

hospitality *INSIDE*

WORLD OF HOSPITALITY INFORMATION.



2014

Effective: March 23, 2013

Magazine – Solutions – Specials – Joint stand – Hospitality Conference

hospitalityInside is a bilingual online information platform for the international hotel management. It consists of

- purely editorial online magazine, free of advertising
- microsite "Solutions" with articles from partners of the industry
- microsite "Network" with information and articles about events, fairs, conventions and media partnerships

The contents offered by hospitalityInside can be used by everyone with exception of the magazine. The editorial content of the magazine is reserved for subscribers only (paid content).

Readers: Readers are spread over 20 countries: General Managers, Area Managers, Managing Directors, CEOs, consultants, designers, developers, bankers, investors, leading hotel chains as well as reputable private hotels belong to the "hospitalityInsiders".

Newsletter: For the weekly newsletter each Friday with headlines of the topic issue over 2.800 users are registered, 27% of them for the English version and 73% for the German version.

The **magazine** and its subscribers are the backbone of hospitalityInside. Every Friday, 47 times per year, an issue with high-quality and valuable content in German and English is published.

The microsite "**SOLUTIONS**" offers information from companies with hotel relevant topics and their solutions, services and products. The contributions are provided from companies. The project news come from the editors. (More information on page 4)

HospitalityInside "**SPECIALS**": Every year, for the world's biggest tourism fair ITB in March and for Europe's leading 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 (eMagazine). These Specials provide information about the fair, co-exhibitors and industry relevant topics and give insight to the reports of hospitalityInside.com. The Specials allow advertisements of with 1/6, 1/4, 1/2 and full page. (More information on page 5)

2011 hospitalityInside started at EXPO REAL in Munich to organize a **joint stand** for hotel groups, developers and investors and in 2012 at ITB Berlin for solution and service provider. Especially companies with focus on IT, distribution, communication, marketing and media preferred the "World of Hospitality" as their presentation platform at ITB. (More information on page 7)

The hotel **conventions** at the fairs in Berlin and Munich are organized by the editors of hospitalityInside.com. Right from the beginning in 2007 the **ITB Hospitality Day** is one of the main attractions for the hospitality industry and one of the leading conventions at ITB. For sponsoring options of the Hospitality Day 2014, please see page 10.

www.hospitalityInside.com – The Online Magazine

In all fields of our daily life, information overflow increases significantly; but more and more it lacks of reliable sources covering topics up-to-date and in a relevant, qualified and objective way. Time invested in research has increased dramatically to gain reliable information. At this point quality journalism becomes an essential part of the information mix which we all depend on when important decisions have to be made on the basis of information.

hospitalityInside was founded on the vision of a bilateral information network between expert journalists and hotel managers. Clear rules, transparent price structures and information headings differentiated according to source ensure the compatibility of various information and communication interests.

- hospitalityInside.com is the first bilingual (German/English) online magazine for the international hotel industry
- hospitalityInside.com is globally available via Internet
- hospitalityInside.com is purely editorial (free of advertisements)
- hospitalityInside.com is published weekly (47 times a year) with news and background information, excellently researched by professionals
- hospitalityInside.com BREAKING NEWS inform quickly when relevant incidents occur
- hospitalityInside.com is a database for your research, any time available for subscribers with full access.



There are many reasons for hotel managers to read hospitalityInside.com regularly. More and more executives in charge of hospitality from banks, funds, consulting companies, suppliers and service companies use the website and the magazine to gain reliable and valuable information.

Within in the last seven years, this resulted into a unique, interactive information network with subscribers in more than 20 countries. hospitalityInside.com makes you an insider.

Media offering information for professional use take on a particular responsibility. This encloses a careful journalistic work by the editors as well as the

necessity to avoid any kind of economical dependencies. Consequently, the magazine is free of advertisements and only financed through subscriptions. For the user, this means higher costs than for ad-financed media.

Subscription options: Due to the subscription model, the annual subscription costs 352,80 Euro including the access to all new articles of the week or 579,32 Euro including full access to the complete archive. Prices are net. Special conditions for companies with more than 2 subscriptions are offered.

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Solutions – The online presence for service providers and suppliers

With the publically accessible microsite "Solutions" we offer partners to communicate their know how and market position directly to a wide group of decision makers and to prove what makes them different to others regarding their services and product portfolios, customer loyalty and customer care programmes, research work and lots more. Each company presentation contains a profile summarising the company's key data.

Solutions information shall enrich the amount of content offered to users. Therefore the partner contributions should be easily readable for the readers.

The length of the articles should not exceed 5,000 to 8,000 characters. Further content can be integrated by interlinking websites. Readers should promptly be able to measure the use of the services or products described.

Prices for solutions (annually) depend on the amount of input published per year:

1 contribution (1x per year)	– 1,560 Euro p.a.
2 contributions (2x per year)	– 2,150 Euro p.a.
3 contributions (every 4 months)	– 2,530 Euro p.a.
4 contributions (quarterly)	– 2,940 Euro p.a.

Prices are net.



Solutions partner provide the articles in German and English. We offer a free editing service. We can also arrange a translation service at partners' own expense. Each partner contribution encloses a short company profile.

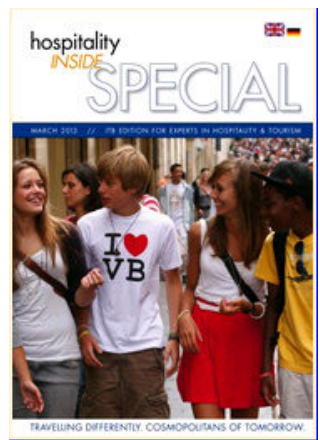
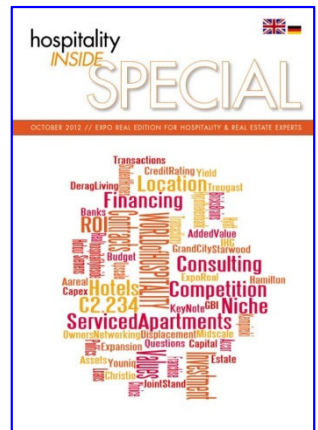
As long as the partnership is active and new articles are continuously provided older contributions remain online. Supposed, the partnership is carried on without new articles the price is reduced by 50% (passive Solutions partnership).

Please also check our integrated Solutions options within the co-exhibitor package at ITB Berlin.

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The Specials allow advertisements of 1/6, 1/4, 1/2 and full page. The ads appear in the German and English version and can be adjusted accordingly.



ITB 2014
... in preparation

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hospitalityInside Special ITB 2014

Circulation

3,500 copies (+ eMagazine in German and English)

Distribution Print

- ITB Hospitality Day (hotel convention)
- ITB Experts Forum Wellness
- hospitalityInside joint stand "World of Hospitality", Hall 9/Stand 109
- Various partner stands at ITB
- Press Centre at ITB
- More than 100 partner hotels of ITB and hospitalityInside in 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	
3,700 Euro	2,240 Euro	1,570 Euro	1,250 Euro

ITB SPECIAL Discounts

- 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 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

Printing Process

Web offset printing (Euroscala)

Contact Publishing Company

hospitalityInside GmbH

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**Deadline
for bookings and artwork
delivery:
February 4, 2014**

WORLD OF HOSPITALITY

provided by hospitalityINSIDE

A unique place to drive business



**ITB
BERLIN**

**THE LEADING
TRAVEL INDUSTRY
THINK TANK**

CONVENTION

Under the roof of the “World of Hospitality” joint stand 2014, again service providers and suppliers of the hospitality industry will present themselves to the trade visitors of ITB.

Purpose of the joint booth is to develop and establish – within an open stand 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 and service providers
- providing visitors with attractive and target group-oriented information about products and innovations.

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:

1. Lounge partner with large high table, 2 high stools, up to 4 persons staff at the stand	10,300.00 €	
2. Lounge partner with small table, up to 2 persons staff at the stand	7,200.00 €	
3. Lounge partner with table sharing a large high table (=2 small tables side by side), 2 high stools each, up to 2 persons staff at the stand each.	6.700,00 €	Possible if a Sharing Partner is available.
4. Lounge partner with table sharing at small high table, 1 staff each	5.200,00 €	Possible if a Sharing Partner is available.
5. Partner without a fixed table, 1 staff at the stand, logo on a common digital screen rotating with other logos.	3.900,00 €	4 slots for 30 minutes appointments at a small table if available, first come - first serve.

Prices are net. For examples of table options please see below.

All Packages include:

At the booth:

- Presentation of the Company Logo
- 2 brochure displays (DIN A4)
- Digital presentation on a screen according the booked package
- 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
- 2 storage options for materials 30x25 x25 cm

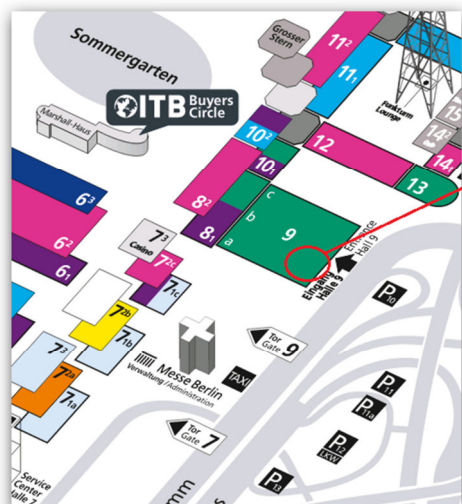
On hospitalityInside.com:

- 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

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)



"World of Hospitality"
ITB Joint Stand - Hall 9/109

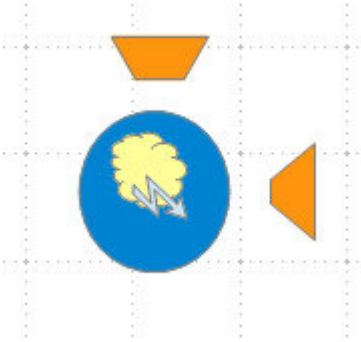
Partner with us !

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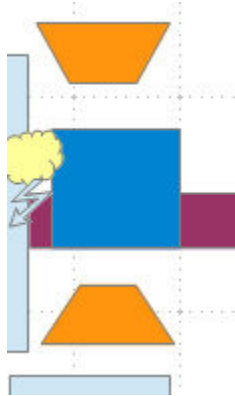
Examples for tabel options within the partner packages

Package 1



Large round table (80 cm diameter)
for appointments with up to 4 people,
two high stools

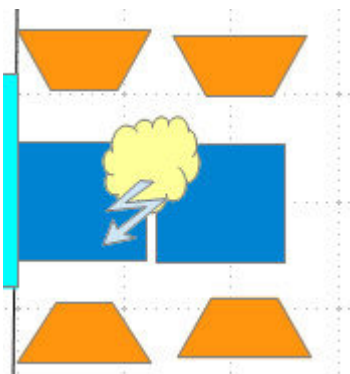
Package 2 rep. 4



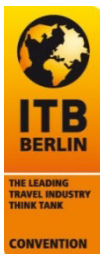
Small table (60 x60 cm)
for appointments with up to 2 people

If two co-exhibitors will share a small table, it is not possible to use it at the same time.
Therefore appointments of both partners must be done in rotation. We recommend
slots of 30 minutes each.

Package 3 (Table Sharing 4 persons table)



Two small tabels (60 x 60 cm), side by side,
Two co-exhibitors are sharing this table for 4 people,
Two highstools for each partner
Appointments can be done at the same time.



ITB Hospitality Day 2014

ITB offers companies various options to sponsor the ITB convention. Please find below the option which is available for the ITB Hospitality Day. Please note that your contract partner is the „Messe Berlin“.

Premium Sponsoring		Maximum Reach (Assumption: 21,000 convention visitors)	Remarks
Print:			
Logo in the program booklet	√	21,000	
Naming the sponsor in other print media – if possible	√	10,000 – 80,000	
Internet			
Logo on itb-convention.com (German, English): in the convention program (convention website) and on the partners & sponsors page	√	Ca. 500,000 Pls / year	whenever the corresponding day is mentioned
Logo and link on itb-berlin.com (German, English) on the partners & sponsors page	√	Ca. 3 Mio. Pls / year	whenever the corresponding day is mentioned
Banner or logo in the ITB Berlin Convention Newsletter	√	> 18,000 Contacts	whenever the corresponding day is mentioned
Reference to sponsor in the ITB Berlin trade visitor mailing (PDF)	√	> 120,000 Contacts	whenever the corresponding day is mentioned
Reference to sponsor in the ITB exhibitor mailing (PDF)	√	> 10,000 Contacts	whenever the corresponding day is mentioned
Reference to sponsor in the ITB Berlin convention program (PDF)	√	> 14,000	whenever the corresponding day is mentioned
Press:			
Naming the sponsor in press releases about the convention before, during and after the Convention	√	> 11,000 Journalists	whenever the corresponding day is mentioned
Convention area:			
Logo displayed in the auditorium at the presentation	√	Ca. 21,000	whenever the corresponding day is mentioned
Logo on program walls	√	> 21,000	
Distribution of giveaways or advertisement material in the auditorium	√	100-500	
Exhibition ground:			
Logo on the program display walls	√	> 170,000 Trade & Consumer Visitors	
Sponsor-Fee		10,000 €	
Others:			
Advertising in the Convention program starting at :		3,000 €	DIN A4, coloured