



Japan. Endless Discovery.



ITB Berlin 2022

Wed 9 – Sun 13 March 2022
Berlin, Germany

Venue: Messe Berlin Exhibition Ground

First Announcement

November, 2021

■ Outline

- Event Title : ITB Berlin 2022
- Period 9 WED.-13 SUN. March, 202s (5 days)
 - 9 Wed. – 11 Fri.
Business days: 10:00-18:00
 - 12 Sat. – 13 Sun.
Business / Public days: 10:00-18:00
- Venue : The Messe Berlin Exhibition Grounds
- Main Exhibitors: National or regional tourism associations / organizations, local authorities, tour operators / travel agencies, international hotels and resorts, airlines and transportation companies, travel media, etc.
- Organizer: Messe Berlin GmbH
- Key Stats from ITB 2020: Canceled due to the COVID-19 pandemic.

■ Exhibitor Schedule (*provisional)

Date	Time	Schedule
Wed 2 Mar.-	During the period 7:00am-10:00pm	Booth construction
Tue 8 Mar.-	10:00am	Last day of booth construction
	10:00pm	Last day of booth decoration by exhibitors themselves
Wed 9 Mar.-	10:00am - 6:00pm	Exhibition (Business days)
Thu 10 Mar.-		
Fri 11 Mar.-		
Sat 12 Mar.-	10:00am - 6:00pm	Exhibition (Business & Public days)
Sun 13 Mar.-		

* Exhibitor badges are required to enter the exhibition hall during the exhibition.

<The Messe Berlin Exhibition Grounds>

The Messe Berlin Exhibition Grounds is in Westend, the Berlin borough Charlottenburg-Wilmersdorf in Germany, consisting of 190,000 m² of exhibition space in 27 halls and multifunctional venues.



● Address / Messedamm 22, D-14055 Berlin



As of Stand: 2019-07-03

※This map is for illustrative purposes.

<PR COUNTER BOOTH>

- PR Counter Booths / For 1 Unit

Fee: Euro 2,200 (tax exempted)

- This PR Counter Booth fee covers the following costs:

booth carpet / 1 counter desk / 3 chairs / 2 exhibitor badges / posting the basic information on ITB Virtual Market Place (an official portal website) / part of the overall cost of the Japan Stand space rental and decoration (incl. shared facilities, storage etc.) , etc.

- 1) PR Counter Booths will be decorated to complement the overall colors and style of the Japan stand according to a consistent and unified design. As such:
 - a) the color of the booth itself will be the same.
 - b) the style and type of all booth counter desks will be the same.
- 2) Extra exhibitor badges will cost 70€/one badge (tbd). Further information will be announced later.
- 3) In principle only one organization can occupy one booth counter. However, members and affiliated partners within group companies, local governmental offices, and regional tourism organizations are permitted to share the same counter.
- 4) Booth counters have limited space. Up to 3 attendants may occupy a single counter at the same time (on the first three business days, 9-11 March). If you intend to have more than 4 personnel on site in this role, and only have one counter, please plan to work in shifts to ensure the rules on minimum physical distancing (1.5 metres).

- Notes on Your Application

The fee indicated the above includes the costs of the Japan Secretariat making arrangements for the Japan exhibition with the Messe Berlin GmbH Organizers on behalf of all co-exhibitors. To submit your application, please apply through the following URL.

<Applications>

<https://form.qooker.jp/Q/auto/en/ITBBerlin2022japan/ITBBerlin/>

Deadline: Fri 10 December 2021

The number of PR Counter Booths is limited so applications will be accepted on a first come, first served basis by business category. Please note that we may advance the application deadline if the number of application has reached the capacity.

Also, please note that your booth will be a joint exhibitor of the Japan booth, and the exhibition will be examined by JNTO. In the event of cancellation, please note that the following terms and conditions apply:

On or before 15 December, 2021	No cancellation fee
From 15 December to 31 December, 2021	50% of the exhibition fee will be charged
After 1 January, 2022	100% of the exhibition fee will be charged

●Payment Deadline

We will send you an invoice by mail. Please arrange the payment before the deadline date. A separate invoice for extra exhibitor badges, any additional orders or other fees will be sent to you after the exhibition.

Deadline: Mon 31 January, 2022

■ Others

●Liability

- 1) In the event that the Organizers, "Messe Berlin GmbH" should decide to cancel all or any dates of the exhibition, reimbursement of exhibition fees will be handled according to Organizer rules. If the Organizers do not have provision for such reimbursements then the Japan Secretariat will reimburse each co-exhibitor the exhibition fees minus the costs incurred up until the announcement of the cancellation.
- 2) If the Japan Tourism Agency should decide to cancel all or any dates of the exhibition for any reasons, but the decision will be necessity and desirable for Japan and co-exhibitors, co-exhibitors are not entitled to assert claims for repayment or exemption.
- 3) The Japan Secretariat assumes no responsibility or liability for any loss, damage or late arrival of the property or belongings of the co-exhibitors and their personnel. This includes the period of exhibition, the set-up and removal periods for bringing-in and packing items, and to the shipping and transportation of displays and materials.

■ Inquiries to Japan Pavilion

**ITB Japan Pavilion Secretariat office
c/o JTB Communication Design, Inc.
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+81-70-3864-5217**

**Address: Celestine Shiba Mitsui Bldg. 12F
3-23-1 Shiba, Minato-ku, Tokyo 105-8335, Japan
<Opening hours>Weekdays 10:00-18:00 JST / 2:00-10:00 CET
(CEST 3:00-11:00 in summer time)**

**Considering the time differences, you will be able to get our replies
sooner via e-mails than phone calls
except for urgent cases.**