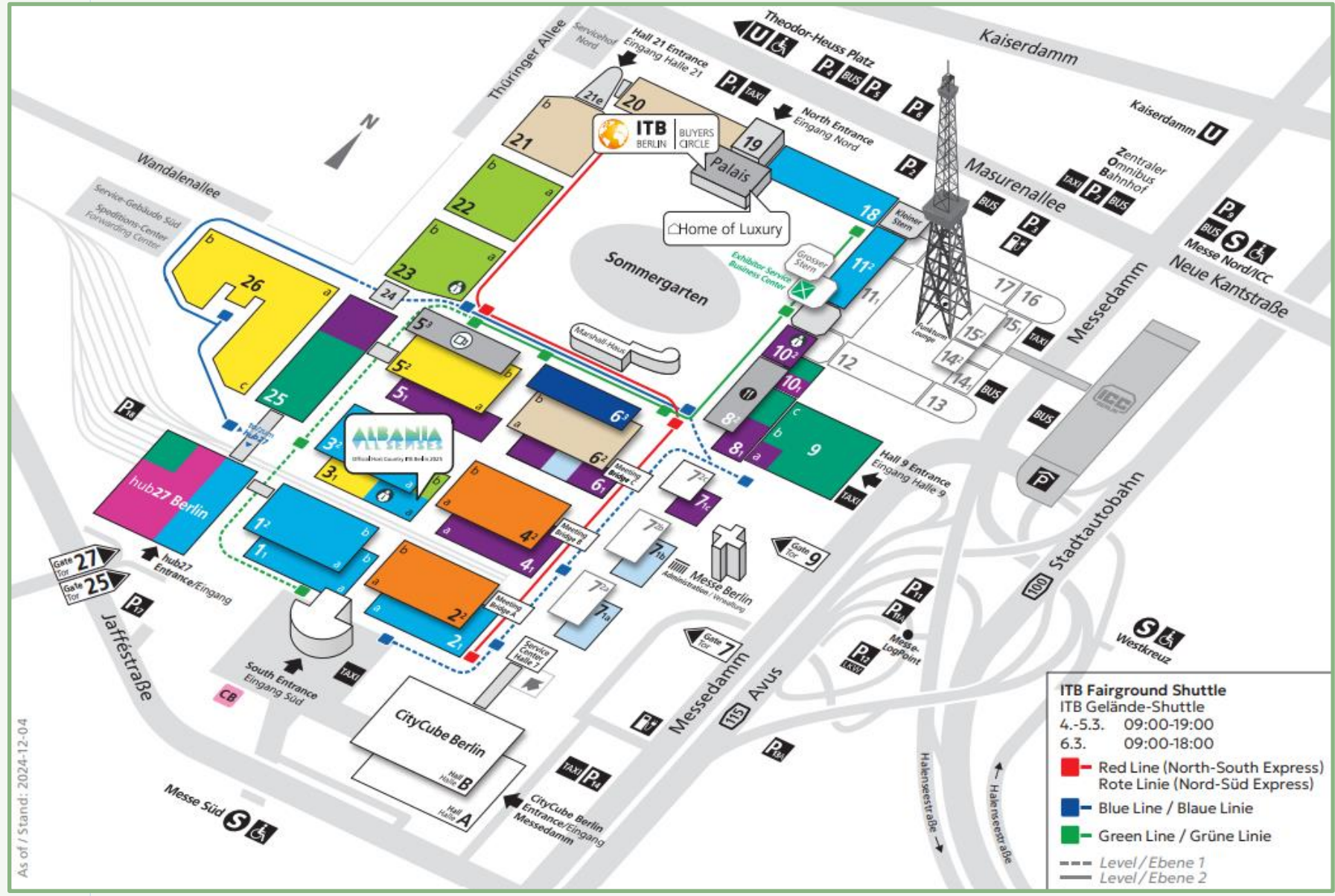
ADVERTISING &  
SPONSORING  
EYE-CATCHING  
HIGHLIGHTS

OUTSTANDING EXPOSURE  
LIVES HERE.

**ALBANIA**  
ALL SENSES

Official Host Country ITB Berlin 2025

# BERLIN EXPOCENTER CITY SITE MAP 2025



# SPONSORING & BRANDING OPPORTUNITIES



# SPONSORING



## Media Center Sponsoring

**Description** Over 3,200 accredited journalists and 300 international travel bloggers will report onsite and 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 License** up to 38,848.00 EUR plus production and installation costs for all advertising measures

**Status** Availability upon request.

# BRANDING



## Taxi Brandings all over Berlin + Photo Shooting at ITB

- Description**
- branding of 5 to 300 taxis which will drive all over the city; booking period: 14 days or 1 month
  - photo shootings on the exhibition site at Entrance South

- 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.





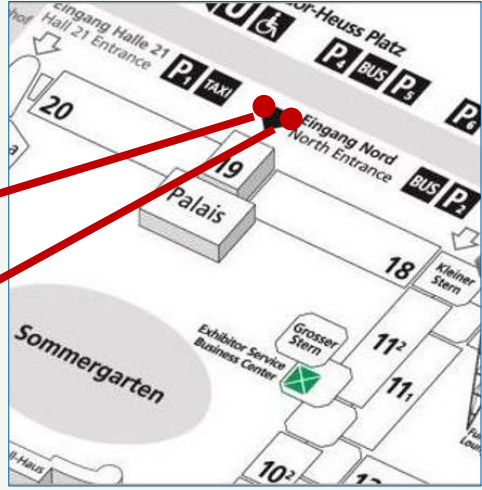
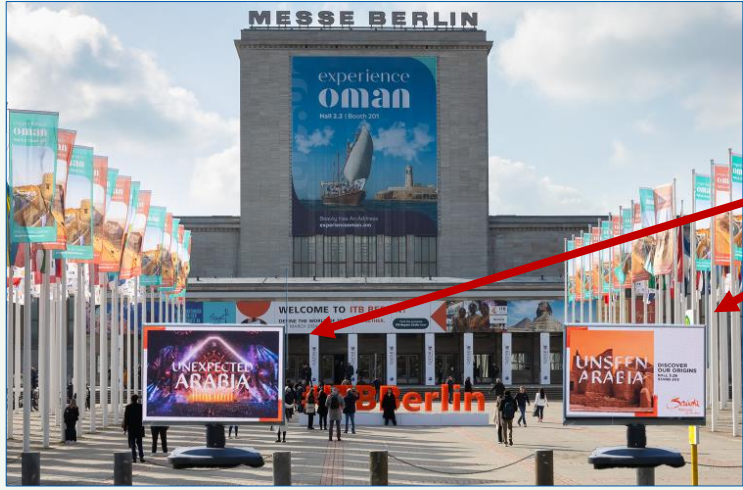
# ENTRANCE NORTH OUTDOOR & INDOOR ADVERTISING





# ENTRANCE NORTH – OUTDOORS

**NEW HIGHLIGHT!**

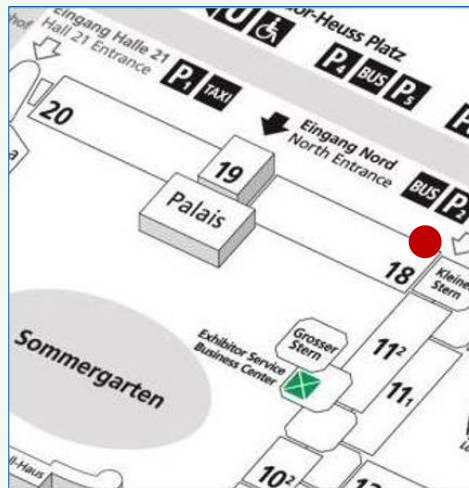


## 2 Mobile Billboards at the Access to Hall 19, each 2-sided

- Location** directly at the access to Entrance North on the left and right side (see red marks on the left photo)
- Sizes** board: 3.35 m x 2.30 m (w x h) each  
poster area: 8.00 m<sup>2</sup> each  
overall height incl. base: to be defined and adjusted individually onsite
- Hire Charge** 22,400.00 EUR for both billboards
- Production/ Installation** 10,400.00 Euro for both billboards
- Status** Availability upon request.



# ENTRANCE NORTH – OUTDOORS



## 1 Mega-Banner at Hall 18

**Location** at the facade of Hall 18 at Entrance North

**Size (w x h)** 8.58 m x 11.20 m

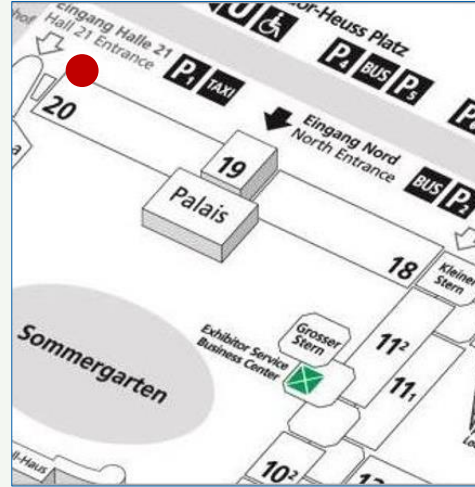
**Hire Charge** 22,705.00 EUR

**Production/ Installation** 4,410.00 EUR

**Status** Availability upon request.



# ENTRANCE NORTH – OUTDOORS



## 1 Mega-Banner at Hall 20

**Location** at the facade of Hall 20 at Entrance North

**Size (w x h)** 8.58 m x 11.20 m

**Hire Charge** 22,705.00 EUR

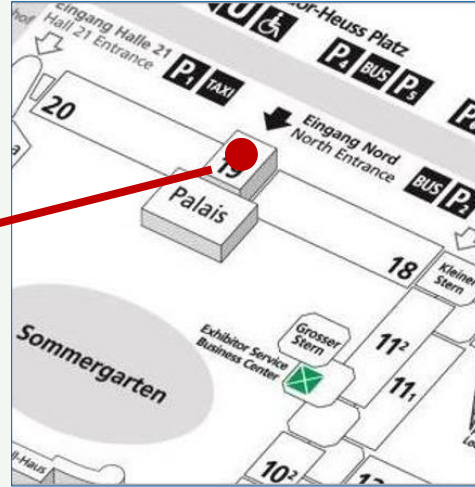
**Production/  
Installation** 4,410.00 EUR

**Status** Availability upon request.



# ENTRANCE NORTH – INDOORS

**NEW HIGHLIGHT**  
incl. **ONLINE ADVERTISING!**



## 1 Mega-LED Cube in 19, 4-sided

**Location** directly in Hall 19: exact position by arrangement

**Size (w x h)** approx. 3.00 m x 2.50 m per side, i. e. per screen

**Special Package Price incl. Handling** 66,000.00 EUR incl.:

- the exclusive use of all 4 LED screens
- an attractive online advertising package incl. logos, top-listings and top-banners on [www.itb.com](http://www.itb.com), on the event platform and in the app

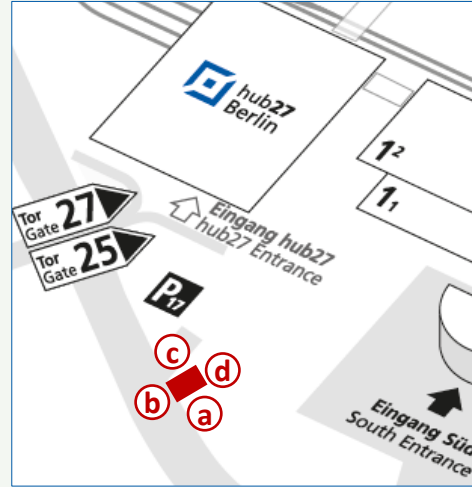
**Status** Availability upon request.



# ENTRANCE SOUTH SURROUNDING ADVERTISING



# 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): 8.70 m x 8.11 m per banner  
north side (car park) & south side (main road): 5.70 m x 8.11 m per banner
- Hire Charge** 61,490.00 EUR for all 4 banners
- Production/ Installation** 13,360.00 EUR for all 4 banners
- Status** Availability upon request.



# ENTRANCE SOUTH – SURROUNDINGS



## 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** 16,802.00 EUR for both sides

**Production/ Installation** 3,805.00 EUR for both sides

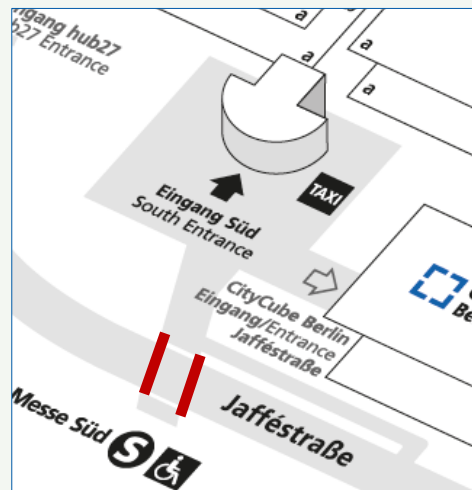
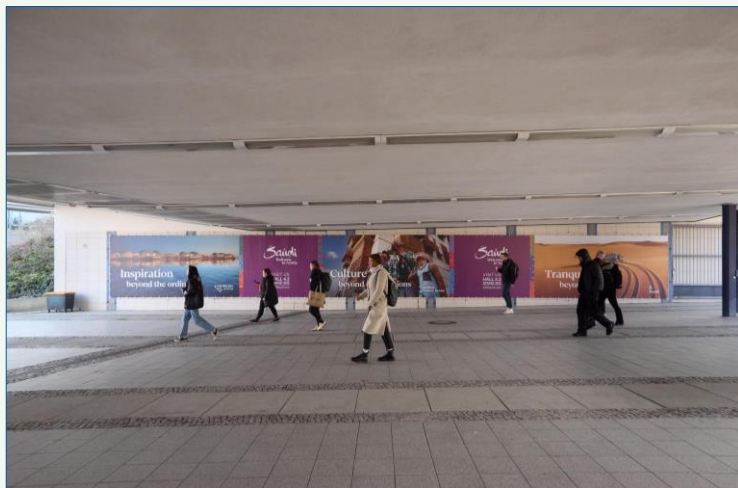
**Status** Availability upon request.



# ENTRANCE SOUTH OUTDOOR & INDOOR ADVERTISING



# ENTRANCE SOUTH – OUTDOORS



## 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** 27,588.00 EUR for both banners

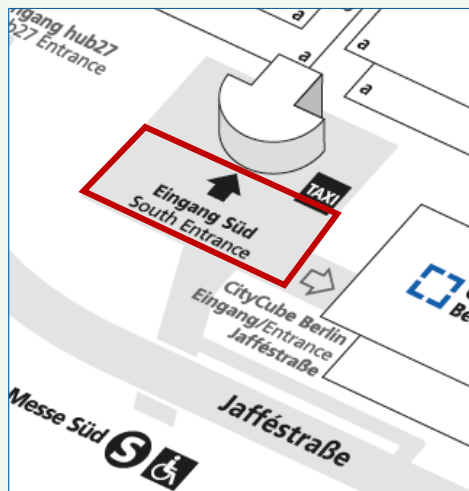
**Production/ Installation** 5,785.00 EUR for both banners

**Status** Availability upon request.



# ENTRANCE SOUTH – OUTDOORS

**NEW HIGHLIGHT**  
incl. **ONLINE ADVERTISING!**



## 1 Mega-LED Cube on the Plaza, 4-sided

- Location** on the plaza of Entrance South: position by arrangement
- Size (w x h)** 5.00 m x 3.50 m per side, i. e. per screen
- Special Package** 96,000.00 EUR incl.:
  - the exclusive use of all 4 LED screens
- Price incl.** - an attractive online advertising package incl. logos, top-listings and top-banners on [www.itb.com](http://www.itb.com), on the event platform and in the app
- Handling**

**Status** Availability upon request.



# ENTRANCE SOUTH – OUTDOORS



## Mobile 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: 24,102.00 EUR per tower
- Production/Installation** small: 2,970.00 EUR per tower, big: 4,995.00 EUR per tower
- Status** Availability upon request.



# ENTRANCE SOUTH – OUTDOORS



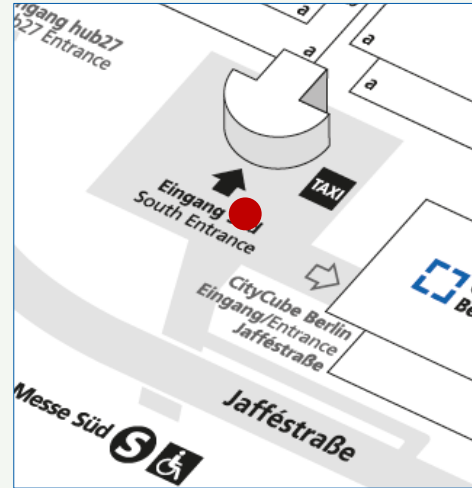
## 1 Advertising Tower at the Plaza on the left, 4-sided

<b>Location</b>	directly on the left hand side of the plaza of Entrance South
<b>Size (w x h)</b>	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
<b>Hire Charge</b>	south side (plaza): 20,826.00 EUR east side (plaza): 13,034.00 EUR west side (hub27): 9,588.00 EUR north side (Hall 1.2): 10,414.00 EUR
<b>Production/Installation</b>	south side (plaza) & north side (Hall 1.2): 4,015.00 EUR per banner east side (plaza) & west side (hub27): 2,665.00 EUR per banner

**Status** Availability upon request.



# ENTRANCE SOUTH – OUTDOORS



## 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** 5,120.00 EUR for 4 showcases
- Status** Availability upon request.





# 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.

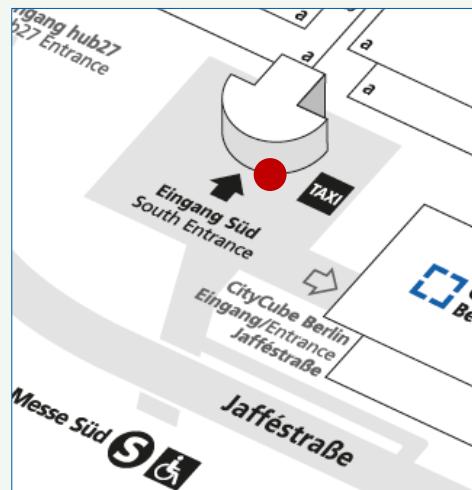
**Hire Charge** e.g. 41,685.00 EUR

**Production/Installation** e.g. 14,895.00 EUR

**Status** Availability upon request.

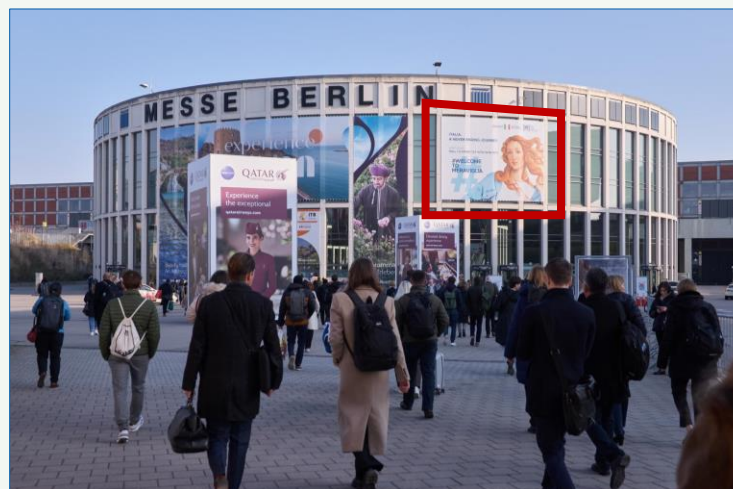
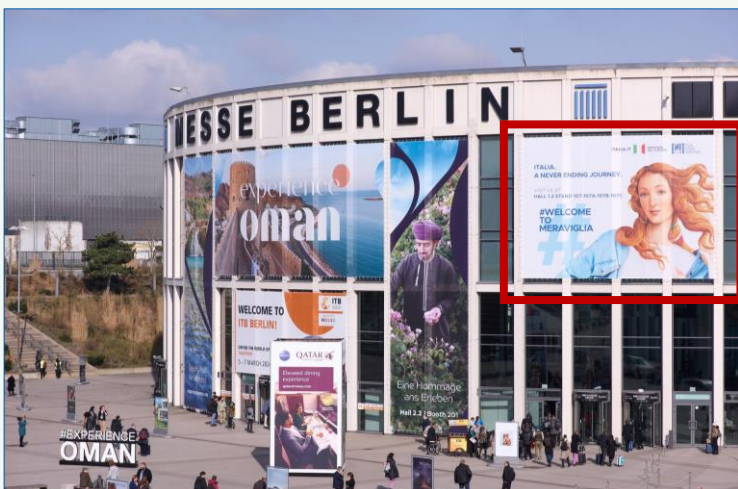


# ENTRANCE SOUTH – OUTDOORS

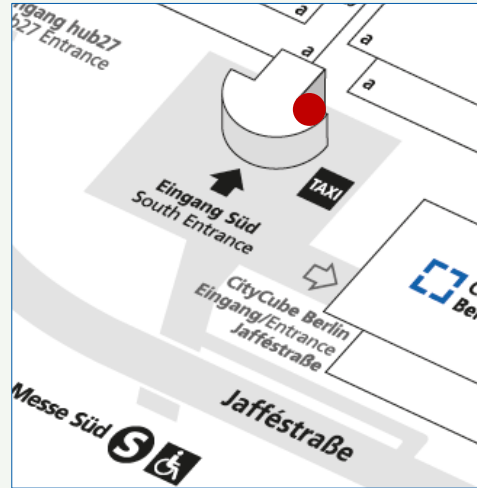


## 1 Lateral Window Branding at the Entrance Hall South, right hand side

<b>Location</b>	1 window branding at the Entrance Hall on the right side from the center (see red marks on the left photos)
<b>Size (w x h)</b>	10.80 m x 7.95 m
<b>Hire Charge</b>	36,010.00 EUR
<b>Production/Installation</b>	4,860.00 EUR
<b>Status</b>	Availability upon request.



# ENTRANCE SOUTH – INDOORS



## 1 Window Banner in the Entrance Hall, right 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** 49,398.00 EUR

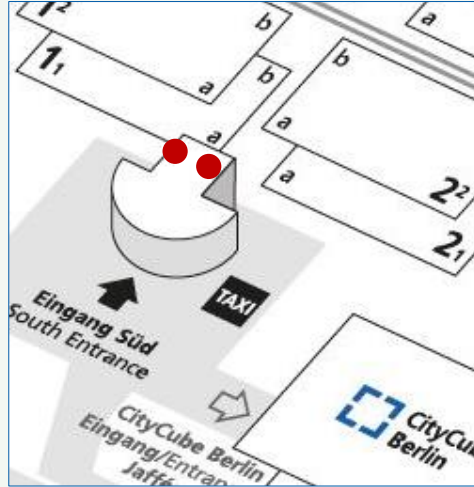
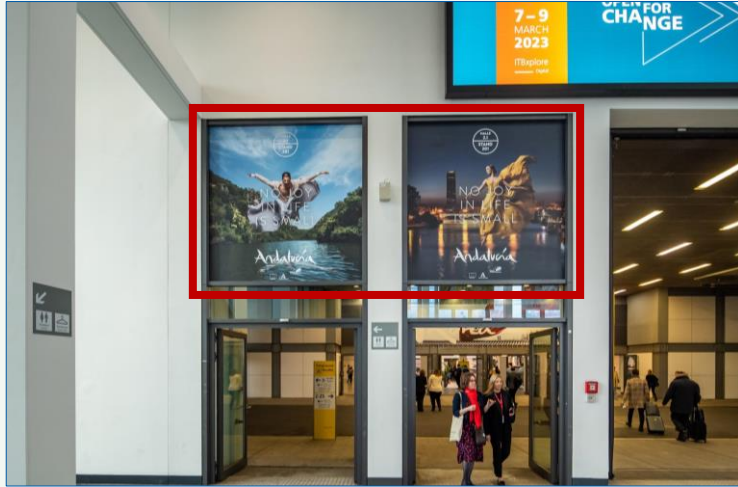
**Production/  
Installation** 10,270.00 EUR

**Status** Availability upon request.





# ENTRANCE SOUTH – INDOORS



## 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 photos)
- Size (w x h)** 2.34 m x 2.35 m per window branding (8 brandings in total)
- Hire Charge** 12,764.00 EUR for 4 front side brandings  
5,796.00 EUR for 4 back side brandings  
> 17,952.00 EUR for all 8 brandings
- Production/ Installation** 2,630.00 EUR for 4 front side brandings  
2,630.00 EUR for 4 back side brandings  
> 4,065.00 EUR for all 8 brandings

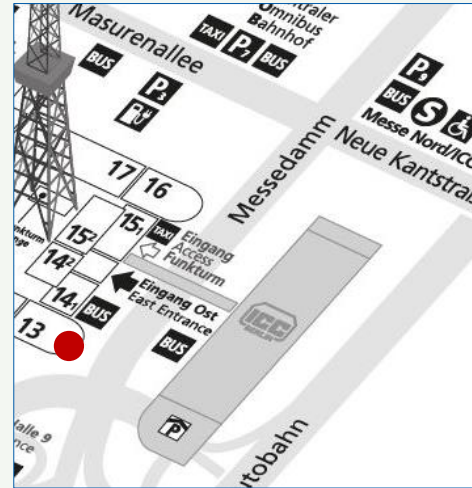
**Status** Availability upon request.



# „MESSEDAMM“ HIGH TRAFFIC ADVERTISING



# HIGH TRAFFIC ADVERTISING



## 1 Rotunda Hall 13

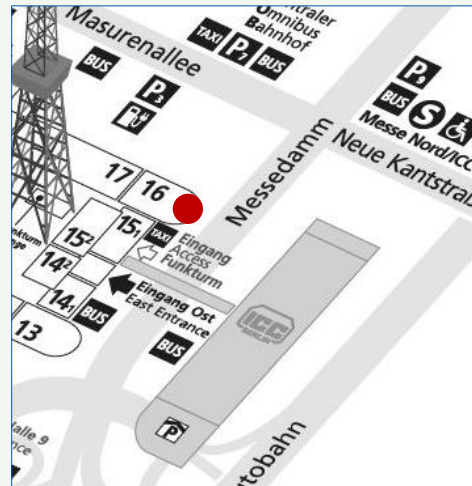
**Location** Rotunda Hall 13 facing the main road "Messedamm": ascend and descent to highway

**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** 6,420.00 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

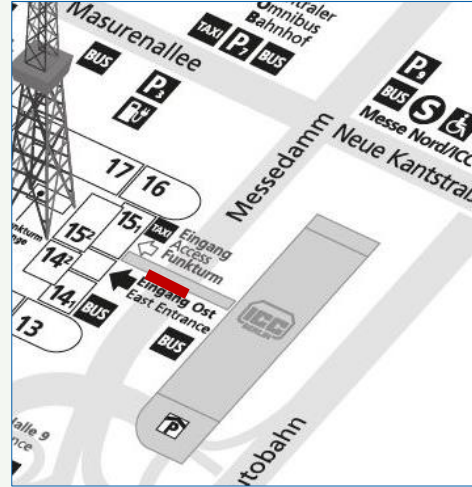
**Hire Charge** 54,602.00 EUR for all 18 components

**Production/Installation** 6,795.00 EUR for all 18 components

**Status** **Availability upon request.**

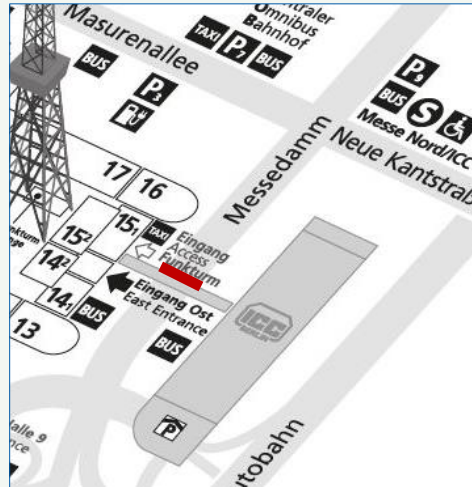


# HIGH TRAFFIC ADVERTISING



## 1 Mega-Banner at the ICC Bridge South

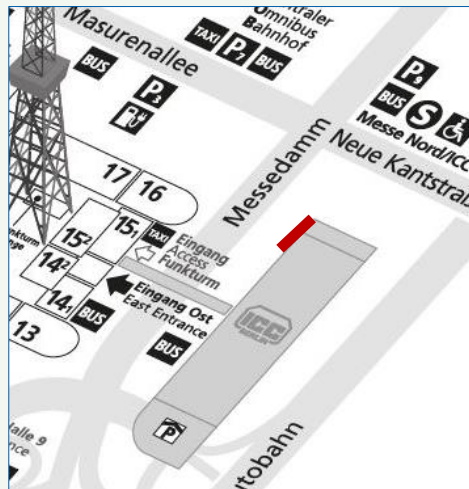
- Location** at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site
- Size (w x h)** 40.00 m x 4.24 m
- Hire Charge** 38,622.00 EUR
- Production/ Installation** 4,565.00 EUR
- Status** **Availability upon request.**



## 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 4.24 m
- Hire Charge** 38,622.00 EUR
- Production/ Installation** 4,565.00 EUR
- Status** **Availability upon request.**

# HIGH TRAFFIC ADVERTISING



## 1 Mega-Banner at the ICC West

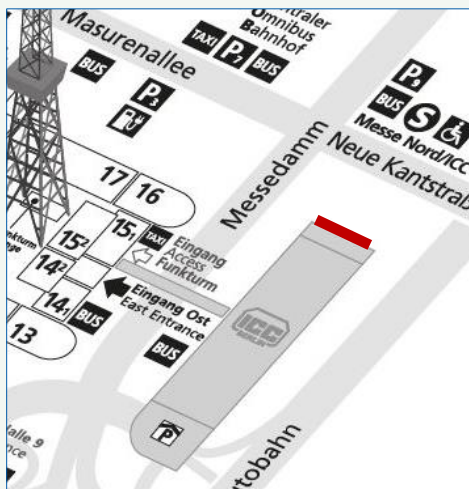
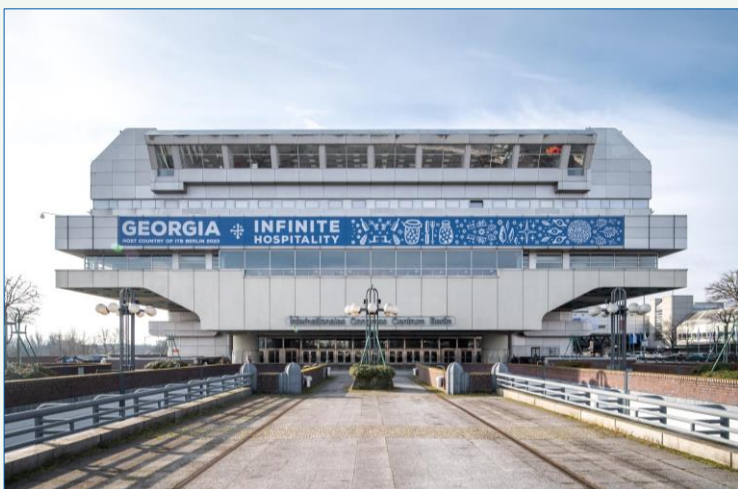
**Location** at the ICC West facing the main road “Messedamm”

**Size (w x h)** 23.80 m x 2.75 m

**Hire Charge** 12,910.00 EUR

**Production/  
Installation** 3,815.00 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”

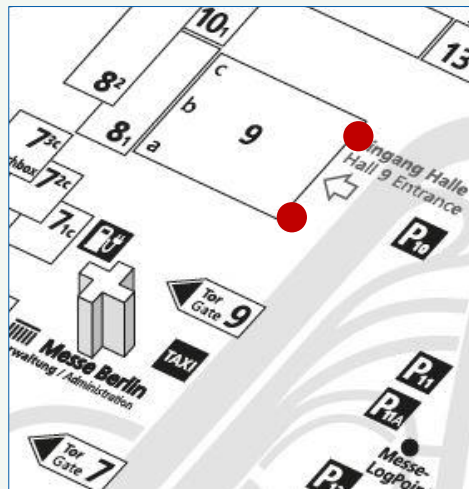
**Size (w x h)** 47.80 m x 2.75 m

**Hire Charge** 25,928.00 EUR

**Production/  
Installation** 5,155.00 EUR

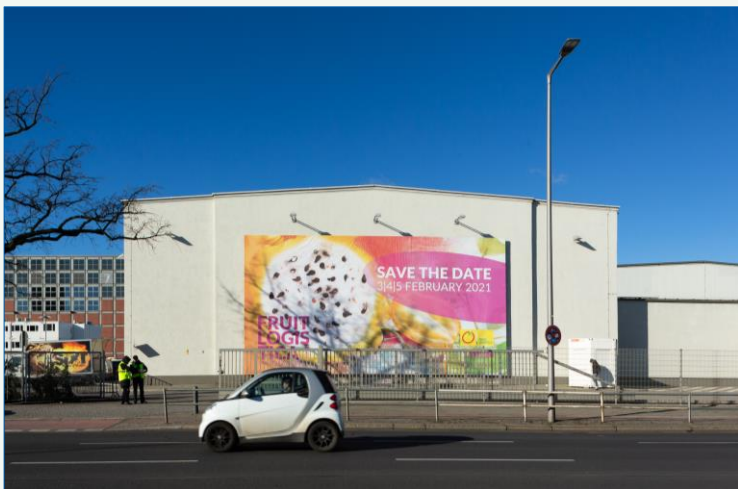
**Status** **Availability upon request.**

# HIGH TRAFFIC ADVERTISING



## 2 Mega-Banners at the Facades of Hall 9

- Location** at the facades of Hall 9 on the left and right facing the main road "Messedamm"
- Size (w x h)** visible size: 16.20 m x 8.55 m  
(production size: 16.40 m x 8.75 m)
- Hire Charge** 27,538.00 EUR per banner
- Production/ Installation** 5,025.00 EUR per banner
- Status** Availability upon request.



# HIGH TRAFFIC ADVERTISING



## 3 LED Screens at "AVUS TRIBUTUNE"

- Location** 3 LED screens at AVUS TRIBUTUNE side by side directly at "Messedamm" vis à vis CityCube Berlin
- Technical Specs** 3 screens with 40.00 m x 2.00 m each resolution: 2,441 x 2,441 pixel, 400 dpi RGB
- Special Package** advertising in rotation within a loop with ITB Berlin advertising and a maximum of 2 other clients from 04 to 06 March:
- Price incl. Handling** 48,450.00 EUR net
- Status** **Availability upon request.**



**Important Notes:**  
 The client's broadcast can consist of up to 2 static images with a short animation of max. 3 seconds on 1 of these 2 images.

The advertising will be broadcasted simultaneously on all 3 screens in rotation within a loop with ITB Berlin and a maximum of 2 other clients.

Each transmission loop will last 10 minutes - 2.5 minutes per client. The minimum transmission time is 240 minutes per day and client.

The LED screens are running daily from about 5 am to 10 pm.

# SPECIFIC HALL AREAS INDOOR ADVERTISING



# 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

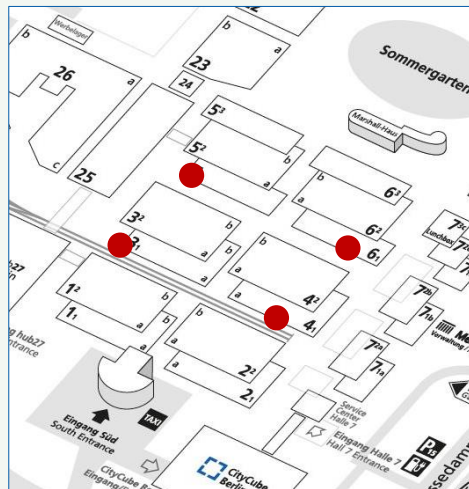
**Hire Charge** 11,045.00 EUR

**Production/ Installation** 2,345.00 EUR

**Status** Availability upon request.



# SPECIFIC HALL AREAS – INDOORS



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

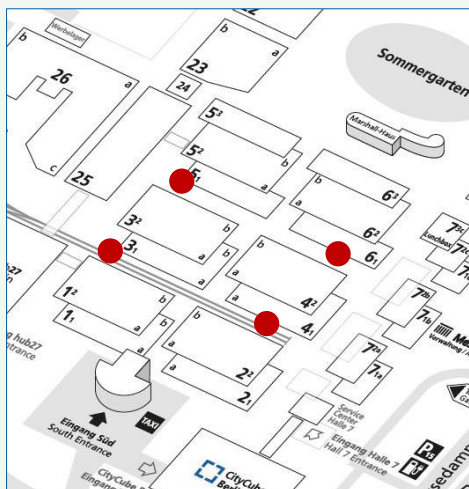
**Location** in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1: 8 banners per passageway  
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1: 6 banners per passageway

**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** 1,180.00 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

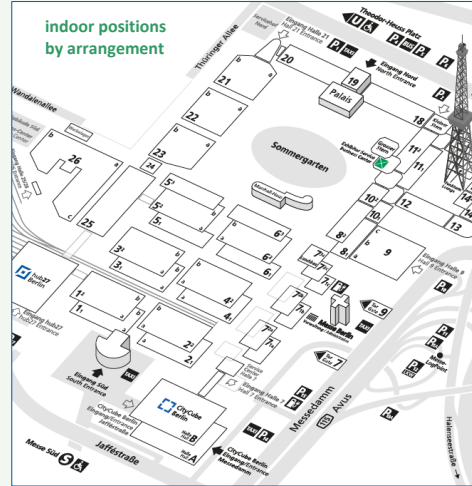
**Size (w x h)** 3.00 m x 3.00 m per banner (see red mark on the left photo)

**Hire Charge** 3,600.00 EUR per banner

**Production/ Installation** 610.00 EUR per banner

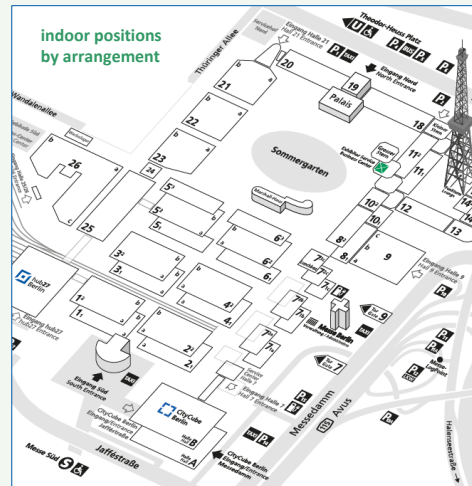
**Status** Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## PILA Frames, each 1-sided

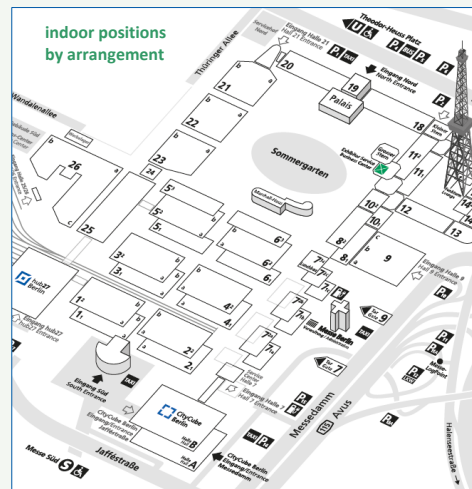
- Location** indoor positions by arrangement
- Size (w x h)** 2.28 m x 2.28 m per banner  
(1 banner per frame)
- Hire Charge** 2,946.00 EUR per banner and frame
- Production/Installation** 530.00 EUR per banner and frame
- Status** **Availability upon request.**



## 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)** 2.485 m x 2.485 m per banner  
(1 banner per frame)
- Hire Charge** 2,946.00 EUR per banner and frame
- Production/Installation** 530.00 EUR per frame per banner and frame
- Status** **Availability upon request.**

# SPECIFIC HALL AREAS – INDOORS



## Pillar Brandings in several Middle Foyers, each 4-sided

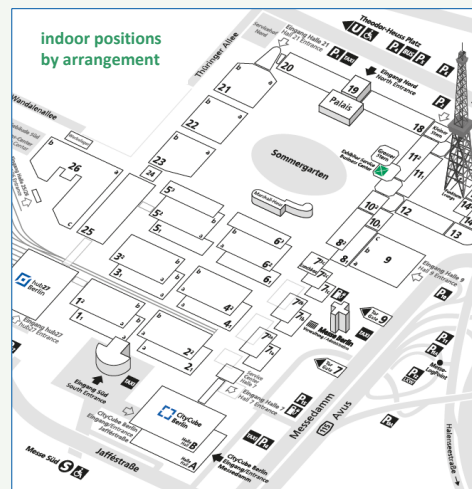
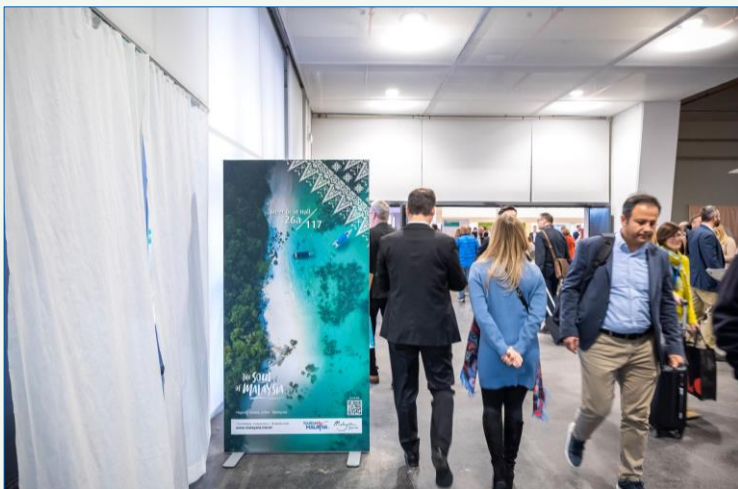
**Location** in the middle foyers and catering areas of Halls 1.1 to 6.1 and Halls 1.2 to 6.2 as well as in entrances and passages of Hall 7

**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** 1,250.00 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: 924.00 EUR per display  
2-sided: 1,540.00 Euro per display

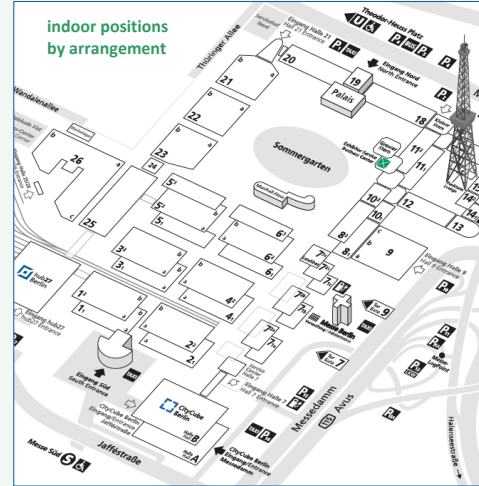
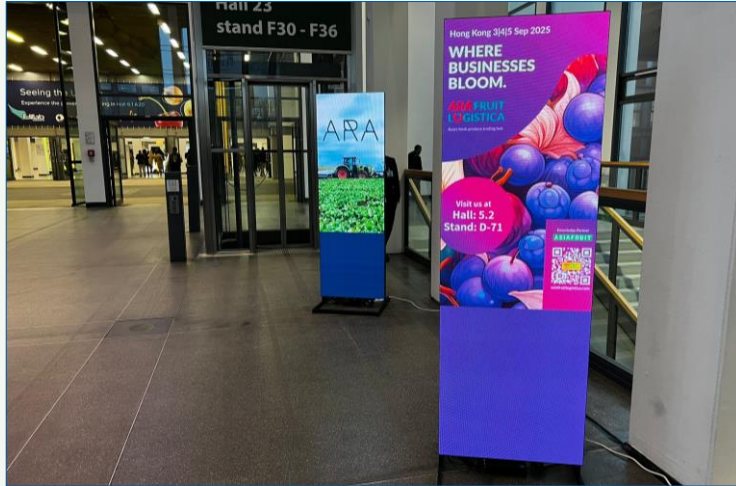
**Production/Installation** 1-sided: 240.00 EUR per display  
2-sided: 365.00 Euro per display

**Status** Availability upon request.





# DIGITAL SPECIALS – INDOORS



## 6 Mobile Full Screen Displays, 1-sided

**Description** up to 3 mobile full screen displays can be plugged together to create a digital display wall (see left photo below)

**Location** indoor positions by arrangement

**Size**

- 1 full screen display: 320 x 960 pixel
- 2 full screen displays: 640 x 960 pixel
- 3 full screen displays: 960 x 960 pixel

- format: jpg or png for image files and mp4/ h264 for video files
- recommended bit rate: 20 MBit
- recommendend frame rate: 60 fps

**Hire Charge**

- 1 full screen display: 6,375.00 EUR
- 2 full screen displays: 10,200.00 EUR
- 3 full screen displays: 14,345.00 EUR

**Installation & Handling**

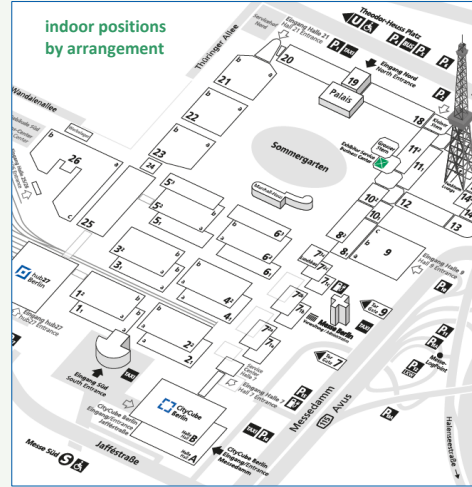
- 1 full screen display: 915.00 EUR
- 2 full screen displays: 1,465.00 EUR
- 3 full screen displays: 2,060.00 EUR

**Status** **Availability upon request.**





# DIGITAL SPECIALS – INDOORS



## 6 Mobile Digital Displays, 1-sided

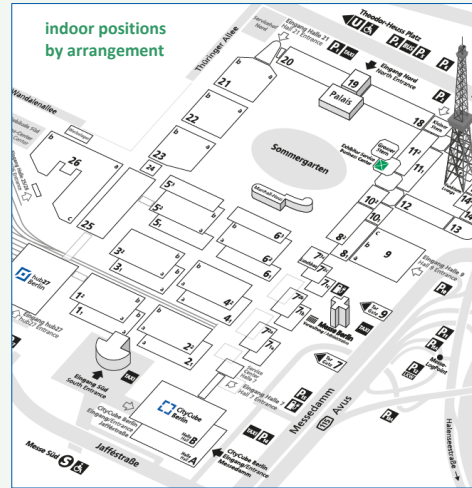
- Location** indoor positions by arrangement
- Size**
  - 49 inches, portrait format
  - resolution: 4K, 3840 x 2160 pixel
  - format: jpg or png for image files and mp4/ h264 for video files
- Hire Charge** 3,750.00 EUR per 1-sided display
- Installation & Handling** 915.00 EUR per 1-sided display
- Status** **Availability upon request.**



# SANITARY FACILITIES ADVERTISING

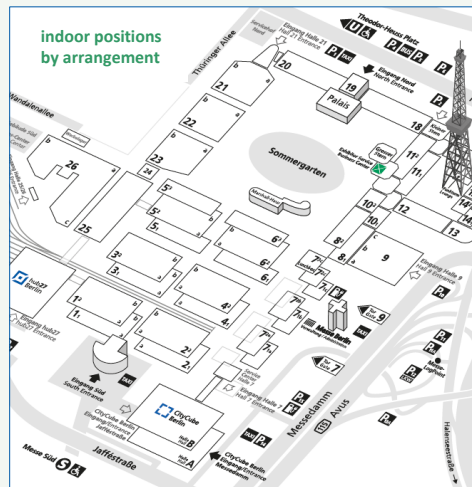


# SANITARY ADVERTISING



## Mirror Brandings in the Sanitary Facilities

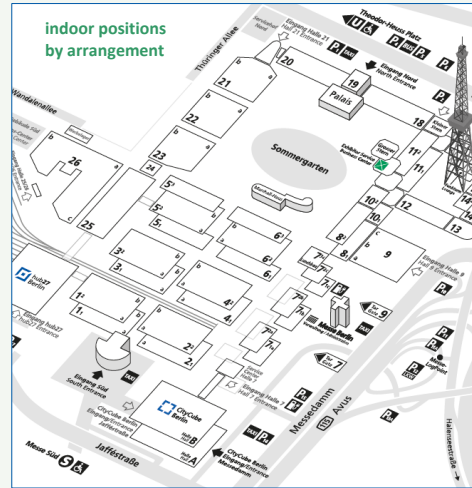
- Location** at the mirrors in the lavatories  
(approx. 400 mirrors in total)
- Size (w x h)** e.g. 0.30 m x 0.15 m per graphic  
Other formats and special shapes are possible.
- Hire Charge** e.g. 26,600.00 EUR for 400 mirror graphics
- Production/Installation** e.g. 4,540.00 EUR for 400 mirror graphics  
For smaller quantities an individual handling fee will be charged.
- Status** **Availability upon request.**



## 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. 3,975.00 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

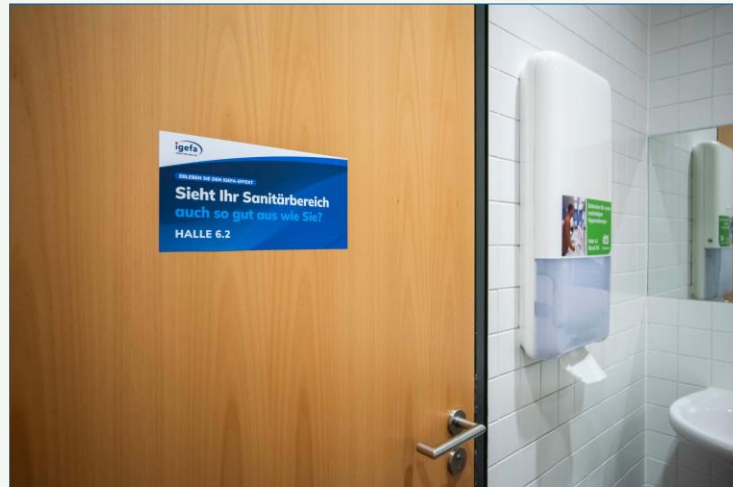
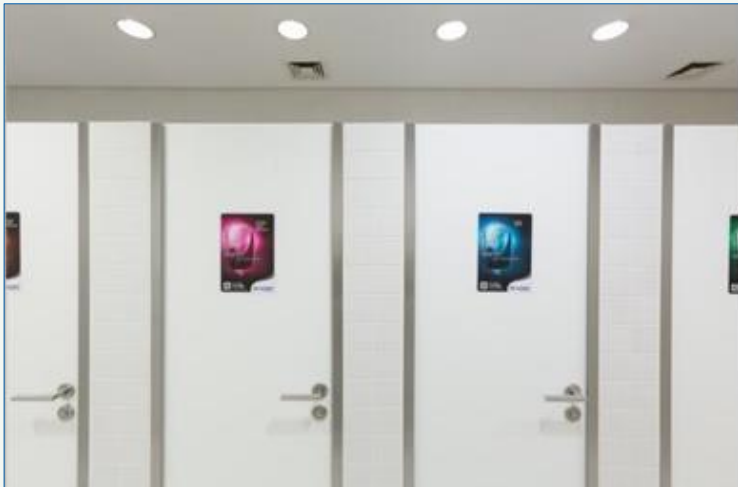
**Location** at the doors (inside or outside) in the lavatories as well as in the toilets (approx. 400 doors in total)

**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. 4,540.00 EUR for 400 door graphics  
For smaller quantities an individual handling fee will be charged.

**Status** **Availability upon request.**



# CONTACT

GET IN TOUCH WITH OUR EXPERIENCED  
MARKETING TEAM!

GIVE US A CALL OR WRITE US AN E-MAIL:  
PHONE: +49(0)30 3038-2525  
E-MAIL: [ADVERTISING@MESSE-BERLIN.DE](mailto:ADVERTISING@MESSE-BERLIN.DE)

LET'S BOOST YOUR VISIBILITY BEYOND YOUR BOOTH!

**Important note on prices:**

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation.  
The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations due to the dynamic price development of some materials used and can thus only be offered without obligation.  
Agency commissions will not be accorded. Prices do not include graphic design/layout.