

NEW
LOCATION
HALL 6.2

CULTURE
LOUNGETHE
HALL OF CULTURE
AT ITB BERLIN
07.–09.03.2023

THE VENUE
FOR CULTURE,
MEDIA AND
TOURISM

CULTURE LOUNGE



CULTURE





DIE KULTURHALLE DER ITB

For 16 years, the **CULTURE LOUNGE** has offered ideal conditions to inform tour operators and journalists about current cultural projects, planned exhibitions as well as well-known and new destinations. A tried-and-tested modular system makes it possible for every exhibitor to choose a form of presentation that suits their budget.

The platform is organised by Bonn-based projekt2508 GmbH and is official cultural partner of the ITB.

ITB BERLIN

The International Tourism Exchange (ITB) Berlin is the leading trade fair for the international tourism industry. For more than 50 years, the fair has been appealing to trade visitors and end consumers alike and is a meeting place for the industry, a marketplace and a source of inspiration at the same time. The cultural tourism segment continues to rank second in popularity among ITB visitors. The **CULTURE LOUNGE** therefore offers you a perfect platform to successfully promote your cultural events and projects.

MEGATREND CULTURAL TOURISM

Cultural offers in cities and regions are increasingly becoming decisive criteria for the choice of a travel destination. According to the German Tourist Board's (DZT) figures, about 33% of the total turnover in German tourism are earned with culture-oriented vacations and city trips. And yet, the enormous potential of the growing successful cooperation between culture and tourism partners is far from being fully tapped.



EXHIBITOR MODULES

MODULE 1: PRESENTATION LODGE



Exclusive exhibitor space with large exhibitor desk (booth sharing possible)

- Large graphic area (118cm x 250cm) incl. stand lettering
- Presentation via large screen in the entrance area
- Basic entry in the ITB exhibitor catalogue
- 6 exhibitor passes
- Press release in the digital **CULTURE LOUNGE** press kit
- Catering via our **CULTURE CAFÉ**

12.900 €

MODULE 2: PRESENTATION DESK



Exhibitor table for max. two exhibitors incl. counter with storage compartments

- 2 posters A0* incl. exhibitor lettering
- Your video or presentation on a large screen in the entrance area in a continuous loop
- Basic entry in the ITB exhibitor catalogue
- 4 exhibitor passes
- Press release in the digital **CULTURE LOUNGE** press kit
- Catering via our **CULTURE CAFÉ**

7.900 €

MODULE 3: PRESENTATION DESK



Exhibitor table for one exhibitor incl. counter with storage compartments

- 1 poster A0* incl. exhibitor lettering
- Your video or presentation on a large screen in the entrance area in a continuous loop
- Basic entry in the ITB exhibitor catalogue
- 2 exhibitor passes
- Press release in the digital **CULTURE LOUNGE** press kit
- Catering via our **CULTURE CAFÉ**

4.900 €

MODULE 4: VIDEO WALL

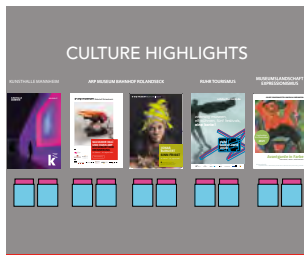


Attractive large screen in a central location

- Presentation of your offer (slideshow or video) on a large screen at a central location in the **CULTURE LOUNGE**
- Basic entry in the ITB exhibitor catalogue
- Individual exhibitor signage
- brochure display (**CULTURE INFO**) in the vicinity of the large screen
- Information and contact service by our staff

1.500 €

MODULE 5: CULTURE WALL



Backlit posters

High-quality presentation of your cultural highlights

- 1 backlit poster (format: 75 cm x 75 cm)
- high visitor frequency
- individual exhibitor signage + 2 brochure trays
- basic entry in the ITB exhibitor catalogue
- press release in the digital **CULTURE LOUNGE** press kit
- Information and contact service by our staff

1.800 €

MODULE 6: CULTURE MEETING TABLE

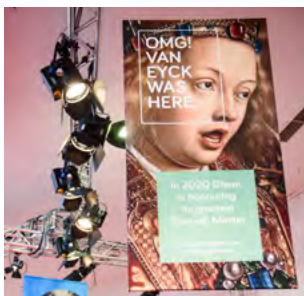


Meeting table within the CULTURE LOUNGE

- personalised meeting table for own appointments
- 1 table display A4
- Basic entry in the ITB exhibitor catalogue
- Use of the catering facilities (drinks | food)
- Information and contact service by our staff

2.000 € | 1.500 € for exhibitors

MODULE 7: BANNER AT MAIN HALLWAY



Large fabric banner with strong advertising impact

- Portrait size (1m x 2m)
- Printing and production included

1.000 € for exhibitors (Module 1-6)

1.500 € for non-exhibitors

MODULE 8: MAILING KULTURHIGHLIGHT-MAGAZINE



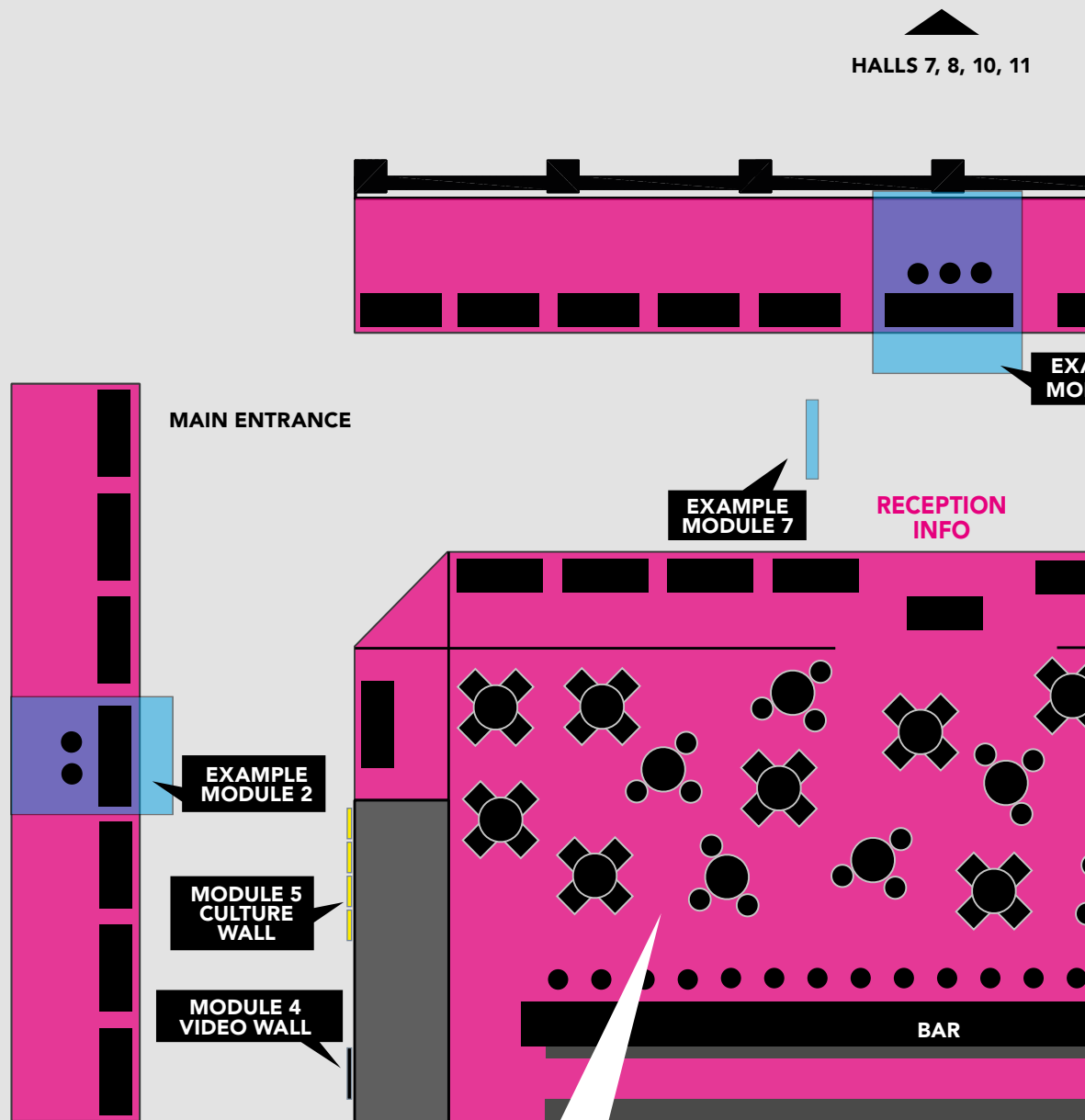
Large sales campaign in the group travel segment after the trade fair appearance Can also be booked individually independently of the trade fair appearance

- Editing and graphics of a sales magazine „KULTURHIGHLIGHTS 2023/24“ geared to the target group
- Space for your cultural highlight and further information
- Printing and production included in the price
- Display of the magazine at ITB Berlin 2023
- Direct mailing to approx. 2,000 selected cultural contacts in the group and tour operator sector end of March 2023
- Long-term availability as download at www.culturelounge.de

450 € for ½ page

800 € for 1 page

SERVICES FOR OUR EXHIBITORS



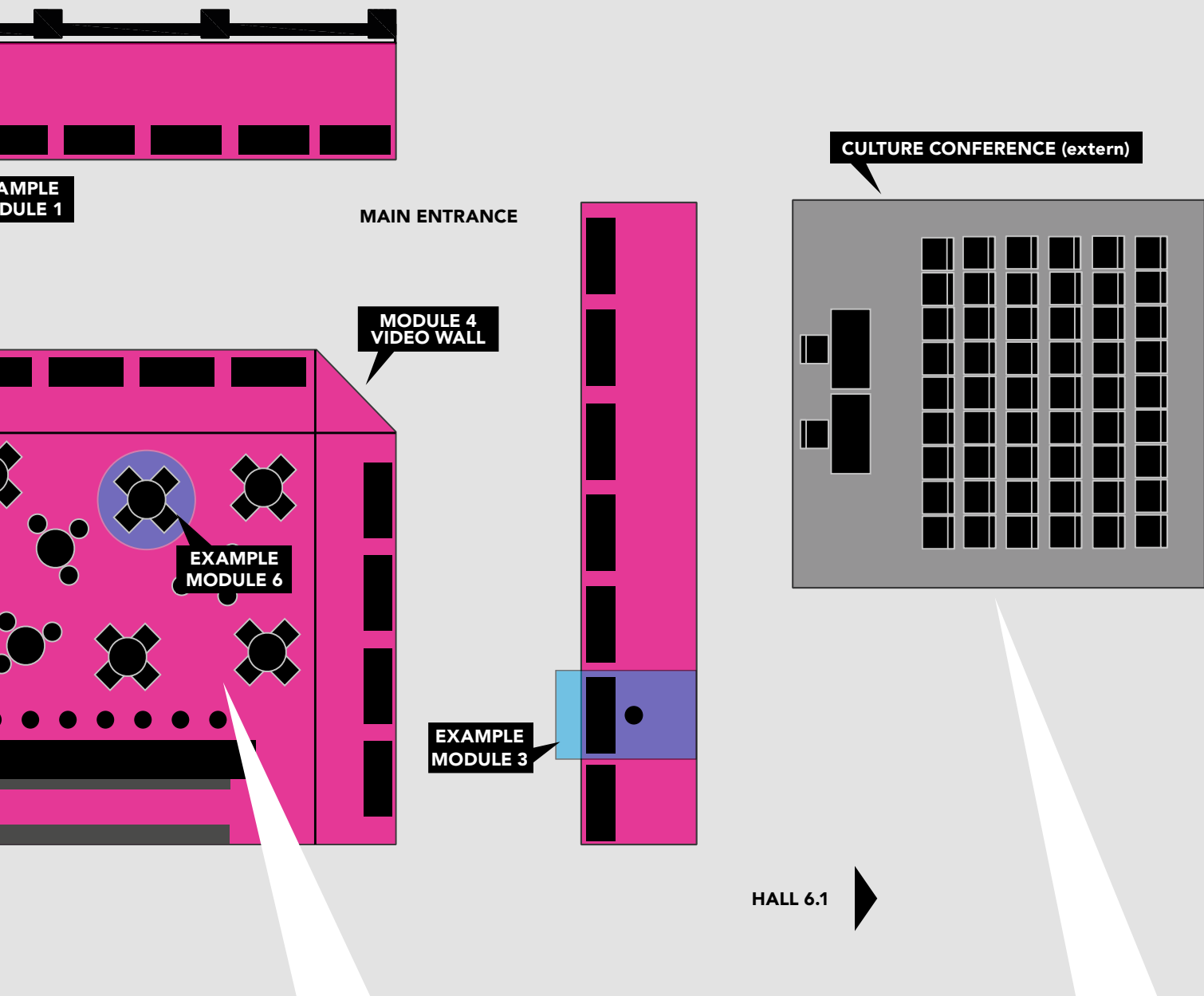
MEETING PLACE FOR CULTURE AND TRAVEL INDUSTRY

Meet cultural travel companies, important multipliers and end consumers in the **CULTURE LOUNGE**. Whether for a discussion at the exhibitor counter or for a meeting in the **CULTURE CAFÉ**. In the run-up to the fair, we invite all important cultural travel companies.



CULTURE CAFÉ

A place for your meetings and appointments: the **CULTURE CAFÉ** of the **CULTURE LOUNGE**. Every day, in addition to drinks and small snacks, a light lunch and fresh fruit are offered here free of charge for exhibitors and their guests.



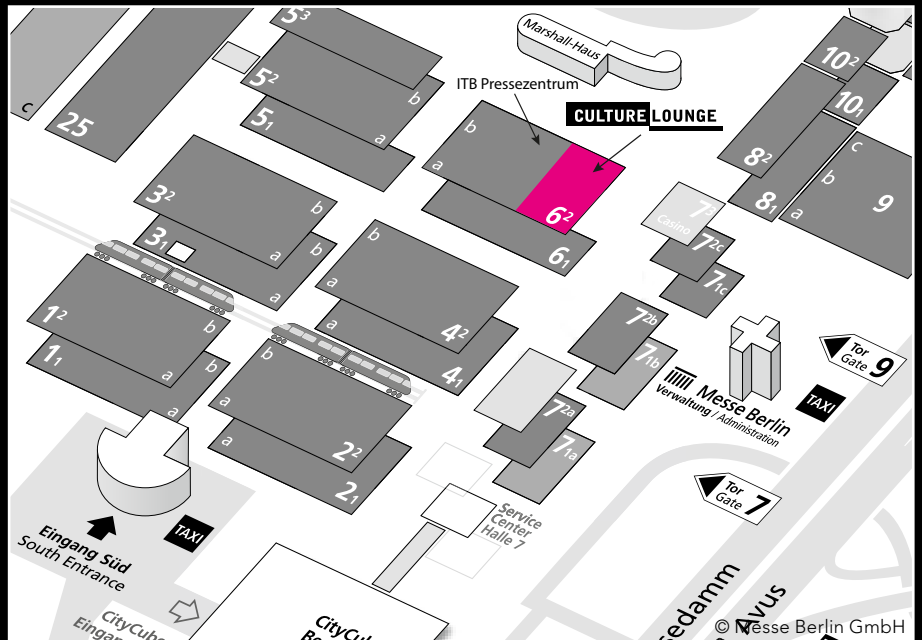
or
RE
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or



CULTURE CONFERENCE

Present your project or an exciting topic. The CULTURE LOUNGE offers all exhibitors a venue for press conferences, lectures, presentations or networking meetings. An external room has modern technology and space for around 40 people.





EXHIBITORS 2019

100 Jahre Bauhaus
 Antikensammlungen München
 Arp Museum - Bahnhof Rolandseck
 art cities REISEN Bonn | Konstanz
 arttourist.com
 Beckerbillett GmbH
 Beethoven-Haus Bonn
 Belgien-Tourismus Wallonie
 Bundeskunsthalle, Bonn
 Combase - Korona, Dresden
 Darmstadt Marketing
 Deutsche Bundesgartenschau Gesellschaft
 Deutsches Auswandererhaus, Bremerhaven
 Diözesanmuseum Paderborn
 Dom Museum Hildesheim
 Dom Museum Wien
 Eisenach - Wartburgstadt
 Esterházy Kulturbetriebe
 Europäisches Hansemuseum Lübeck
 Europäisches Netzwerk der Welterbevereine
 European Cultural Route of Reformation
 European Federation of Napoleonic Cities
 European Parliament
 Glyptothek München
 Hamburger Kunsthalle
 Hessisches Landesmuseum Darmstadt
 Hildesheim | Welt. Kultur. Erbe.
 Internationales Bachfest Schaffhausen
 Karlsruhe Tourismus
 Kassel | documenta-Stadt
 Klosterneuburg bei Wien
 Kolumba Kunstmuseum des Erzbistums Köln
 Kulturbetriebe der Stadt Aachen
 Kulturland Norwegen
 KulturReiseLand NRW | Tourismus NRW

Kunstareal München - Kunst | Kultur | Wissen
 Kunsthalle Mannheim
 Kunsthaus Zürich
 Kunstmeile Hamburg
 Lenbachhaus, München
 Linz Tourismus
 Lüttich | Kulturstadt
 LVIA | Brucknerhaus Linz
 Malta Tourism Authority
 MHK - Museumslandschaft Hessen Kassel
 Mons | Kulturstadt
 Museen Linz
 Museenkoeln
 Museum Folkwang, Essen
 Museumsufer Frankfurt
 NS-Dokumentationszentrum, München
 Oper im Steinbruch, St. Margarethen
 Pinakotheken | Bayerische Staatsgemäldesammlungen, München
 Porzellanikon | Staatliches Museum für Porzellan, Selb/Hohenberg an der Eger
 projekt 2508 Gruppe
 Richard Wagner Museum Bayreuth
 Roemer- und Pelizaeus-Museum Hildesheim
 Ruhr Museum, Essen
 Schallaburg
 Småland & Öland | Kulturregion
 Staatliche Museen zu Berlin
 Stadt Lorsch | Kultur & Tourismus
 Stiftung Bauhaus Dessau
 Ticketmaster
 Visit Gent
 Visit Oostende
 VISITFLANDERS - Tourismus Flandern-Brüssel

EUROPEAN CAPITALS OF CULTURE
 Galway – Kulturhauptstadt 2020

UNESCO WORLD HERITAGE SITES
 Bauhaus Welterbestätten in Deutschland
 Bergpark Wilhelmshöhe, Kassel
 Europäisches Netzwerk der Welterbevereine
 Mariendom und Domschatz, Hildesheim
 Museumsinsel Berlin
 Valetta
 Wartburg, Eisenach
 Welterbestätten in Flandern und der Wallonie
 Welterbe Kloster Lorsch

FESTIVALS / THEATRE / DANCE
 200 Jahre Beethoven, Bonn
 Bergen International Festival
 Internationales Bachfest Schaffhausen

CULTURAL TRAVEL PARTNER
 art cities REISEN, Bonn | Konstanz
 arttourist.com

SERVICE PARTNER
 BECKERBILLET GmbH
 Combase - Korona, Dresden
 Ticketmaster GmbH

With the kind support of:



KAUFMANNSLADEN
KÖNIGSWINTER

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Event, organisation,
 Information and booking: