

Berlin Travel Festival ♦ 1—3 DECEMBER 2023

EXHIBITOR PACKAGES

BOOTH, PRICING AND
ADDITIONAL MARKETING
OPPORTUNITIES



RAW SPACE

PERSONALIZED SET-UP

Minimum 8 qm

110 €* pro qm

Extension by 4 sqm each

The stand prices listed are exclusively for pure stand space.
Additional services such as power connection, carpet, WLAN, etc.
are not included and must be ordered separately.

MANDATORY SURCHARGES

Basic or Premium Communication Packages (see page 6): 180 € or 550 € / exhibitor

Co-Exhibitor Communications Package

Association of German Trade Fair Industry (AUMA) fee: 0,60 € net / sqm

Compulsory Service Charge: 1,90 € / sqm

*(Includes general hall supervision and aisle cleaning as well as a energy flat fee for general electricity
and water, hall lighting and heating.)*

INCLUDING

Hall Security Service

Aisle Cleaning

2 Exhibitor Badges per 8 sqm

PRICING

Example: 16 sqm Raw Stand with all mandatory surcharges
(basic communication package)

1.980 €

DEADLINES

Registration Deadline 30 September 2023

* All prices indicated are subject to German value-added tax (VAT).

STANDARD



MEDIUM



LARGE



* These mock-ups are design examples, not all stands are corner stands.

STAND PACKAGES

STANDARD	MEDIUM	LARGE
8 sqm 1 Table 2 Chairs 2 Exhibitor Badges	16 sqm 1 Table 2 Chairs 4 Exhibitor Badges	32 sqm 1 Table 4 Chairs 8 Exhibitor Badges
1.160 €* <small>*incl. 10% VAT</small>	2.320 €* <small>*incl. 10% VAT</small>	4.640 €* <small>*incl. 10% VAT</small>

The stand prices listed are exclusively for stand modules. Additional services such as power connection, carpet, WLAN, etc. are not included and must be ordered separately.

MANDATORY SURCHARGES

Basic or Premium Communication Packages (see pages 6 & 7): 180 € or 550 € / exhibitor

Association of German Trade Fair Industry (AUMA) fee: 0,60 € net / sqm
Compulsory Service Charge: 1,90 € / sqm
(Includes general hall supervision and aisle cleaning as well as a energy flat fee for general electricity and water, hall lighting and heating.)

INCLUDING

Hall Security Service
Aisle Cleaning
2 Exhibitor Badges per 8 sqm

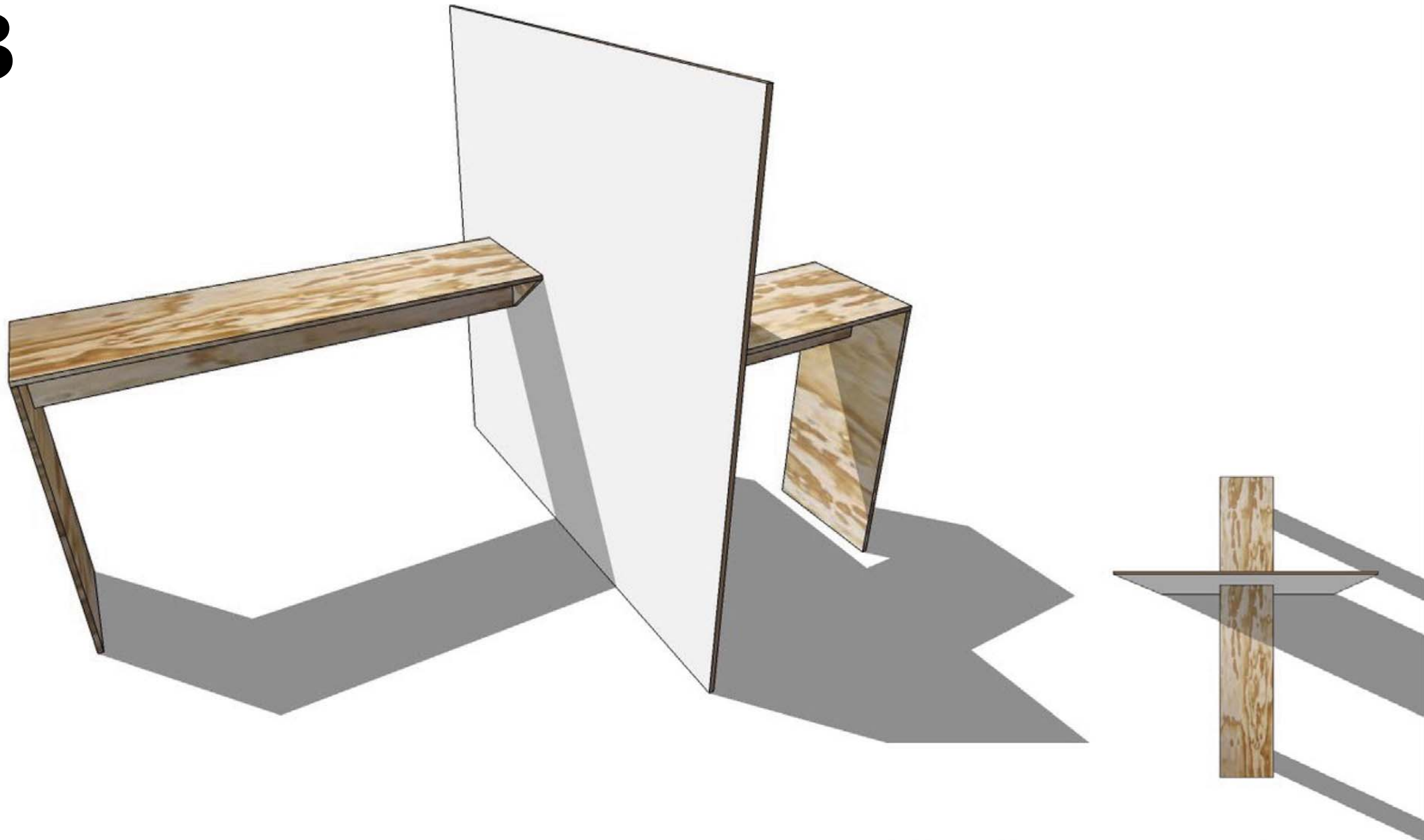
PRICING

Total price with all mandatory surcharges (Basic Communication Package)		
1.360 €	2.540 €	4.900 €

DEADLINES

Registration Deadline 30 September 2023

* All prices indicated are subject to German value-added tax (VAT).



NEST

Start-Ups only!

NEST

- 4 sqm
- 1 High Desk
- 2 Chairs
- 2 Exhibitor Badges

580 €*

Limited offer for start-ups only, allocation by application process.
The stand prices listed are exclusively for pure stand space. Additional services such as power connection, carpet, WLAN, etc. are not included and must be ordered separately.

MANDATORY SURCHARGES

- Basic Communication Package (see page 6)
- Association of German Trade Fair Industry (AUMA) fee: 0,60 € net / sqm
- Compulsory Service Charge: 1,90 € / sqm
- (Includes general hall supervision and aisle cleaning as well as a energy flat fee for general electricity and water, hall lighting and heating.)*

INCLUDING

- Hall Security Service
- Aisle Cleaning

PRICING

Total price with all mandatory surcharges (Basic Communication Package)
690 €

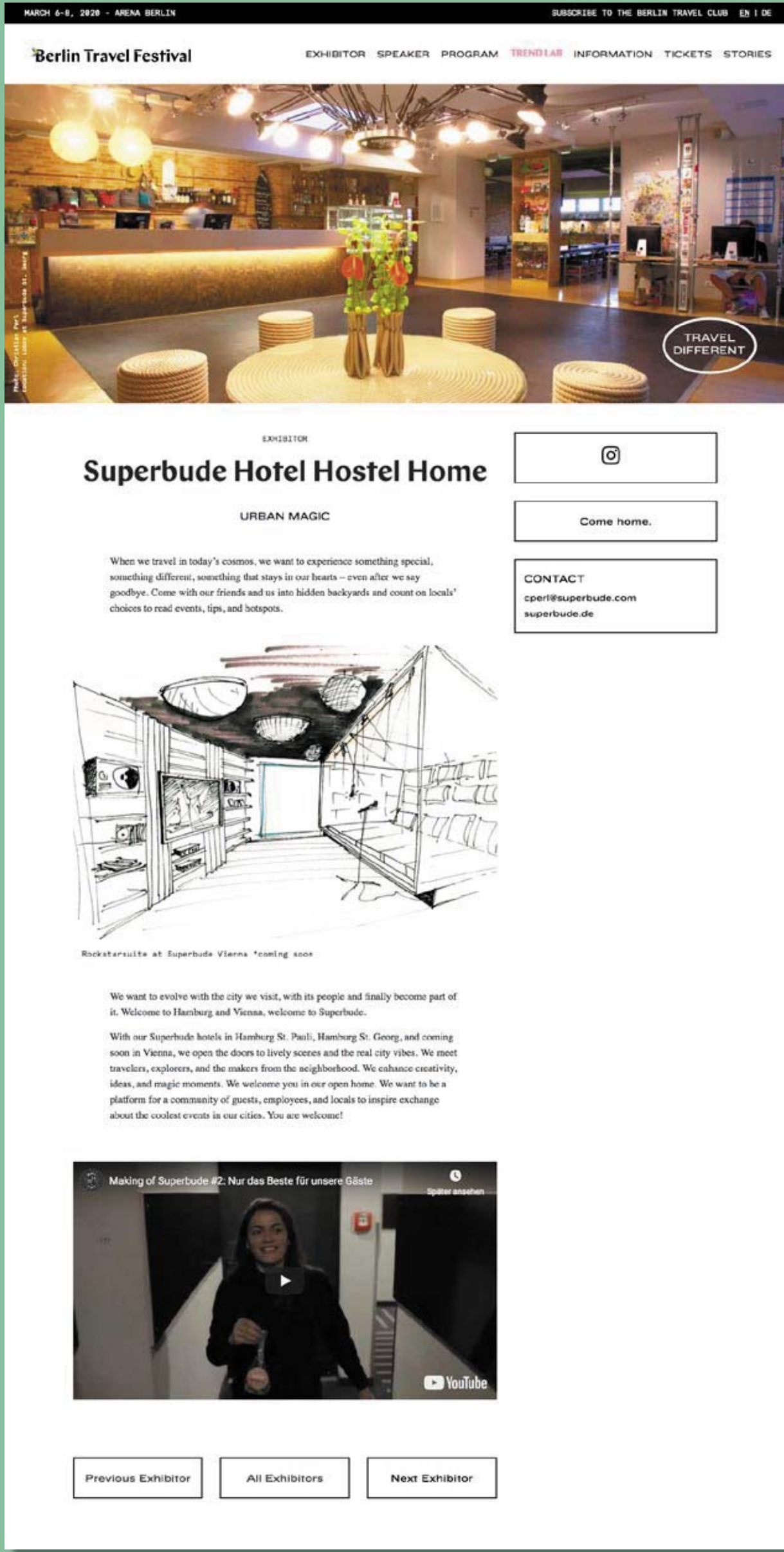
DEADLINES

Registration Deadline 30 September 2023

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COMMUNICATION PACKAGES



BASIC COMMUNICATION PACKAGE

PUBLICATION Festival Guide (Program + Floorplan)	Exhibitor Name Text (150 characters) URL Stand Number	
WEBSITE Profile Page	Header Image Headline & Subline Text (600 characters) URL Link to Social Media Channels (max. 4) 1 Video Slideshow (up to 6 images) Additional URL (incl. call to action to online shop or site of your choice)	
Price*	180 € Special conditions for Nest Exhibitor 100€	

* All prices indicated are subject to German value-added tax (VAT).




Berlin Travel Festival

Published by Samuel Flann [?] · 19 February ·

Have you ever tried crepes with North Sea salt? These delicious treats will be served FREE to visitors to the Berlin Travel Festival by the team from Sylt – Die Insel, the diverse and distinctive island in the north of Germany.


Join the Sylt team to learn more about the island's picturesque villages and landscapes, and sample the tasty food in the process!



MAR 8

Berlin Travel Festival 2019


Magdalena and Alicia went



BerlinTravelFestival @btf_tweets · Feb 15

KNOWLEDGE IS SEXY. But when you've exercised your brain enough, you should unwind in the city of thinkers at the super-stylish @FREIgeistGoe, designed with passion and intelligence by a team you can meet in person at this year's the Berlin Travel Festival.

#berlintravelfestival





berlintravelfestival

berlintravelfestival "Extraordinary experiences await you in every region of Western Australia, while the varied climate – Mediterranean conditions in the south through to the northern tropics – means you'll always find summer somewhere in WA. Find out more about the unique experiences visiting Western Australia's ancient landscape at the Berlin Travel Festival 2019, and those that await you in the cosmopolitan city of Perth, with unforgettable cultural and wildlife encounters, vibrant events, exquisite wine and food, and more." The Berlin Travel Festival, March 8-10, 2019 @ Arena, Berlin – TICKET LINK IN BIO

#iactanthonraquines

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Liked by ceeceberlin and 149 others

FEBRUARY 27

Add a comment...

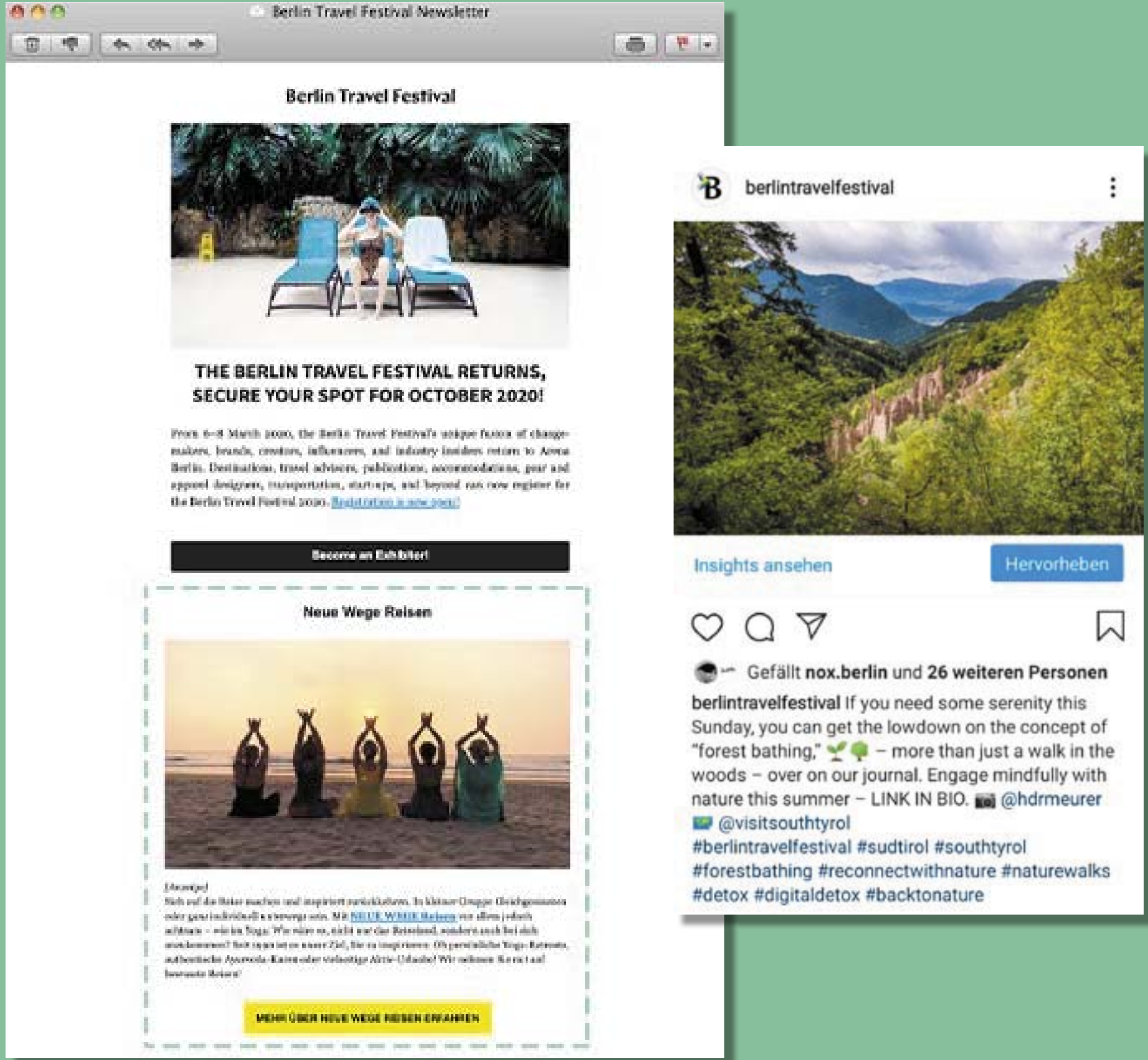
Post

PREMIUM COMMUNICATION PACKAGE

The Premium Communication Packages is available for all stands and increases your brands recognition with social media

PUBLICATION Festival Guide (Program + Floorplan)	Exhibitor Name Text (150 characters) URL Stand Number	
WEBSITE Profile Page	Header Image Headline & Subline Text (600 characters) URL Link to Social Media Channels (max. 4) 1 Video Slideshow (up to 6 images) Additional URL (incl. call to action to online shop or site of your choice)	
Social Media	1 Social Media Post (FB + Insta)	
Price*	550 €	

* All prices indicated are subject to German value-added tax (VAT).



BOOSTER COMMUNICATION PACKAGE

With the Booster Package we have put together an all-round carefree package that is guaranteed to give your brand a major boost. The Booster Package is available for all stand types, includes the marketing services of the Basic Communication Package and also some exclusive ones that cannot be purchased separately.

PUBLICATION Festival Guide (Program + Floorplan)	Exhibitor Name Text (150 characters) URL Stand Number	
WEBSITE Brand Profile Page	Brand Profile (same Assets as Premium Package) Logo Integration on Partner Website Blog Article	
Social Media	1 Social Media Post (FB + Insta) 1 Social Media Story as Partner (with Mentioning) 1 Instagram Story during Stage Presentation (Linking, no Swipe-Up)	
Newsletter	Newsletter Text-Ad	
Program	10 min. Program Contribution	
Press	Integration in Press Release	
Price*	4.000 €	

* All prices indicated are subject to German value-added tax (VAT).



GET READY TO STAND OUT IN A CROWD

INCREASE BRAND AWARENESS AND GAIN MORE RECOGNITION.

We offer a catalog of branding opportunities that enable your brand to stand out in the crowd during the three-day festival.

SEND TARGETED MESSAGES TO THE BERLIN TRAVEL FESTIVAL COMMUNITY AND BOOST YOUR REACH.

Explore our communication services and create a package tailored to your needs. Our channels range from print, online, and social media to public programs and private events.

PARTNER PACKAGES



MAIN PARTNER

CENTER COURT BY ...

LOCATION & AREA

Hall 2.2
200 qm (120 sqm Stand, 80 qm stage with seating area)

INCLUDING

Website: Blogpost, Brand Profile, Logo Integration
Stand-Alone Newsletter and Newsletter Banner Ad
Social Media Posts and Stories including Linking
Plus: Integration in Google und Facebook/ Instagram Ads

1 page Ad in Festival Guide

Integration in Festival Program
+ 20 Play Outs of Video Clips during three days festival
BTF Press Conference at Center Court incl.participation at PC

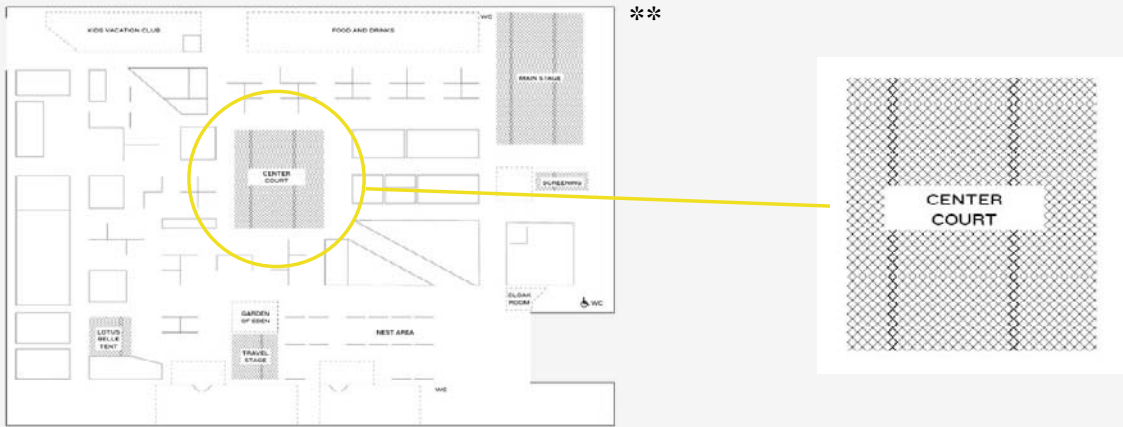
AVAILABILITY

Exclusive offer – limited to one brand

PRICE

40.000 €*

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*All prices indicated are subject to German value-added tax (VAT).
**Layout example. Final determination location will be in September.



AREA HOST PACKAGES

Become an area host in our theme-specific exhibition areas! Present trend topics, draw visitors' attention to exciting content and strengthen your own brand at the same time. As a host, you have the opportunity to actively shape and promote your brand presence.

INCLUDING

16 sqm Pre Build Stand in the respective assigned area
Special Marketing Bundle (see page 13)

THEMES

TINY HOUSE VILLAGE

As host of the Tiny House Village, your company can lead the way in promoting sustainable tourism, inspiring innovative housing solutions and appealing to a growing audience passionate about minimalism, financial freedom and eco-friendly lifestyles.

COOL CITIES

By hosting the "Cool Cities" area, your company can be at the forefront of unveiling global urban gems, attracting conscious travelers looking for unique, local experiences beyond mainstream hubs, and advocating for sustainable tourism in vibrant, culturally rich, lesserknown cities.

PHOTO NOW

As host of the "Photo Now" area, your company bridges the worlds of travel and photography. It captivates audiences with visual narratives from diverse locations and provides a platform for photography enthusiasts and travel-loving visitors.

OUTDOOR ESCAPES

As host of the "Outdoor Escapes" area, your company can promote the joy of connecting with nature, support sustainable outdoor practices, and engage adventure enthusiasts with inspiring stories, guides, and the latest trends in wilderness exploration and eco-friendly adventure.

PRICE

8.000 €* zzgl. NK

* All prices indicated are subject to German value-added tax (VAT).

B

PARTNER PACKAGES

	MAIN PARTNER	AREA HOST
Advertisment		
Integration in Facebook / Instagram / Google Ads	✓	
Exhibitor Booth		
Exclusive Area "Center Court by..." 200 sqm inkl 80 sqm Stage	✓	
16 sqm Pre Build Stand		✓
Webseite		
Brand Profile	✓	✓
Logo Integration Homepage	✓	✓
Logo Integration Partnersite	✓	✓
Blogpost	✓	✓
Newsletter		
Logo in E-Mail Signature	✓	✓
Stand-Alone Newsletter	✓	
Newsletter Picture / Text-Ad		✓
Newsletter Text-Ad		
Newsletter Banner Ad	✓	
Social Media		
1 Social Media Post (FB + Insta)	✓	✓
1 Social Media Story as Partner with Mentioning	✓	✓
1 Instagram Story during Stage Presentation (Linking, no Swipe-Up)	✓	✓

	MAIN PARTNER	AREA HOST
Festival Guide		
Ad in Guide 1/1 page	✓	
Ad in Guide 1/2 Page		✓
Highlighting in Floor Plan	✓	✓
Program		
20 Minutes Program-Contribution Presentation	✓	
10 Minutes Program-Contribution Interview		✓
5 Minutes Program-Contribution Reccommendation within Category	✓	✓
Video		
30 Seconds Pre-Roll Clip / 20 playouts distributed over 3 days	✓	
Press		
BTF Press Conference at Center Court incl. participation at PC	✓	
Fixed Station at guided Press Tour		✓
Text reference in Presse Release		✓
	40.000 € plus surcharges	8.000 € plus surcharges

* All prices indicated are subject to German value-added tax (VAT).

COMMUNICATION SERVICES

NEWSLETTER

Choose between a text ad or banner ad in the Berlin Travel Festival Newsletter. We send also exclusive single branded newsletters to our audience.

FORMATS

- Newsletter text ad (1 picture, headline max. 20 characters incl. spaces, text max. 450 characters incl. spaces + 1 link)
- Newsletter banner ad (564 px width × 180 px height)
- Custom single branded newsletter
(Alignment regarding text / picture / video scope is carried out individually with the customer.)

REACH / OPR / CTR

Subscriber = ~ 3.900 TOTAL

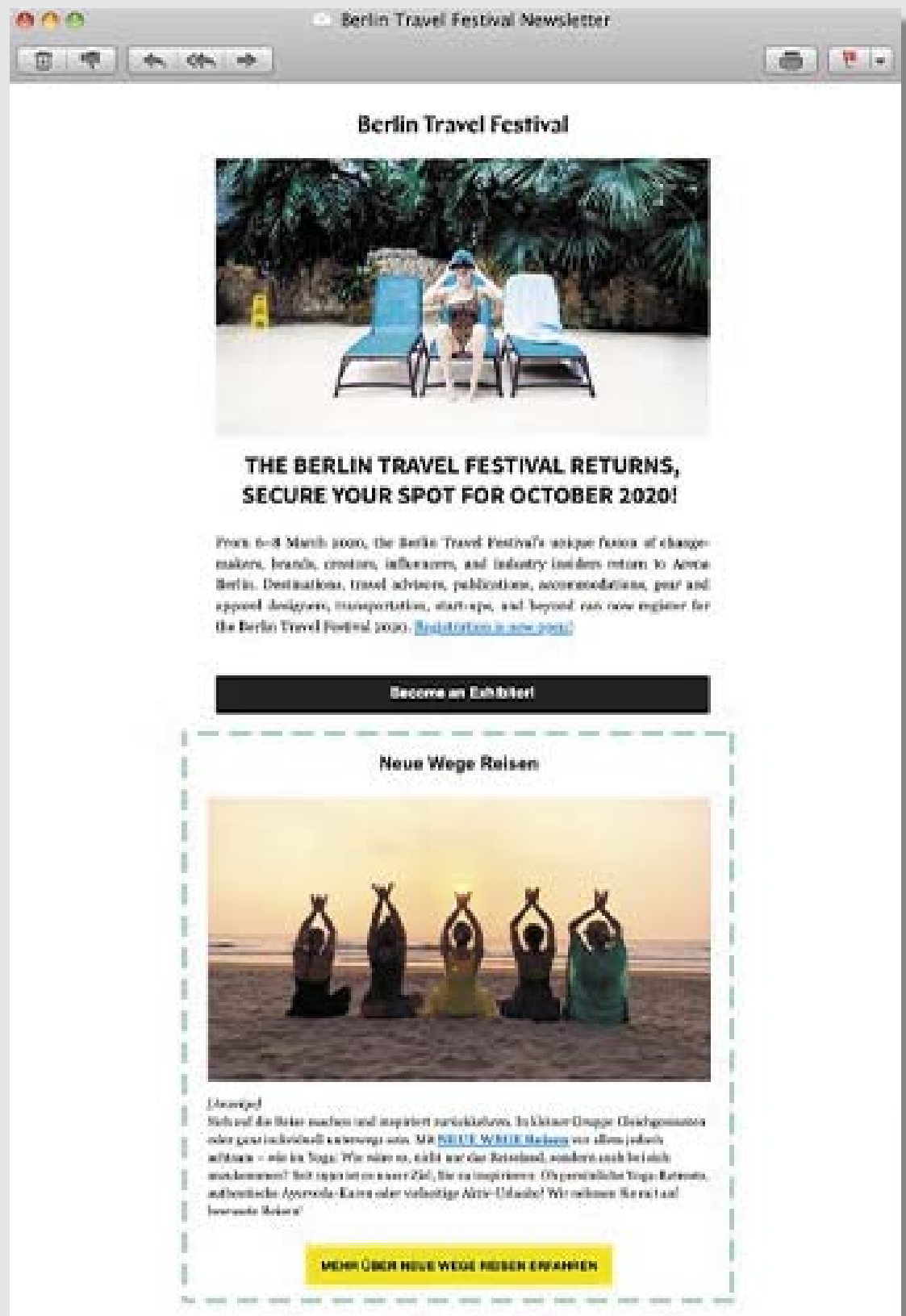
Opening Rate = Ø 44%

Click Rate = Ø 4,3%

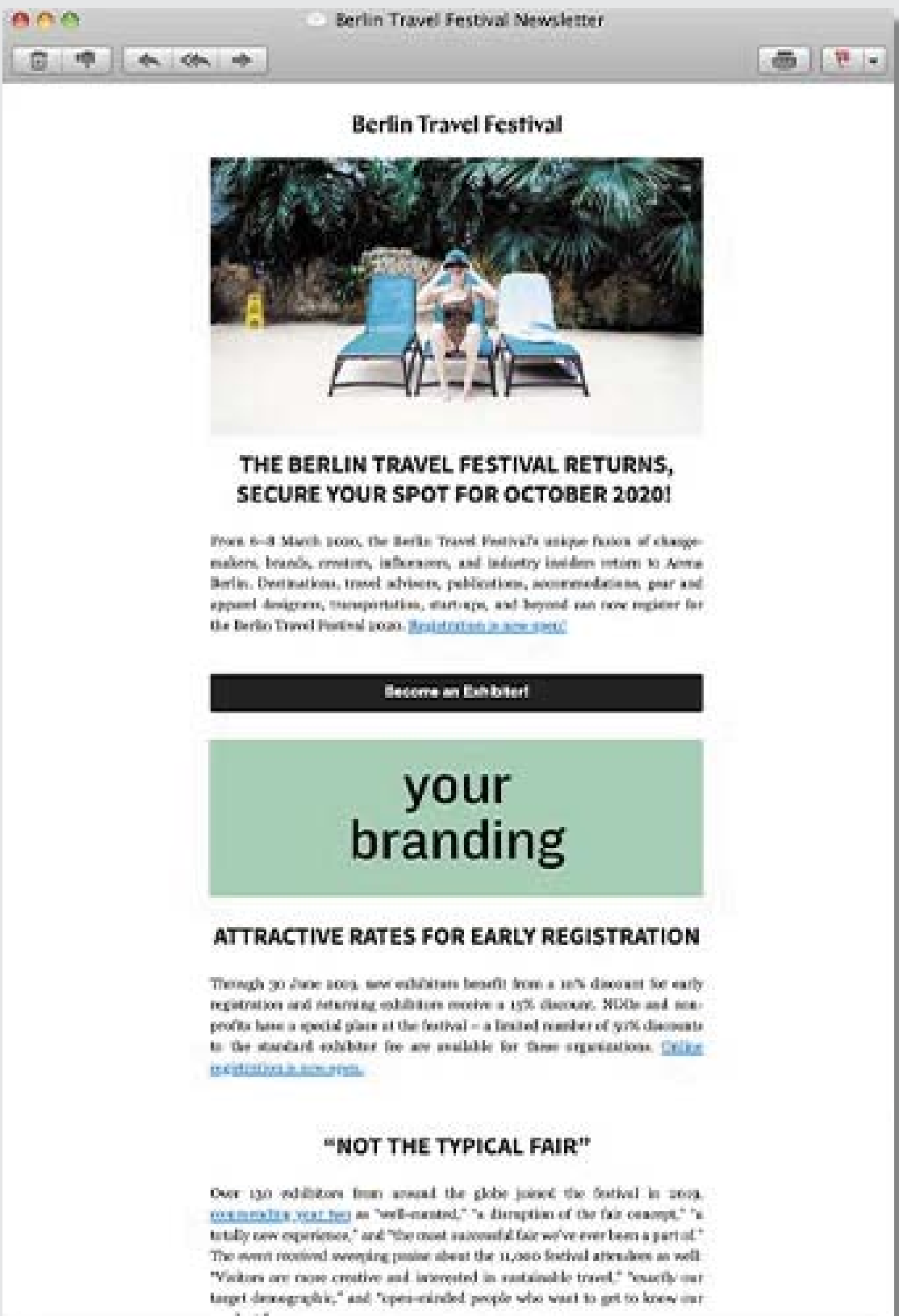
PRICE

- Newsletter text ad = 250 €* per integration
- Newsletter banner ad = 200 €* per integration
- Custom single branded newsletter = 850 €* per integration

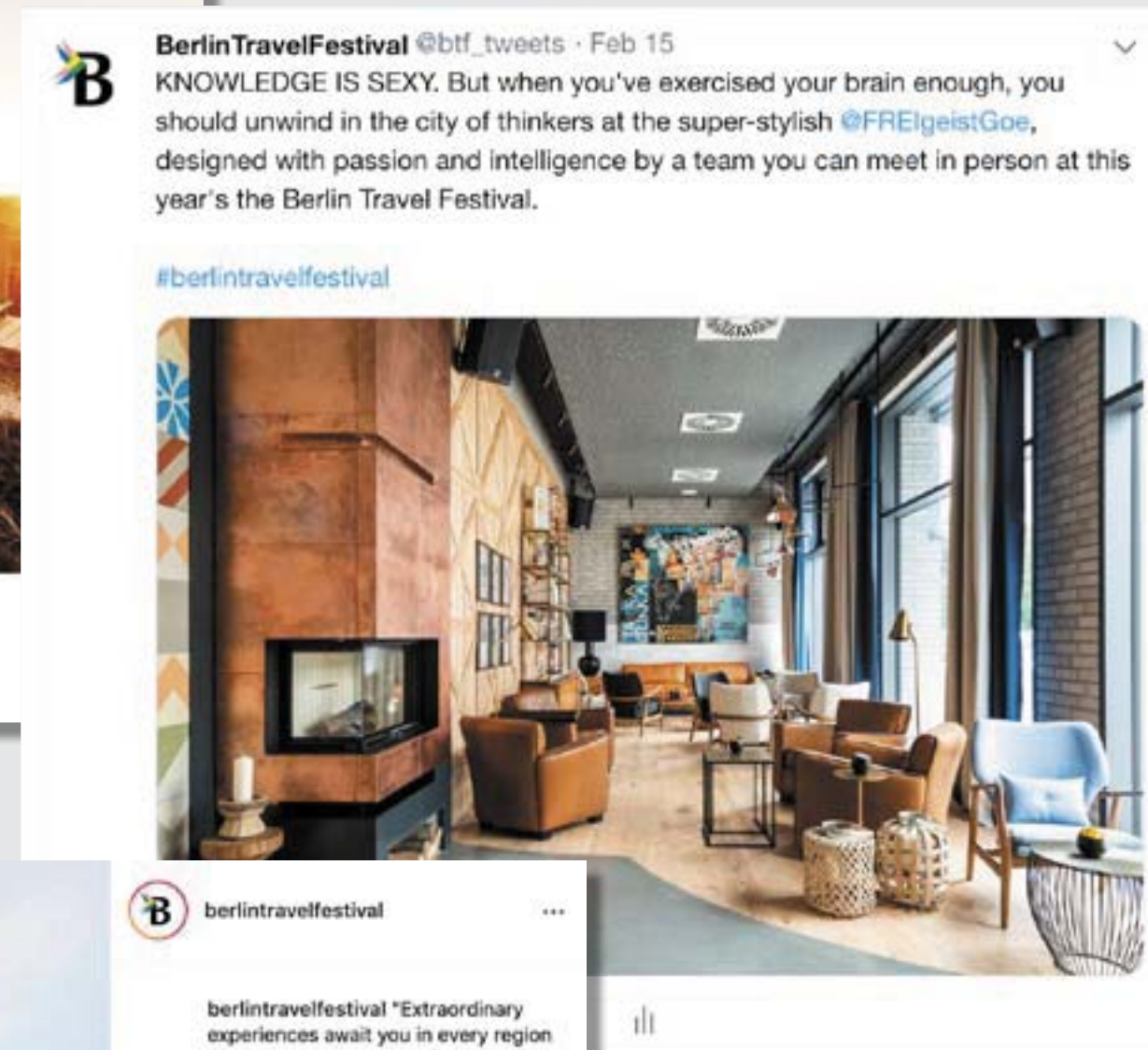
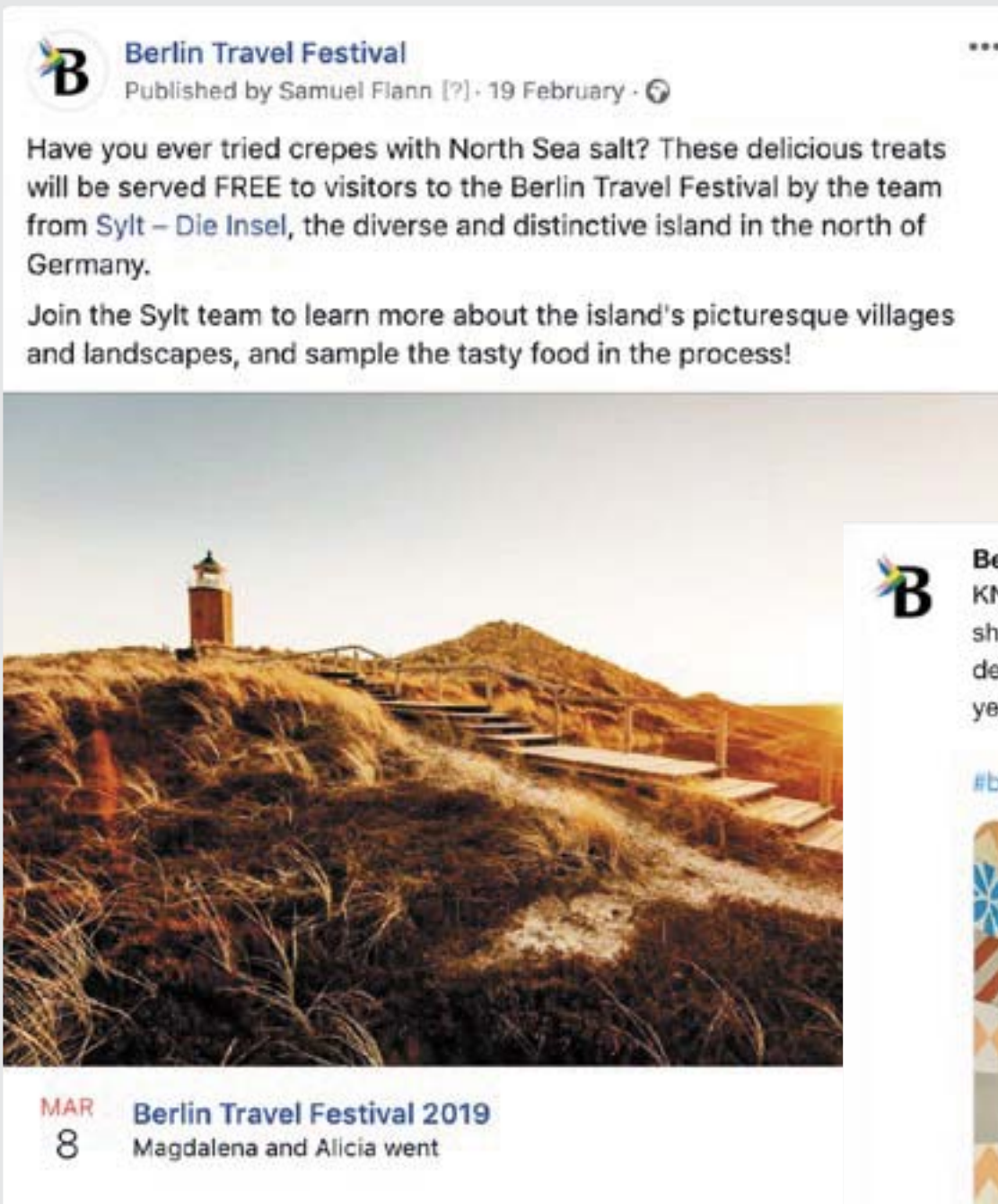
* All prices indicated are subject to German value-added tax (VAT).



TEXT AD



BANNER AD



SOCIAL MEDIA POST

Post on Berlin Travel Festival's Instagram and Facebook channels

FORMAT

Customized single posts

FOLLOWER

~ 6.520 on Instagram

~ 6.425 on Facebook

REACH

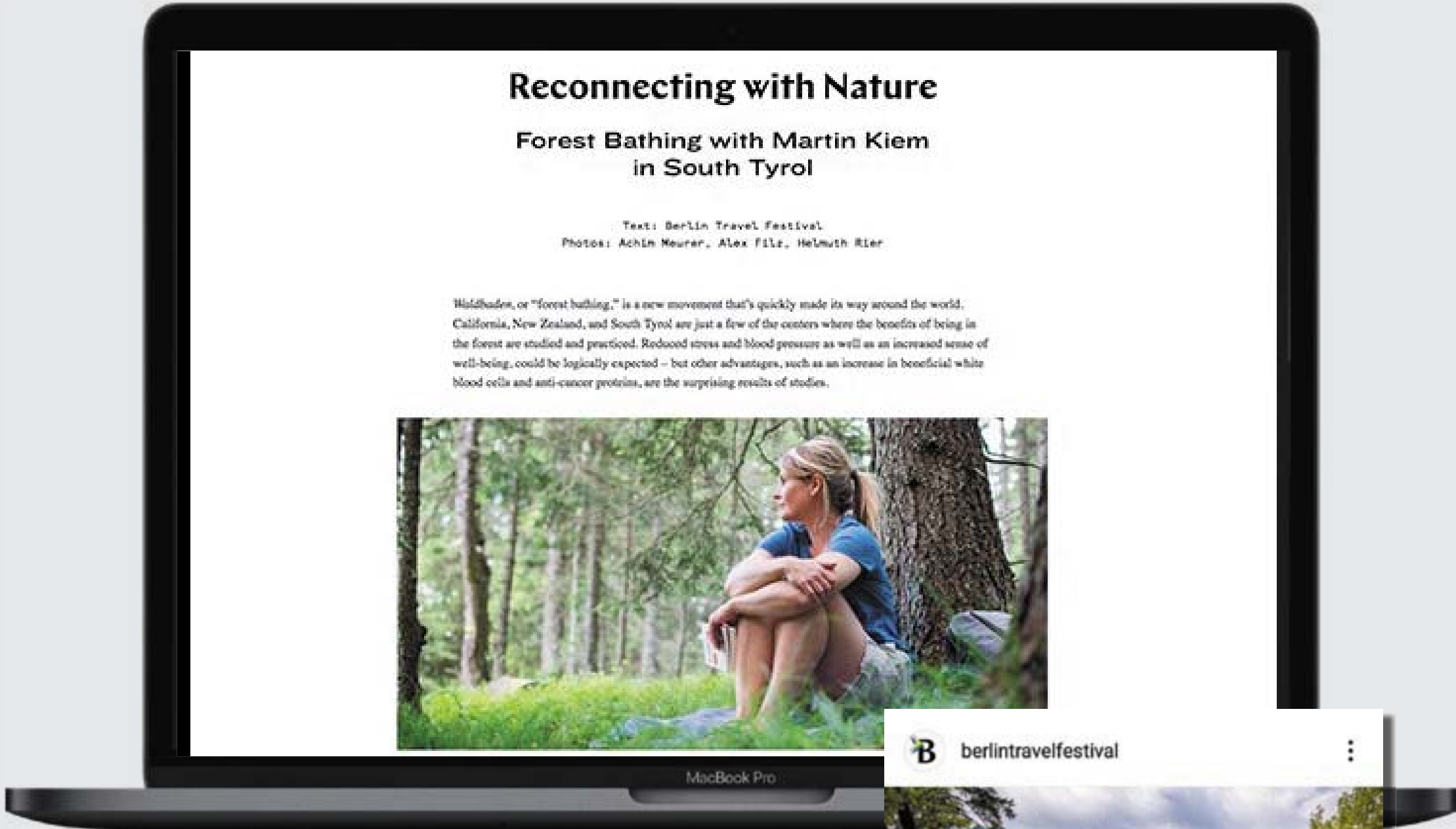
~ 3.000 (both channels, organic reach only)

PRICE

450 €* for 1 Facebook and 1 Instagram post

250 €* for either 1 Facebook or 1 Instagram post

* All prices indicated are subject to German value-added tax (VAT).



BLOG POST & SOCIAL MEDIA COVERAGE

Individual blog post, which can be seen on the Berlin Travel Festival homepage for at least one week. The price also includes a post on Facebook and Instagram that relates to the blog post.

WEBSITE REACH
271.774 website views per month

SOCIAL MEDIA FOLLOWER
~ 6.520 on Instagram
~ 6.425 on Facebook

SOCIAL MEDIA REACH
~ 3.000 (both channels, organic reach only)

PRICE
850 €*

* All prices indicated are subject to German value-added tax (VAT).

ON-SITE PROMOTIONS



FESTIVAL GUIDE

FESTIVAL GUIDE ADVERTISING

In our Festival Guide you can book advertisements and advertorials. In addition to the editorial part, the Festival Guide includes the program booklet, floor plan and a short description of all exhibitors.

Quantity
The magazine has a print run of 25.000.

Price
Full Page = 4.500 €*
Half Page = 2.250 €*
1/3 Page = 1.500 €*
Back Cover = 7.500 €*
Advertorial = price upon request

*All prices indicated are subject to German value-added tax (VAT).



VIDEO

VIDEO CLIP PRE-ROLL ON STAGES

Reach festival audiences in their seats with on-screen advertising in performance venues. Your clip (up to 30 seconds) will be shown before keynote speakers take the stage, when full audience attention is guaranteed.

Quantity

A total of 200 pre-roll video play outs

Availability

- a) 1 full package with approx. 100 play outs
- b) 5 basic packages, each with 20 play outs

Price

- a) Full Package 5.000 €*
- b) Basic Package 1.300 €*

*All prices indicated are subject to German value-added tax (VAT).



STAGE

MAIN STAGE BRANDING

Your name on the main stage: Your logo stays visible on the main stage and your brand name will be used anytime the stage is mentioned. Festival visitors will be in touch with your brand throughout their visit!

Location
Main Stage

Availability
Exclusive offer – limited to one brand

Price
15.000 €*

*All prices indicated are subject to German value-added tax (VAT).



PROMOTION ON SITE

PERSONAL PROMOTION

Looking for a more personal approach to branding?
Have two hosts on hand to promote your brand to
visitors throughout the weekend. Together,
we'll tailor a mini-campaign that gets noticed.

Availability

5 Slots with a max. of 2 promoters each

Price

1.200 €*

*All prices indicated are subject to German value-added tax (VAT). Price for 3 days. Costs for promoters are not included. Max. of 2 promoters.

B

THANK
YOU

For more information regarding sales please contact:

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