



TRAVEL UNLEASHED: ANY, EVERY, ALWAYS

7 March 2012 • Berlin, Germany



Not all conferences are created equal

PhoCusWright once again produces a conference-in-a-conference in conjunction with *ITB Berlin*. *PhoCusWright@ITB* brings together sales, marketing and business development professionals in the travel, tourism and hospitality industry to learn travel technology in business terms.

PhoCusWright@ITB is presented as part of the *ITB Berlin Convention*, with no additional admission fee. The size of the audience and the scope of your networking possibilities is greatly expanded... thousands of *ITB Berlin* visitor ticket and exhibitor pass-holders have access to *PhoCusWright@ITB*.

Promote your brand and sell your services to this extremely qualified audience of global travel executives all under one roof. PhoCusWright gatherings are distinguished by the senior level of attendees and speakers, the strategic presentation and analysis of trends, the savvy audience armed with questions, and the probing perseverance of PhoCusWright analysts who skillfully moderate all the sessions.

Benefits for ALL Sponsors

Included with all sponsorship opportunities at no additional cost:

- **Online Promotion:** Your logo on the *PhoCusWright@ITB* website, with a link to your URL.
- **Mobile Application Promotion:** Logo, URL, company description and contact information featured in the sponsor section of the conference mobile application.
- **Renewal Rights:** The right of first refusal on the same (or equivalent, if change in offering) sponsorship opportunity at *PhoCusWright@ITB* in 2013. Right of first refusal expires on 1 October 2012.

Conference Attendees

PhoCusWright@ITB attendees represent a dream demographic. They are decision-makers with the willingness to learn about new ideas, new technology and new markets.

More than 600 attendees from around the world gather in Berlin to build their knowledge and contacts for the e-commerce side of their business. Sponsor at this conference to reach industry executives from:

Amadeus
Google
TUI

Kayak

Hilton

Booking.com

Expedia

Accor

Sabre

Trip Advisor

BCD Travel

SPONSORSHIP OPPORTUNITIES

Advertising is all about reinforcement and recollection. Outstanding opportunities are available to get your company noticed and remembered by this highly qualified audience of global leaders in the travel industry.

SEAT DROP LITERATURE HAND OUT	COMMERCIAL VIDEO OR POWERPOINT	SCHEDULE BACK COVER AD
Placement of your promotional materials on each seat in the theater or placed on a literature rack at the theater entrance. (Sponsor provides the materials.)	Ready for prime time? Broadcast your 30-second commercial on the theater screen two times during the program, in between sessions.	Place a full page ad on the back cover of the printed <i>PhoCusWright@ITB</i> schedule distributed to all attendees (over 600 anticipated) as they enter the theater. This will be the only ad within the schedule.
US\$3,000	US\$3,000	

BANNER ADVERTISEMENT Limited to Two Sponsors	PAD AND PEN Exclusive
A sponsor-branded, floor standing banner displayed adjacent to the stage for all to see. Sponsor provides banner or pop-up display maximum of 1.2 meters wide by 2.1 meters high. Maximum of two sponsors.	A customized keepsake set distributed in the theater. (Sponsor provides the branded pad and pen set.)
US\$5,000	US\$3,000

THEATER SCREEN ADVERTISEMENT Countdown Clock
Anticipation builds as the countdown clock marks the time until showtime. Your logo brands the countdown clock graphic, shown on the theater screen just prior to prime session times: <ul style="list-style-type: none">• 10 minutes prior to the day's first session• 10 minutes prior to the first session after lunch• 5 minutes prior to the first session after each of the three breaks (The countdown clock will appear 50% of the time during these time periods – approximately 17 minutes.)
US\$5,000

THEATER SCREEN ADVERTISEMENT #phocuswright
Attendees post comments and questions via Twitter throughout <i>PhoCusWright@ITB</i> . Your logo brands the screen showing the Twitter Feed, shown on the theater screen throughout the conference. (The Twitter feed will appear multiple times during each of the <i>PhoCusWright@ITB</i> sessions.)
US\$5,000

SPONSORSHIP OPPORTUNITIES (continued)

PODIUM

Your company logo boldly placed on the one piece of furniture stared at by all... the speaker podium.

US\$5,000

COCKTAIL RECEPTION

Host the main cocktail reception Wednesday evening, 7 March 2012, during peak networking time immediately following the last presentation of *PhoCusWright@ITB*.

SOLD

SEAT BACK COVERS

Exclusive

Your logo is placed on the seat back covers in the conference room. Imagine your brand in front of the majority of this highly targeted audience during the entire event. Very powerful.

US\$10,000

Exclusive: Up to 300 seats (placement on every other theater seat).

SEAT BACK COVERS

Non-Exclusive

Your logo is placed on the seat back covers in the conference room. Imagine your brand in front of select members of this highly targeted audience during the entire event, very powerful.

US\$3,000

Non-Exclusive: Up to 30 seats (speaker rows, press/bloggers or special guests).

SPONSORED SESSION

Limited to One Session

Gain significant exposure to this highly qualified audience and demonstrate your firm's market leadership. You provide the content (for example, a case study) and take the lead in developing the content while PhoCusWright manages production. This collaboration ensures a thought provoking and educational session for all *PhoCusWright@ITB* attendees that is not perceived as a commercial. PhoCusWright reserves the right to select the most appropriate sponsor for this important content element during *PhoCusWright@ITB*. This 30-minute session takes place on Wednesday, 7 March, 2012. The sponsored session package is comprised of the following components:

- Sponsored session will take place on the main stage of *PhoCusWright@ITB*
- There will only be one sponsored session during *PhoCusWright@ITB*
- Sponsor's logo is placed adjacent to the session description in the conference program
- Sponsor's logo with link to URL is posted to the PhoCusWright website and mobile apps

SOLD

2011 PHOCUSWRIGHT@ITB ATTENDING COMPANIES

Savvy, influential industry executives gather at *PhoCusWright@ITB* get involved in discussions and debates exploring how regional and global firms seize opportunities before they are too expensive, too competitive and too late.

@ Leisure / Belvilla Ferienhäuser
 @aquila Inc.
 @Leisure
 @Leisure / Belvilla Ferienhäuser
 @Leisure Deutschland GmbH /Belvilla
 Ferienhäuser
 3mosta hotel
 ACC/GCI/HIT
 Accor
 Accovia Inc.
 Acton Capital Partners GmbH
 ADAC e.V.
 Adagio SAS
 Adprecision
 Adscreenz KG
 AEA
 AERTICKET AG
 Afrika T
 Air Astana
 Air Mauritius
 Air New Zealand
 Airfair
 Airlines Reporting Corporation
 Al Hokair
 al sulaiman travels
 Al_Hani Travel & Tourism
 ALEGROREISEN
 Alghanim Travel
 aljarallah travel and tours
 ALLONS-Y TRAVEL AGENCY
 Almina Hotel Istanbul
 Amadeus
 Amadeus Germany GmbH
 AMADEUS IT GROUP SA
 American Express
 Anywayanyday.com
 Area Travel Agency
 ARIJOY TRAVEL AND TOURS LTD
 Aris Drivas Yachting
 ASHTON & DAVE TRAVELS AND
 HOLIDAYS LIMITED
 ASM Ltd
 ATCB
 Atlas d.d.
 Atlas travel agency
 attalla reisebüro + service
 Austria Trend Hotels & Resorts
 Avis Budget Group
 Balticum Reizen
 BC consulting
 BC Patner
 BCD Travel
 BCD Travel Germany GmbH
 bgb communications
 bild digital gmbh und Co KG
 Biz-stay
 Bizztravel
 BLUE STAR INFOTECH UK LTD
 bookassist
 Booking & Co
 Booking.com
 BookingWiz.com - LBFTTravel.com
 Brightfutureltd
 Brightstar Travel & Tours
 budgetplaces.com
 Business Meetings International

Buy Tourism Online
 California Sunriders
 Canadian Tourism Commission
 Centre for Economic Development,
 Transport and the Environment for
 Southwest Finland
 ChannelRUSH
 Chartis Europe S.A. / Travel Guard
 CHARTWELL GROUP
 Cheapflights media Ltd
 China Opportunity Partners HK Ltd
 China Travel Trends
 Chundo Travel Co., Ltd.
 CIA. LTDA.
 Ciao Bambino!
 City Accommodations Network
 COLOUR TRAVEL CONSULTANTS
 Comfort Leisure Pvt. Ltd.
 Concept Voyages
 Concord Services
 conviva
 Cooperative State University Baden-
 Wuerttemberg
 Coral Deira Dubai
 crosseye Marketing
 CRUISE CONSULTING
 Crusader
 Culminatium Innovation Oy Ltd
 CWT
 DB Vertrieb GmbH
 DCA BV
 DEES TRAVELS AND TOURS LTD
 denkwerk GmbH
 Dertour GmbH & Co. KG
 Design Hotels AG
 DestiCorp UK Ltd
 Destinations of the World (Thailand)
 Deutsche Telekom AG
 DIAL TRAVEL BUREAU LTD
 DICTA TRAVELS AND TOURS LTD
 Digital Ventures
 Diplomata Tours
 DISCOVERY TRAVEL & TOURS LTD
 DIVAS HOTEL
 Dolphin Dynamics
 DOMINANT TURIZM YAZILIM
 DonnellySpire - Delivering you the
 German travel market
 Dorling Kindersley & Rough Guides
 dwif - Consulting GmbH
 earth television network
 Eastern Travel & Tours
 Easy Market
 EasyToBook.com
 ECONA
 e-conceptory
 e-domizil Verwaltungsgesellschaft
 mbH
 eDreams
 Egyptian Airports Company
 Enrich Revenue
 EnVeritasGroup, Inc
 Eresin Hotels, Istanbul
 Escapio GmbH
 Estonian Tourist Board
 eTRAVELi

Euro Hotels Group
 Euroflights.info
 Europäische Reiseversicherung AG
 Eurotours Ges.m.b.H.
 Euvia Travel GmbH
 Event Hotels
 EVENTZ OVER GEORGIA
 Everbread
 Exozet Berlin GmbH
 Expedia
 Expedia Media Solutions
 Fabri Tours
 Fairquote Cooperative
 FH Bad Honnef Bonn
 FIFA Womens World Championship
 Germany 2011
 Flextrip
 Footprint Vietnam Travel
 Fourways Travels Pvt Ltd
 France-Voyage.com
 FUNDACION TURISMO DE CUENCA
 Future Stunts
 G2GC Destination Management
 Company
 GAP PR / Le Gourmand
 GAT Tours Egypt
 GAUTENG TOURISM AUTHORITY
 GDC - Global Distribution Channel
 GEKKO Ltd.
 Gemeinde Großenkneten
 GeoStar
 GetYourGuide AG
 Global Customers & IT Solutions
 Global Encounters / CAT DMC
 Global Hotel Alliance
 GLOBALCOLLECT
 Golf Club Modry Las
 Google Inc.
 GRAF & FREY Kultur- und
 Konzeptagentur GmbH
 Grayline Worldwide
 GST Consulting
 GTA by Travelport
 Guida Viaggi
 Hahn Air
 Happy Hotelier
 HCI Heritage Consult International Ltd
 & Co KG
 Heilbronn University
 Hg2 | A Hedonist's guide to...
 HID-Pressedienst
 Hilton Worldwide
 Hitachi Data Systems
 hit-CONSULT GmbH
 HLTW 13 Bergheidengasse
 HNEE Eberswalde
 HolidayCheck AG
 Hollis Travel Labs
 Hospitality Technology Consulting
 Hotel
 Hotel Kolumbus GmbH
 Hotel Marketing Strategies
 hoteliTour
 Hotelmark Corp.
 Hotelplan Suisse
 Hotels.com

Hotwire Inc.
 Hsyndicate.org
 http://es.LetMeGo.com
 Huck Finn Adventure Travel
 Hyatt Hotels & Resorts
 Ibibo Web Pvt Ltd (MIH India) - Goibibo
 ibizotels - sunset hotels made in Ibiza
 IDeaS Revenue Solutions
 Idiem Consulting Limited
 IHG
 IMC Fachhochschule Krems
 IMT Institut für Management und
 Tourismus, Fachhochschule Westküste
 Incredible India Tours & Travels
 ING
 Ing.-Büro Arndt & Partner
 Inntopia
 Intensive Senses
 Interface Technologies
 Internationalisation, Innovation &
 Investment in Travel
 Internet Travel LLC
 Internet Travel LLC (OZON.travel)
 Investinor
 inzumi GmbH
 iP HOTELS
 iQueLab
 isango.com
 iSquare GmbH
 Israel Unlimited
 IT
 it2travel
 ITF Institut
 Jordan Tourism Development Project
 Josey Tours and Travels P. Ltd.
 Just Travelous
 KAYAK
 KBExplo
 KDS
 kinkaa Search Tools GmbH
 Kundenpfadfinder Akademie
 Kuoni Connect
 Kuoni Holding
 Kuwait
 L'Agenzia di Viaggi
 Lanceglobe GmbH
 Landpoint Corporate Finance
 LBFTTravel.com
 LikeCube
 LikeCube Ltd.
 Lixto Inc.
 LOST AND Found Personalberatung
 Lufthansa City Center
 Lute Technologies AG
 Luxury Link
 M.G. LAND CO., LTD
 MAIRDUMONT GmbH & Co. KG
 ManaDunia Ltd.
 Marketing
 Max
 MEKS GmbH
 menumodo
 Mercure Secession Wien
 Mercury Healthcare
 MikullaGoldmannPR
 Modul University Vienna

2011 PHOCUSWRIGHT@ITB ATTENDING COMPANIES

Montys Travel
 Move Marketing Consulting S.L.
 MTI Blog / mvolution
 MTM TRAVEL
 MTS Incoming
 mvolution
 My Trip to India
 Naxtech
 Ness Technologies
 Next Stop St. Petersburg
 Nh Hoteles
 NHTV
 NOKIA Gate 5 GmbH
 Nor1
 Nor1 GmbH
 Novasol
 Novasol A/S
 Octopus Travel
 Off exploring LTD
 Officina
 Olbia Airport
 Oliver Ehbrecht - Touristik & IT
 onefinestay
 ontr@co
 Operadora e Agência de Viagens CVC
 Opodo Ltd.
 Optiontown.com, Tenon & Groove LLC
 Original Berlin Walks
 OXFAM
 paladares travel
 Passion PR
 Pegasus Solutions Inc.
 Phillimore
 Pixelindustries
 PlanetWildlife.com
 pocketvillage.com
 Portal www.t-online.de
 Poslovne storitve, Damjan Mikolik s.p.
 Pressebüro Michael Helmerich
 pr-ide
 Prides Capital
 Primus Communications
 Provent Hotels GmbH
 QuickMobile
 RASO - Viagens e Turismo, S.A.
 RaspberrySky Services Limited
 RateGain
 Red Sail Sports
 Redix Ltd
 Reed Exhibitions
 Re-ticket.com
 ReviewPro
 Rheinland-Pfalz Tourismus GmbH
 Ringhotels e.V.
 Robert Gärtner
 Robinson Club
 Robinson Club GmbH
 Sabre Airline Solutions
 Sabre Deutschland Marketing GmbH
 Sabre Holdings
 Sabre Hospitality Solutions
 Sabre Travel Network
 Sackville Solutions
 safari-insider
 sah travel
 Saleem International Air Travels
 Salzburg State Board of Tourism
 SAP AG
 sarthi marketing association pvt. ltd.
 Seychelles Connect
 Shepp & Associates LLC
 SHY Ventures Pte Ltd
 Silverpoint Vacation S.L.
 SilverRail Technologies
 Skyscanner Ltd.
 Sleep and Meet
 sophus3 Ltd
 Sound of Data
 southern tour gmbh
 Sprice / Travelport
 Sprice.com / Travelport
 STA Travel
 Stenden University
 Sterling Valley Systems, Inc.
 StudentUniverse.com
 Sunny Cars
 Sunshine Travels & tours Limited
 Surfing School
 Swiss Premium Hotels
 Swissôtel Hotels & Resorts
 T2Impact Ltd.
 Tanzania Giraffe Safaris Co. LTD
 TAXEO
 TECNALIA
 TendanceHotellerie.fr
 The Ascott Limited
 The George
 The Leading Hotels of the World
 The McLean Group LLC
 The New Yorker Hotel GmbH
 The Northwest Passage
 The Sound of Data
 Thomas Cook Group plc
 Thomas Cook Retail Belgium
 threenetwork
 Tnooz
 Tnooz - Talking Travel Tech
 Tnooz / TourCMS
 Tom On Tour
 torusm
 Tour Hebdo
 TourComm Germany GmbH & Co.KG
 Tourism Flanders
 tourismusdesign
 Tourismusverband Sächsische Schweiz
 Tourist Office for Flanders
 TouristMobile GmbH
 TourRadar
 Tours and Co - City Discovery
 Tourvision Ltd
 TransClassService
 Travel Ad Network
 TRAVEL AGENCY
 Travel Holdings, Inc.
 Travel Leaders Group
 Travel Magazine GEOSAISON
 Travel24.com
 Travel2Relax
 TravelBrain GmbH
 Travel-Exclusive.com
 TRAVELICK
 Travelport
 TravelPort Holidays India Pvt Ltd
 Travels with Zen-Aida
 Travelsmith
 TravelStart
 TravelStoreMaker.com
 Travelwith
 Trendbüro
 Triometric
 TripAdvisor LLC
 Tripbod
 Tripbod.com
 Tripeezy, LLC
 Trust International
 TrustYou
 TSi Solutions
 TSS Klessheim
 TUI Austria Holding GmbH
 TUI interactive GmbH
 TUTravel plc
 TwistedSolutions.com
 TYBROS INDIA TOURS PVT LTD
 U.S. Travel Association
 University of Applied Science
 Heilbronn
 University of Applied Sciences
 Salzburg
 University of Pannonia
 Urlaubsplus GmbH
 Valamar Hotels & Resorts
 Vantage Hospitality
 VAYANT
 Venere (Expedia Inc)
 Venere.com
 Ventus Turizm Saglik Hizmetleri
 Verkehrsmittelvergleich.de GmbH
 VFM Leonardo Inc.
 VI
 VIAGENS ABREU
 Viator Inc.
 Vinivi
 Vista & Vacation, Inc.
 Viverrae
 Vliegtickets.nl
 VvAA reisbureau bv
 webcit
 Webjet
 Wellington Partners
 WeNeSe GmbH
 Westcoast University of Applied
 Sciences
 wexconsult
 Wigmas
 Wilderness Safaris
 Willert Consulting
 Windbeutel Reisen
 workersonthefield |
 tourism&marketing solution
 World Tourism Organization - UNWTO
 World Travel & Tourism Council
 Wright Express International BV
 WTTC
 Yahoo!
 Yelp! Inc.
 Your Hotel Worldwide
 Zabugor.com
 Zarenhof Hotels Berlin
 Zoover Holidayreviews

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