ADVERTISING &
SPONSORSHIPS

ITB CHINA 10 YEARS

SETTING CHINA'S TRAVEL INDUSTRY IN MOTION.

25 – 27 MAY 2027 · SHANGHAI
www.itb-china.com

A brand of
MESSE BERLIN China

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Official Partnership

SOLD

Official Partner Destination





- **Premium Exposure**
  - **•Official Partner Destination of ITB China 2027**: 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. Quantity and size requirements will be provided to the sponsor.

- **Opening Dinner**
  - **•Co-Host of the ITB China 2027 Opening Dinner**: Sponsor will co-host prestigious opening dinner event, welcoming over 700 high-level industry professionals. The dinner will feature the sponsor's branding and thematic elements digitally 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 borne by the sponsor).

- **Opening Ceremony**
  - **•Ribbon-Cutting Ceremony Participation**: A senior representative from the Partner Destination will take part in the official ITB China 2027 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 China 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).

- **Designated Buyer Lounge Branding**
  - **•Exclusive Branding in the Buyer Lounge**: Prominent sponsor branding featured on table flags, table cards, and dedicated onsite advertisement placements within the designated buyer lounge.
  - **•Promotional Material Display**: Sponsor brochures or promotional items placed in designated display stands within the Buyer Lounge for maximum visibility among key buyers, the material is to be provided by the sponsor within the time required.

- **Conference & Content**
  - **•Opening Keynote**: A 20-minute keynote presentation by the sponsor on Day 1 of the ITB China Conference.
  - **•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.

SOLD

Official Partner Destination

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, Facebook and other channels if available).

•**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. The content must be provided within the timeframe required to ITB China team.

•**Official Interview & Content Distribution**: One in-depth interview conducted by ITB China, published on WeChat account & other social media channels.

•**Signing Ceremony Photo & Media Coverage**: High-quality photo documentation of the Partner Destination Signing Ceremony with ITB China representatives (within Greater China, or during the FAM Trip if selected). Tagged social media posts across ITB China social media channels to 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.

Access & Hospitality

•**4 VIP Passes**: Access to all official ITB China 2027 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.

FAM Trip

•Available on request, details will be confirmed with the sponsor individually, based on the sponsor's budget.







Official Partner Airlines

26,900 USD (Non-Exclusive)

45,000 USD (Exclusive)

- As the **Official Partner Airline** of ITB China 2027, 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 2027, 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 delegatebags, ensuring direct exposure to every event participant.
  - **Recommended Airline**: Sponsor recognized as the preferred travel partner for allinternational buyers and visitors.

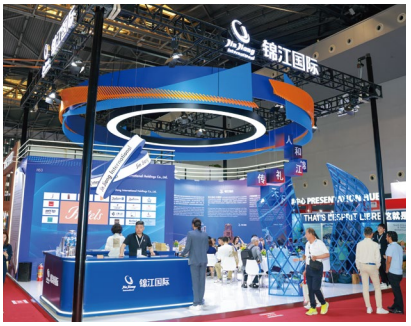
- **Media Promotion**
  - **Exhibitor Highlight**: Dedicated visibility on the ITB China website, platform and social media through a special highlighted segment for enhanced exposure.
  - **Media Announcement**: One official press release announcing the airline sponsorship, distributed to ITB China's 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, Instagram, Rednote, and Facebook.
  - **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 2027.
  - **4 Sponsor Badges**: For representatives attending the exhibition and networking events.

Official Partner Hotel

26,900 USD (Non-Exclusive)

45,000 USD (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 2027, with exclusive visibility as the event's recommended 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 promoted as a recommended hotel to ITB China attendees and international guests, with a direct booking link on the platform.

Official Partner Hotel

26,900 USD (Non-Exclusive)

45,000 USD (Exclusive)

- **Booking Integration**
  - **Room Night Commitment**: Agreed room nights purchased by ITB China for the Hosted Buyer Program, subject to property suitability and availability.
- **Media Promotion**
  - **Exhibitor Highlight**: Dedicated visibility on the ITB China website, platform and social media through a special highlighted segment for enhanced exposure.
  - **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, Rednote, Linkedin, Instagram, 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 2027.
  - **4 Sponsor Badges**: For representatives attending the exhibition and networking events.

Official Car Rental / Limousine Partner

26,900 USD (Non-Exclusive)

45,000 USD (Exclusive)

- As the **Official Car Rental / Limousine Partner** of ITB China 2027, 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 2027, with exclusive visibility as the event's recommended provider.
  - **Prominent Logo Placement**: Sponsor logo featured on the ITB China homepage, mobile app, official event catalog, and key welcome signage throughout the venue.
  - **Delegate Bag Inclusion:** Sponsor-provided flyer included in all official delegate bags, ensuring direct exposure to every event participant.
  - **Preferred Service Provider**: Officially recommended car rental and limousine service for all buyers, visitors, exhibitors, and media with a direct booking link.
  - **Integrated Booking Visibility**: Car rental booking details featured in EDM and on the ITB China platform and visitor recommendation material.
- **Marketing Promotion**
  - **Exhibitor Highlight**: Dedicated visibility on the ITB China website, platform and socialmedia through a special highlighted segment for enhanced exposure.
  - **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, Rednote, LinkedIn, Instagram, 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 2027.
  - **4 Sponsor Badges**: For representatives attending the exhibition and networking events.



Official Travel Service / OTA Partner

26,900 USD (Non-Exclusive)

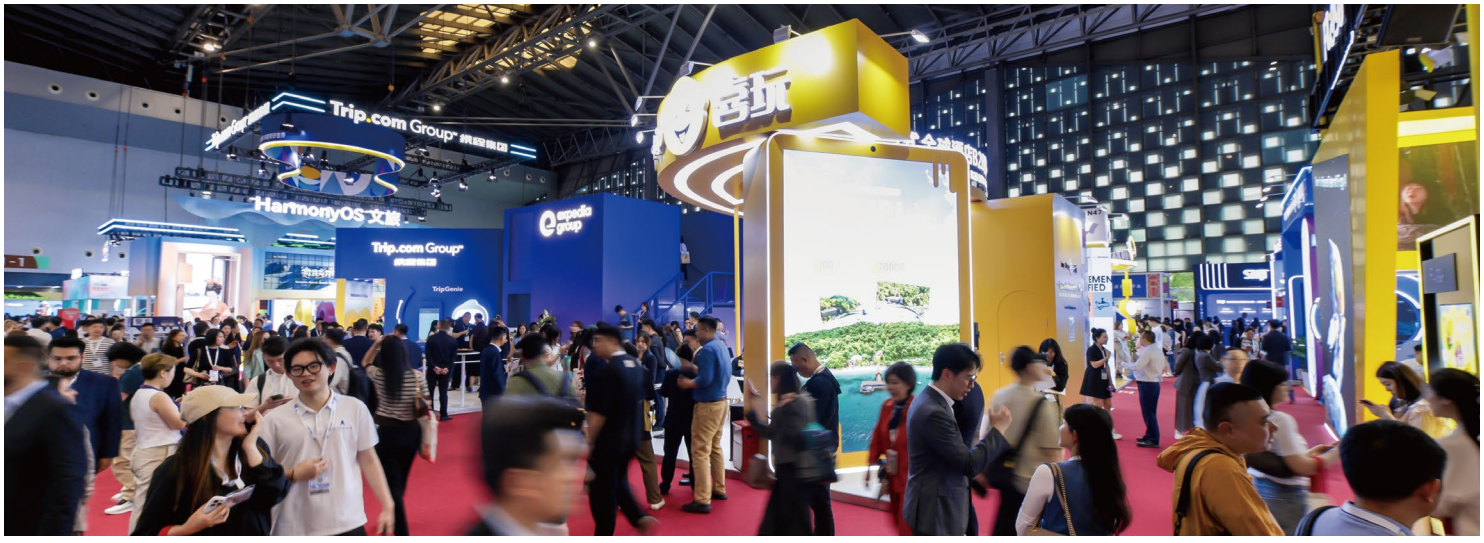
45,000 USD (Exclusive)

- As the **Official OTA Partner** of ITB China 2027, your brand will enjoy targeted visibility and direct engagement with key players in the travel industry.

- **Premium Exposure**
  - **•Official Designation**: Branded as the Official Partner Hotel of ITB China 2027, with exclusive visibility as the event's recommended service provider.
  - **•Prominent Logo Placement**: Sponsor logo featured on the ITB China homepage, mobile app, official event catalog, and key welcome signage throughout the venue.
  - **•Travel Service Recommendation**: Selected service promoted as a recommended option to ITB China attendees and international guests, with a direct booking link.

- **Media Promotion**
  - **•Exhibitor Highlight**: Dedicated visibility on the ITB China website, platform and social media through a special highlighted segment for enhanced exposure.
  - **•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, Rednote, LinkedIn, Instagram, 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 2027.
  - **•4 Sponsor Badges**: For representatives attending the exhibition and networking events.



Customized ITB China Partnership

Price: Upon Request

- 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.

Conference

Podium & Microphone Cubes Sponsor

14,700 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

17,850 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

12,750 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 Keynote

2,750 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

28,700 USD

- Sponsor to host a themed 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 - 8,000 USD
2 Days - 13,300 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 Sponsor

10,600 USD

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.

Cruise Night Sponsor

24,400 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.





Hosted Buyers Brand Experience

22,300 USD

- Host an exclusive, invitation-only onsite event curated by the ITB China team, bringing together over 50 selected buyers. Showcase your product and build valuable connections with key market decision makers. Sponsorship includes catering expenses.
- Option to distribute a gift or brochure to attending buyers; the gift or brochure is to be provided by the sponsor.
- A dedicated WeChat post will link to an exclusive registration page featuring the sponsor's logo. The content for the post will be provided by the sponsor and published upon approval by the organizer.
- The event will be listed in the official ITB China show agenda as "Powered by [Sponsor Name]."
- The event will be featured in a newsletter and WeChat post highlighting all official ITB China networking events.
- Sponsor's logo will be prominently displayed on the event backdrop, which will be produced by the organizer.
- Sponsor may place a half-page advertisement in the official ITB China event catalog.
- Sponsor's logo will appear on the official ITB China homepage, in the event catalog, and on the welcome backdrop in the exhibition lobby.
- Sponsor will receive 3 sponsor badges.

Customized Event

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.

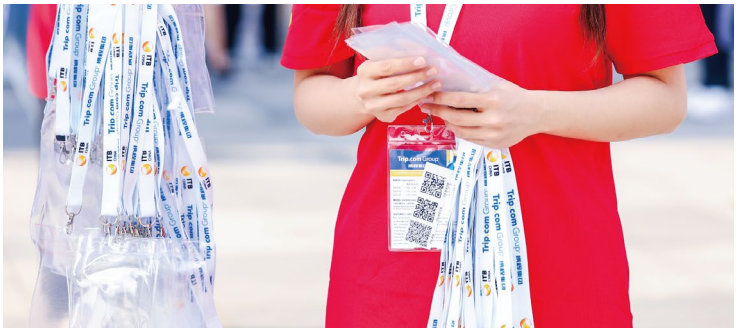
On-Site Branding

Lanyard & Badge Sponsor

37,400 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

26,900 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.

Water Sponsor

14,900 USD (Exclusive)



- Customized water bottles featuring the sponsor's logo will be produced and provided by the organizer.
- Bottles will be placed in designated areas and distributed with show maps and delegate bags.
- 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

3,850 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

5,300 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.



Show Map Sponsor

14,900 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.

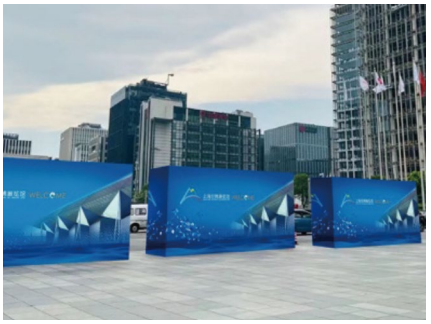


On-Site Advertisement

Entrance Banner

22,400 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 3,800 USD
5 for 19,000 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: Minumum 3 Maximum 16



In Hall Banner

1 for 13,300 USD

- Branded banner prominently placed in hall on the main aisle within sponsor booth proximity to increase exposure and traffic to the booth.
- Availability and quantity are subject to organizer's decision base don sponsor booth size and location.
- W3m×H4m



Hanging Flag

6 for 29,750 USD
8 for 40,200 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:
  Minumum 6
  Maximum 8



Side Hanging Flag

5 for 23,800 USD
8 for 37,200 USD

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



Ground Sticker

10 for 7,500 USD
20 for 13,500 USD

- Branded Ground Stickers placed strategically in the lobby, entrance, and exit areas.
- Lobby / entrance and exit areas
- W1mxH1m
- Max amount:
  10



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 including applicable taxes.