



Network for  
Business Mobility



**ITB – Home of  
Business Travel by  
ITB & VDR  
2026**

ITB 3.–5. March 2026 in Berlin

## Home of Business Travel by ITB & VDR

The VDR is planning to have a joint stand called 'Home of Business Travel by ITB & VDR' near Hall 9 in 2026. Messe Berlin will announce the exact location in September.

As always, this is a cost-intensive endeavor, and rising expenses from the trade fair and stand planning are making it increasingly challenging. Nevertheless, we are committed to maintaining stable pricing for our exhibitors. This requires a tightly calculated budget and, consequently, precise adherence to timelines.

### What's new and what do you need to consider?

We are once again offering a combination of a closed lounge and an open area. Based on feedback from this year, the open area has been expanded. In figures:

- ✓ 12 bar tables with logo lamps in the open area
- ✓ 6 high tables with back panels in the closed lounge

### Important

For organizational and budgetary reasons, the joint stand can only be realized if we secure commitments from at least 12 co-exhibitors for the standing tables in the open area and 6 co-exhibitors for the high tables in the lounge by **6 October**.

If the required number of co-exhibitors is reached, we will send out the contracts in calendar week 41 and kindly ask for them to be signed by 17 October. However, if not all table spaces are filled by then, we will unfortunately have to cancel the joint stand project for ITB 2026 in calendar week 41, as the financial risk would otherwise be too high.

### Networking & Theme Placement

- ✓ We are once again planning a general networking session from 4 to 6 p.m. at the joint stand.
- ✓ We will also moderate the Business Travel Track of ITB Congress again, taking place on Wednesday morning.



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# Co-exhibitor Options

In 2026, the two options will mainly be separated by the bistro station to ensure direct access for everyone. Another change is that we have reduced the stand size from 17 x 18 meters to 13 x 15 meters to save costs.

### Option 1 – Bar Tables

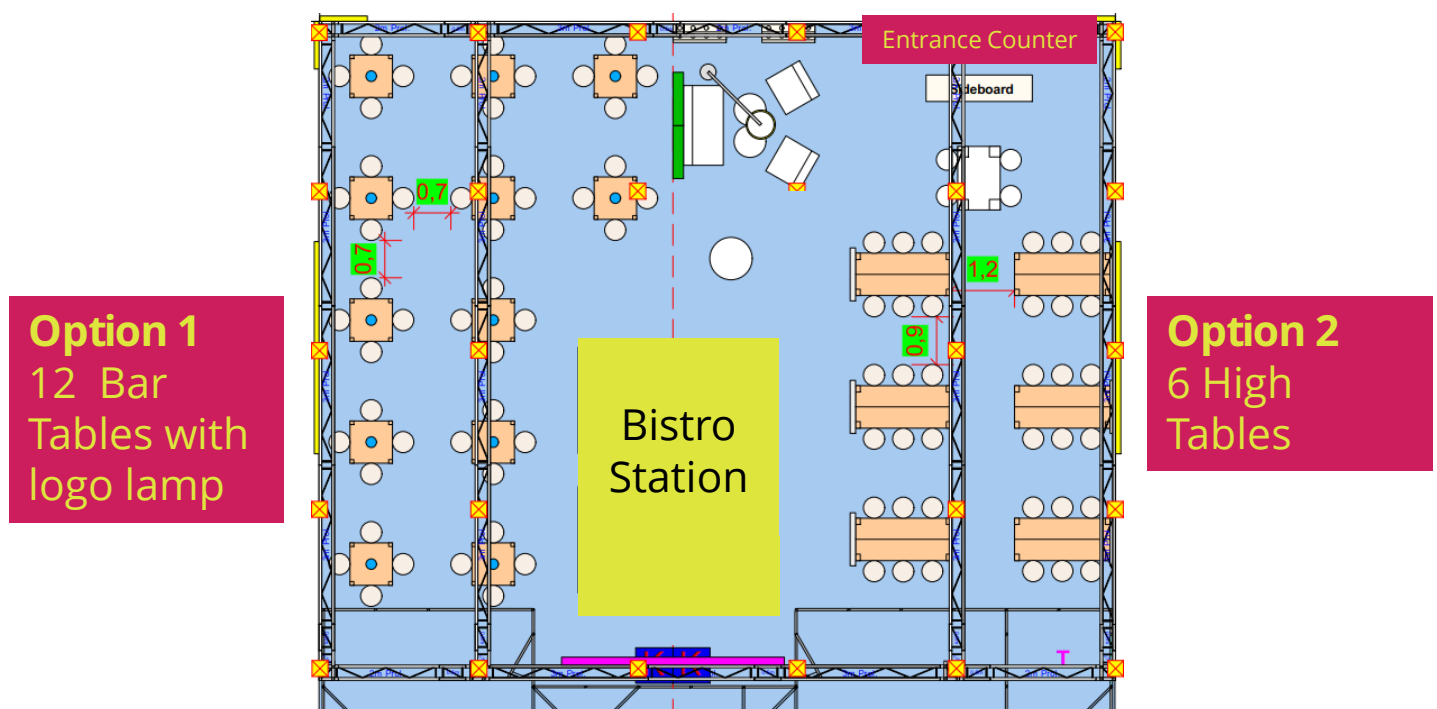
- ✓ Open area, freely accessible to all trade fair visitors
- ✓ You welcome your visitors directly at your bar table
- ✓ You can order drinks, sandwiches and cakes for yourself and your customers at the bistro.

### Option 2 – High Tables

- ✓ Exclusive area, with lounge feel
- ✓ As usual, the VDR will welcome visitors at the entrance counter to the lounge.
- ✓ All catering services are included for you and your customers.

### All ITB and VDR communication services for both options

- ✓ Your own company entry in the trade fair catalogue
- ✓ Short profile and logo on the ITB and VDR websites
- ✓ Prominent presentation in newsletters and advertising materials
- ✓ Mention via various ITB media partners
- ✓ Mention in ITB and VDR pre- and post-event reporting
- ✓ Mention in the invitation to all VDR corporate contacts





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# Co-exhibitor – Option 1: Bar Table with logo lamp

**9.500 EUR\***

### Home of Business Travel by ITB & VDR – basic services

- ✓ Stand planning and organization by VDR
- ✓ All-over logo display at the 'Home of Business Travel by ITB & VDR'
- ✓ Open entrance area
- ✓ All exhibitors can order cold and hot drinks as well as sandwiches and cakes at the bistro station. Billing will be based on a final invoice according to consumption.

### Table with logo lamp

- ✓ 1 high table
  - ✓ 4 bar stools
  - ✓ High logo lamp above the table
  - ✓ Power connection
  - ✓ Two staff members (two exhibitor passes included); additional exhibitor passes can be purchased individually from the trade fair if required
- ✓ DOUBLE: Need more space? Then rent 2 tables for the price of 18,000 EUR



\* Price reduction of EUR 300 compared to 2025 due to changes in catering orders

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## Co-exhibitor – Option 2: High Table with back wall in the lounge

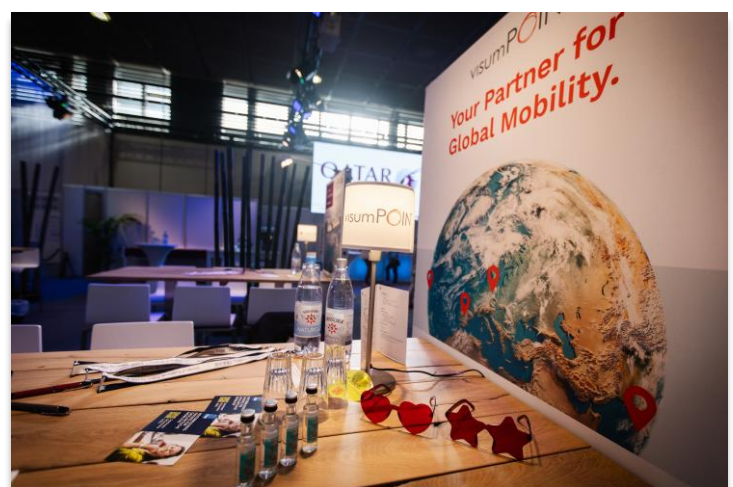
17.500 EUR

### Home of Business Travel by ITB & VDR – basic services

- ✓ Stand planning and organization by VDR
- ✓ All-over logo display at the 'Home of Business Travel by ITB & VDR'
- ✓ Logo display in the entrance area of option 2
- ✓ Reception of guests/appointments by VDR at the entrance counter
- ✓ Access for corporate guests and invited suppliers
- ✓ Full catering for you and your customers

### High Table with back wall

- ✓ Large frame as back wall including full-surface digital print (200 x 200 cm) 1 wide wooden high table (160 x 80 cm)
- ✓ 6 high chairs
- ✓ Table lamp with logo image
- ✓ Power connection
- ✓ Three staff members (including three exhibitor passes); a maximum of four tickets can be purchased. The additional ticket costs 850 euros.
- ✓ DOUBLE: Need more space? Then rent two tables for 31,500 euros.



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Home of Business Travel by ITB & VDR

ITB in figures – Trade visitor survey 2025



## ITB BERLIN 2025 BRIEF ANALYSIS OF THE TRADE VISITOR SURVEY

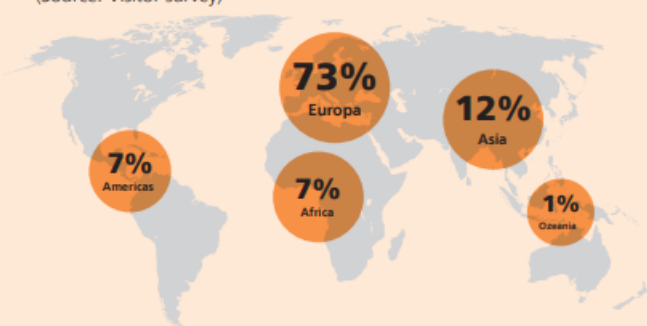


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### ORIGIN OF TRADE VISITORS

(Source: Visitor survey)



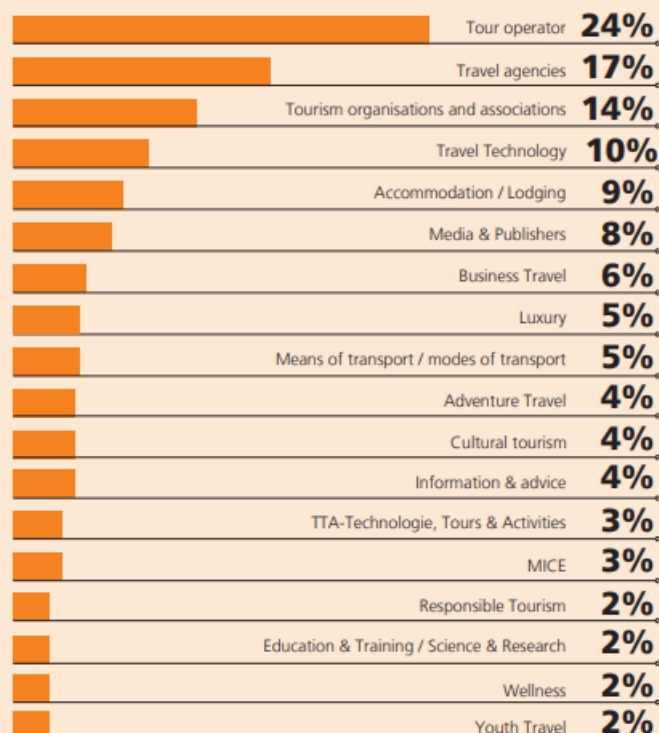
### OFFER EVALUATION

**91%**

of trade visitors are **satisfied**  
with the **range of products**  
at the trade show.  
(rankings 1-3)

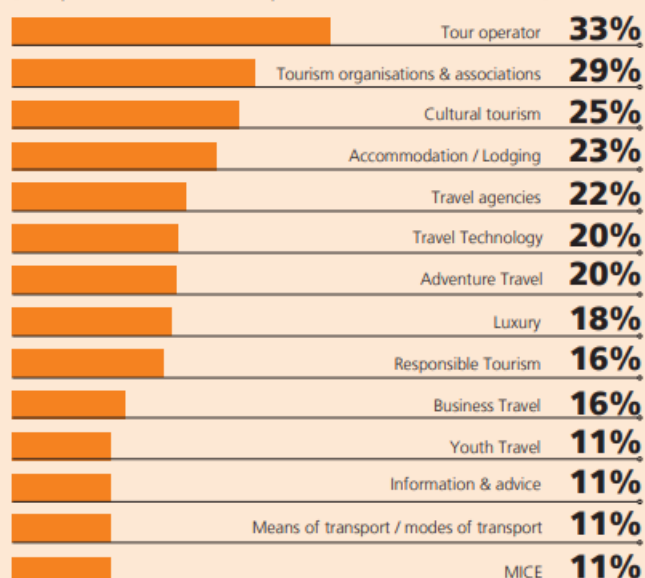
### INDUSTRY AFFILIATION

Multiple answers/Extract from professional trade visitors >= 2%



### OFFER INTEREST

(Multiple answers/Extract from professional trade visitors > 10%)



Source: Messe Berlin: [ITB\\_26\\_KPI\\_Fachbesucherbefragung\\_EN.indd](#)

# General Information

## Allocation

- The VDR reserves the right to make the final selection. Location details, participant numbers and dates are subject to change.

## Invoice and cancellation conditions

- Invoices are generally issued no later than eight weeks before the start of services. All prices are exclusive of value added tax.
- A contractual relationship is established as soon as you accept one of the listed partner offers and receive confirmation from us. You may withdraw your acceptance until this point. Unless otherwise specified in the respective package, a cancellation fee of 50% will apply for cancellations made after receipt of confirmation and up to eight weeks before the start of the service. In the event of cancellation less than eight weeks before the start of the service, the full sponsorship amount shall be payable. Confirmations will be sent promptly.

### Graphic requirements online:

- ✓ Online format: Logo as SVG file
- ✓ Graphics/banner/images as RGB JPG (or PNG, GIF) file

### Graphic requirements print:

- ✓ Print format: in vectorised form as EPS file (or high-resolution CMYK JPG file) and additionally as high-resolution RGB JPG file (for presentations/presentations in Word/PDF files).

### Julia Weigel

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