



## Terms and conditions for participation at ITB Berlin 2025

**1. Place:** The fair takes place at Messe Berlin, Berlin.

**2. Dates:** ITB fair, Berlin takes place from 4th to 6th March 2025

**3. Norwegian participants/exhibitors:** The participating companies should be creditable, be owner or employee to a Norwegian tourism company – destination management, transport, accommodation, activity supplier or other – with webpage at least in English, online booking possibility and in search for B2B contacts as well as contact to possible customer. A knowledge about the German speaking tourism market and sustainable travel is recommended. Language skills: fluent in English, even better in German.

For Norwegian registered companies, there is the possibility to get support for your participation at ITB. Please apply here and early before the fair: [Eksportfremstøt - tilskudd til å delta på messer | Innovasjon Norge](#)

**4. Foreign exhibitors:** The company needs to sell/offer Norway as a tourist destination. Participation from non-Norwegian companies on the Norwegian stand is restricted to carriers offering routes to/from Norway and tour operators working towards the German speaking market offering Norway programs.

**5. Stands/tables/price:** Each exhibitor will be offered a meeting table. The Norway booth is part of a shared stand of all Scandinavian countries. It will be possible to book the following options:

**Option 1: Participation with one meeting table and 1 person. Costs: 4,300,- EUR**

Includes: one meeting table with 2 benches, 1 exhibitor badge (valid for all 3 fair days), access to the ITB meeting calendar from ITB self-portal/self-service\*, stand-build and on-site set-up and support, your company logo at the table, reception service, stand catering incl. light lunch, welcome dinner for one person. Access to ITB conference centre. Flexible access to 2 counter tables.

Max. 6 tables

**Option 2: Participation with one meeting table and 2 persons. Costs: 5,200,- EUR**

Includes: one meeting table with 2 benches, 2 exhibitor badges (valid for all 3 fair days), access to the ITB meeting calendar from ITB self-portal/self-service\*, stand-build and on-site set-up and support, your company logo at the table, reception service, stand catering incl. light lunch, welcome dinner for two persons. Access to ITB conference centre. Flexible access to 2 counter tables.

Max. 14 tables

**Option 3: Sharing a table with another company: Costs: 2,600,- EUR per company, per person**

Both companies need to agree beforehand to enter a sharing agreement and signing up. Only one of the 2 companies sharing the table must sign up on behalf of both to secure a spot.

Includes: one meeting table with 2 benches à 2 pax each, 1 exhibitor badge per person, (valid for all 3 fair days), access to meeting calendar\* from ITB self-portal/self-service for 2 persons, stand-build and on-site set-up and support, both companies' logos at the table, reception service, stand catering, light lunch every day during the fair, welcome dinner for 2 persons. Access to ITB conference centre. Flexible access to 2 counter tables.

Max. 2 tables

**Option 4: Half day presence. EUR 900,- for half day of your choice. Maximum 1 day in total**

Includes: one counter table with 2 bar chairs, 1 exhibitor badge (valid for all 3 fair days), access to meeting calendar\* from ITB self-portal/self-service, stand-build and on-site set-up and support, company name on the counter, reception service, stand catering, and welcome dinner for 1 person. Access to ITB conference centre. Max. 4 counter tables per half-days.

**Extra participants**

After the registration deadline, we will open for the possibility for the registered exhibitors to register extra participants to attend the fair as follows:

**“Pure conference”: EUR 300,- per person**

Available for exhibitors with Options 1,2,3 or 4

Includes: 1 exhibitor badge (valid for 3 fair days), access to ITB conference centre, welcome dinner for 1 person.

**“Presence on the stand”: EUR 600,- per person**

Available for exhibitors that are destination companies, regional destination companies and network organizations that already are registered for ITB 2025 with option 2.

Includes: sharing meeting table with your partner destination/organisation, 1 exhibitor badge (valid for all 3 fair days incl. setup day), access to meeting calendar\* from ITB self-portal/self-service, stand-build and on-site set-up and support, your company name at your table, reception service, stand catering incl. light lunch and welcome dinner for one person. Access to ITB conference centre. Flexible access to 2 counter tables.

*\*ITB calendar is a service offered by ITB to all co-exhibitors and not by IN. CO-exhibitors will therefore need to address ITB help desk if assistance is required.*

**Prices do not include:**

Accommodation  
Travel costs  
Travel insurance

**6. Size of stand/table and technical equipment:** Meeting table includes table with two benches for 2 persons each. Counter tables are equipped with 2 bar chairs. Exhibitor passes are personalized and cannot be handed on to others. There is no wardrobe at the stand, but a public wardrobe at the fair entrance (extra costs). The stand is served with a caterer. All co-exhibitors with exhibitors pass will get free drinking water, coffee and light lunch at the stand.

**7. Conditions for payment & cancellation fee:** The participation fee will be invoiced in EUR according to German law after the fair has taken place. Your registration is binding. The complete amount (100% participation fee) will be charged for cancellations after the 18<sup>th</sup> of December. Any changes to this agreement or further agreements need to be made in written form.

**8. Product Manual:** Product Manual will contain useful product information in English. The manual will only be produced digitally and will be made available for selected buyers who may use it to get to know the Norwegian products and to select their appointments accordingly. Innovation Norway claims the right to make minor adjustments in the text to make it fit the format of the manual as well as general text editing.

**9. Transport/Accommodation:** Transport and accommodation to/from/in Berlin must be booked and paid for by the participants themselves. This also include local transfers from accommodation to/from Messe Berlin. To reduce mobility emissions Innovation Norway encourages the participants to use public transport whenever possible.

**10. Material:** There will be no service of brochure distribution handled by Innovation Norway. We encourage you to make this stand as sustainable and paperfree as possible. However, if you

decide to bring your own brochures/flyers, these must be 100% recyclable. Participants will handle and cover all costs for materials needed at the stand.

**11. General:** Participants may not organize or arrange other events or gatherings for the buyers parallel to the event in the days from 4<sup>th</sup> to 6<sup>th</sup> of March 2024, or any event parallel to the official program.

**12. Participation:** Innovation Norway claims the right to check credit score of participating companies and claims the right to deny participation if the score is low. Innovation Norway may deny participation at the event if the company does not meet its economic obligations towards Innovation Norway.

Innovation Norway wants to ensure that the participants are relevant for the target group invited to ITB. We claim the right to deny participation if we deem the company not relevant for participation.

**13. Force majeure:** Circumstances outside the control of Innovation Norway, such as strikes, official and unofficial disruptions of work/labour disputes, fires, wars, natural catastrophes, deficient sub-supplies etc. entitles Innovation Norway to terminate the agreement without any obligation of compensation.