



**ITB**  
CHINA

The Market-  
place for  
China's Travel  
Industry



# MAKE WAVES ACROSS THE INDUSTRY. **TOGETHER.**

27 – 29 MAY 2024 | SHANGHAI | [ITB-CHINA.COM](http://ITB-CHINA.COM)

CO-HOST

**环球旅讯**  
TravelDaily

ORGANIZER



Messe Berlin  
Shanghai



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# Official Partner

## Official Partner Destination

70,000 USD  
(Exclusive)

- ✘ Branded as "Official Partner Destination", the sponsor is considered to be the main partner of ITB China. Sponsor's logo will be displayed most prominently on the ITB China official homepage, in the ITB China printed catalog, on all digital and printed ITB China collaterals and on all major welcome backdrops in the exhibiting hall.
- ✘ Sponsor is the official co-host of the ITB China Opening Dinner with some 500 senior and top-executive travel industry guests one day prior to the exhibition opening.
- ✘ Sponsor logo to be included in the ITB China Opening Dinner e-invitations to the guests.
- ✘ Sponsor may showcase its destination to all guests of the ITB China Opening Dinner with performances and/or typical culinary offerings (at own cost).
- ✘ Sponsor senior executive to deliver a 5-min speech during the opening dinner.
- ✘ Sponsor to have one senior representative participate in the official ribbon cutting of ITB China.
- ✘ Sponsor booth will be included in the inaugural opening VIP round tour on the opening day.
- ✘ Sponsor senior executive to hold 20-min opening keynote in the ITB China conference opening session on day 1 of the exhibition.
- ✘ Sponsor welcome words to be published in the ITB China event catalog.
- ✘ Sponsor to place one full-page ad in the ITB China event catalog.
- ✘ Sponsor's promotional material (flyer) included in the official delegate bags distributed to all attendees.
- ✘ One press release announcing the sponsor as partner destination distributed to the whole ITB media database and media partners.
- ✘ One newsletter distributed to the whole ITB China database announcing and introducing sponsor as partner destination.
- ✘ One social media post on official ITB China social media channels to announce the partnership (WeChat, Weibo, LinkedIn, Twitter, Facebook).
- ✘ One interview conducted by organizer; news content will be published through the ITB China official website and WeChat account.
- ✘ One news release published through the ITB China official WeChat account; content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor to receive 2 VIP passes for senior representatives with access to all official ITB China VIP events.
- ✘ Sponsor to receive 15 sponsor badges.





## Official Partner Airline / Airport

**56,500 USD  
(Exclusive)**

- ✘ Branded as "Official Partner Airline / Partner Airport", sponsor's logo will be displayed prominently on the ITB China official homepage, in the ITB China catalog, on all ITB China collaterals digital and print and on all major welcome backdrops in the exhibiting hall.
- ✘ Sponsor senior executive is invited to deliver a 5-min speech during the official ITB China Opening Dinner with some 500 senior and top-executive travel industry guests one day prior to the exhibition opening.
- ✘ Sponsor to have one senior representative participate in the official ribbon cutting of ITB China.
- ✘ Sponsor booth will be included in the inaugural opening VIP round tour on the opening day.
- ✘ Sponsor senior executive to hold 20-min opening keynote in the ITB China conference opening session on day 1 of the exhibition.
- ✘ Sponsor welcome words to be published in the ITB China event catalog.
- ✘ Sponsor to place one full-page ad in the ITB China event catalog.
- ✘ Sponsor's promotional material (flyer) included in the official delegate bags distributed to all attendees.
- ✘ One press release announcing sponsor as Partner Airline / Partner Airport distributed to the whole ITB China media database and media partners.
- ✘ One newsletter distributed to the whole ITB China database announcing and introducing sponsor as Partner Airline / Partner Airport.
- ✘ One social media post on official ITB China social media channels to announce the partnership (WeChat, Weibo, LinkedIn, Twitter, Facebook).
- ✘ One interview conducted by organizer; News content will be published through the official ITB China website and WeChat account.
- ✘ One news release published through the official ITB China WeChat account; Content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor to receive 2 VIP passes for senior representatives with access to all official ITB China VIP events.
- ✘ Sponsor to receive 10 sponsor badges.



## Official Partner Hotel

56,500 USD  
(Exclusive)

- ✘ Branded as "Official Partner Hotel", sponsor's logo will be displayed prominently on the ITB China official homepage, in the ITB China catalog, on all ITB China collaterals digital and print and on all major welcome backdrops in the exhibiting hall.
- ✘ Sponsor senior executive is invited to deliver a 5-min speech during the official ITB China Opening Dinner with some 500 senior and top-executive travel industry guests one day prior to the exhibition opening.
- ✘ Sponsor to have one senior representative participate in the official ribbon cutting of ITB China.
- ✘ Sponsor booth will be included in the inaugural opening VIP round tour on the opening day.
- ✘ Sponsor senior executive to hold 20-min opening keynote in the ITB China conference opening session on day 1 of the exhibition.
- ✘ Sponsor welcome words to be published in the ITB China event catalog.
- ✘ Sponsor to place one full-page ad in the ITB China event catalog.
- ✘ Sponsor's promotional material (flyer) included in the official delegate bags distributed to all attendees.
- ✘ One press release announcing sponsor as Partner Hotel distributed to the whole ITB China media database and media partners.
- ✘ One newsletter distributed to the whole ITB China database announcing and introducing sponsor as Partner Hotel.
- ✘ One social media post on official ITB China social media channels to announce the partnership (WeChat, Weibo, LinkedIn, Twitter, Facebook).
- ✘ One interview conducted by organizer; News content will be published through the official ITB China website and WeChat account.
- ✘ One news release published through the official ITB China WeChat account; Content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor to receive 2 VIP passes for senior representatives with access to all official ITB China VIP events.
- ✘ Sponsor to receive 10 sponsor badges.



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## Official Car Rental / Limousine Partner

30,000 USD  
(Exclusive)

- ✘ Branded as "Official Car Rental Partner / Limousine Partner", sponsor's logo will be displayed on the ITB China official homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ Sponsor will be ITB China's official recommended car service provider for buyers, visitors, exhibitors, and media.
- ✘ Car booking information will be shown in the related reminder email and on the "Venue and Travel Info"-page of the ITB China website.
- ✘ Opportunity for sponsor senior executive to join panel discussion at the ITB China conference.
- ✘ Sponsor's promotional material (flyer) included in the official delegate bags distributed to all attendees.
- ✘ One newsletter distributed to the ITB China database announcing and introducing sponsor as Official Car Rental / Limousine Partner.
- ✘ One news release published through the official ITB China WeChat account; Content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor to receive 2 VIP passes for senior representatives with access to all official ITB China VIP events.
- ✘ Sponsor to receive 8 sponsor badges.

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## Official Travel Service Partner

15,000 USD  
(Exclusive)

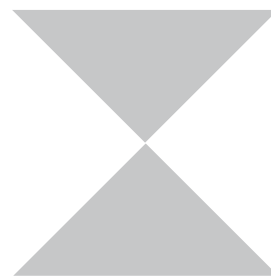
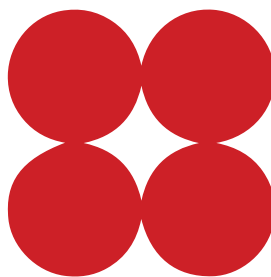
- ✘ Branded as "Official Travel Service Partner", sponsor's logo will be displayed on the official ITB China official homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ One newsletter distributed to the ITB China database introducing sponsor as Official Travel Service Partner.
- ✘ One news release published through the official ITB China WeChat account; Content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor to receive 4 sponsor badges.

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## Official OTA Partner

15,000 USD  
(Exclusive)

- ✘ Branded as "Official OTA Partner", sponsor's logo will be displayed on the official ITB China official homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ One newsletter distributed to the ITB China database introducing sponsor as Official OTA Partner.
- ✘ One news release published through the official ITB China WeChat account; Content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor to receive 4 sponsor badges.



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## Themed Travel Partner

15,000 USD

- ✘ Sponsor to choose or suggest themed travel category to be partner of upon organizers approval (e.g., Adventure Travel Partner, Culture Travel Partner, Sports Travel Partner, Food Travel Partner, Study & Education Travel Partner, Island Travel Partner, City Travel Partner, Wildlife Travel Partner, Safari Travel Partner, Youth Travel Partner, Family Travel Partner, Wedding Travel Partner, Cruise Holiday Travel Partner, Silk Road Travel Partner, Eco-tourism Travel Partner etc.)
- ✘ Logo displayed prominently on ITB China homepage, in the ITB China catalog, and on the welcome backdrops in the exhibition hall.
- ✘ One interview conducted by organizer and published in all ITB China social media channels.
- ✘ One press release announcing the themed travel partners of ITB China, distributed to the whole ITB China media database.
- ✘ One newsletter distributed to the whole ITB China database announcing and introducing official themed travel partners.
- ✘ One social media post on official ITB China social media channels to announce the partnership (WeChat, Weibo, LinkedIn, Twitter, Facebook).
- ✘ One 20-min slot in the presentation hub.
- ✘ Themed Travel Partners will be co-host of customized and themed travel networking lunch.
- ✘ Networking lunch will be promoted through official ITB China website and official ITB China WeChat account.
- ✘ Sponsor's logo will be displayed on the table flags and the table cards during the lunch; Materials will be produced by the organizer.
- ✘ Sponsor's promotional material (flyer) included in the official delegate bags distributed to all attendees.
- ✘ Sponsor to place one full-page ad in the ITB China event catalog.
- ✘ Sponsor to receive 2 sponsor badges.

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## Custom-made ITB China Partnership

TBD

- ✘ Sponsor to opt for a custom-made partnership package. Naming, exposure possibilities and included services will be specified upon sponsor's request with the organizer.







## Media

### Hosted Media Sponsor

15,000 USD  
(Exclusive)

- ✘ Branded as "Strategic Media Partner", sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ Sponsor branding will be shown in the hotel where the hosted media are invited to stay.
- ✘ A welcoming gift may be prepared for every media guest in the official media hotel; gifts to be provided by the sponsor.
- ✘ Sponsors promotional material (flyer) included in the official delegate bags distributed to all attendees.
- ✘ Sponsors logo will be displayed on the signboard outside the press center and the media lounge.
- ✘ Table cards with sponsor's logo or brand information placed in the media lounge and the press center.
- ✘ One news release published through the official ITB China WeChat account; Content is provided by sponsor and will be published after organizer's approval.
- ✘ 2 invitations to the ITB China Opening Dinner.
- ✘ Sponsor to receive 2 sponsor badges.

### Media/Travel KOL Lunch Sponsor

9,000 USD  
(Exclusive)

- ✘ Sponsor to host a lunch exclusively for media representatives / travel KOL guests (25-30 pax, sponsoring price includes catering expenses).
- ✘ Option to hand a gift or brochure to media / travel KOL participating in lunch; gift or brochure provided by the sponsor.
- ✘ Event will be promoted through official ITB China website and official ITB China WeChat account.
- ✘ Sponsor's logo will be displayed on the table flags and the table cards during the lunch; materials will be produced by the organizer.
- ✘ Event to be included in the agenda of the printed and digital official ITB China show catalog. Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China show catalog and on the backdrop in the exhibiting hall.
- ✘ One news release published through the official ITB China WeChat account; Content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor to receive 2 sponsor badges.

# Conference Sponsor

## Podium & Microphone Cubes Sponsor

13,800 USD  
(Exclusive)

- ✘ Sponsor's logo to be displayed on the podium of all the ITB China Conference stages.
- ✘ Sponsor's logo to be displayed on the microphone cubes of all the ITB China Conference stages.
- ✘ Sponsor's logo to be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrops of all the ITB China Conference stages.
- ✘ Sponsor to receive 2 sponsor badges.



## Seat Back Cover Sponsor

16,800 USD  
(Exclusive)

- ✘ Sponsor's logo is most prominently placed on the seat back covers in all conference areas.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrops of all the ITB China conference stages.
- ✘ Sponsor to receive 2 sponsor badges.



# Presentation Hub Sponsor

## Presentation Hub Sponsor

12,000 USD  
(Exclusive)

- ✘ Sponsor's logo is displayed on the podium, on the microphone cubes, and seat back covers in the ITB China Presentation Hub area.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrops of all the exhibiting hall.
- ✘ Presentation Hub will be highlighted as "powered by" + sponsor logo on all printed and digital floor plans.
- ✘ Sponsor to receive 4 sponsor badges.



## Presentation Hub Showcase

1,650 USD

- ✘ 20-minute keynote speech on the Presentation Hub stage to present the sponsor's destination, company, tech-innovation or services; exact slot will be finalized later.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the Presentation Hub.
- ✘ Sponsor to receive 2 sponsor badges (including speaker).



# Social Event and Dinning

## Cocktail Party Sponsor

16,500 USD

- ✘ Sponsor has the option to host a dinner cocktail party on either exhibition day (80-100 pax, sponsoring price includes catering expenses; additional venue costs are excluded).
- ✘ Opportunity for sponsor senior executive to deliver a 3-5 minute speech during the event.
- ✘ Event will be promoted through the official ITB China website and WeChat account.
- ✘ Sponsor's logo will be displayed on the table flags / table cards at the event.
- ✘ Event to be included in the agenda of the official ITB China show catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ Sponsor to receive 2 sponsor badges.



## Coffee Break Area & Aftershow Sundowner

12,500 USD

1 (2) Can split into two for 7500 USD each day

- ✘ Sponsor will be the official sponsor for the coffee area and both after-show sundowner events, held in the evenings of the first and second exhibition day in the coffee area.
- ✘ Sundowner events are open to all ITB China attendees; assorted alcoholic and non-alcoholic beverages will be served (sponsoring price includes catering expenses).
- ✘ Opportunity for sponsor's senior executive to deliver a 2-3 minute welcoming speech at the sundowner events.
- ✘ Events will be promoted through the official ITB China Website and WeChat account.
- ✘ Sponsor's logo will be shown on the printed and digital floor plan.
- ✘ Sponsor's logo will be displayed in the coffee area.
- ✘ After-show sundowner events to be featured in the ITB China event catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting lobby.
- ✘ Sponsor to receive 2 sponsor badges.



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## Cruise Night Sponsor

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**23,000 USD**  
**(Exclusive)**

- ✘ Sponsor to officially host the popular ITB China Cruise Night event (around 250 pax).
- ✘ Sponsor senior representative to deliver a 3-5min welcome speech during the Cruise Night event.
- ✘ Event will be promoted through the official ITB China website and WeChat account.
- ✘ Sponsor's logo will be displayed on the table flags, table cards and advertising flags of the ITB China Cruise Night; materials will be produced by the organizer.
- ✘ Event to be included in the agenda of the printed and digital official ITB China show catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ Sponsor to receive 8 sponsor badges.



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## Hosted Buyer Lunch on Day 1 or 2

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**10,500 USD**

- ✘ Sponsor to host a lunch exclusively for selected buyers (40-50 pax, invitation only, sponsoring price includes catering expenses).
- ✘ Option to hand a gift or brochure to attending buyers; gift or brochure provided by the sponsor.
- ✘ WeChat post to link to an exclusive registration page with sponsor's logo; the WeChat post's content will be provided by sponsor and released upon organizer's approval.
- ✘ Event to be included as "powered by" in the agenda of the printed and digital official ITB China show catalog.
- ✘ The event will be included in a newsletter and WeChat post highlighting all official ITB China networking events.
- ✘ Sponsor's information to be shown prominently on event backdrop; backdrop will be produced by the organizer.
- ✘ Sponsor to place a half page-ad in the ITB China event catalog.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting lobby.
- ✘ Sponsor to receive 3 sponsor badges.

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## Tailor-Made Event upon request

- ✘ Sponsor to arrange a tailor-made event with the organizer. Creative suggestions that add value and memorable experiences for the participants are welcome.

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TBD



# Onsite Sponsor

## Lanyard & Badge Sponsor

23,000 USD  
(Exclusive)

- ✘ Sponsor's logo / promotion information will be displayed on the attendee's lanyard and on the back of the attendee's badge.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ Sponsor to receive 4 sponsor badges.



## Delegate Bags Sponsor

23,000 USD  
(Exclusive)

- ✘ Sponsor's brand information will be displayed on the carrier bags distributed to all attendees at registration; carrier bags will be produced by organizer.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ Sponsor to include promotional material (flyer) in the delegate bags.
- ✘ Sponsor to receive 4 sponsor badges.



## Hosted Buyer Lounge Sponsor

18,500 USD  
(Exclusive)

- ✘ Sponsor's logo will be displayed on the backdrop, table flags and table cards of the buyer lounge area; materials are produced by the organizer.
- ✘ Sponsor's promotional materials to be placed in the brochure display stand of the buyer lounge.
- ✘ Buyer lounge is branded and highlighted with the sponsor's logo on all printed and digital event floor plans.
- ✘ Sponsor to be highlighted in a dedicated buyer newsletter introducing the advantages of the buyer lounge to all attending buyers at ITB China.
- ✘ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✘ One news release published through the ITB China official WeChat account; content is provided by sponsor and will be published after organizer's approval.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ Sponsor to receive 3 sponsor badges.



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## Lunch Area Sponsor

7,500 USD  
(Exclusive)

- ✘ Sponsor's logo will be displayed on the table flags, backdrop to display sponsor logo or design in the lunch area; materials will be produced by the organizer.
- ✘ The lunch area will be highlighted as "powered by" + sponsor logo on the printed and digital floor plan.
- ✘ The lunch area with the sponsor's logo will be introduced to all attendees in the onsite functional area newsletter prior to the show.
- ✘ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ Sponsor to receive 2 sponsor badges.



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## Mobile Charging Station Sponsor

15,500 USD  
(Exclusive)

- ✘ Sponsor's logo to be displayed at the mobile charging stations, placed on 3 high-traffic locations at the show.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ The mobile charging locations with the sponsor's logo will be introduced to all attendees in the onsite functional area newsletter prior to the show.
- ✘ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✘ Sponsor to receive 2 sponsor badges.



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## Wi-Fi Sponsor

11,500 USD  
(Exclusive)

- ✘ Branded Wi-Fi login landing page (static) with sponsor's logo or ad design.
- ✘ Wi-Fi password to include sponsor's brand name.
- ✘ Roll-up banners / signages in public areas to display Wi-Fi Login information together with sponsor's logo (i.e., entrances, information counter, in the event hall etc.)
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✘ Sponsor to receive 2 sponsor badges.

## Water Sponsor

11,000 USD  
(Exclusive)

- ✘ Customized water bottles to display sponsor's logo; water bottles are provided by the organizer
- ✘ Water bottles to be distributed into every delegate bag.  
  
Water bottles will be placed on the speakers' seats of the ITB China conference room and presentation hub area.
- ✘ Water bottles will be placed in the VIP lounge, buyers lounge, media lounge and speakers Lounge.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the backdrop in the exhibiting hall.
- ✘ Sponsor to place a half-page ad in the ITB China event catalogue.
- ✘ Sponsor to receive 2 sponsor badges.



## One-Page Ad in ITB China Catalog

3,000 USD

- ✘ A full page-ad in the official ITB China printed and digital show catalog; printed catalog is distributed to all attendees at registration; ad design will be provided by the sponsor.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ Sponsor to receive 2 sponsor badges.



## Delegate Bag Ad

4,000 USD

- ✘ Sponsors promotional material (flyer, up to 6 pages) included in the official delegate bags distributed to all attendees.
- ✘ Sponsor's logo will be displayed on the official ITB China homepage, in the ITB China catalog and on the welcome backdrop in the exhibiting hall.
- ✘ Sponsor to receive 2 sponsor badges.



## Onsite Banner Ads

### Moving Ad

14,000 USD

- ✘ Outside square leading to main entrance
- ✘ W6m×H4m×D1.5m \*4sides
- ✘ Max amount: 3



## Window AD

1 for 2,700 USD  
5 for 10,500 USD

- ✘ Outside, next to entrance
- ✘ Max amount: Minimum 3 Maximum 16

- ✘ W3m×H4m



## Hanging flag

6 for 21,500 USD  
9 for 28,500 USD

- ✘ Lobby / main entrance area
- ✘ Max amount: Minimum 6 Maximum 9

- ✘ W3m×H4m×2sides exclusive



## Side hanging flag

1 for 3,500 USD  
5 for 14,000 USD

- ✘ Lobby / main entrance area
- ✘ Max amount: Minimum 3 Maximum 8

- ✘ W3m×H4m



## Bridge banner

21,000 USD

- ✘ Lobby / main entrance area
- ✘ Max amount: 1

- ✘ W18m×H3m exclusive



## Pillar

10,000 USD

- ✘ Lobby / main entrance area
- ✘ Max amount: 1 set(2 pillars)

- ✘ W1m×H2.4m\*4 / W1m×H2.4m\*3 exclusive





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## Ground sticker

✘ Lobby / entrance and exit areas

✘ Max amount: Minimum 10

10 for 6,500 USD

✘ W1m×H1m



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## Escalator AD

✘ Lobby / main entrance area

✘ Max amount: 1

17,000 USD

✘ W27.5m×H1.9m exclusive



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# Terms

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The General Terms of Business for Trade Fairs and Exhibitions organized by MB Exhibitions (Shanghai) Co., Ltd. and Exhibition Terms and Conditions for ITB China apply. By ordering any sponsoring opportunity mentioned in the official ITB China sponsoring brochure or official ITB China website, the sponsor confirms having read and agreeing to the General Terms of Business for Trade Fairs and Exhibitions organized by MB Exhibitions (Shanghai) Co., Ltd. and the Exhibition Terms and Conditions for ITB China .

Supplements and amendments to the listed sponsoring items are not valid unless made in writing.

All onsite advertising rates include production and advertising space rental at the venue. Designs for ads are provided by the sponsor at the sponsor's expenses.

Exact location, dimensions and quantities of onsite advertisements will be provided upon request.

Sponsors need to provide artwork in exact dimensions indicated for each item and submit to the organizer at least one month before the event.

For orders of several different sponsorship opportunities that include the same benefit, these benefits do not automatically accumulate with each additional order. Please refer to the final sponsoring agreement details and clear any questions regarding the number of individual items with the organizer before the event.