



**ITB**  
BERLIN

March 5-7, 2024

The World's  
Leading  
Travel Trade  
Show\*

USA  
Welcome!

## USA Welcome Pavilion at ITB Berlin 2024

### ITBxplore Online Platform Information

All registered USA Welcome Pavilion exhibitors or co-exhibitors should receive an email including the instructions below, sent to the main exhibitor contact. If you have not received an email by February 3<sup>rd</sup>, please contact Anna Shaw at [ashaw@b-for.com](mailto:ashaw@b-for.com).

*If you have questions on the ITBxplore platform, please contact the ITB Berlin team at [support@messe-berlin.de](mailto:support@messe-berlin.de) or +49 30 3038 2500.*

Please see below for guidance on how to edit and finalize your company profile on **ITBxplore**. A more detailed Onboarding Guide is also available on the [ITB 2024 USA Pavilion Exhibitor Services](#) site.

#### The steps to your exhibitor entry:

##### Editing your company data:

- Click on the "**Content Manager**" button in your email. You will then be directed to the editing area of your company profile.
- Edit **all fields** in both languages (DE and EN) and then save your data by clicking on the "**Publish**" button.
- Your data will then be used for all three channels: the **Exhibitor List** in the ITB website, the **ITBxplore platform** and for the **ITB App** later on.

##### Check your entry on ITBxplore

- Log in to ITBxplore. **Please use the email address to which this email was sent.**
- Edit your personal profile and save it.
- Under "Settings" (top right) you will find "**My Company**", click on it and then on the company name.
- Check your exhibitor profile.

- You want to change something? You can make changes using the "**Content Manager**" button in your received email
- We recommend that you save this edit link so that you can easily access it at any time and quickly adjust your entry accordingly.
- Go back to **ITBxplore** and check your exhibitor profile again.

### Network! Network! Network!

Use **ITBxplore** with all its extensive networking features. Invite your team members to create a networking profile on the platform and link the profiles to the company profile.

Here is how:

- Send the link to **ITBxplore** to your team members who should appear as contact persons in your exhibitor profile.
- When you receive feedback that their personal profiles are visible on **ITBxplore**, log in yourself.
- Click on the "Backoffice" menu item in the header of your exhibitor profile.
- Enter the person's name in the search field.
- Select the person and click on "Add staff".
- He or she will then appear in the exhibitor profile as your company's contact person and can get in touch with other participants and make appointments for the trade show.

### Accessing ITBxplore:

**Please note:** From now on, **all participants**, exhibitors and visitors, need a **valid ITB ticket** to register at ITBxplore.

**Exhibitor** and **Co-exhibitors** will receive exhibitor codes from their main exhibitor or must purchase them in the **Beco Shop** after their registration process has been completed.

For employees who will only be active at ITBxplore but will not be present on site in Berlin, there is the **Fully Digital Ticket** - for 35€.

You must first personalize your ticket before you can register on the platform. When personalizing the ticket, please enter the same email address to which this email was sent.

### Additional services and advertising in the digital channels

In the Advertising Shop of **ITExplore**, you will find detailed information about our additional offers, such as. exhibitor news, job ads, upgrades and digital advertising opportunities.