

ADVERTISING &  
SPONSORING



**ITB**  
CHINA

The Market-  
place for  
China's Travel  
Industry

# OUTSTANDING EXPOSURE LIVES HERE.

26 – 28 MAY 2026 • SHANGHAI  
[itb-china.com](http://itb-china.com)

A brand of



**MESSE BERLIN**  
China



## Official Partnership

Official Partner Destination .....	04
Official Partner Airline .....	06
Official Partner Hotel.....	07
Official Car Rental / Limousine Partner .....	07
Official Travel Service Partner .....	08
Official OTA Partner .....	09
Themed Travel Partner .....	09
Custom-made ITB China Partnership .....	10

## Conference

Podium & Microphone Cubes Sponsor .....	10
Seat Back Cover Sponsor .....	10

## Presentation Hub

Presentation Hub Sponsor.....	11
Presentation Hub Showcase.....	11

## Social Events

Cocktail Party Sponsor .....	11
Coffee Break Area & Aftershow Sundowner .....	12
Happy Hour Sponsor .....	12
Cruise Night Sponsor .....	13
Hosted Buyer Lunch on Day 1 or 2 .....	13
Customized Event .....	13

## Media

Hosted Media Sponsor.....	14
Media / Travel KOL Lunch Sponsor .....	14

## On-Site Branding

Lanyard & Badge Sponsor .....	15
Delegate Bags Sponsor .....	15
Lunch Area Sponsor.....	15
Mobile Charging Station Sponsor.....	16
Wi-Fi Sponsor .....	16
Water Sponsor.....	16
One-Page Ad in ITB China Catalog.....	17
Delegate Bag Ad.....	17
Show Map Sponsor .....	17



**On-Site Advertisement**

Entrance Ad..... 18

Window Ad ..... 18

Hanging Flag ..... 18

Side Hanging Flag ..... 18

Pillar Ads ..... 18

Ground Sticker..... 19

Street Impact Banner..... 19

**Terms**..... 19



## Official Partner Destination

115,000 USD  
(Exclusive)

### ✖ Premium Exposure

**Official Partner Destination of ITB China 2026:** Sponsor receives exclusive branding as the designated Partner Destination.

**Premium Logo Placement:** Top-tier sponsor logo featured prominently on the ITB China homepage, printed and online event catalogue, major welcome signage in the exhibition hall, and all official digital and printed materials.

**Exclusive Bridge Banner Advertisement:** High-visibility indoor placement at the venue entrance, ensuring maximum exposure to all attendees and reinforcing destination branding.

**Delegate Bag Inclusion:** Sponsor-provided flyer included in all official delegate bags for direct outreach to every participant.

### ✖ Opening Dinner

**Co-Host of the ITB China 2026 Opening Dinner:** Sponsor will co-host prestigious opening dinner event, welcoming approximately 700 high-level industry professionals. The dinner will feature the sponsor's branding and thematic elements throughout the venue.

**Exclusive Speaking Opportunity:** A senior executive from the sponsor will deliver a 5-minute welcome address during the Opening Dinner.

**Comprehensive Brand Visibility:** Sponsor logo prominently displayed on stage, event backdrops, table flags, table cards, e-invitations, and during live photo streaming.

**Destination Showcase:** Opportunity for the sponsor to highlight their destination through cultural performances and/or cuisine (costs to be covered by the sponsor).

### ✖ Opening Ceremony

**Ribbon-Cutting Ceremony Participation:** A senior representative from the Partner Destination will take part in the official ITB China 2026 Ribbon-Cutting Ceremony on the Opening Day of the exhibition.

**Priority Stop on Opening Day VIP Tour:** The sponsor's booth will be the first stop on the Opening Day VIP Tour, welcoming top executives from Messe Berlin and leading Chinese travel industry representatives.

**Cultural Performance Opportunity:** The sponsor may present a distinctive cultural performance during the Opening Ceremony, showcasing the destination's heritage and identity (costs to be borne by the sponsor).

### ✖ Buyer Lounge Branding

**Exclusive Branding in the Buyer Lounge:** Prominent sponsor branding featured on table flags, table cards, and highlighted in all official printed materials related to the buyers lounge.

**Promotional Material Display:** Sponsor brochures or promotional items placed in designated display stands within the Buyer Lounge for maximum visibility among key buyers.

**Dedicated Buyer Newsletter:** A targeted email newsletter sent to all registered buyers database, spotlighting the sponsor and outlining the exclusive benefits of the lounge.

**Lounge Design Customization:** Option to personalize the lounge design to reflect the sponsor's brand identity (subject to organizer approval and at the sponsor's expense).

## ✖ Conference & Content

**Opening Keynote:** A 20-minute keynote presentation by the sponsor on Day 1 of the ITB China Conference, setting the tone for the event.

**Catalogue Visibility:** Sponsor's welcome message and a full-page advertisement featured in both the printed and online versions of the official event catalogue.

**Inclusion in the ITB China Travel Trends Report (TTR):** exclusive sponsor interview; customized buyer survey related to the sponsor's destination or offerings.

## ✖ Media & Marketing

**Official Press Release:** Distributed through the ITB China media network to announce and highlight the partnership.

**Dedicated Newsletter & Social Media Announcement:** Introduction of the Partner Destination via an official ITB China newsletter and coordinated announcements across ITB China's social media platforms (WeChat, LinkedIn, Twitter, Facebook).

**Sponsored WeChat News Post:** One dedicated WeChat article (content provided by the sponsor and subject to organizer approval) to engage the Chinese travel trade audience.

**Official Interview & Content Distribution:** One in-depth interview conducted by ITB China, published on the official website and WeChat account.

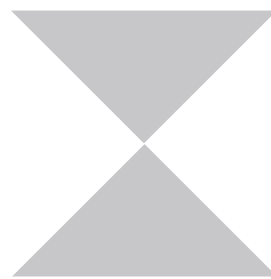
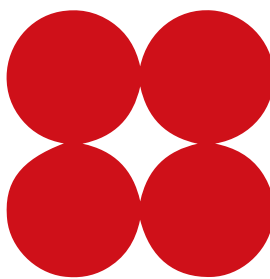
**Signing Ceremony Photo & Media Coverage:** High-quality photo documentation of the Partner Destination Signing Ceremony with ITB China representatives (within Greater China). Tagged social media posts across Facebook, LinkedIn, WeChat, and Twitter will enhance the sponsor's online presence and visibility in the lead-up to the show.

**Post-Show Sponsorship Report:** A detailed summary of sponsorship activities and exposure.

## ✖ Access & Hospitality

**4 VIP Passes:** Access to all official ITB China 2026 VIP events, including exclusive networking functions and high-level gatherings.

**20 Sponsor Badges:** Provided for the sponsor's staff and representatives, granting full access to the exhibition and official event areas.





As the **Official Partner Airline** of ITB China 2026, the sponsor will enjoy premium visibility and high-impact marketing exposure during the most dynamic B2B travel event in China.

#### ✂ Premium Exposure

**Official Designation:** Branded as one of the Official Partner Airlines of ITB China 2026, receiving exclusive visibility as a key travel partner.

**Prime Logo Placement:** Sponsor logo prominently displayed on the ITB China homepage, mobile app, printed and online catalogues, and across major welcome signage in the exhibition hall.

**Delegate Bag Inclusion:** Sponsor-provided flyer included in all official delegate bags, ensuring direct exposure to every event participant.

**Recommended Airline:** Sponsor recognized as the preferred travel partner for all international buyers and registered visitors.

#### ✂ Media Promotion

**Full-Page Event Ad:** One premium full-page advertisement in the official ITB China 2026 event catalogue.

**Media Announcement:** One official press release announcing the airline sponsorship, distributed to ITB China's global media network and partners.

**Direct Outreach:** Featured in one official ITB China newsletter to the full event database.

**Social Media Promotion:** One dedicated announcement post across all ITB China social platforms: WeChat, LinkedIn, Twitter, and Facebook.

**Executive Interview:** A standalone interview conducted by the ITB China team, published on the event's official website and WeChat.

**Custom News Feature:** One sponsor-supplied news release published on the official WeChat account (subject to content approval).

#### ✂ Access & Hospitality

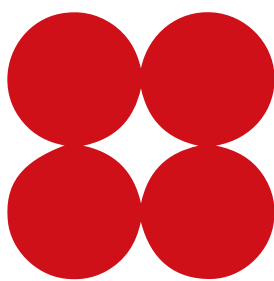
**2 VIP Passes:** For senior airline executives, providing full VIP access to ITB China 2026.

**4 Sponsor Badges:** For representatives attending the exhibition and networking events

**Offset Sponsorship Value Offset:** The sponsorship value may be **offset in part or full** through a flight quota contribution, with an equivalent value of **USD 21,000**.

## Official Partner Airlines

21,000 USD  
(Non-Exclusive)



## Official Partner Hotel

21,000 USD  
(Non-Exclusive)

As the **Official Partner Hotel**, your brand will receive high-impact brand visibility, media exposure, and direct engagement with Chinese buyers and delegates.

### ✕ Premium Exposure

**Official Designation:** Branded as the Official Partner Hotel of ITB China 2026, with exclusive visibility as the event's preferred accommodation provider.

**Prominent Logo Placement:** Sponsor logo featured on the ITB China homepage, mobile app, official event catalog, and key welcome signage throughout the venue.

**Hotel Recommendation:** Selected property will be promoted as the preferred hotel for all registered attendees and international guests.

### ✕ Booking Integration

**Room Night Commitment:** ITB China will purchase an agreed number of room nights from the sponsor's designated property for use in the hosted buyer program.

### ✕ Media Promotion

**Full-Page Advertisement:** One full-page ad in the official ITB China event catalog.

**Press Coverage:** One official press release announcing your sponsorship, distributed across ITB China's global media network.

**Direct Outreach:** Featured in a dedicated newsletter to the full ITB China database.

**Social Media Announcement:** One post across all official ITB China social channels: WeChat, LinkedIn, Twitter, and Facebook.

**News Feature:** One standalone sponsor-provided news release published on the ITB China WeChat account (subject to approval).

### ✕ Access & Hospitality

**2 VIP Passes:** For senior airline executives, providing full VIP access to ITB China 2026.

**4 Sponsor Badges:** For representatives attending the exhibition and networking events.

**Sponsorship Value Offset:** Sponsorship may be **offset in part or full** against a quota of **150 room nights**, valued at **USD 21,000**.

## Official Car Rental / Limousine Partner

30,000 USD  
(Exclusive)

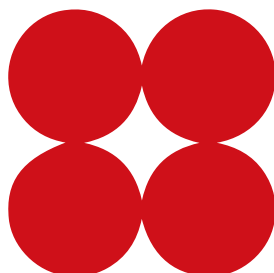
As the **Official Car Rental and Limousine Partner** of ITB China 2026, your brand will become the preferred transportation provider for all event attendees, including buyers, visitors, exhibitors, and media.

### ✕ Premium Exposure

**Official Designation:** Branded as the Official Car Rental / Limousine Partner of ITB China 2026, sponsor logo displayed prominently on the ITB China homepage, official event catalog, and welcome backdrop at the exhibition hall.

**Preferred Service Provider:** Officially recommended car rental and limousine service for all buyers, visitors, exhibitors, and media.

**Integrated Booking Visibility:** Car rental booking details featured in reminder emails and on the ITB China Venue and Travel Info webpage.



## ✖ Marketing Promotion

**Conference Participation:** Opportunity for a senior executive from the sponsor to join a panel discussion at the ITB China conference.

**Delegate Bag Inclusion:** Sponsor flyers included in all official delegate bags, ensuring direct outreach to attendees.

**Newsletter Announcement:** Dedicated newsletter introducing the sponsor to the ITB China database.

**WeChat News Release:** One sponsor-provided news release published via ITB China official WeChat account (subject to organizer approval).

## ✖ Access & Hospitality

**2 VIP Passes:** For senior airline executives, providing full VIP access to ITB China 2026.

**8 Sponsor Badges:** For representatives attending the exhibition and networking events.

**Sponsorship Value Offset:** Sponsorship value may be offset in part or full by car rental services, with an equivalent value of **USD 30,000**.



As the **Official Travel Service Partner** of ITB China 2026, your brand will gain strategic visibility and engagement with China's leading travel industry professionals.

## Official Travel Service Partner

**15,000 USD**  
(Exclusive)

## ✖ Premium Exposure

**Official Designation:** Branded as the Official Travel Service Partner of ITB China 2026.

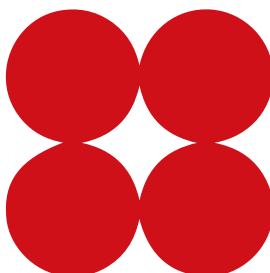
**Branding:** Sponsor logo prominently displayed on the ITB China homepage, official event catalog, and welcome backdrop at the exhibition hall.

**Newsletter Feature:** Dedicated newsletter distributed to the ITB China database announcing and introducing the sponsor as the Official Travel Service Partner.

**WeChat News Release:** One sponsor-provided news release published on the official ITB China WeChat account (subject to organizer approval).

## ✖ Access & Hospitality

**4 Sponsor Badges:** For representatives attending the exhibition and networking events.



As the **Official OTA Partner** of ITB China 2026, your brand will enjoy targeted visibility and direct engagement with key players in the travel industry.

## Official OTA Partner

15,000 USD  
(Exclusive)

### ✖ Premium Exposure

**Official Designation:** Branded as the Official OTA Partner of ITB China 2026.

**Branding:** Sponsor logo prominently featured on the ITB China homepage, in the official event catalog, and on the welcome backdrop at the exhibition hall.

**Newsletter Announcement:** One dedicated newsletter distributed to the ITB China database introducing the sponsor as the Official OTA Partner.

**WeChat News Release:** One sponsor-provided news release published on the official ITB China WeChat account (subject to organizer approval).

### ✖ Access & Hospitality

**4 Sponsor Badges:** For representatives attending the exhibition and networking events.



✖ Sponsors may select or propose a themed travel category to partner with—subject to organizer approval—such as Adventure, Culture, Sports, Food, Study & Education, Island, City, Wildlife, Safari, Youth, Family, Wedding, Cruise Holiday, Silk Road, Eco-tourism, and more.

### ✖ Premium Exposure

**Exclusive Branding:** Sponsor logo prominently displayed on the ITB China homepage, in the official event catalog, and on welcome backdrops throughout the exhibition hall.

### ✖ Media Promotion

**Exclusive Interview:** One interview conducted by the organizer and published across all ITB China social media channels.

**Press Release:** Announcement of all themed travel partners distributed to the ITB China media database.

**Newsletter:** Dedicated newsletter introducing the themed travel partners to the entire ITB China database.

**Social Media Post:** One post on official ITB China platforms (WeChat, LinkedIn, Twitter, Facebook) announcing the partnership.

## Themed Travel Partner

15,000 USD  
(Non-Exclusive)

### ✂ Networking Benefits

**Presentation Hub:** One 20-minute presentation slot in the ITB China Presentation Hub.

**Co-Host Networking Lunch:** Sponsor will co-host a customized themed travel networking lunch, promoted via the ITB China website and official WeChat account.

**Onsite Branding:** Sponsor logo displayed on table flags and table cards during the networking lunch (materials provided by the organizer).

**Delegate Bag Inclusion:** Sponsor flyers included in all official delegate bags.

**Full-Page Ad:** One full-page advertisement in the official ITB China event catalog.

### ✂ Access & Hospitality

**2 Sponsor Badges:** For representatives attending the exhibition and networking events.

## Custom-made ITB China Partnership

- ✂ Design your own unique partnership package with ITB China. Sponsors can select preferred naming rights, branding exposure options, and customized services to best align with their marketing objectives. All details and inclusions will be developed collaboratively with the organizer to maximize value and impact.

Price: To Be Determined  
(TBD)



## Conference



### Podium & Microphone Cubes Sponsor

13,800 USD  
(Exclusive)

- ✂ Sponsor's logo to be displayed on the podium of all the ITB China Conference stages.
- ✂ Sponsor's logo to be displayed on the microphone cubes of all the ITB China Conference stages.
- ✂ Sponsor's logo to be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrops of all the ITB China Conference stages.
- ✂ Sponsor to receive 2 sponsor badges.



### Seat Back Cover Sponsor

16,800 USD  
(Exclusive)

- ✂ Sponsor's logo is most prominently placed on the seat back covers in all conference areas.
- ✂ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrops of all the ITB China conference stages.
- ✂ Sponsor to receive 2 sponsor badges.



# Presentation Hub

## Presentation Hub Sponsor

12,000 USD  
(Exclusive)

- ✘ Sponsor's logo is displayed on the podium, on the microphone cubes, and seat back covers in the ITB China Presentation Hub area.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrops of all the exhibiting hall.
- ✘ Presentation Hub will be highlighted as "powered by" + sponsor logo on all printed and digital floor plans.
- ✘ Sponsor to receive 4 sponsor badges.



## Presentation Hub Showcase

1,730 USD

- ✘ 20-minute keynote speech on the Presentation Hub stage to present the sponsor's destination, company, tech-innovation or services; exact slot will be finalized later.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the Presentation Hub.
- ✘ Sponsor to receive 2 sponsor badges (including speaker).



# Social Events

## Networking Event Sponsor

21,000 USD

- ✘ Sponsor has the option to host a networking event/cocktail party on either exhibition day (80-100 pax, sponsoring price includes catering expenses; additional venue costs are excluded).
- ✘ Opportunity for sponsor senior executive to deliver a 3-5 minute speech during the event.
- ✘ Event will be promoted through the official ITB China website and WeChat account.
- ✘ Sponsor's logo will be displayed on the table flags / table cards at the event.
- ✘ Event to be included in the agenda of the official ITB China show catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ Sponsor to receive 2 sponsor badges.



## Coffee Break Area & Aftershow Sundowner

1 Day - 7,000 USD  
2 Days - 12,000 USD

- ✘ Sponsor will be the official sponsor for the coffee area and both after-show sundowner events, held in the evenings of the first and second exhibition day in the coffee area.
- ✘ Sundowner events are open to all ITB China attendees; assorted alcoholic and non-alcoholic beverages will be served (sponsoring price includes catering expenses).
- ✘ Opportunity for sponsor's senior executive to deliver a 2-3 minute welcoming speech at the sundowner events.
- ✘ Events will be promoted through the official ITB China Website and WeChat account.
- ✘ Sponsor's logo will be shown on the printed and digital floor plan.
- ✘ Sponsor's logo will be displayed in the coffee area.
- ✘ After-show sundowner events to be featured in the ITB China event catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting lobby.
- ✘ Sponsor to receive 2 sponsor badges.



## Happy Hour Networking Event

Day 1 or Day 2

Lunch Session: 12:30pm-1:30pm

Afternoon Session: 4:00pm-5:00pm

A **high-impact networking event hosted directly at the sponsor's booth**, attracting 100+ attendees from the fair. Boosted by **offline and online exposure**, this exclusive opportunity increases the sponsor's booth traffic, enhances brand awareness and maximizes engagement.

- ✘ The ITB China team will manage the event organization to ensure maximum exposure and a hassle-free experience for the sponsor.
- ✘ Open to all ITB China attendees, the event will be promoted through offline flyer distribution at the fair. Branded event flyers will be distributed in advance, with distributors optionally wearing sponsor-provided branded uniforms for enhanced visibility.
- ✘ A Happy Hour hall announcement will highlight the sponsor and event location.
- ✘ Promotion will extend across official ITB China channels, including the website/app, WeChat, and EDM campaigns.
- ✘ The event will be featured in the ITB China event catalog.
- ✘ The sponsor's logo will be displayed on the ITB China official homepage, event catalog, and venue backdrop.
- ✘ Beverage catering is included in the sponsoring price, offering a selection of alcoholic and/or non-alcoholic options to suit all preferences.

## <sup>NEW</sup> Happy Hour Sponsor

10,000 USD

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## Cruise Night Sponsor

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**23,000 USD  
(Exclusive)**

- ✘ Sponsor to officially host the popular ITB China Cruise Night event (around 250 pax).
- ✘ Sponsor senior representative to deliver a 3-5min welcome speech during the Cruise Night event.
- ✘ Event will be promoted through the official ITB China website and WeChat account.
- ✘ Sponsor's logo will be displayed on the table flags, table cards and advertising flags of the ITB China Cruise Night; materials will be produced by the organizer.
- ✘ Event to be included in the agenda of the official ITB China show catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ Sponsor to receive 8 sponsor badges.



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## Hosted Buyers Networking Lunch

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**21,000 USD**

- ✘ Sponsor to host a lunch exclusively for selected buyers (>50 pax, invitation only, sponsoring price includes catering expenses).
- ✘ Option to hand a gift or brochure to attending buyers; gift or brochure provided by the sponsor.
- ✘ WeChat post to link to an exclusive registration page with sponsor's logo; the WeChat post's content will be provided by sponsor and released upon organizer's approval.
- ✘ Event to be included as "powered by" in the agenda of the official ITB China show catalog.
- ✘ The event will be included in a newsletter and WeChat post highlighting all official ITB China networking events.
- ✘ Sponsor's information to be shown prominently on event backdrop; backdrop will be produced by the organizer.
- ✘ Sponsor to place a half page-ad in the ITB China event catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting lobby.
- ✘ Sponsor to receive 3 sponsor badges.

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## Customized Event

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**Price: Upon Request**

- ✘ Sponsor may arrange a tailor-made event with the organizer. Creative suggestions that add value and memorable experiences for the participants are welcome.



## Hosted Media Sponsor

**15,000 USD**  
(Exclusive)

- ✗ Sponsor's logo prominently displayed on official ITB China materials.
- ✗ Exclusive branding featured in the official media hotel where hosted media guests stay.
- ✗ Opportunity to provide a welcoming gift for each media guest at the hotel (gifts supplied by the sponsor).
- ✗ Sponsor's promotional flyer included in all official delegate bags distributed to attendees.
- ✗ Sponsor's logo displayed on signage outside the Press Center and Media Lounge.
- ✗ Table cards featuring sponsor branding placed within the Media Lounge and Press Center.
- ✗ Customizable design options for the Trade Press Center, subject to organizer approval and sponsor's own cost.
- ✗ Two invitations to the ITB China Opening Dinner.
- ✗ Sponsor receives 2 sponsor badges for event access.

## Media/Travel KOL Lunch Sponsor

**9,000 USD**  
(Non-Exclusive)

- ✗ Sponsor hosts an exclusive lunch for 25–30 media representatives and travel Key Opinion Leaders (KOLs). Sponsorship includes catering expenses.
- ✗ Opportunity to distribute branded gifts or brochures to lunch attendees; materials provided by the sponsor.
- ✗ The event will be promoted via the official ITB China website and WeChat account.
- ✗ Sponsor's logo will be displayed on table flags and table cards during the lunch; all materials produced by the organizer.
- ✗ The lunch will be featured in the official ITB China show catalog agenda.
- ✗ Sponsor's logo will appear on the official ITB China homepage, in the event catalog, and on the exhibition hall backdrop.
- ✗ One news release announcing the sponsorship will be published through the official ITB China WeChat account (content provided by sponsor, subject to organizer approval).
- ✗ Sponsor will receive 2 sponsor badges for event access.





# On-Site Branding



## Lanyard & Badge Sponsor

23,000 USD  
(Exclusive)

- ✗ Sponsor's logo / promotion information will be displayed on the attendee's lanyard and on the back of the attendee's badge.
- ✗ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✗ Sponsor to receive 4 sponsor badges.



## Delegate Bags Sponsor

23,000 USD  
(Exclusive)

- ✗ Sponsor's brand information will be displayed on the carrier bags distributed to all attendees at registration; carrier bags will be produced by organizer.
- ✗ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✗ Sponsor to include promotional material (flyer) in the delegate bags.
- ✗ Sponsor to receive 4 sponsor badges.



## Lunch Area Sponsor

12,500 USD  
(Exclusive)

- ✗ Sponsor's logo will be displayed on the table flags, backdrop to display sponsor logo or design in the lunch area; materials will be produced by the organizer.
- ✗ The lunch area will be highlighted as "powered by" + sponsor logo on the printed and digital floor plan.
- ✗ The lunch area with the sponsor's logo will be introduced to all attendees in the onsite functional area newsletter prior to the show.
- ✗ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✗ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✗ Sponsor to receive 2 sponsor badges.



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## Mobile Charging Station Sponsor

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15,500 USD  
(Exclusive)

- ✗ Sponsor's logo to be displayed at the mobile charging stations, placed on 3 high-traffic locations at the show.
- ✗ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✗ The mobile charging locations with the sponsor's logo will be introduced to all attendees in the onsite functional area newsletter prior to the show.
- ✗ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✗ Sponsor to receive 2 sponsor badges.

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## Wi-Fi Sponsor

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11,500 USD  
(Exclusive)

- ✗ Branded Wi-Fi login landing page (static) with sponsor's logo or ad design.
- ✗ Wi-Fi password to include sponsor's brand name.
- ✗ Roll-up banners / signages in public areas to display Wi-Fi Login information together with sponsor's logo (i.e., entrances, information counter, in the eventhall etc.)
- ✗ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✗ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✗ Sponsor to receive 2 sponsor badges.

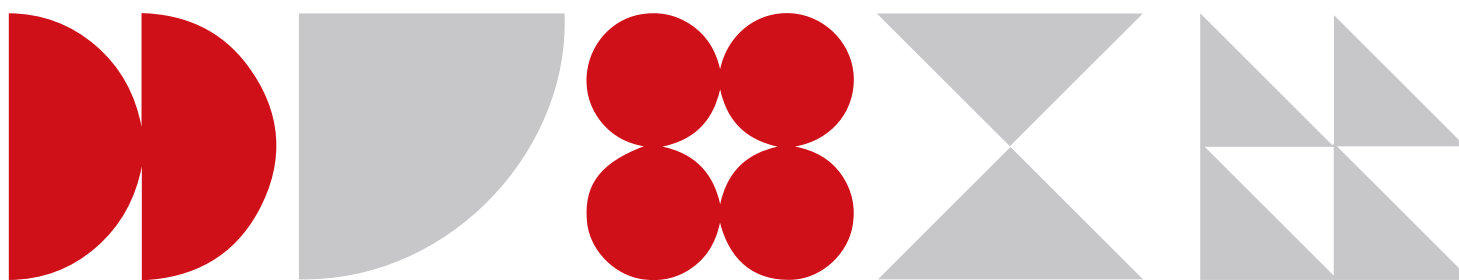
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## Water Sponsor

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14,000 USD  
(Exclusive)

- ✗ Customized water bottles featuring the sponsor's logo will be produced and provided by the organizer.
- ✗ Bottles will be included in every delegate bag, ensuring strong visibility among all attendees.
- ✗ Branded bottles will be placed on speakers' seats in both the ITB China Conference Room and Presentation Hub area.
- ✗ Additional bottles will be available in key networking areas including the VIP Lounge, Buyers Lounge, Media Lounge, and Speakers Lounge to maximize brand reach.
- ✗ Sponsor's logo will be featured on the official ITB China homepage, in the event catalogue, and on the main exhibition hall backdrop.
- ✗ Sponsor is entitled to a half-page advertisement in the official ITB China event catalogue.
- ✗ Sponsor will receive 2 sponsor badges for official event access.



## One-Page Ad in ITB China Catalog

3,000 USD

- ✘ Full-page advertisement in the official ITB China Show Catalogue, distributed to all attendees upon registration. Ad design to be provided by the sponsor.
- ✘ Sponsor's logo will be featured on the official ITB China homepage, in the show catalogue, and on the main welcome backdrop in the exhibition hall.
- ✘ Sponsor will receive 2 sponsor badges for official participation and event access.



## Delegate Bag Ad

4,000 USD

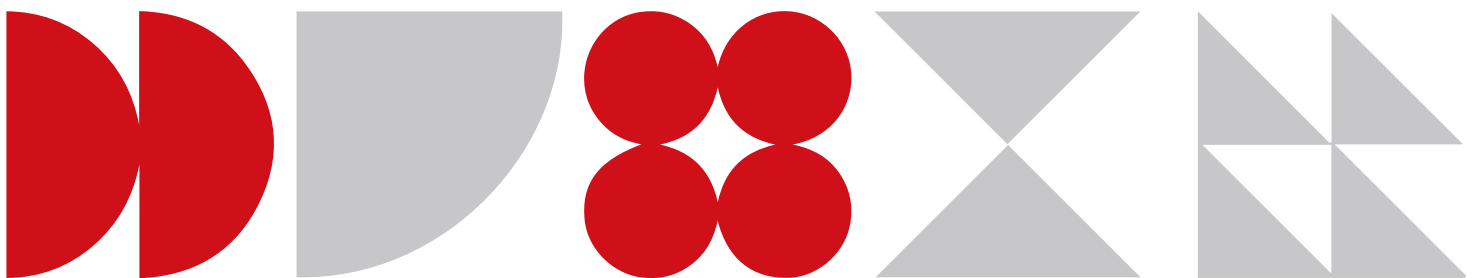
- ✘ Sponsor's promotional material (flyer, up to 6 pages) will be included in all official delegate bags, ensuring direct exposure to every attendee.
- ✘ Sponsor's logo will appear on the official ITB China homepage, in the event catalogue, and on the main welcome backdrop in the exhibition hall.
- ✘ Sponsor will receive 2 sponsor badges for event participation.



## NEW Show Map Sponsor

14,000 USD  
(Exclusive)

- ✘ Sponsor logo featured on the ITB China homepage, printed and online event catalogue, major welcome signage in the exhibition hall, and all official digital and printed materials.
- ✘ **ITB China 2026 printed pocket show map**, featuring the sponsor's branding, will be included in delegate bags distributed to all attendees.  
**Front side:** Sponsor's booth clearly highlighted on the floor plan  
**Back side:** Full back page of the show map dedicated to sponsor advertising
- ✘ Additional brand visibility through posts on ITB China's social media channels (LinkedIn, X, Facebook), with sponsor tags or hashtags included where applicable.
- ✘ 2 sponsor badges for staff or representatives.



## Entrance Banner

14,000 USD

- ✘ High-impact advertisement at the main entrance of the venue, delivering maximum visibility to all attendees during entry and registration.
- ✘ Outside square leading to main entrance
- ✘ W6m×H4m×D1.5m \*4sides
- ✘ **Max amount:** 1 per exhibitor



## Window Ad

1 for 2,700 USD  
5 for 10,500 USD

- ✘ Premium Window Advertisements positioned next to the main entrance, offering eye-level exposure and strong brand visibility as attendees enter the venue.
- ✘ Outside, next to entrance
- ✘ W3m×H4m
- ✘ **Max amount:** Minimum 3 Maximum 16



## Hanging Flag

6 for 21,500 USD  
9 for 28,500 USD

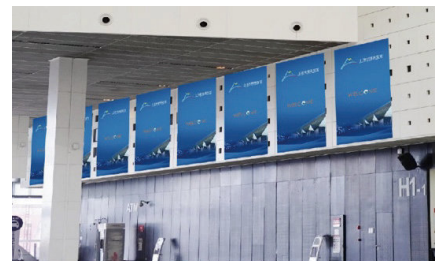
- ✘ Branded Hanging Flag prominently displayed in the lobby and main entrance area, capturing attendees' attention with high-impact visual presence throughout the event.
- ✘ Lobby / main entrance area
- ✘ W3m×H4m×2sides **exclusive**
- ✘ **Max amount:** Minimum 6 Maximum 9



## Side Hanging Flag

3 for 10,500 USD  
5 for 14,000 USD

- ✘ Side Hanging Flag prominently positioned in the lobby and main entrance area.
- ✘ Lobby / main entrance area
- ✘ W3m×H4m
- ✘ **Max amount:** Minimum 3 Maximum 8



## Pillar Ads

10,500 USD

- ✘ Branded Pillar Wraps located in the lobby and main entrance area, offering bold, 360-degree visibility to maximize brand exposure.
- ✘ Lobby / main entrance area
- ✘ W1m×H2.4m\*4 / W1m×H2.4m\*3 **exclusive**
- ✘ **Max amount:** 1 set(2 pillars)



Ground  
Sticker

10 for 6,500 USD

- ✂ Branded Ground Stickers placed strategically in the lobby, entrance, and exit areas.
- ✂ Lobby / entrance and exit areas
- ✂ W1m×H1m
- ✂ Minimum Amount: 10



NEW  
Street Impact  
Banner

1 for 5,500 USD

- ✂ Maximize your brand visibility with strategically placed outdoor banners around the exhibition venue. Ideal for capturing attendee attention before they even enter the event.
- ✂ Around the venue
- ✂ W4.5m×H2m



Terms

The General Terms of Business for Trade Fairs and Exhibitions organized by MB Exhibitions (Shanghai) Co., Ltd. and Exhibition Terms and Conditions for ITB China apply. By ordering any sponsoring opportunity mentioned in the official ITB China sponsoring brochure or official ITB China website, the sponsor confirms having read and agreeing to the General Terms of Business for Trade Fairs and Exhibitions organized by MB Exhibitions (Shanghai) Co., Ltd. and the Exhibition Terms and Conditions for ITB China.

Supplements and amendments to the listed sponsoring items are not valid unless made in writing.

All onsite advertising rates include production and advertising space rental at the venue. Designs for ads are provided by the sponsor at the sponsor's expenses.

Exact location, dimensions and quantities of onsite advertisements will be provided upon request.

Sponsors need to provide artwork in exact dimensions indicated for each item and submit to the organizer at least one month before the event.

For orders of several different sponsorship opportunities that include the same benefit, these benefits do not automatically accumulate with each additional order. Please refer to the final sponsoring agreement details and clear any questions regarding the number of individual items with the organizer before the event.

All USD prices shown are quoted excluding applicable taxes.

