



VDR

Network for
Business Mobility

ITB
Home of
Business
Travel by
ITB & VDR

16–18 March 2027

ITB 16–18 March 2027 in Berlin

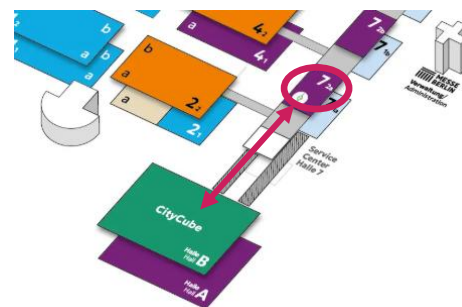
Home of Business Travel by ITB & VDR

Strategically positioned. Maximum visibility.

In 2027, the joint stand **"Home of Business Travel by ITB & VDR"** will move to **Hall 7.2a** – for good reason.

As part of the restructuring of the exhibition grounds, Halls 8 and 9 will be closed. The exhibitors based there will move to the **CityCube**. Our joint stand is consistently following this development and will in future be positioned directly adjacent to the CityCube, while remaining close to the ITB Business Travel Track in the congress area of Halls 7.1.

Hall 7.2a brings together exhibitors from the **mobility sector**, creating an ideal environment for business travel providers. The new location ensures short distances, high visitor traffic and excellent networking opportunities with relevant decision-makers in the business travel industry.



Notes

- ✓ We are again planning networking hours on Tuesday and Wednesday from 4:00 to 6:00 p.m.
- ✓ Please note the unusually late date of ITB 2027: 16–18 March 2027

Your booking:

- ✓ [>> Your booking link](#)
- ✓ To organize and deliver the **"Home of Business Travel" joint stand in 2027** in a viable way, we require at least 18 co-exhibitors.
- ✓ You can now make your booking via the online form and select your preferred stand space. Please submit your binding **booking by 25 September** at the latest so that we can move forward with the planning.
- ✓ By submitting the online form, your selection will be reserved on a binding basis. Stand spaces will be allocated on a first-come, **first-served basis**, in the order in which fully completed bookings are received.
- ✓ After your booking, you will receive a confirmation of receipt in due course. We will send out the contract documents from 25 September onwards, provided the required minimum number of 18 co-exhibitors has been reached.
- ✓ If this minimum number of participants is not reached, the **"Home of Business Travel"** joint stand unfortunately cannot be realized in 2027.

ITB 16–18 March 2027 in Berlin

Co-exhibitors – 2 areas | 4 options

The stand concept

Choose from various stand options in two different areas – tailored to your objectives and the level of visibility you want. Both areas are connected by a spacious bistro station and, across a total area of 15 × 18 meters, create ideal conditions for networking, conversations and new contacts.

Area 1 – At the heart of the trade fair

Open to all ITB visitors

✓ Stand options:

1. Standing table with logo lamp
2. High table with back wall

✓ Your benefits

- Welcome visitors directly at your stand.
- Benefit from high visitor traffic and spontaneous contacts.
- Drinks, sandwiches and cake can be conveniently ordered for you and your guests at the bistro station.

Area 2 – Exclusive & comfortable

Access via the VDR reception

✓ Stand options

1. High table with back wall
2. Sofa area
3. Combination of high table and sofa area

✓ Your benefits

- VDR welcomes your guests at the shared reception.
- All catering services for you and your customers are already included.
- Enjoy a relaxed atmosphere for focused conversations and valuable networking moments.

Included in all stand options

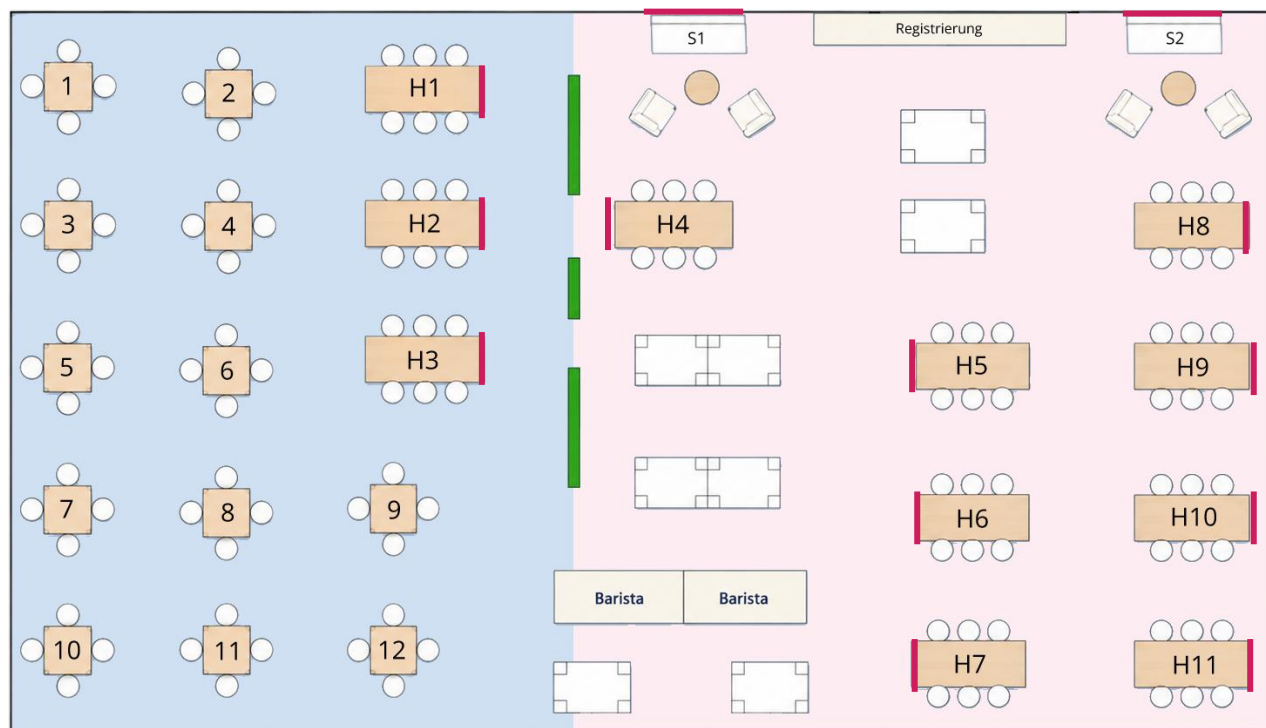
- ✓ Company entry in the trade fair catalogue
- ✓ Short profile and logo on the ITB and VDR websites
- ✓ Prominent placement in newsletters and promotional materials
- ✓ Mention via various ITB media partners
- ✓ Mention in ITB and VDR pre- and post-event reporting
- ✓ Mention in the invitation to all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

ITB 16–18 March 2027 in Berlin

Co-exhibitors – 2 areas | 4 options

Open area

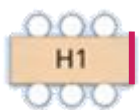
Lounge



Reservations open area



Standing tables with lamp **(1–12)**

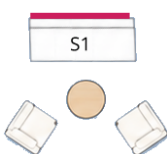


High tables with back wall, right **(H1–H3)**

Reservations lounge area

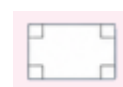


High tables with back wall **(H4–H11)**



Sofas with back wall **(S1 & S2)**
alternatively: combination
S1 & H4 or **S2 & H8**

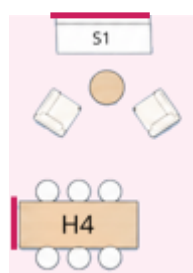
Infrastructure



Free tables



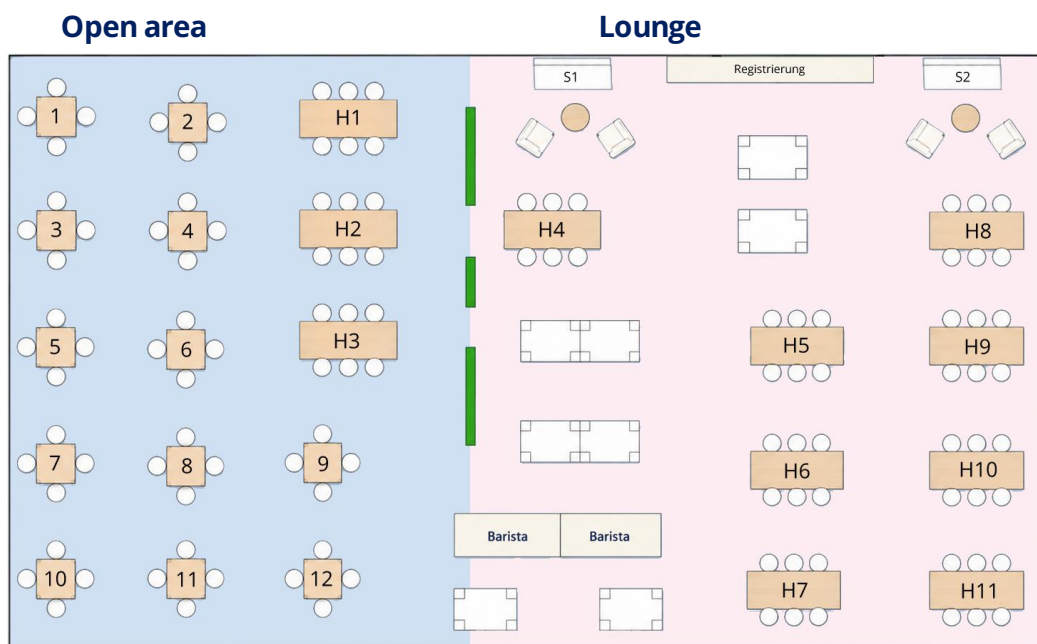
Flexible partition walls



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Co-exhibitors – 2 areas | 4 options

Stand plan



Reservations open area

1
2
3
4
5
6
7
8
9
10
11
12

H1
H2
H3

Reservations lounge

H4
H5
H6
H7
H8
H9
H10
H11

S1
S2

Combination S1 & H4
Combination S2 & H8

ITB 16–18 March 2027 in Berlin

Co-exhibitors in the open area

Standing table with logo lamp

EUR 9,500

Basic services in the open area

- ✓ Organization and support of the joint stand by VDR
- ✓ Prominent logo presence throughout the “Home of Business Travel by ITB & VDR”
- ✓ Open entrance area
- ✓ All exhibitors can order cold and hot drinks as well as sandwiches and cake at the bistro station. Billing is handled via a final invoice based on consumption.

Standing table with logo lamp

- ✓ 1 high table
- ✓ 4 bar stools
- ✓ Tall logo lamp above the table
- ✓ Power connection
- ✓ Presence of two staff members (two exhibitor passes included); additional exhibitor passes can be purchased individually from the trade fair if required



ITB 16–18 March 2027 in Berlin

Co-exhibitors in the open area

High table with back wall

EUR 14,000

Basic services in the open area

- ✓ Organization and support of the joint stand by VDR
- ✓ Prominent logo presence throughout the “Home of Business Travel by ITB & VDR”
- ✓ Open entrance area
- ✓ All exhibitors can order cold and hot drinks as well as sandwiches and cake at the bistro station. Billing is handled via a final invoice based on consumption.

High table with back wall

- ✓ 1 frame back wall (200 × 200 cm), including full-surface digital print
- ✓ 1 generous wooden high table (160 × 80 cm)
- ✓ 6 high chairs
- ✓ Small table lamp with logo display
- ✓ Power connection
- ✓ Presence of four staff members (two exhibitor passes included); additional exhibitor passes can be purchased individually from the trade fair if required



ITB 16–18 March 2027 in Berlin

Co-exhibitors in the lounge

NEW: Sofa area

EUR 17,500

Basic services in the lounge

- ✓ Organization and support of the joint stand by VDR
- ✓ Prominent logo presence throughout the “Home of Business Travel by ITB & VDR”
- ✓ Visible placement of your logo in the entrance area
- ✓ Professional reception of your guests and appointment management by VDR
- ✓ Exclusive access for corporates and invited providers
- ✓ Catering for you and your guests

Sofa area

- ✓ 1 frame back wall (150 × 200 cm), including full-surface digital print
- ✓ Sofa
- ✓ 2 armchairs
- ✓ 2 side tables
- ✓ Large arc lamp with logo display
- ✓ Power connection
- ✓ Presence of two staff members (two exhibitor passes included); a maximum of three tickets can be purchased. The additional ticket costs EUR 900



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Co-exhibitors in the lounge

High table with back wall

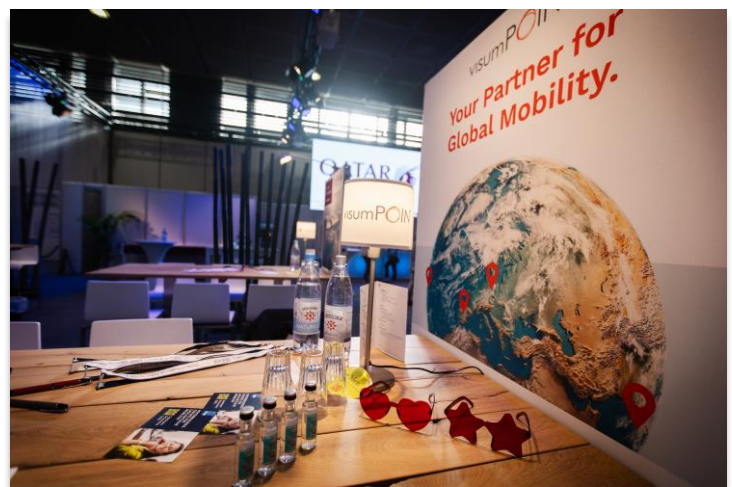
EUR 17,500

Basic services in the lounge

- ✓ Organization and support of the joint stand by VDR
- ✓ Prominent logo presence throughout the “Home of Business Travel by ITB & VDR”
- ✓ Visible placement of your logo in the entrance area
- ✓ Professional reception of your guests and appointment management by VDR
- ✓ Exclusive access for corporates and invited providers
- ✓ Catering for you and your guests

High table with back wall

- ✓ 1 frame back wall (200 × 200 cm), including full-surface digital print
- ✓ 1 generous wooden high table (160 × 80 cm)
- ✓ 6 high chairs
- ✓ Small table lamp with logo display
- ✓ Power connection
- ✓ Presence of three staff members (three exhibitor passes included); a maximum of four tickets can be purchased. The additional ticket costs EUR 900



ITB 16–18 March 2027 in Berlin

Co-exhibitors in the lounge

High table with back wall & sofa area

EUR 29,000

Basic services in the lounge

- ✓ Organization and support of the joint stand by VDR
- ✓ Prominent logo presence throughout the “Home of Business Travel by ITB & VDR”
- ✓ Visible placement of your logo in the entrance area
- ✓ Professional reception of your guests and appointment management by VDR
- ✓ Exclusive access for corporates and invited providers
- ✓ Catering for you and your guests

Combination: High table with back wall & sofa area

High table with back wall

- ✓ 1 frame back wall (200 × 200 cm), including full-surface digital print
- ✓ 1 generous wooden high table (160 × 80 cm)
- ✓ 6 high chairs
- ✓ Small table lamp with logo display
- ✓ Power connection

Sofa area

- ✓ 1 frame back wall (150 × 200 cm), including full-surface digital print
- ✓ Sofa
- ✓ 2 armchairs
- ✓ 2 side tables
- ✓ Large arc lamp with logo display
- ✓ Power connection
- ✓ Presence of five staff members (five exhibitor passes included)

Your benefit: When booking this combination, you receive a **20% saving**.

Exclusive: This combination is available only twice – once to the left and once to the right of the reception counter.



ITB 16–18 March 2027 in Berlin

Host for the business travel community

EUR 6,500*

Expand your presence as a co-exhibitor:

Become the host of the networking hours

Bring people together and position your company as the host of inspiring encounters.

When?

Tuesday & Wednesday | 4:00–6:00 p.m.

at the “Home of Business Travel by ITB & VDR”

What to expect

- ✓ Open networking for all guests of the joint stand
- ✓ Around 150 participants are expected each day
- ✓ Catering included: soft drinks, beer, sparkling wine and bar snacks

Your exclusive presence

- ✓ Individual content on the large screen throughout the entire networking period
- ✓ Official welcome of the guests together with VDR (approx. 5 minutes)
- ✓ Prominent integration into event communications, including the landing page and mailings

*This exclusive add-on option is available only to co-exhibitors of the “Home of Business Travel by ITB & VDR”.



General information

Allocation

- Your selection will be reserved on a binding basis only once the online form has been submitted. Allocation is based on the order in which fully completed bookings are received.
- Locations, participant numbers and dates are subject to change.

Invoicing and cancellation terms

- Invoices are generally issued no later than eight weeks before the start of the service. All prices are subject to VAT.
- A contractual relationship is established as soon as you accept one of the listed partner offers and receive the corresponding confirmation from us. Until that point, you may withdraw your commitment. Unless otherwise stated for the respective package, cancellations after receipt of the confirmation and up to eight weeks before the start of the service are subject to a cancellation fee of 50%. For cancellations from eight weeks before the start of the service, the full sponsorship amount is due. Confirmations will be sent in due course.

Artwork requirements

Online

- **Logo:** SVG file
- **Graphics, banners and images:** RGB JPG, PNG or animated GIF

Print

- **Logos:**
 - Vector file in EPS format
 - And high-resolution CMYK JPG file
- **Graphics:**
 - Print-ready PDF format (72–120 dpi)
 - And 10 mm bleed on all sides

Notes

- Submission of print artwork: Please submit print files according to the specified requirements by 22 January 2027.
- Please submit print files according to the specified requirements. Any necessary post-processing by the graphic designer will be **charged at EUR 150 per hour**.

Julia Weigel

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