

**Organization plan for CULTURE LOUNGE 2023**  
**07 - 09.03.2023 | Hall 6.2 - Stand 400**



TILL WHEN	WHAT	AREA	WHO
16.12.2022	<p><b>EXHIBITOR ENTRY / COMMUNICATION PACKAGE / ITBxplore PLATFORM</b></p> <p>projekt2508 creates an entry for all exhibitors in the ITB exhibitor directory (also called "communication package"). With the communication package, ITB Berlin offers exhibitors various communication tools to optimise their trade show participation. This includes, among other things, the presence in the exhibitor directories as well as in the ITB online platform (website + app).</p> <p>You will receive a maintenance link from ITB before the end of December, which you can use to access the ITBxplore platform and design your own company profile.</p>	<p>List of exhibitors</p> <p>Comm-Package</p> <p>ITBxplore</p>	<p>projekt2508 for all exhibitors</p>
January 2023	<p><b>DIGITAL PRESS KIT</b></p> <p>Digital press kit of the CULTURE LOUNGE            At <a href="http://www.culturelounge.de">www.culturelounge.de</a> we offer every exhibitor the opportunity to introduce themselves with a press release.</p> <p>Please send us an email to <a href="mailto:culturelounge@projekt2508.de">culturelounge@projekt2508.de</a> with a press release in German and, if desired, in English as a PDF (please include images directly in the PDF document).</p>	<p>Public Relations</p>	<p>Module 1-5</p>
16.01.2023	<p><b>YOUR OWN PRESS BOX IN THE ITB PRESS CENTRE</b></p> <p>If you would like to have your own press box in the ITB Press Centre, we will be happy to advise you.</p>	<p>Public Relations</p>	<p>all exhibitors optional</p>

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16.01.2023	<p><b>VIDEO PRESENTATION</b></p> <p>Exhibitors who have booked modules 1-4 have the opportunity to present their company or institution with a video or picture show (without sound) on our large screens.</p> <p>These will be shown in rotation during the entire duration of the fair.</p> <p>For this we need either a video in MP4 format or pictures (jpg, png), which we compile into a slideshow. The resolution is Full HD 1920x1080 pixels. The presentation should not take longer than 2 minutes as a film or picture show in one "run".</p> <p>Please send the data to: <a href="mailto:culturelounge@projekt2508.de">culturelounge@projekt2508.de</a></p>	<p>Presentation Large Screen</p>	<p>Exhibitor Module 1-4</p>
30.01.2023	<p><b>CONFERENCE LOUNGE</b></p> <p>The CULTURE CONFERENCE LOUNGE (external room) is available to our exhibitors (modules 1-3) for their activities. If you are interested, please let us know as soon as possible if you are planning an activity (presentation, lecture, press conference, etc.).</p> <p>We will publish our own programme online and enter all dates in the ITB press calendar.</p>	<p>CULTURE CONFERENCE LOUNGE Press conferences, lectures, presentations</p>	<p>Exhibitor Module 1-3 optional</p>
January 2023	<p><b>CULTURAL HIGHLIGHTS MAGAZINE</b></p> <p>All exhibitors who have booked Module 8 will receive the exact requirements and dates in a separate email.</p>	<p>KULTUR- HIGHLIGHTS- MAGAZIN 2023/24</p>	<p>Module 8</p>

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TILL WHEN	WHAT	AREA	WHO
27.01.2023	<p><b>STAND GRAPHIC</b></p> <p><b>Module 1</b> Large graphic area (1180 mm x 2500 mm) for own design (corresponds to approx. 3 x A0 posters) + 3mm bleed</p> <p><b>Module 2</b> 2 A0 posters   (841 x 1189 mm) + 3 mm bleed</p> <p><b>Module 3</b> 1 A0 poster   (841 x 1189 mm) + 3 mm bleed</p> <p><b>Module 5</b> 1 backlit poster   (750 x 750 mm) + 3 mm bleed</p> <p>Poster production: Please send the print data of your posters as high-resolution data (300 dpi) and with 3 mm bleed to <a href="mailto:culturelounge@projekt2508.de">culturelounge@projekt2508.de</a>. Costs for poster printing, incl. protective lamination and laminating, will be implemented by our stand builder and charged on a time and material basis.</p> <p>A1 poster: € 160   A0 poster: € 200 Module 5 includes the production costs</p> <p><b>Module 7</b> 1 banner (1000 mm x 2000 mm) incl. 3 mm bleed Production is included in the price</p>	<p><b>Delivery/ Production stand poster Banner</b></p>	<p>Exhibitor Module 1-3 Module 5 (Poster) Module 7 (Banner)</p>
06.02.2023	<p><b>APPROVAL</b></p> <p>You will receive a draft of your stand lettering and poster/banner display from projekt2508 for approval.</p>	<p><b>Stand signage Posters, banners</b></p>	<p>Exhibitor Module 1-3 Module 5 (Poster) Module 7 (Banner)</p>

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TILL WHEN	WHAT	AREA	WHO
<p>End February 2023</p> <p>Until January 2023</p>	<p><b>EXHIBITOR PASSES</b>            Distribution of exhibitor passes            Approx. 1 week before the start of the show you will receive the codes for your exhibitor passes by e-mail (the number varies according to the exhibitor module booked), which you can easily print out yourself via the ITB website.</p> <p><b>Additional exhibitor passes</b>            Please order any additional exhibitor passes you require yourself. This can only be done via the trade fair shop (BECO).  <a href="https://beco.messe-berlin.de/de/inhalte/eshop/index.html">https://beco.messe-berlin.de/de/inhalte/eshop/index.html</a> Registration required (Hall 6.2/Stand 400)</p>	<p>Exhibitor passes</p>	<p>project2508 to all exhibitors</p> <p>Each exhibitor independently, as required</p>
<p>January until March 2023</p>	<p><b>DAY VISITOR TICKETS</b></p> <p>You can purchase admission tickets for day visitors in the BECO Shop.</p> <p>Please note: Admission only possible from 10 a.m. onwards!</p> <p><a href="https://beco.messe-berlin.de/de/inhalte/eshop/index.html">https://beco.messe-berlin.de/de/inhalte/eshop/index.html</a></p> <p>Registration required.</p>	<p>Tickets</p>	<p>all exhibitors optional</p>

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**CULTURE LOUNGE**

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<p><b>IMPORTANT:</b> Be sure to deliver on 6 March 2023.</p>	<p><b>MATERIAL DELIVERY</b> Please deliver the material directly to Messe Berlin. Important: Label cartons on the front with name / institution:  Recommendation: Trade brochures: max. 200 per type.</p> <p>Address: Messe Berlin ITB Berlin Hall 6.2 B, Stand 400 - CULTURE LOUNGE Messedamm 14055 Berlin</p> <p>On-site contact (from 4 March 2023): Ulrich Keinath   Mobile: +49 (0)173/2530684 Nicolas Schild   Mobile: +49 (0)171/8643849</p>	<p>Delivery of Information material</p>	<p>All exhibitors</p>
<p>During the fair</p>	<p>Drinks, a light lunch and cake in the afternoon are available daily for all exhibitors. This service is included for all exhibitors and their guests.</p>	<p>Catering at the fair</p>	<p>All exhibitors</p>

### KONTAKT

**Overall organisation**  
projekt2508 GmbH  
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53639 Königswinter

**Your contact persons**  
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www.culturelounge.de | www.projekt2508.de

Information on the fair, supporting programmes, press conferences, lectures, etc. at [www.itb-berlin.de](http://www.itb-berlin.de)