

**THE MORE GROUNDED THE KNOWLEDGE,
THE MORE BRILLIANT THE IDEA.**



**Welcome to the
ITB Academy Webinar**

**General Preparation for
ITB Berlin Exhibitors**



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PART I: Planning Tools



Tools for Trade Show Planning

www.itb-berlin.de/en/Exhibitors/TradeShowPlanning



- **Exhibitor Guide** (English, Spanish, German)



- **Checklists:**
 - Communication & Marketing
 - Organizing Press Conference
 - Stand Staff Feedback



- **Stand constructor manual**



- **Exhibitor webinars:** presentation, webcast



- **AUMA** (Association of the German Trade Fair Industry)
<http://www.auma.de/en/> > „Tips for Exhibitors“



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PART II: FAQ Stand Registration



FAQ Stand Registration

- 1. What are the changes of the Promotion Package ITB Berlin 2015?**
 - No printed catalogue
 - Online catalogue, ITB Berlin Mobile Guide, Exhibitors' list in ITB Berlin News
- 2. Can I change my exhibitor details?**
 - Log in to www.itb-exhibitordata.com, save changes
 - Forgot your password? Contact: support-en@itb-exhibitordata.com
- 3. Why do I need to specify a personal e-mail address?
How can I change it afterwards?**
 - Important exhibitor information
 - Log in to www.itb-exhibitordata.com, save changes

FAQ Stand Registration

4. When is the invoice sent?

- Stand registration: 2014 or 2015
- Down payment invoice until mid-February. Final invoice with the additional services beginning of May

5. Is my company exempt from value added tax (VAT)?

- VAT-ID form at BECO webshop → debitoren@messe-berlin.de
- If you are not in the EU, then we need a business certificate, too



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PART III: Deadlines





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What are the next deadlines?

15 Dec 2014	Register co-exhibitors	www.itb-berlin.com/application	
15 Dec 2014	Update exhibitor entry in the ITB Berlin Virtual Market Place	www.virtualmarket.itb-berlin.com	
15 Jan 2015	Add/update co-exhibitors' entries in the ITB Berlin Virtual Market Place	www.virtualmarket.itb-berlin.com	
15 Jan 2015	Send us information on your highlights for the public days (ITB Berlin weekend)	itb@messe-berlin.de	
15 Jan 2015	Register your show events for the Event Calendar free of charge	www.itb-berlin.com/webshop	
15 Jan 2015	Submit stand construction details for official approval	messetechnik@messe-berlin.de	



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ITB Berlin 2015 Timeline: Page 6-7 Exhibitor Guide





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PART IV: Stand Construction





Stand Construction: Tips

- attractive, inviting and perfectly in tune with your objectives for the trade show
- Implement the technical guidelines for stand construction & safety regulations
- Tips for trade show stand within Exhibitor Guide (page 13 – 14)
 - ❖ Color, light, decoration, pictures, multi-sensory, functionality, interaction....
- Best Exhibitor Awards: Criteria Catalogue, <http://www.cbs-bea.com/en/contest/criteria/>
- Sustainable Trade Show Presence (page 16-17 Exhibitor Guide)

Your contact for stand construction:

MB Capital Services GmbH, Tel. +49 30 306720-0, info@mb-capital-services.de



Stand Construction: Approval

- Construction plans have to be submitted until 15 January 2015
- Submission after 15 January 2015: upper-storey fee is 100.00 EURO/ sqm + AUMA fee of 0.60 EURO/sqm
- If stand design/construction conform to the technical guidelines, no drawings of single-storey stand structures in the halls need to be submitted for approval.
- Approval required:
 - ❖ space of an entire hall section or hall(s) through which visitor aisles must pass,
 - ❖ other stand structures than single-tier,
 - ❖ temporary structures, mobile stands, outdoor structures,
 - ❖ special structures and constructions (like e.g. stages, show trucks)
- Messe Berlin GmbH can arrange for the stand construction plans to be checked.

Technical Event Service of Messe Berlin GmbH: messtechnik@messe-berlin.de



Construction & Dismantling Period

Free passes for construction and dismantling period:
itb-ausweise@messe-berlin.de

- Check our **traffic guide** before coming to ITB Berlin
www.itb-berlin.de/en/Exhibitors/TradeShowPlanning/AccessTrafficGuide/index.html
- All vehicles exceeding 7.5 tons are required to register at the LogPoint in parking area P17 at Gate 25 before entering the exhibition grounds.
- A **deposit of 200.00 Euro** has to be paid when entering the fairgrounds.
- Advantages of shipping with our official forwarding agencies
 - + ensures deliveries on schedule
 - + storage space next to the Messe Berlin fairgrounds

Your contact to our official forwarding agencies:

Agility Fairs & Events GmbH, Tel. +49 30 3069 280, expoberlin@agilitylogistics.com
DB Schenkerfairs, Tel. +49 30 3012995 420, fairs.berlin@dbschenker.com



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PART V: Exhibitor Codes - Ticketing





Tickets

- Due to the size of your booth main exhibitors receive a certain number of codes for free exhibitor passes via email.
- Each code can be registered online at www.itb-voucher.com
- Additional permanent tickets for company representatives can be purchased
 - directly online at BECO under <https://beco.messe-berlin.de/en/>
 - via a representatives in your country www.itb-berlin.com/contact
 - or during the fair at the registration counter in the CityCube Berlin or at Entrance South.
- Digital vouchers for clients can be ordered at BECO
- All tickets are not transferable.



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PART VI: Web shop BECO





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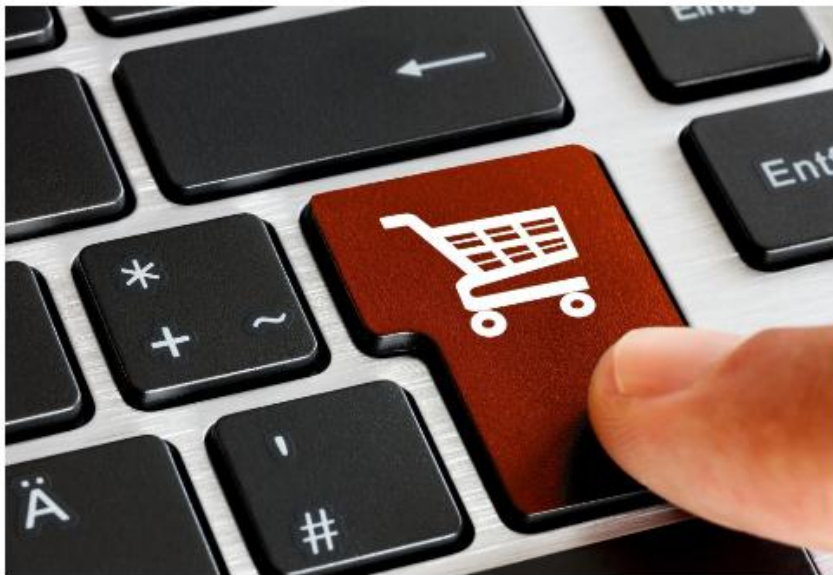
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All Services for ITB Berlin in the web shop **BECO**

www.itb-berlin.com/webshop

Exactly what you need



Online Orders - BECO - Berlin ExpoCenter Online

The webshop of ITB Berlin - Berlin ExpoCenter Online (BECO) - is a virtual tool for all issues, questions and needs in relation to the construction and the dismantling of your stand: From flower decoration to refund of input VAT for foreign customers and from water installation to satellite sites.

Link BECO Online Webshop: www.itb-berlin.com/webshop

In order to be able to submit orders, you are required to register, or you can use your username and password from last year.

In case of any questions, please contact the support team:

Webshop Team

Messe Berlin GmbH

Tel.: +49 (0)30 / 3038-1468

✉ beco-support@messe-berlin.de



All Services for ITB Berlin in the web shop BECO

- Main exhibitors who have already registered last year keep their login information.
- Should you have forgotten your password click on “forgot password” under this link: <https://beco.messe-berlin.de/en/>



The screenshot shows the ITB Berlin BECO web shop interface. At the top, there is a navigation bar with the ITB Berlin logo and the text "Berlin ExpoCenter online BECO". Below the navigation bar, there is a search bar and a menu with categories like "Information", "Services", and "Support". The main content area is titled "All Services - Service Catalogue." and contains a list of services and a login section.

ITB Berlin - The World's Leading Trav

Berlin ExpoCenter online BECO

Information > General

Search

Information

- General
- Exhibition ground
- Download center

Services

- Permissions and Technical Guidelines
- Installations and Telecommunication
- Communication Services
- Logistics
- Personnel, Stand Services, Catering
- Stand Construction and Equipment

All Services - Service Catalogue.

The ITB Webshop is your platform for ordering all products and services required for the successful organization of your trade show presentation.

To make sure your preparations run smoothly, we recommend:

- ▶ Early submission of your orders and adherence to stated deadlines
- ▶ Submission of stand construction details for official approval
- ▶ Adherence to the Traffic Guide regarding entering the fairgrounds during the construction period, as well as during the show

Please note that construction of the stands must be completed by 3 March, 10:00 am. Decorative work on the stands must be completed by 10:00 p.m. on the same day.

Login

Got a user name?

Please log in with your user name and password. Otherwise, simply register here for free.

Login

Password login

→ register

→ forgot password

Support

Webshop Team
Messe Berlin

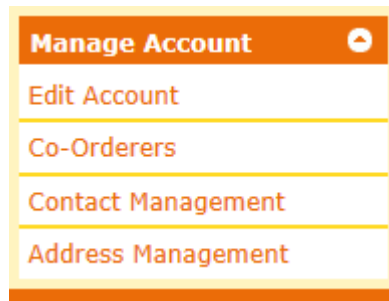
Tel.: +49 (0)30 3038 1468
Reach us Mon - Fri 09:00 am to 05:00 pm (CET)

beco-support@messe-berlin.de



All Services for ITB Berlin in the web shop BECO

- In case your co-exhibitor or your stand construction company wants to order anything on their own account, they need to register themselves. After Messe Berlin GmbH has verified and activated their account, they will be able to order the products in their shopping cart in BECO.
- In case your co-exhibitor or your stand construction company wants to order anything directly for you, you need to register them as co-orderers in your BECO “Manage account”.





Webshop Team
Tel.: +49 (0)30 / 3038-1468
beco-support@messe-berlin.de




All Services for ITB Berlin in the web shop BECO

- Where can I order my services?





Information 

- General
- Exhibition ground
- Download center


Services 

- Permissions and Technical Guidelines
- Installations and Telecommunication
- Communication Services
- Logistics
- Personnel, Stand Services, Catering
- Stand Construction and Equipment
- Other / Additional Services
- Tickets and Parking Space

Manage Order 

Manage Account 

All Services - Service Catalogue.



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All Services for ITB Berlin in the web shop BECO

- How can I order additional services?
 - Go to your services you wish to order
 - Put this service into the shopping cart

Services

Internet access - standard, max. 10 Mbit

incl. a non-public IP address, flat rate

→ [Product detail & order](#)

amount		unit price	
<input type="text"/>	Piece	625,00 €	 add to shopping cart

Completed transfer to shopping cart

You can order the products by changing to the shopping cart.

Summary

	amount	unit price	total price
Internet Access			
Internet access - standard, max. 10 Mbit	1 Piece	625,00 €	625,00 €
Sum			625,00 €

[<< to Services](#)

[to Shopping Cart >>](#)



All Services for ITB Berlin in the web shop BECO

- Where is my shopping cart?

Shopping Cart

Please put the services you wish to order into the shopping cart. **They are not automatically ordered.** If you do not have an order button yet, please request the authorization to order first.

Electrical Installations 177,00 €

Internet Access 625,00 €

amount	unit price	total price	
<input checked="" type="checkbox"/>	Internet access - standard, max. 10 Mbit Orderer: Max Mustermann		
	→ Change product detail		
1 Piece	625,00 €	625,00 €	

Parking Space 462,18 €

Sum 1264,18 €



You cannot order products from your shopping cart quite yet. Please contact the webshop support team.

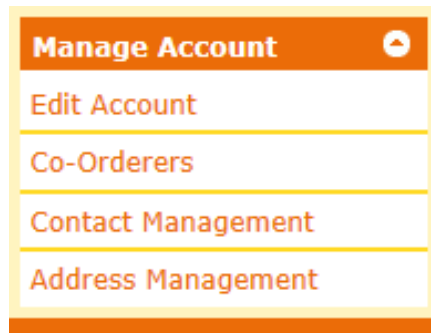
 [Print shopping cart](#)

- If you are already authorized you will have an order button.
- If your order button is still missing, please contact our support team



All Services for ITB Berlin in the web shop BECO

- Where is my account and what can I do there?



- Edit Account: you can modify the data of your web shop profile and set a new password.
- Co-orderers: create and edit sub-accounts for your co-orderers.
- Contact Management: you can set up contact persons here, so you can easily select them when you order.
- Address Management: set up your company addresses, so you can select one during the ordering process to save time.



All Services for ITB Berlin in the web shop BECO

- How can I select contact information for most of my products?
- In some products you have the chance to select a different contact person or mailing address:
 - Go to your product
 - Select product details & order and go to “open contact selection”

Specifications for order
⊙

Prices include VAT but not the processing fee of 4.20 EUR

Orders placed in the last two weeks prior to the event can be collected from the Exhibitor Service Office at Grosser Stern until the first day of the event.

Parking vouchers are only valid for the duration of the event and entitle the exhibitor to daily repeated access to the assigned parking space. During the construction and dismantling period the voucher does NOT allow entry to the exhibition grounds. Please note that there is a required deposit for access during this period (see Traffic Coordination in the Download Center of the event 's website). On the last day of the exhibition, access is only possible until 2 hours before the event 's closing time.

Exhibitor parking space is available at the user's own risk. Messe Berlin is not liable for damages to persons or property, especially not in case of stolen vehicles. Parking is only permitted in the allocated space, as to not disturb the operation of the fair. This is in the interest of all exhibitors and visitors.

The passes will be charged by MB Capital Services GmbH on behalf of and on account of Messe Berlin GmbH. The General Terms of Business of Messe Berlin GmbH apply.

We would like to collect the above ordered vouchers at the Exhibitor Service Office at Grosser Stern.

contact person / PO ⊙

Name		Open contact selection
First name		
Phone		
E-mail		
PO for the invoice		
Dispatch address		⊙

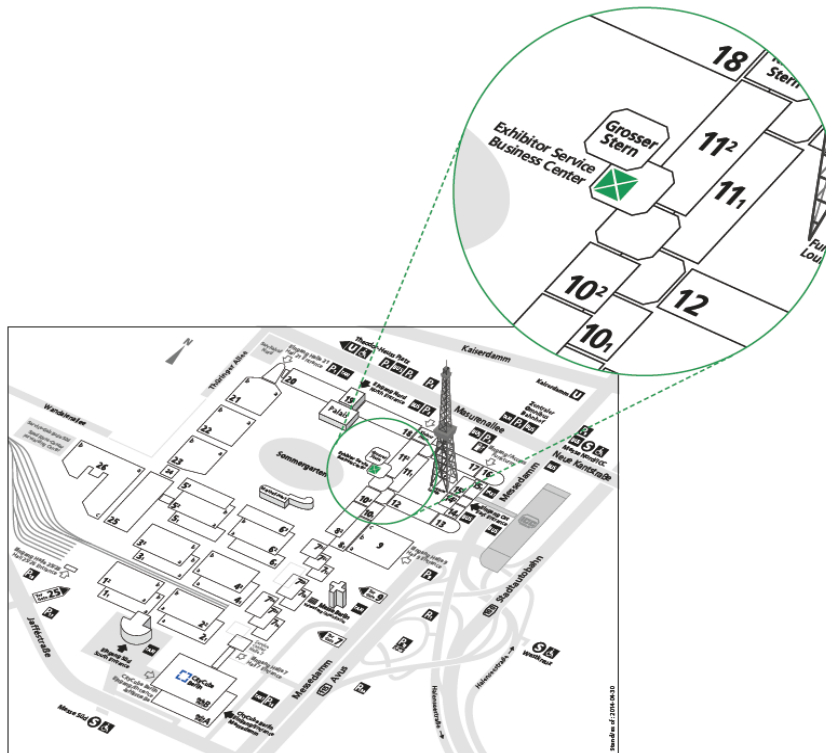
38 1468
am to 05:00 pm (CET)
messe-berlin.de



All Services for ITB Berlin in the web shop **BECO**

- Please visit our Exhibitor Service, if you need any further assistance onsite.

Please note that our Exhibitor Service / Business Center moved to the Exhibition Ground to Grosser Stern.



Tel.: +49(0)30/3038-1400

E-Mail: fair-service@messe-berlin.de



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PART VII: Travel Preparations





Travel Tips: Visa, Hotel Partners, Shuttles

Apply for your visa on time

- For exhibitors an **invitation letter is no longer needed** when applying for visa (decree of 24 July, 2013). If the Embassy insists on the invitation letter please refer to our representative in your country or contact us at itb@messe-berlin.de.

Your contact to our representatives worldwide: www.itb-berlin.com/contact

Hotel reservations

- Check www.itb-berlin.com/travel for our Hotel Shuttle partners, *visitBerlin* and HRS

Free Shuttle Services

- Use our **free Airport Shuttle** from Tegel Airport (TXL) directly to the venue.
- Our **ITB Hotel Shuttle** runs from our partner hotels to the venue.
- **Two city shuttle lines** bring you from city center east or west to the venue.

Compensate the **CO² emissions** of your trip with our partner atmosfair online.



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PART VIII: B2C





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How can you attract the general B2C public?

Adapt to B2C

- Change your stand for the weekend
- Music & dance, costumes, handicraft show

Tell us about it!

Promotion of YOUR stand activities:

We communicate **your highlights** at ITB Berlin website and in our print advertising - **for free.**

Contact until 15 January:
Kim Greyer,
greyer@messe-berlin.de





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How can you attract the general B2C public?

Be a host



ITB Travel Raffle

Show the world your hospitality and invite them to your country or your hotel etc. Get a comprehensive online & print promotion of your prize.

Contact until 15 January:
Jessica Varga
varga@messe-berlin.de

Sell directly



Tell us **THAT** and **WHICH** travel product **you sell** so that we can include this information into our B2C communication campaign.

Contact until 15 January:
Margot Dennenmoser
dennenmoser@messe-berlin.de



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PART IX: Sponsoring & Advertising

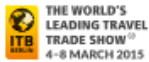


PART IX: Sponsoring & Advertising for ITB BERLIN 2015



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Messe Berlin

ITB Berlin Convention ITB Asia Contact Venue FAQ

de f t y in

ITB BERLIN

VISITORS

EXHIBITORS

PRESS

Navigation menu with search icon and buttons: STAND REGISTRATION, ONLINE ORDERS, SPONSORING & PROMOTION, TRADE SHOW PLANNING, EXHIBITION GROUNDS, TRAVEL INFO, SPEED DATING.

Promotion Package Sponsoring Advertising Options PR Advertising Materials CareerCenter Contact

Attention guaranteed



- Your entry in the online catalogue & app
- Become a sponsor
- Book advertising options
- Use your PR possibilities
- Order advertising materials
- Advertise with the ITB Berlin Logo
- Find your future employees
- 3 steps to your individual marketing offer

Sponsoring & Advertising

With around 170,000 visitors, ITB Berlin is not only a crowd-puller but also a major media event. Our presentation and communication opportunities give you the greatest possible advertising impact - with the least possible waste coverage. Take advantage of this chance to clearly distinguish yourself from your competitors.

Present your company as a credible ITB Berlin sponsor of with your advertising message at just the right touchpoints products and services.

Find all offers at a glance arranged according to your target Marketing & Sponsoring Portfolio (PDF, 941.6 kB).

No matter which goal you have: This is where you'll reach it.

Visit: www.itb-berlin.com/sponsoring

What you might be looking for:

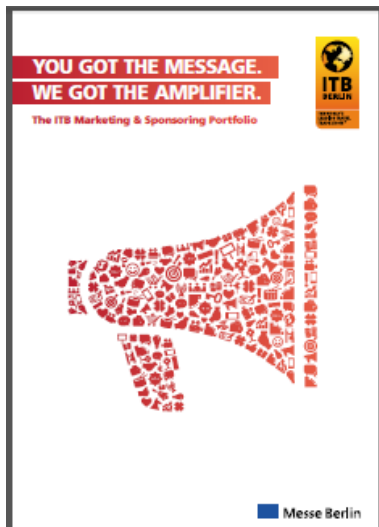
- ITB Convention sponsorships
- Banner advertisements
- ITB advertising materials for your invitations
- Free ITB Berlin logos



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Find all offers at a glance arranged according to your target group in our **ITB Marketing & Sponsoring Portfolio**



**TARGET GROUP:
TRADE VISITORS**

Sponsoring packages

Sponsoring area	Sponsoring Package	Pricing	On-site scope	Contact
Destination Marketing		Various packages from 1,000€ to 5,000€, individual offers upon request	> 300 blogger and exhibitors	Juliane Gaebler gaebler@messe-berlin.de Phone +49 30 3038 2126
Product Marketing		Various packages from 4,000€, individual offers upon request	Visitors and exhibitors of the hall	Rika Jean Francois jeanfrancois@messe-berlin.de Phone +49 30 3038 2157
Service		Various packages and individual offers upon request	Visitors and exhibitors of the hall	Teresa Baumgarten baumgarten@messe-berlin.de Phone +49 30 3038 2002
Travel Technology		Various packages from 3,800€ to 20,000€ individual offers upon request	> 6,500 trade visitors at eTravel World	Juliane Gaebler gaebler@messe-berlin.de Phone +49 30 3038 2126
Know How and expertise		Various packages from 5,000€ to 30,000€ individual offers upon request	> 22,000 convention visitors > 5,700 Journalisten	Sabine Bierlein bierlein@messe-berlin.de Phone +49 30 3038 2322
		Various packages	> 100 participants	

Advertising spaces

Category	Product choice	Pricing	Contact
Branding		18,265€ plus provision of 50,000 lanyards	MB Capital Services GmbH Ulrich Strebl-Schneider Marketing Director Advertising & Sponsoring Phone +49 30 3038 2406 Telefax +49 30 3038 2239 strebl-schneider@mb-capital-services.de
Digital advertising		Various online banner from 1,700€ to 3,600€	Virtual Market Place® Online Marketing Team Phone +49 30 3038 2211 onlinemarketing@virtualmarket.itb-berlin.de
Mobile		Various options such as single entries to top sponsoring packages from 50€ to 15,000€	wolkjennruth + team gmbh ITB Media Service Team Hotline: +49 30 3464521-22
Print		Various options ranging from 2,400€ to 19,300€	Verlagshaus Cleverdis Mr. Jean-François Pierl jeanfrancois.pierl@itb-berlin-news.com Phone +33 442 774 609
Promotion		2,115€ per promotion finance	MB Capital Services GmbH Ulrich Strebl-Schneider Marketing Director Advertising & Sponsoring Phone +49 30 3038 2406 Telefax +49 30 3038 2239 strebl-schneider@mb-capital-services.de

Three steps to your custom-made offer:

1. Contact Lisa Klimke at klimke@messe-berlin.de
2. Tell us your target groups, budget, wishes and ideas
3. We will send you a custom-made offer

ALLE ITB TEILNEHMER

BIMÄUFER

FACHBESUCHER

PRIVATBESUCHER

PRESSE



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PART X: Forecast





What is up next?

- **Exhibitor Newsletter:**
 - All important information
 - Another contact?: Send to itb@messe-berlin.de
- **Exhibitor webinar 21st January 2015:**
 - ROI (return on investment)
 - ITB Networking Tool
 - PR for exhibitors, PR tools
 - Blogger Speed Networking (Blogger – Exhibitor)
 - ITB Speed Networking (Buyer – Exhibitor)



THANK YOU FOR YOUR ATTENTION

The webinar presentation & webinar video will be available in the course of next week at www.itb-berlin.com/academy

Your opinion is important to us

Please answer our post-webinar survey.
It will pop up automatically after closing the webinar window.

QUESTIONS & ANSWERS

Please write to „All Panelists“ within the question & answer (Q&A) window.
If you cannot see the Q&A window, please search for the tab „Q&A“ it has to be activated.

You can also send your questions to:

- The representative of Messe Berlin in your country: www.itb-berlin.com/contact
- For general questions: itb@messe-berlin.de
- To find your contact person: www.itb-berlin.com/organiser