



**ITB**  
CHINA

The Market-  
place for  
China's Travel  
Industry

# ITB CHINA 2023 STAND PRICE BOOK

12-14 September 2023 • Shanghai • [itb-china.com](http://itb-china.com)

Registration Deadline  
**15 June**



Co-Host:

**环球旅讯**  
TravelDaily

Organizer:



**Messe Berlin**  
Shanghai

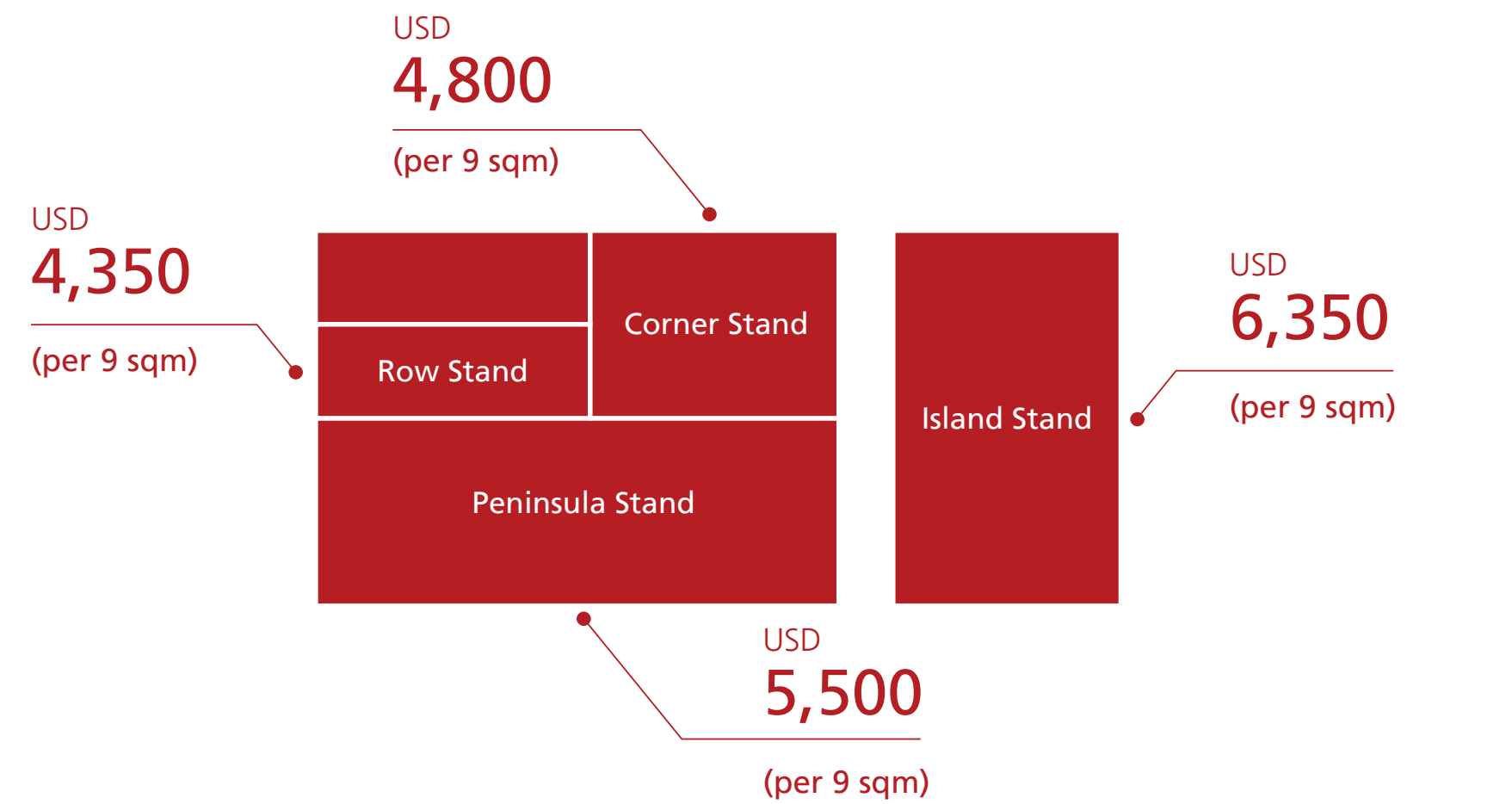
# BOOTH - RAW SPACE

Set up your own individual booth construction with a raw space option choose your stand type with one-, two-, three- or four-sided accessibility. Included in the price are 21 pre-scheduled appointments with buyers per 9 sqm space.

Raw space options are only available from 18 sqm and larger. For raw space of more than 400 sqm, the row stand price applies.

Double storey stands will be subject to an additional charge of US\$ 110 for each square meter of the upper structure.

\* All prices in USD are quoted excluding applicable taxes.





# BOOTH - COMPLETE STAND PACKAGES

Carefree participation with ready-made booth construction, including furniture, carpet, lighting, electricity and 21 prescheduled appointments with Chinese buyers per 9 sqm space. Premium packages include graphic options, upscale design elements and furnishings.

\* All prices in USD are quoted excluding applicable taxes.

## Row Basic Shell Scheme

9 sqm

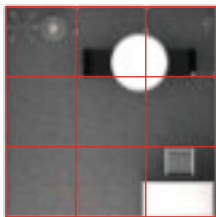
USD 4,575

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

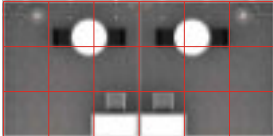
USD 9,150

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

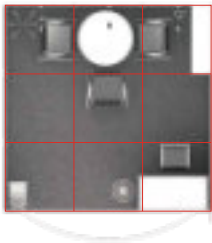
USD 5,750

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 11,500

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 5,000

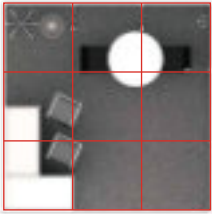
The Corner Basic Shell Scheme includes the following:

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
  - 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 10,000

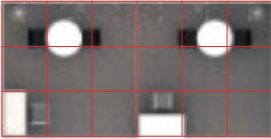
The Corner Basic Shell Scheme includes the following:

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

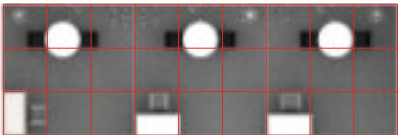
USD 15,000

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

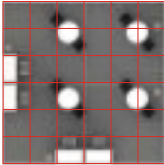
USD 20,000

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 6,350

The Corner Premium Shell Scheme includes the following:

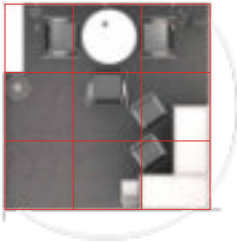
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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

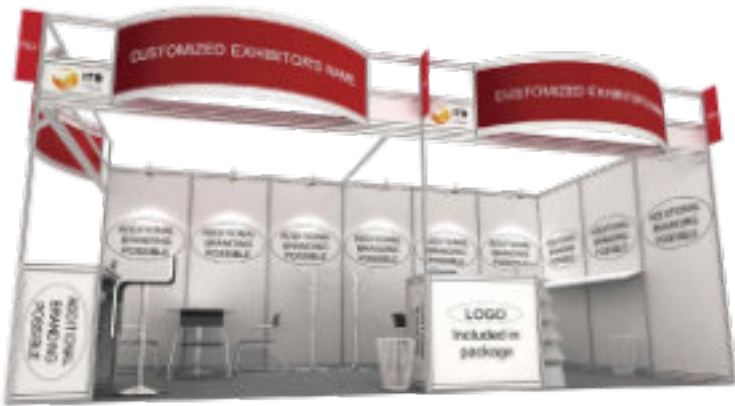
USD 12,700

The Corner Premium Shell Scheme includes the following:

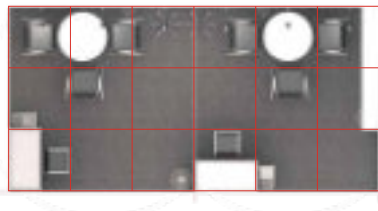
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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 19,050

The Corner Premium Shell Scheme includes the following:

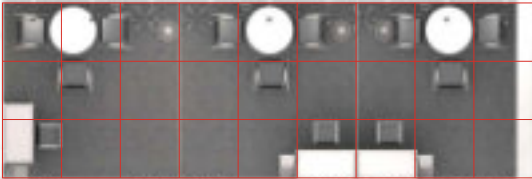
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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 25,400

The Corner Premium Shell Scheme includes the following:

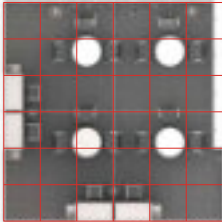
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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

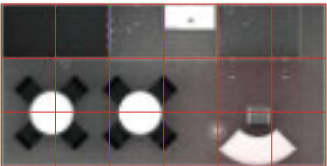
USD 11,575

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

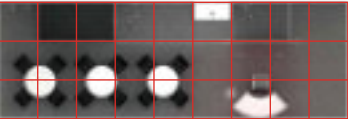
USD 17,350

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

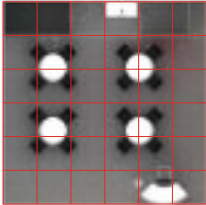
USD 23,150

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.

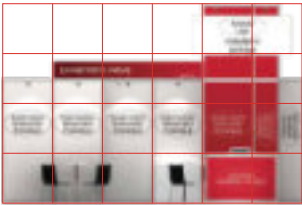
- 1 1mht Curve Info Desk
  - 1 Barstool
  - 4 Round discussion tables
  - 16 Black Shared Acrylic Chairs
  - 1 Lockable cabinet
  - 1 Waste paper basket
  - 3 13amp/220V power point/3-pin multiplugs
  - 6 100W longarm spotlights
- \* Digital print RMB 140/sqm  
\* Digital print on PVC RMB 205/sqm (max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



Top View



Front View



814 Grey



Peninsula  
Basic  
Shell  
Scheme

54 sqm

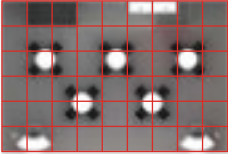
USD 34,700

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

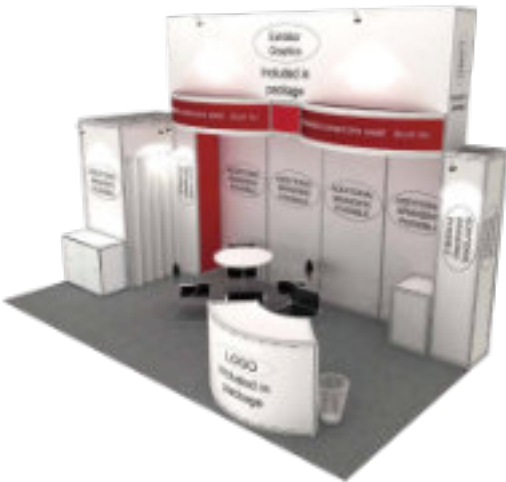
USD 14,575

18sqm Peninsula Premium Shell Scheme includes the following:

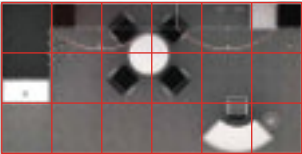
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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

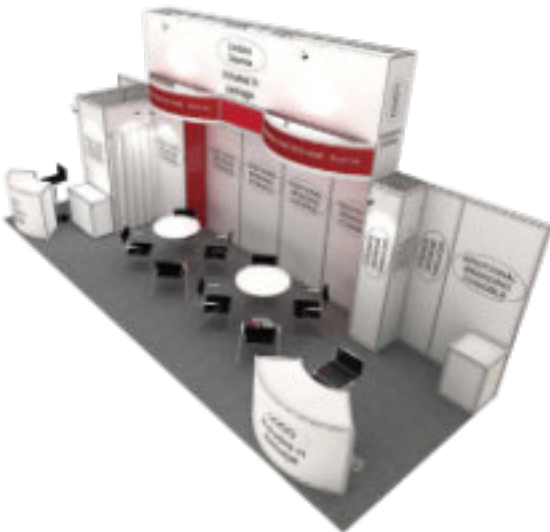
USD 21,850

27sqm Peninsula Premium Shell Scheme includes the following:

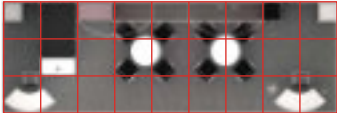
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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

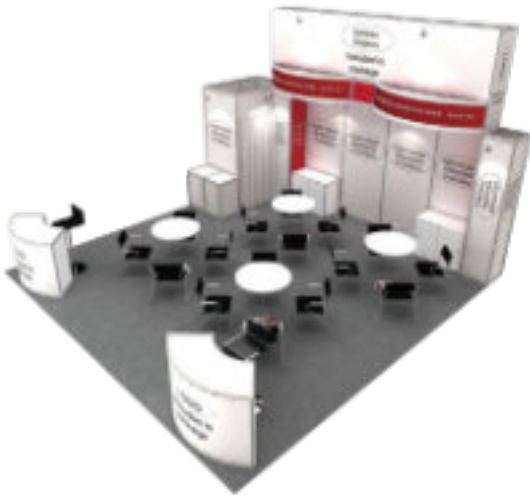
USD 29,150

36sqm Peninsula Premium Shell Scheme includes the following:

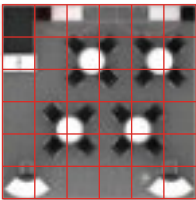
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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

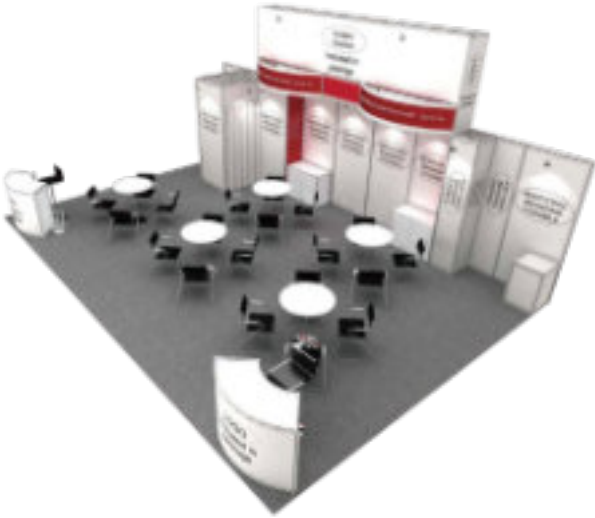
USD 43,700

54sqm Peninsula Premium Shell Scheme includes the following:

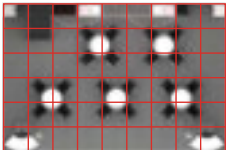
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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 33,500

36sqm Island Premium Shell Scheme includes the following:

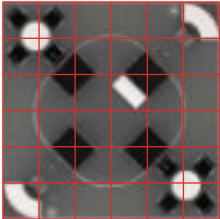
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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

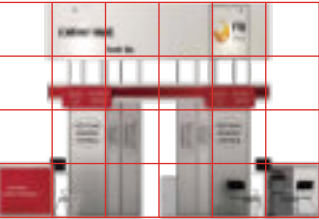
- \* Digital print RMB 140/sqm
- \* Digital print on PVC RMB 205/sqm (max high 2.5mH)



Top View



Front View



814 Grey



Island  
Premium  
Shell  
Scheme

54 sqm

USD 50,250

54sqm Island Premium Shell Scheme includes the following:

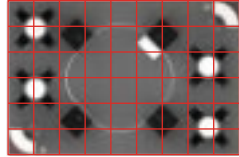
Octanorm System walls, 50cm curved fascia board with company's name and standing out booth number. Carpet color is grey.

- 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



ONE WORLD.  
ONE INDUSTRY.  
ONE BRAND.



No.1 Trade Show For The Global Travel Market

5-7 March 2024, Berlin  
itb-berlin.com



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

12-14 September 2023, Shanghai  
itb-china.com



The Leading B2B Trade Show For The Entire Asian Travel Market

25-27 October 2023, Singapore  
itb-asia.com



Gateway To The Indian Travel Market

26-28 April 2023, Mumbai  
itb-india.com

Generating a total of ...



> 7 BN.€  
industry deals



> 230,000  
visitors



> 2,850  
hard selected  
buyers



> 12,000  
exhibitors