



ITB
BERLIN

NOW

SHOW FLOOR

= the exhibitor list

WHAT IT IS

- Overview of all exhibitors of ITB Berlin NOW
- There are three different sizes of display depending on the chosen exhibitor package (“Starter”, “Plus”, “All-In/Destination”)
- Available 24/7 from 1 February to 31 May 2021
- Live from 9 – 12 March 2021 (CET +1) 10 am to 6pm

WHY YOU SHOULD KNOW IT

- Displays a preview of all exhibitors as list view or Brand Card view
- There are three different sizes of display depending on the chosen exhibitor package (“Starter”, “Plus”, “All-In/Destination”)
- Via multiple filter and search functions users can find the perfect matches
- There are several quick selection options* in the Show Floor:
 - Request a meeting with an exhibitor
 - Register an interest in the exhibitor
 - Share the exhibitor Brand Cards with others
 - Leave a bookmark at your favorite Brand Card and get in touch later
- As an exhibitor you may use the Top-Listing as add-on opportunity to increase your visibility within the Show Floor



WHAT FUNCTIONALITIES COME WITH IT

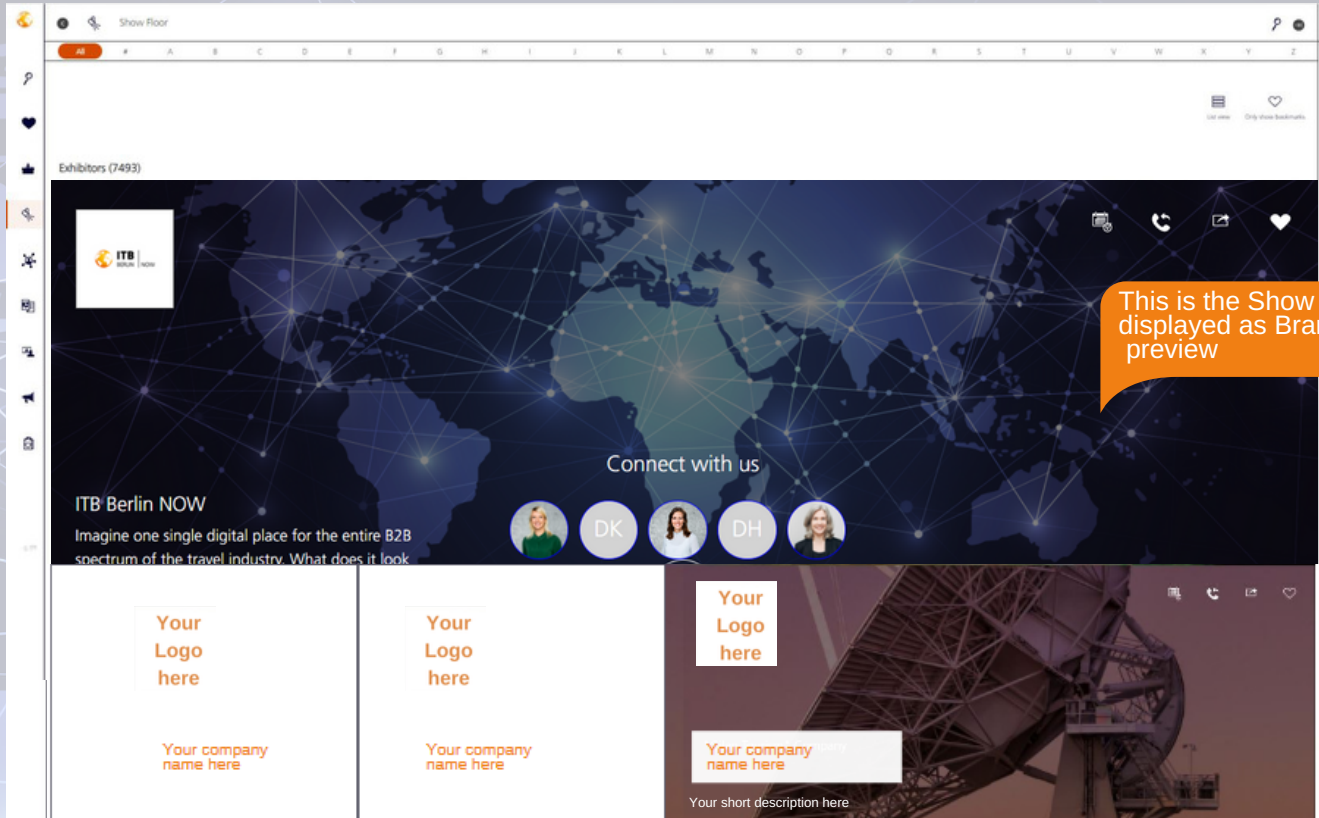
	STARTER	PLUS	ALL-IN	ALL-IN DESTINATION
Show Floor	BASIC	INTERACTIVE	LEAD-OPTIMIZED	LEAD-OPTIMIZED
Brand Card Size	1/16 (360x360pixel)	1/2 (1280x640pixel)	1/1 (2560x640pixel)	1/1 (2560x640pixel)
Brand Card (Direct) Functions in the Show Floor	X	- Bookmark - Share this contact	- Bookmark - Share this contact - Register interest - Request a meeting	- Bookmark - Share this contact - Register interest - Request a meeting
Description	- Company logo - Company name	- Individual background - Company logo - Company name - Short description	- Individual background - Company logo - Company name - Short description	- Individual background - Company logo - Company name - Short description
Employee depiction	X	X	- Full view of 5 employees, then "sneak peak"	- Full view of 5 employees, then "sneak peak"
Convention session "On Air"	X	yes	yes	yes



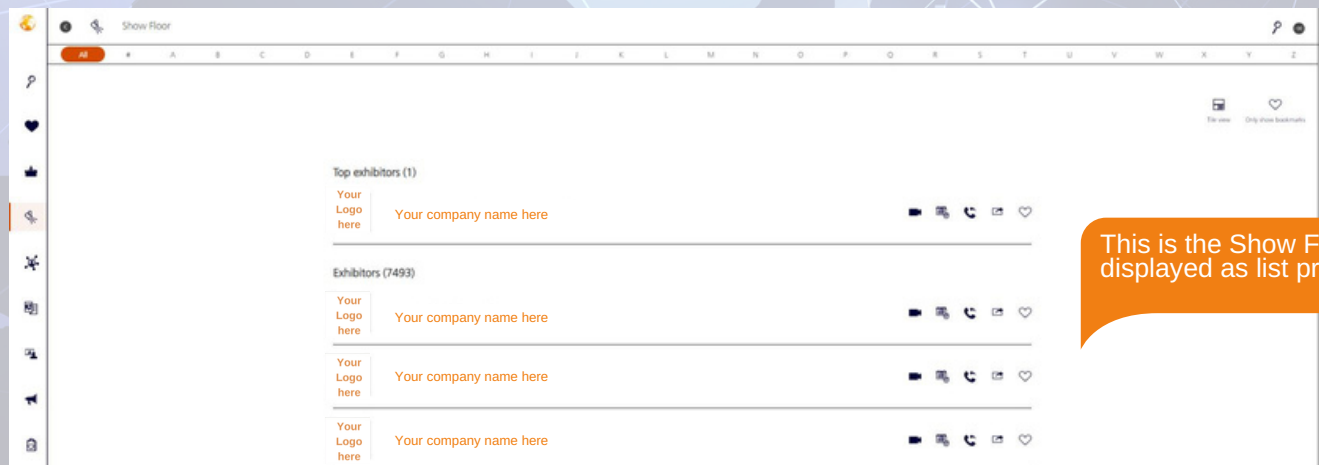
ITB
BERLIN

NOW

THIS IS WHAT THE SHOW FLOOR LOOKS LIKE*



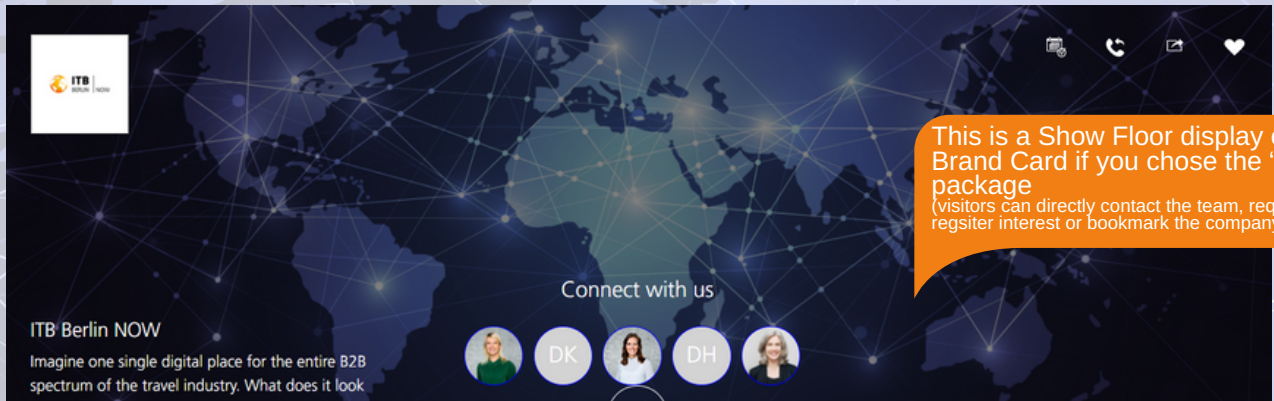
This is the Show Floor displayed as Brand Card preview



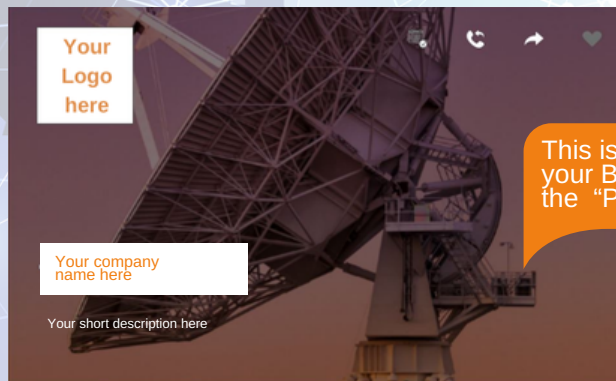
This is the Show Floor displayed as list preview



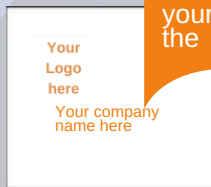
THIS IS WHAT THE SHOW FLOOR LOOKS LIKE*



This is a Show Floor display of your Brand Card if you chose the "All-in" package
(visitors can directly contact the team, request a meeting, register interest or bookmark the company)



This is a Show Floor display of your Brand Card if you chose the "Plus" package (1/2)



This is a Show Floor display of your Brand Card if you chose the "Starter" package (1/16)