



In the ITB Press Center in Halle 5.3

CNN International supports ITB Berlin as Official Media Partner



CNN International has supported ITB Berlin 2008. As Official Media Partner and the number one international news channel for reaching frequent business air travellers, CNN's support of the event will align visitors to ITB Berlin with its audience of Global Citizens.

Commenting on the deal, Rani R. Raad, Senior Vice President for Ad Sales at CNN International, said, "As the leading channel for Travel and Tourism clients, we deliver a highly desirable target audience. Working with Turner Commercial Productions, our dedicated, in-house creative agency and production facility, we enable clients around the world to market themselves effectively and ITB Berlin is a natural fit for us to demonstrate our powerful, multi-faceted offering to the range of visitors and suppliers that the event attracts."

As part of the media partnership, CNN International has hosted run-of-site banner advertising of ITB Berlin across its international website.

Dr. Martin Buck, Director





Competence Centre Travel & Logistics, Messe Berlin, said "Not only has the ITB Berlin evolved into one of the most international-

ly important trade shows taking place in Germany, with its many press events it has also become an international media event which is

attracting a steadily increasing interest. Nowadays coverage of the ITB Berlin is a permanent feature in the calendar of journalists serving business publications and other media, the daily press, general interest and trade publications, television, radio and the online media. We are delighted to welcome CNN International as media partner of ITB Berlin this year. It gives us the opportunity to expand our international reach."

CNN's Tourism Advertising Solutions & Knowledge (TASK) Group has also had a presence at ITB Berlin within a specially branded 'TASK Lounge'. Situated at Stand 103a on the 3rd Floor in Hall 5 of the Messe Berlin exhibition centre, the TASK Lounge will provide a setting for visitors to



In the photos the CNN's stand in front of the ITB Press Conference Room in the Halle 5.3 and just nearby the Bonelli ITP Events stand



ITB Berlin to network and consult with the CNN TASK Group on the development of strategic tourism advertising campaigns. Launched last year, the TASK Group works directly with clients to offer best of breed advice, information and intelligence to enhance nation- and brand-building efforts.

