



**ITB**  
CHINA

The Market-  
place for  
China's Travel  
Industry

# ITB CHINA 2021 PRICE BOOK

[www.itb-china.com](http://www.itb-china.com)

## PHYSICAL:

24 - 26 Nov · Shanghai

## VIRTUAL:

8 Nov - 31 Dec



Partner Hotel:



Co-Host:



Organizer:



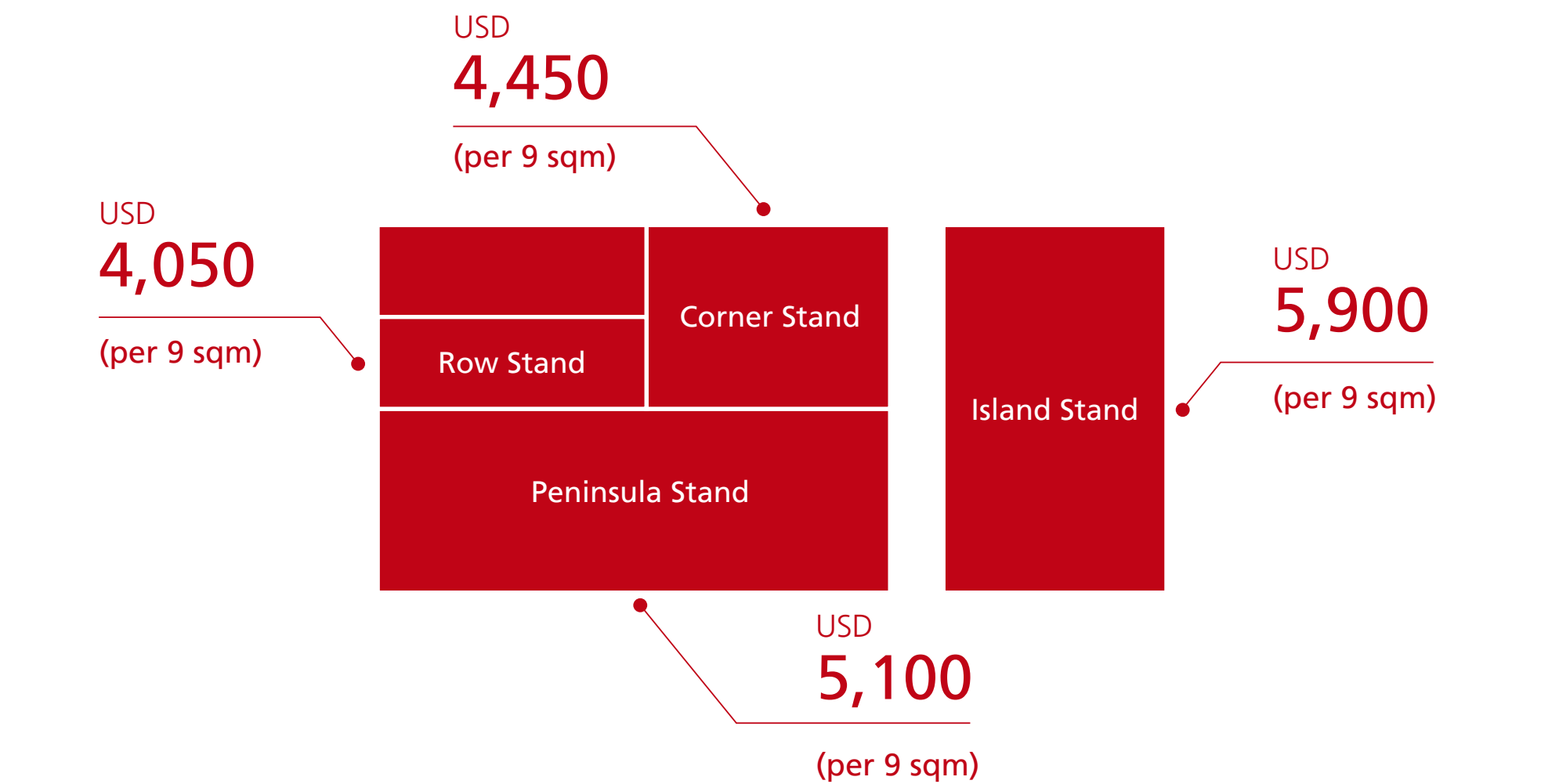
Messe Berlin  
Shanghai



# PHYSICAL BOOTH - RAW SPACE

Set up an individual booth construction with a Raw Space option. Choose a stand type for one, two, three or four side accessibility by the visitors. Included in the price are 21 prescheduled appointments with Chinese buyers per 9sqm space.

Raw space options are only available from 18 sqm and above. For a raw space larger than 400 sqm, the row stand price is applicable.



# PHYSICAL BOOTH - COMPLETE STAND PACKAGES

Carefree participation without additional planning. Booth construction, furniture, carpet, lighting, electricity, 21 prescheduled appointments with Chinese buyers per 9sqm space are already included in our Complete Stand Packages. Premium packages include graphic options as well as exclusive design and furniture.

## Row Basic Shell Scheme

9 sqm

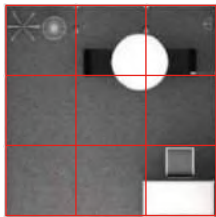
USD 4,250

The Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 1 Lockable information counter
  - 1 Barstool
  - 1 Round discussion table
  - 2 Black Shared Acrylic Chairs
  - 1 Waste paper basket
  - 1 Free-standing coat hanger
  - 1 13amp/220V power point/3-pin multiplug
  - 3 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



## Row Basic Shell Scheme

18 sqm

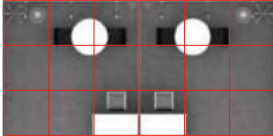
USD 8,500

The Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 2 Lockable information counters
  - 2 Barstools
  - 2 Round discussion tables
  - 4 Black Shared Acrylic Chairs
  - 2 Waste paper baskets
  - 2 Free-standing coat hangers
  - 2 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey





Row  
Premium  
Shell  
Scheme

9 sqm

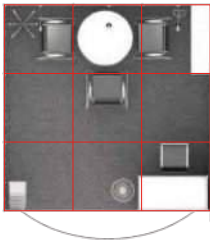
USD 5,350

The Premium Shell Scheme includes the following:  
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 1 Lockable information counter, 100 x 50 x 100 cm white
  - 1 Barstool
  - 1 Round discussion table height: 75 cm
  - 3 Black Leather Armchairs
  - 1 Waste paper basket
  - 1 Brochures rack
  - 1 Slope shelf
  - 1 Free-standing coat hanger
  - 1 13amp/220V power point/3-pin multiplug
  - 3 100W longarm spotlights
  - 1 digital print on front counter (exhibitor's logo or graphic)
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Row  
Premium  
Shell  
Scheme

18 sqm

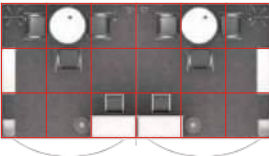
USD 10,700

The Premium Shell Scheme includes the following:  
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 2 Lockable information counters, 100 x 50 x 100 cm white
  - 2 Barstools
  - 2 Round discussion tables height: 75 cm
  - 6 Black Leather Armchairs
  - 2 Waste paper baskets
  - 2 Brochures racks
  - 2 Slope shelves
  - 2 Free-standing coat hangers
  - 2 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
  - 2 digital print on front counters (exhibitor's logo or graphic)
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



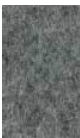
Top View



Front View



814 Grey



Corner  
Basic  
Shell  
Scheme

9 sqm

USD 4,650

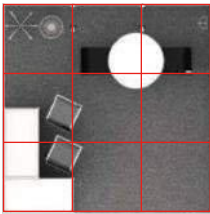
The Corner Basic Shell Scheme includes the following:

Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 2 Lockable information counters
  - 2 Bar stools
  - 1 Round discussion table
  - 2 Black Shared Acrylic Chairs
  - 1 Waste paper basket
  - 1 Free-standing coat hanger
  - 1 13amp/220V power point/3-pin multiplug
  - 3 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Corner  
Basic  
Shell  
Scheme

18 sqm

USD 9,300

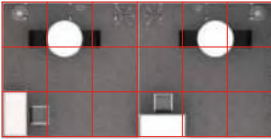
The Corner Basic Shell Scheme includes the following:

Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 2 Lockable information counters
  - 2 Barstools
  - 2 Round discussion tables
  - 4 Black Shared Acrylic Chairs
  - 2 Waste paper baskets
  - 2 Free-standing coat hangers
  - 2 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



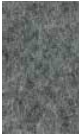
Top View



Front View



814 Grey



Corner  
Basic  
Shell  
Scheme

27 sqm

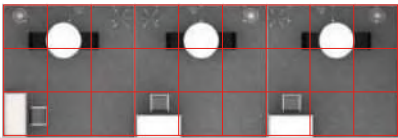
USD 13,850

The Corner Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

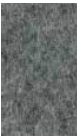
- 3 Lockable information counters
  - 3 Barstools
  - 3 Round discussion tables
  - 6 Black Shared Acrylic Chairs
  - 3 Waste paper baskets
  - 3 Free-standing coat hangers
  - 3 13amp/220V power point/3-pin multiplugs
  - 9 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



814 Grey



Front View



Corner  
Basic  
Shell  
Scheme

36 sqm

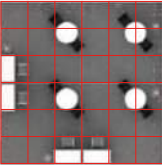
USD 18,600

The Corner Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 4 Lockable information counters
  - 4 Barstools
  - 4 Round discussion tables
  - 8 Black Shared Acrylic Chairs
  - 4 Waste paper baskets
  - 4 Free-standing coat hangers
  - 4 13amp/220V power point/3-pin multiplugs
  - 12 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



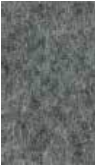
Top View



Front View



814 Grey





# Corner Premium Shell Scheme

9 sqm

USD 5,900

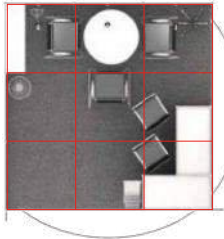
The Corner Premium Shell Scheme includes the following:

Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 2 Lockable information counters, 100 x 50 x 100 cm white
- 2 Barstools
- 1 Round discussion table height: 75 cm
- 3 Black Leather Armchairs
- 1 Waste paper basket
- 1 Brochures rack
- 1 Slope shelf
- 1 Free-standing coat hanger
- 1 13amp/220V power point/3-pin multiplug
- 3 100W longarm spotlights
- 1 digital print on front counter (exhibitor's logo or graphic)
- \* Digital print RMB 140/sqm
- \* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



# Corner Premium Shell Scheme

18 sqm

USD 11,800

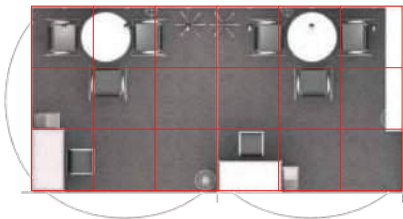
The Corner Premium Shell Scheme includes the following:

Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 2 Lockable information counters, 100 x 50 x 100cm white
- 2 Barstools
- 2 Round discussion tables height: 75 cm
- 6 Black Leather Armchairs
- 2 Waste paper baskets
- 2 Brochures racks
- 2 Slope shelves
- 2 Free-standing coat hangers
- 2 13amp/220V power point/3-pin multiplugs
- 6 100W longarm spotlights
- 2 digital print on front counters (exhibitor's logo or graphic)
- \* Digital print RMB 140/sqm
- \* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



814 Grey



Front View



# Corner Premium Shell Scheme

27 sqm

USD 17,700

The Corner Premium Shell Scheme includes the following:

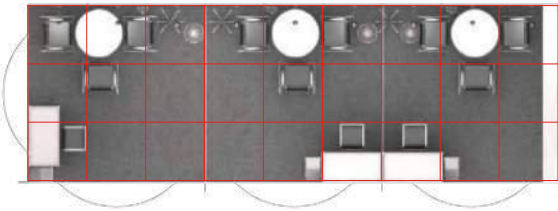
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 3 Lockable information counters, 100 x 50 x 100 cm white
- 3 Barstools
- 3 Round discussion tables height: 75 cm
- 9 Black Leather Armchairs
- 3 Waste paper baskets
- 3 Brochures racks
- 3 Slope shelves
- 3 Free-standing coat hangers
- 3 13amp/220V power point/3-pin multiplugs
- 9 100W longarm spotlights
- 3 digital print on front counters (exhibitor's logo or graphic)

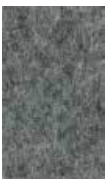
- \* Digital print RMB 140/sqm
- \* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



814 Grey



Front View



# Corner Premium Shell Scheme

36 sqm

USD 23,600

The Corner Premium Shell Scheme includes the following:

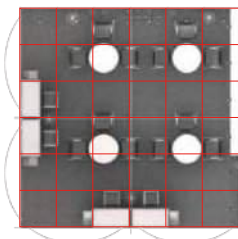
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 4 Lockable information counters, 100 x 50 x 100 cm white
- 4 Barstools
- 4 Round discussion tables height: 75 cm
- 12 Black Leather Armchairs
- 4 Waste paper baskets
- 4 Brochures racks
- 4 Slope shelves
- 4 Free-standing coat hangers
- 4 13amp/220V power point/3-pin multiplugs
- 12 100W longarm spotlights
- 4 digital print on front counters (exhibitor's logo or graphic)

- \* Digital print RMB 140/sqm
- \* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey





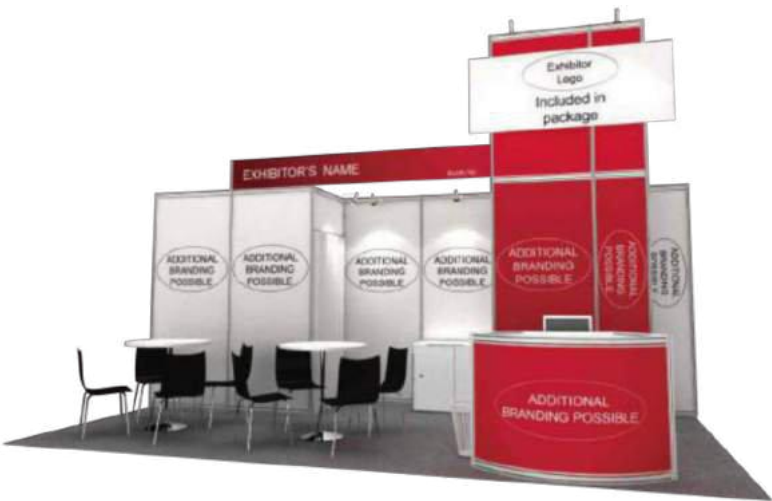
Peninsula  
Basic  
Shell  
Scheme

18 sqm

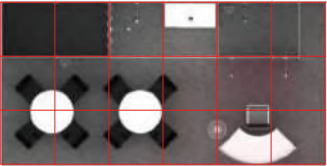
USD 10,750

18sqm Peninsula Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 1 1mht Curve Info Desk
  - 1 Barstool
  - 2 Round discussion tables
  - 8 Black Shared Acrylic Chairs
  - 1 Lockable cabinet
  - 1 Waste paper basket
  - 2 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
- \* Digital print RMB140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Peninsula  
Basic  
Shell  
Scheme

27 sqm

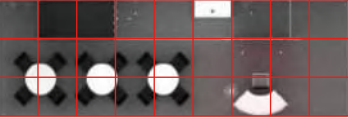
USD 16,125

27sqm Peninsula Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 1 1mht Curve Info Desk
  - 1 Barstool
  - 3 Round discussion tables
  - 12 Black Shared Acrylic Chairs
  - 1 Lockable cabinet
  - 1 Waste paper basket
  - 3 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Peninsula  
Basic  
Shell  
Scheme

36 sqm

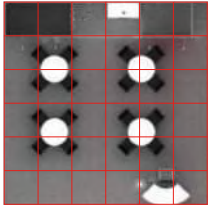
USD 21,500

36sqm Peninsula Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 1 1mht Curve Info Desk
  - 1 Barstool
  - 4 Round discussion tables
  - 16 Black Shared Acrylic Chairs
  - 1 Lockable cabinet
  - 1 Waste paper basket
  - 3 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



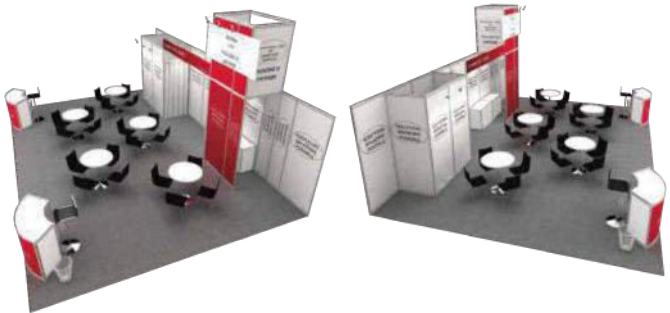
Peninsula  
Basic  
Shell  
Scheme

54 sqm

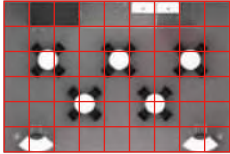
USD 32,250

54sqm Peninsula Basic Shell Scheme includes the following:  
Octanorm system walls, 34 cm red fascia panel with company's name and standing out booth number. Carpet color is grey.

- 2 1mht Curve Info Desks
  - 2 Barstools
  - 5 Round discussion tables
  - 20 Black Shared Acrylic Chairs
  - 2 Lockable cabinets
  - 2 Waste paper baskets
  - 6 13amp/220V power point/3-pin multiplugs
  - 12 100W longarm spotlights
- \* Digital print RMB140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



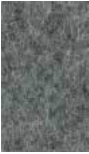
Top View



Front View



814 Grey





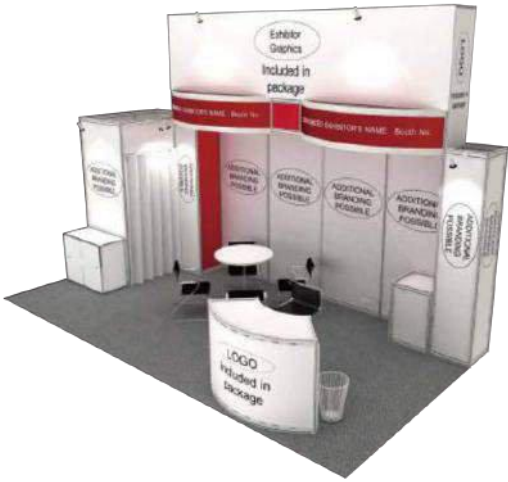
Peninsula  
Premium  
Shell  
Scheme

18 sqm

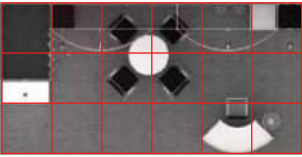
USD 13,550

18sqm Peninsula Premium Shell Scheme includes the following:  
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 1 1mht Curve Info Desk
  - 1 Barstool
  - 1 Round discussion table
  - 4 Black Leather Armchairs
  - 1 Lockable cabinet
  - 1 Waste paper basket
  - 2 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
  - 1 Display Plinth 500l×500w×800mmh
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



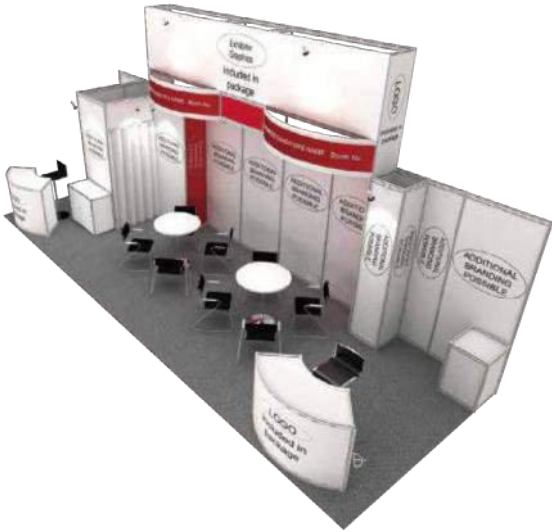
Peninsula  
Premium  
Shell  
Scheme

27 sqm

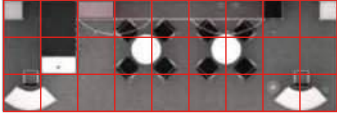
USD 20,325

27sqm Peninsula Premium Shell Scheme includes the following:  
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 2 1mht Curve Info Desks
  - 2 Barstools
  - 2 Round discussion tables
  - 8 Black Leather Armchairs
  - 2 Lockable cabinets
  - 1 Waste paper basket
  - 3 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
  - 2 Display Plinths 500l×500w×800mmh
- \* Digital print RMB140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Peninsula  
Premium  
Shell  
Scheme

36 sqm

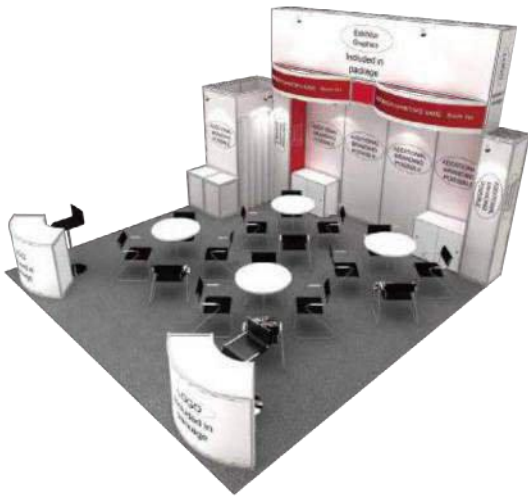
USD 27,100

36sqm Peninsula Premium Shell Scheme includes the following:

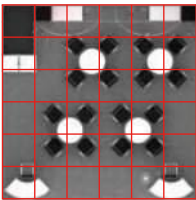
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 2 1mht Curve Info Desks
- 2 Barstools
- 4 Round discussion tables
- 16 Black Leather Armchairs
- 2 Lockable cabinets
- 1 Waste paper basket
- 4 13amp/220V power point/3-pin multiplugs
- 8 100W longarm spotlights
- 2 Display Plinths 500l×500w×800mmh

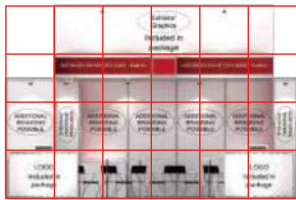
- \* Digital print RMB 140/sqm
- \* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Peninsula  
Premium  
Shell  
Scheme

54 sqm

USD 40,650

54sqm Peninsula Premium Shell Scheme includes the following:

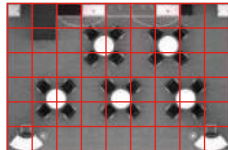
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 2 1mht Curve Info Desks
- 2 Barstools
- 5 Round discussion tables
- 20 Black Leather Armchairs
- 2 Lockable cabinets
- 2 Waste paper baskets
- 6 13amp/220V power point/3-pin multiplugs
- 12 100W longarm spotlights
- 2 Display Plinths 500l×500w×800mmh

- \* Digital print RMB140/sqm
- \* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey





Island  
Premium  
Shell  
Scheme

36 sqm

USD 31,100

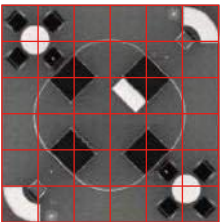
36sqm Island Premium Shell Scheme includes the following:

Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

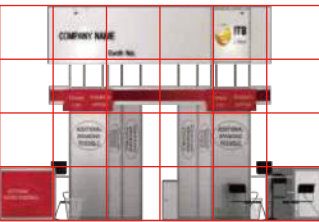
- 2 1mht Curve Info Desks
  - 2 Barstools
  - 2 Round discussion tables
  - 8 Black Leather Armchairs
  - 1 Lockable cabinet
  - 2 Waste paper baskets
  - 4 13amp/220V power point/3-pin multiplugs
  - 4 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Island  
Premium  
Shell  
Scheme

54 sqm

USD 46,650

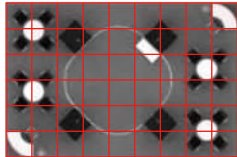
54sqm Island Premium Shell Scheme includes the following:

Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

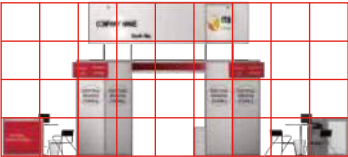
- 2 1mht Curve Info Desks
  - 2 Barstools
  - 4 Round discussion tables
  - 16 Black Leather Armchairs
  - 1 Lockable cabinet
  - 2 Waste paper baskets
  - 6 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
- \* Digital print RMB140/sqm  
\* Digital print on PVC RMB 205/sqm (max high 2.5mH)



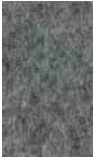
Top View



Front View



814 Grey



# PHYSICAL BOOTH - PAVILION PACKAGE

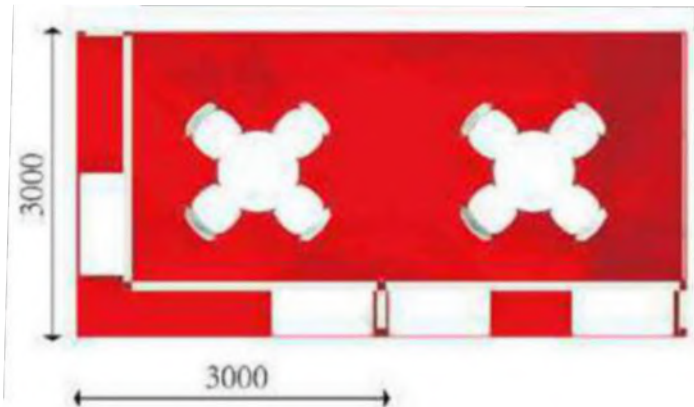
Do you have the same interests or come from the same region? Get together and combine your message with a Pavilion Package. Exclusive and highly visible design in connection with a per exhibitor price of US\$3,425. The minimum requirement to start a Pavilion Package is 4 exhibitors.

## Pavilion Package

USD  
3,425

The Pavilion Package includes the following:

- Booth construction
- 2 Exhibitor badges per exhibitor
- 21 match-made appointments with Chinese buyers per exhibitor
- Exhibitor logo on each info-counter
- Pavilion graphics
- Furniture (One Info-counter for each co-exhibitor, 1 table per 9sqm)
- Electricity
- Lighting
- Carpet





# VIRTUAL BOOTH PACKAGES

Exhibitors who physically participate at ITB China 2021 in Shanghai with a 9sqm booth package or more will receive one **complimentary** virtual booth per attending exhibitor.

PRODUCT		VIRTUAL LISTING	VIRTUAL BOOTH / PAVILION	VIRTUAL PAVILION XXL PACKAGE
Package Summary		Join ITB China Virtual as listed company and have the opportunity to be contacted by interested buyers and visitors	Benefit from comprehensive communication functions, company profile extensions and access to the ITB China recommended buyer selection, including option to add one appointment set per booth.  Multiple booths are combined as virtual pavilion under one company brand page.	<b>Add up to 50 virtual booths</b> to your Virtual Pavilion XXL for maximum price advantage and benefit from additional exposure both on the virtual showfloor and the virtual presentation hub.
Listed Price (USD)		Free	USD 390 per booth	USD 9.900
Basic Company Profile/Exposure	Company profile upload	√	√	√
	Company brochure upload			
	Receive inquiries from interested buyers/visitors			
Advanced Company Profile/Exposure	Company products upload (e.g. pdf, ppt etc)	×	√	√
	E-business card up-/download			
	External link to company website			
Communication	Access to recommended buyer selection	×	√	√
	Instant text messaging function (live chat)			
	Scheduling appointment function			
	Video call function			
Additional Exposure	Main exhibitor to be highlighted on virtual showfloor	×	×	√
	Virtual presentation hub slot (promoted through ITB China channels)	×	×	1 included (20% discount on add. presentation hub slots)
Badges	Virtual exhibitor badges	2 per listing	2 per booth	2 per booth
Optional Add On				
Group Appointment Set	Purchase max. 1 group appointment set per booth. Each appointment set includes 6 pre-scheduled group meetings. Each group meeting includes up to 4 buyers.	×	USD 890 per set	USD 890 per set

**Please note:** pre-scheduled group meetings can only be held during regular Chinese working hours, i.e. between: 9am - 6pm Beijing time. Please check your individual time zone difference and ensure your general availability for at least 2 hours per day each day within this time frame during the ITB China Virtual online meeting phase.

**ONE WORLD.**

**ONE INDUSTRY.**

**ONE BRAND.**



No.1 Trade Show For The Global Travel Market

**9- 13 March 2022, Berlin**  
**itb-berlin.com**



The Largest B2B-Exclusive Trade Show For The Chinese Travel Market

**PHYSICAL: 24 - 26 Nov 2021, Shanghai**  
**VIRTUAL: 8 Nov - 31 Dec**  
**itb-china.com**



The Leading B2B Trade Show For The Entire Asian Travel Market

**27 – 29 October, 2021, Singapore**  
**itb-asia.com**



NEW: Gateway To The Indian Travel Market

**4 - 6 April 2022, Mumbai**  
**itb-india.com**

**Generating a total of ...**



**> 7 BN.€**  
industry deals



**> 230,000**  
visitors



**> 2,850**  
hard selected  
buyers



**> 12,000**  
exhibitors