

HospitalityInside

Options for Partnerships
at ITB Berlin
March 9 – 13, 2016



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Joint Stand "World of Hospitality" at ITB Berlin 2016

Since Expo Real 2011 and ITB 2012, we present hotels and specialized service providers at our joint stands. At ITB, companies from hospitality, IT, communication, distribution, marketing and media found a home.



Under the neutral roof of the "World of Hospitality" joint stand 2016, our co-exhibitors will again find an excellent brand awareness and ideal working conditions.

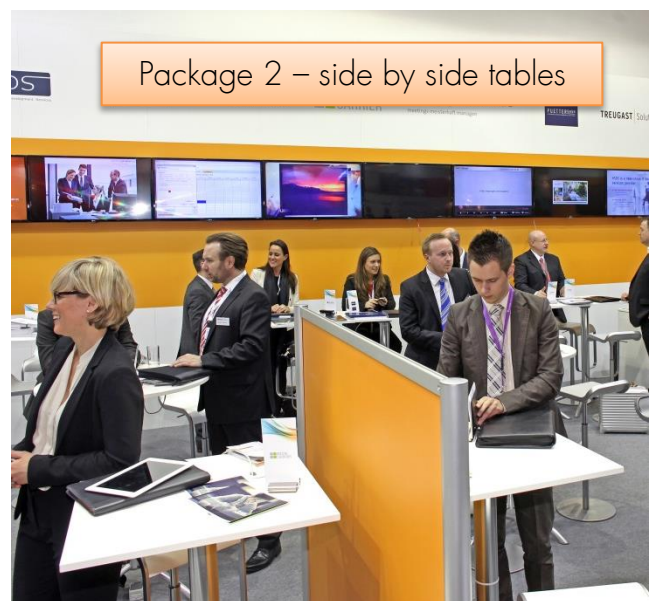


The Location Hall 9 / Stand 109

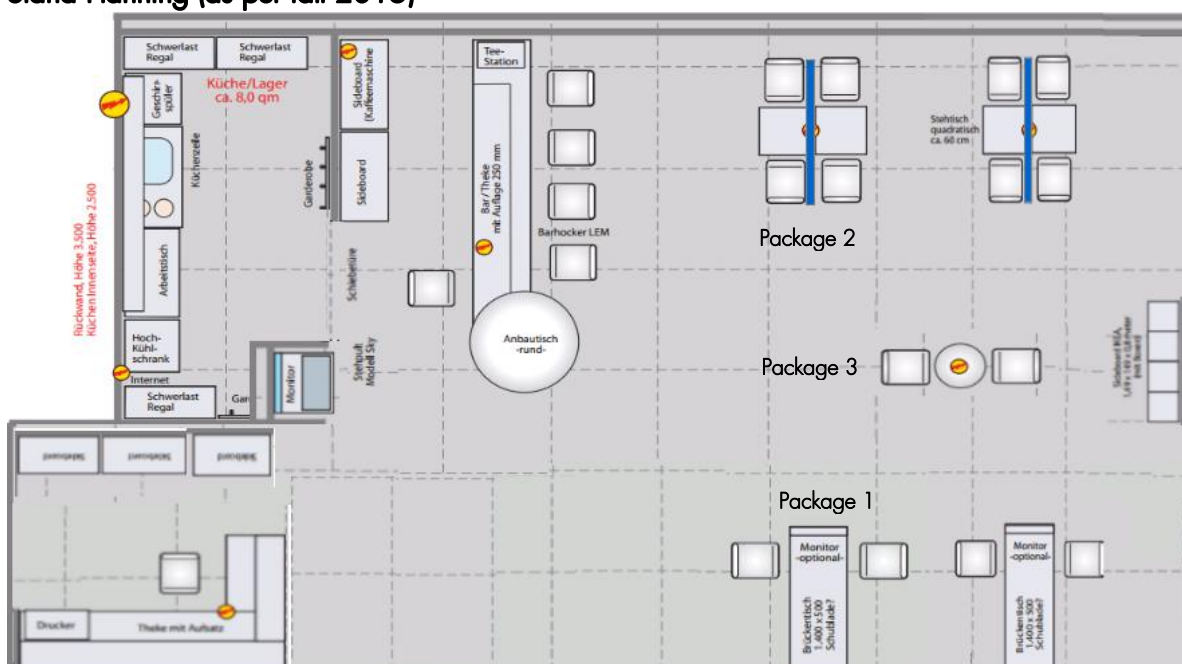
Due to its location in the "hotel hall" of ITB, the joint stand attracts many visitors. It is well positioned at the end of a corridor, so the logos are seen from far. The open stand architecture supports communication among the different hospitality players, branches and visitors all looking for synergies. The stand offers its co-exhibitors an attractive venue for presentations, personal meetings with hoteliers/hotel groups and service providers. Co-exhibitors also find sufficient space to talk to visitors and provide visitors with their information about products and innovations.

The all-inclusive packages for Co-exhibitors

| | Package 1 | Package 2 | Package 3 |
|--|---|--|--|
| Working space | Large workstation directly at the corridor (110 x 50 cm) | Table for 2 (60x60 cm) side by side with dividing wall | Shared use of one table |
| Exclusive use of the table / workstation | Yes | Yes | Usage together and exclusive time slots |
| Shared use of the table | — | — | max. 4 co-exhibitors |
| Nb of high chairs at the table | 2 | 2 | 2 |
| Number of staff at the stand | 5 | 2 | 1 |
| Meetings | at own table | at own table | 4 x 30 minutes at community table upon availability (first come, first served) |
| Price net in € | 12,300 | 7,550 | 4,250 |



Stand Planning (as per fall 2015)



All Co-exhibitor packages further include:

At the stand:

- Logo at the stand canvas and wall
- 2 brochure racks, 2 storage boxes
- hospitalityInside staff at reception desk
- Catering for stand staff and visitors
- Electrical connection at each table, WIFI
- Professional photographer at the stand
- Press kit with company profile at fair's press box
- Logo on www.hospitalityInside.com/network as ITB-Partner for one year
- Listing in the footer of the weekly newsletter of hospitalityInside as ITB-Partner for one year
- Short profile at the "hospitalityInside SPECIAL ITB" (Print and eMagazine).

At the fair:

- **ITB Mobile Guide (App)**
 - Basic entry (company name, country code, postcode, city, hall and stand number)
 - Email address
 - 1 entry in the branch index and 1 entry under "Countries + Regions"
- **Virtual Market Place (online)**
 - Basic entry (company name, country code, postcode, city, hall, stand and number)
 - Email address
 - Company logo
 - Entry in one product category of the branch index
- **ITB Quickfinder (print)**
 - Company name (max. 65 characters)
 - Hall und stand number

Additionally bookable at extra costs:

Basic Upgrade at the Virtual Market Place

Regular price: € 110,-

- Link to homepage
- Company profile (max. 4,000 characters in German and English))
- Link to Social Media profiles (e.g. Facebook, Twitter etc.)

Promotion Package Upgrade for Co-exhibitor to Main Exhibitor

Regular price: € 605,-

- All services of the Basic Upgrade
- Link to video
- Entry with basic company information in up to 5 product categories of the branch index
- Presentation of up to 4 products with text and picture plus link to the companies' own website (max. 4,000 characters plus 1 picture per product)

If you book an upgrade together with a co-exhibitor package through hospitalityInside, you'll receive 50% discount on the Basic Upgrade and 25% discount on the main exhibitor upgrade .

hospitalityInside SPECIAL ITB 2016

Every year, for the world's biggest tourism fair **ITB in Berlin** the bilingual (German/English) **hospitalityInside SPECIAL** is published, in a printed version as well as online (eMagazine). These SPECIALs provide information about the fair, co-exhibitors and give insight to industry relevant topics and to the reports of hospitalityInside.com.

Circulation: 3,000 (+ eMagazine in German and English)

Pages: 64 + 4 pages in German and English

Distribution:

- ITB Hospitality Day (conference), March 10
- ITB Forum Wellness, March 10
- Hospitality joint stand "WORLD of HOSPITALITY", Hall 9/109
- Press Centre at ITB
- Partner stands at the fair
- over 100 partner hotels of ITB and HospitalityInside in Berlin from March 4
- Permanently online as eMagazine at www.hospitalityInside.com



Ads and Prices

Ads are printed once in every language, also in different layout versions (if requested). All rates are excluding VAT.

| 1 page | ½ page | ¼ page | 1/6 page |
|--------------------------------|--------------------------------|-------------------------------|-------------------------------|
| Width x Height 185 x 260 mm | Width x Height 185 x 128 mm | Width x Height 185 x 65 mm | Width x Height 185 x 40 mm |
| | Width x Height 90 x 260 mm | Width x Height 90 x 128 mm | |
| 2,800 Euro | 1,700 Euro | 1,200 Euro | 950 Euro |

Booking deadline January 27, 2016 / Artwork delivery: February 3, 2016

ITB SPECIAL Discounts

- Agency Discount: 15%
- 10% partner discount for co-exhibitors at the "World of Hospitality"

FORMAT and LAYOUT - Hints for the SPECIAL:

Trim box 210 mm width x 297 mm height (DIN A4)

Type Area 185 mm width x 260 mm height

Trim 3 mm on all edges

Printing documents Digital, PDF/X-Format including text and photos in 300 dpi and CMYK to provide by customer



ITB Hospitality Day 2016

Would you like to present your company to professionals of the hospitality industry at ITB Hospitality Day 2016? Become a "Premium Sponsor" of the ITB Hospitality Day and take advantage of attractive branding options. For further questions and information please contact the HospitalityInside team!

About www.hospitalityinside.com – the Online Magazine

The online magazine is the soul of the hospitalityInside network with a lively communication between editorial team and readers. hospitalityInside.com has become the first address for experts from hotel operations and real estate / investment through 10 years of well-grounded editorial work. The magazine is published every Friday, it's bilingual (German and English), it's free of advertisements and read in 20 countries.

hospitalityInside.com....



...is a **bi-lingual** information network for the international hospitality industry (German/English).
...is **purely editorial** and **free of advertisements** and therefore guarantees a neutral reporting.
...is published **every week** (46 times a year) providing news, background articles and own research.
...**permanently** provides **research** in our database to subscribers with full access.
...has **offline** developed a top-class **industry-network** at fairs, conferences and events.

The subscription model: There are two options for individual subscriptions.

1. Annual Subscription "**Full Access**":
Full access to all articles including archives. **Price per year € 579.32.**
2. Annual Subscription "**Current Issue**":
All articles of the week can be read, former articles are only displayed with headline and teaser.
Price per year € 352.80.

Due to our community-driven concept, hospitalityInside subscriptions are always personal. For more than one subscriber in a company, we provide frame conditions and special company packages upon request.

In case you want to subscribe immediately: Please, send a short eMail order with the preferred subscription option, the personal eMail address of the user, the invoicing address (including VAT ID) and your login will immediately confirm and activate your account.

Welcome to the "hospitalityInsiders"!

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Co-Exhibitor Reservation for ITB 2016

Yes, we want to participate as Co-Exhibitor at the „World of Hospitality“ joint stand at ITB 2016.

Company:

Address:

Direct Contact:

Phone:

Email:

Please arrange a reservation without obligation for the following co-exhibitor package (check your preferred option):

| | | |
|------------------------|-------------|--------------------------|
| Co-exhibitor package 1 | 12,300 Euro | <input type="checkbox"/> |
| Co-exhibitor package 2 | 7,550 Euro | <input type="checkbox"/> |
| Co-exhibitor package 3 | 4,250 Euro | <input type="checkbox"/> |

☐ Please send me information about advertising options in the hospitalityInside SPECIAL.

Please return your reservation form as soon as possible

via fax +49 821 88 58 80 02 or
via email office@hospitalityInside.com

You will promptly receive a confirmation of your reservation; the co-exhibitor agreement will follow until the end of November.

All offers are subject to change. For any requires please address to Michael Willems, phone +49 821 885880-20 / email michael@hospitalityInside.com