



**PhoCusWright®**  
**@ITB BERLIN**  
MARKETPLACE CHAOS  
SPOTLIGHT ON TECHNOLOGY & INNOVATION

9 March 2011 • 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.

For the first time, *PhoCusWright@ITB* is being 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.

## 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.

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**

American Express

**Orbitz**

**Hilton**

TUI AG

**Nokia**

**UBS AG**

Avis Europe

**British Airways**

[sponsor@phocuswright.com](mailto:sponsor@phocuswright.com) or +1 860 350-4084 x505

# ADVERTISING

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

<b>MICROPHONE CUBES</b> Shared with PhoCusWright	<b>SEAT DROP</b>	<b>BANNER ADVERTISEMENT</b>
Feature your logo on all microphones used by the event moderators.  US\$3,000 • €2,300	Placement of your promotional materials on each seat in the theater. (Sponsor provides the promotional materials.)  US\$3,000 • €2,300	Sponsor-branded banners are displayed in the conference room.  US\$5,000 • €3,700
<b>PAD AND PEN</b> Exclusive	<b>PODIUM </b> Exclusive	<b>SEAT BACK COVERS</b> Exclusive (up to 300 seats)
A customized keepsake set distributed in the theater. (Sponsor provides the branded pad and pen.)  US\$5,000 • €3,700	Your company logo boldly placed on the one piece of furniture stared at by all – the speaker podium.  US\$7,500 • €5,700	Your logo is placed on the seat back covers on up to 300 seats in the conference room.  US\$9,000 • €6,800

# SPECIAL OPPORTUNITIES

The following opportunities bring decision-makers and deal-makers together in relaxed, interactive environments, optimal for promoting your business. PhoCusWright handles all the coordination so that you can focus on building important relationships.

<b>COCKTAIL RECEPTION</b> Exclusive
Host the main cocktail reception Wednesday evening, 9 March, during peak networking time immediately following the last presentation of <i>PhoCusWright@ITB</i> .  US\$6,000 • €4,500 (PLUS COST OF FOOD & BEVERAGE)

<b>SPONSORED WORKSHOP</b> Exclusive
A workshop is ideal for any company seeking significant exposure to a highly qualified audience. Sponsors take the lead in developing the content and PhoCusWright manages production and guides you to make sure your presentation is thought provoking and educational. This thirty-minute sponsored workshop is presented by the sponsoring company.  US\$20,000 • €15,000

# 2009 & 2010 PHOCUSWRIGHT@ITB ATTENDEES

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.

10Best Inc.	Ensemble Travel Group	IdeaS Revenue Optimization	Onlineweg.de Touristik GmbH	Tnooz - Talking Travel Tech
ABN AMRO Bank N.V.	eprofessional GmbH	IGLTA Travel and News	OÖ Tourismus Technologie GmbH	TourduSt
AboutAnywhere.com Inc.	Escapio GmbH	Insidergroup AG	OpenJaw Technologies Ltd.	Tourism Consult Network
Accenture Ltd.	ESKY Sp. z o.o.	Insights Management	OpenSkies	Tourism Unlimited
Accor	Euroflights.info	Consultancy	Opovizor	tourismusdesign
Accor Distribution Services	Euroxenia S.A.	Internet Consulting	Opodo GmbH	Tourismuszukunft - Das
Accovia Inc.	Expedia Inc.	inzumi GmbH	Orbitz Inc.	Tourismusblog
Acton Capital Partners	ExpiBlog.de	ISIS Equity Partners	Oyster.com	Tourismuszukunft.DE
ADAC e.v.	ezeego1 Travels and Tours	ITA Software Inc.	Palm Beach County	TouristMobile GmbH
Afrikatourism	Private Limited	ivent Travel	Convention & Visitors Bureau	TheTransitCafe.com
Agency.com	Fairmont Raffles Hotels	Joerg Schlottke Blog	Pegasus Solutions Inc.	Travel Ad Network
Airtickets.gr Ltd	International Inc.	Joobili	Pelicantravel.com	Travel Group Consulting
Al Manzil & Qamardeen Hotels	FareCompare L.P.	Kayak EMEA	Phillimore Investissement s.a.s.	Travel Rants
Southern Sun Hotels	FastBooking	Kayak.com	Pixell Daten & Design GmbH	Travel Savvy Mom
Amadeus	Fodor's Travel Publications	Kings Park Capital LLP	Planet Iceland	Travel Spike LLC
Amadeus Germany GmbH	Fortune Cookie (UK) Ltd	Kinkaa Ltd.	Planeta Web	Travel Tech Consulting Inc.
Amadeus Hospitality GmbH	foXnoMad, LLC	Kiwi Collection Inc.	PlanetEye Inc.	Travel Viva AG
Amadeus IT Group S.A.	Freizeit-Verlag Landsberg	Korea Tourism Organization	QueryTek Technologies S.L.	Travel Wise Research LLC
Amadeus Polska	GmbH - Redaktion Tophotel	HQ	Quito Visitors Bureau	TravelBrain GmbH
ANVR	FVW International	Kuoni Travel Holding Ltd.	Re-ticket.com	Travelgrove Inc.
ArabellaStarwood Hotels & Resorts GmbH	GDSX Ltd.	Latitude Sedona	Revidio Limited	Traveljigsaw Ltd.
Agurries Limited	Genfer Hotels Sp. z.o.o.	LBI IconMedialab	Rezgo.com - A division of	Travellerspoint Travel
Bayspring Partners	German National Tourist Board	Le Gourmand	Sentias Software Corp.	Community
BCD Travel Germany GmbH	GetYourGuide GmbH	Legoland Deutschland	RIA Novosti	Travelport Inc.
Belltouristik International	Global Collect International	Libra OnDemand	ROBOTIKER-TECNALIA	TravelTainment - The Amadeus
Bianca Spaltheholz Hotel	Payment Services	Lifelike Limited	RockCheetah	Leisure Group
Business Development	Global Gossip	Lixto Inc.	Ropardo AG Ropardo Systems GmbH	Travelzoo Inc.
bigmouthmedia GmbH	GlobalMotion Media Inc.	Lloret de Mar Tourist Board	routeRANK Ltd.	Travolution
Bing Travel	GODOLFIN	Logitravel S.L.	Sabre Deutschland Marketing GmbH	Trinner.com
Blog de Turismo Rural	Google Europe	Lonely Planet Publications	Sabre Holdings Corporation	Trip Technologies Inc.
Booking.com Ltd.	Google Germany GmbH	Pty Ltd	Sabre Sverige AB	TripAdvisor
Brook Venture Fund	Google Inc.	Lufthansa German Airlines	Sabre Travel Network	Tripr.TV USA
Budgetplaces.com	Google UK Ltd.	m.volution GmbH	Sail and Sun Cruises	Tripsay
Buy Tourism Online	GoSeeTell	MagicRooms	Sales-Lentz Tours	TripsByTips Blog
Carlson Wagonlit Travel Inc.	Gradigio Inc.	Mairdumont GmbH & Co. KG	SBB Swiss Federal Railways	TripShake
Chameleon Strategies	Greater Montréal Convention and Tourism Bureau	Maistra d.d.	Schweizerische Bundesbahnen SBB	tripwolf GmbH
Cheapflights Ltd.	Greenhouse Innovation	Marketing Factory GmbH	Scandic Hotels AB	TRUSTYOU
China Opportunity Partners	h2c consulting GmbH	Max Management	Schweizerische Bundesbahnen SBB	TUI AG
Circos.com Inc.	HAAGA University of Applied Sciences	The McLean Group LLC	Scope Communications ehf.	Ultramarin Travel Agency
Cities Reference	Handy Group (UK) Ltd	Megustaeturismo	Seat24	UpTake Networks Inc.
citizenM Hotels	Happy Hotelier	Microsoft Corporation	seekda OG	Vail Resorts Inc.
City Discovery	HCI Heritage Consult	Millennium Foundation for Innovative Finance for Health	SeeUinHungary.com	Valamar Hotels & Resorts
Cityguide TV AG	International Ltd. & Co KG	Mobile Travel Technologies Ltd.	Sheraton Bahrain Hotel & Towers	Vayama
Close Brothers Corporate Finance Limited	Highland Business Research	mokono GmbH	SIA Internet	Venere Net S.p.A.
Coatue Management	Hilton Hotels-Germany	Mövenpick Hotels & Resorts Management AG	Skyscanner Ltd.	Verband Internet Reisevertrieb
Comvel GmbH	hit-CONSULT GmbH	Mr & Mrs Smith Hotel	Soft Solutions Ltd.	Via
Confluence Partners	Hospitality Financial and Technology Professionals	Collections	Solutions HI	viaEuropa
Creative Advances Technology Sdn Bhd	Hotel Blogs	Mulberry	The Sound of Data	ViaMichelin
Crezcan AB	Hotel NEPTUN Blog	Multi-M GmbH	Southern Sun Hotels	Vinivi
Danea Travel Bureau	Hotel Place d'Armes	Multimedia Development Corporation	spacedealer GmbH	VisitReturn
Danubius Hotels Group	Hotel Reservation Service (HRS)	Natalie Tours	SpaFinder Inc.	Visualforma, S.A.
DB Mobility Logistics AG	Hotel Technology Next	Net Trans Services AS	Spruce.com	Voyages-SNCF.com
deciZium SA	Generation	NOKIA gate5 GmbH	Steigenberger Hotels AG	WAYN - Where Are You Now? Ltd.
Digital Media Center	HoteliTour	Nordic Ferry Center Oy	Suite Company	Web Reservations International
Diplomata Tours	Hotelmkteting-Blog	Norvestor Equity AS	Swissôtel Hotels & Resorts	Wego Pte Ltd.
Easy (EZ) Revenue Management Solutions Ltd.	HotelVideoReviews.com	Nozio	swoodoo GmbH	Voices
Ed Wohlfahrt Blog	House of Travel Holdings	Nurun Inc.	T2Impact Ltd.	Workersonthefield Tourism and Marketing Solutions
eDreams Inc.	HouseTrip SA	Oesterreichisches Verkehrsbuero AG	Tango Diva	World Nomads
EDS Integrated Ltd	Hsyndicate	Olymp Solutions LLC	TEAM Tourism Consulting	Wyndham Hotel Group
EF Cultural Travel Ltd.	Hudson Crossing LLC	Omikron Data Quality GmbH	Thomas Cook Belgium	Xotels Ltd.
Egon Zehnder International	Idealp International Tourism Symposium	On The Beach Ltd.	Thomas Cook Group plc	Zell am See-Kaprun
EnGrande SL			Tiscover AG	Zinc Hospitality