

hospitality *INSIDE*

WORLD OF HOSPITALITY INFORMATION.



ITB Berlin 2013:

**Joint Stand
"WORLD of HOSPITALITY"**

ITB Special 2013

Hospitality joint stand at ITB 2013

At ITB 2012 the first Hospitality joint stand was launched by hospitalityInside. Invited for 2013 to join this interactive Contact- and Communication platform as partner are service providers and suppliers of the hospitality industry as well as consultants and hotel groups. Companies already exhibiting at ITB can increase customer awareness for their brand by joining us as extended logo partner.

"World of Hospitality" at ITB Berlin

After the successful launch of the joint booth at ITB Berlin 2012 under the label "hospitality X-PERTS Lounge" focusing on service providers and suppliers of the hospitality industry, the joint booth 2013 will be positioned more broadly.

Consequently, it will be presented under the label "World of Hospitality" in line with the booth at Expo Real Munich where this concept has been proved effectively.



Purpose of the joint booth is to develop and establish – within an open booth architecture - a contact platform at ITB

- bringing together different hospitality players and branches with synergy potential
- offering the fair partners attractive presentation possibilities supporting personal meetings of hoteliers/hotel groups, service providers and suppliers
- providing visitors with attractive and target group- orientated information about products, innovations and economical aspects.

At ITB 2013, there will be tables in different sizes at the booth which co-exhibitors can use according to their booked package, exclusively or shared with table partners. Due to the booth concept only a limited amount of partners can be involved.

The all-inclusive packages for co-exhibitors and logo partners:

1. Lounge partner with large hightable, 2 stools, up to 4 persons	9.800,00 €
2. Lounge partner with table sharing at large hightable, one stool, up to 2 persons	6.400,00 €
3. Lounge partner with small table (side by side), up to 2 persons	6.800,00 €
4. Lounge partner with table sharing at small table (side by side), 1 person	4.900,00 €
5. Logo-Partner, no staff	3.800,00 €
6. Logo-Partner for exhibitors with own booth at ITB, no staff	3.300,00 €

Prices are net.

All packages include:

At the booth:

- Presentation of Logo
- Brochure display
- Digital presentation on screens and interactive touch screen
- Short profile in the "hospitalityInside ITB Special" (special edition in print and eMagazine)
- Presence of own staff according to the booked package
- Catering for staff and visitors

On hospitalityInside.com:

- Logo presentation on "network" pages of hospitalityInside as ITB partner for one year
- Listing in the footer of the Friday newsletter of hospitalityInside as ITB partner for one year
- Offer for complimentary presence on the "solutions" page of hospitalityInside with one or two contributions and presentations of the company profile for one year

At ITB:

All co-exhibitors (with staff) will receive a basic entry in:

- Print / Online catalogue with company data (name, country, postal code, city, mailing address, hall and stand number, branch category and eMail address)
- ITB Berlin Virtual Market Place® with company data (name, country, postal code, city, mailing address, hall and stand number, eMail address, company logo and an entry with basic company information in one product category of the branch index)

All logo partners will be listed with a basic entry (address, email, hall, stand) exclusively in the ITB Virtual Market Place® .



"World of Hospitality"
Joint booth - hall 9c/109

Partner with us !

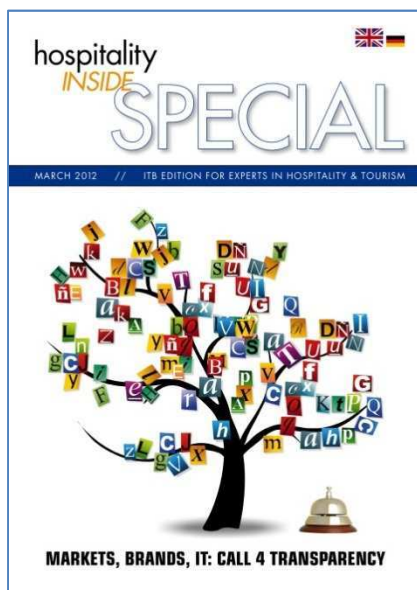
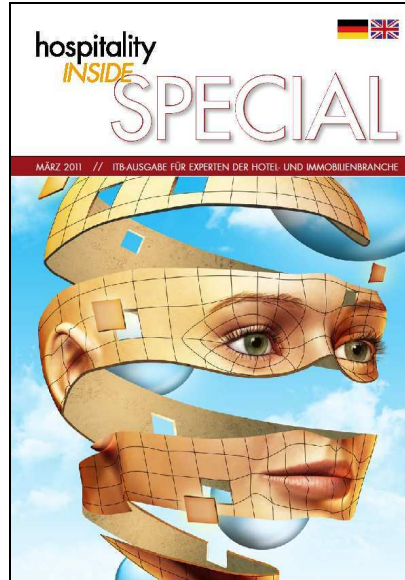
Contact:

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PRINT & ONLINE – ITB-Special Print Edition from hospitalityInside

Every year to the world largest tourism fair ITB in March and to Europe's largest real estate- and investment fair EXPO REAL in Munich a bilingual (German/English) special edition is published, in a printed version as well as online (eMagazin)

Adverts are possible with 1/6, 1/4, 1/2 and full page. The advert appears in the German and the English version and can be adjusted accordingly.



hospitalityInside Special ITB 2013

Circulation

3,000 copies (+eMagazine in German and English)

Distribution Print

- ITB Hospitality Day
- ITB Experts Forum Wellness
- hospitalityInside joint stand "World of Hospitality", Hall 9/Stand 109
- Hotel exhibitors in halls 8.1, 9 and 10.1 at ITB
- Exhibitors in hall 5.1 (universities/schools)
- Press Centre at ITB
- Partner hotels of ITB Berlin

Distribution Online

- as eMagazine at the **Website** of www.hospitalityInside.com

Ads and Prices

Ads are printed once in every language version, also in different layout versions.
All rates are excluding VAT.

1 page	1/2 page	1/4 page	1/6 page
Width x Height 185x260 mm	Width x Height 185x128 mm	Width x Height 185x65 mm	Width x Height 185x40 mm
	Width x Height 90x260 mm	Width x Height 90x128 mm	
3,450 Euro	2,070 Euro	1,450 Euro	1,160 Euro

IITB SPECIAL Rabatte

- 10% discount if an ad was published in the previous year (according to the size of previous year)
- 15% discount if an ad was published in the last two issues.
- Agencies get a 15% discount.

FORMAT- und 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

Printing Process

Web offset printing (Euroskala)

Contact Publishing Company

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**Deadline
for bookings and
artwork delivery:
February 4, 2013**