

IMEX America: Berlin presents itself to the congress world in Las Vegas

- The Berlin Convention Office has a new booth at IMEX
- Berlin is the place to be for digital conferences

Berlin, 9 October 2017 From the 10 to 12 October, Berlin is presenting itself to American Congress customers and event planners with its own new booth (Booth B2623) at IMEX America in Las Vegas. Together with Berlin partners, including hotels, agencies, and the Berlin Trade Fair, the *visitBerlin* Berlin Convention Office will be represented at the leading trade fair for international meeting and incentive experts, and will present news from the German capital along with the varied offerings of this congress metropolis.

Digital conferences are trending in Berlin

Berlin is not just a stronghold for IT start-ups. An increasing number of innovation, IT, and digital events are taking place in Berlin, and on the topic of digitisation practically every week. The Berlin event industry offers high-quality service, and is closely linked to the city's technology and science scene. This makes Berlin an ideal location for future-oriented events. For example, there is the **Digital Life Design (DLD)**, Europe's leading international digital and innovation conference (26–27 Oct, Bolle Event Location, dld-conference.com). This year, the digital conference **TechCrunch Disrupt 2017** is moving from London to Berlin (4–5 Dec, Arena Berlin, techcrunch.com). The **re:publica** has been held annually in Berlin for ten years. The **Q Berlin Questions** is a new conference format from *visitBerlin*. International speakers discuss the most important issues in the areas of work, governance, cultural identity, social justice, and urbanisation (19–20 Oct., Schiller Theater, q.berlin; participation and tickets via q.berlin/q-marathon). At IMEX America, which is one of the most important marketing platforms for customers from North and South America, the *visitBerlin* Berlin Convention Office is promoting further events in the areas of IT and digital economy. They represented 13% of the meetings held in the first half of 2017.

At IMEX America, the focus will also be on *visitBerlin* Berlin Convention Office's new service: The Berlin Speakers Pool helps organizers to find suitable high-calibre speakers, local experts, or moderators for their program. You can find the Meeting Guide Berlin and a Convention Kit integrated into convention.visitBerlin.com. The extensive search engine lists numerous offers for event planners. For more information on Berlin as a convention destination, go to convention.visitBerlin.com.

The partners at a glance

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| ▪ ADLON Kempinski Hotel Berlin | ▪ Ovation Germany (<i>Premiere</i>) |
| ▪ Vienna House Berlin | ▪ Messe Berlin GmbH |
| ▪ CAMONSITE Conferences & More GmbH | ▪ Palazzo Italia - Römischer Hof (<i>Premiere</i>) |
| ▪ Conference & Touring | ▪ Scandic Berlin Potsdamer Platz |
| ▪ Hilton Berlin (<i>Premiere</i>) | ▪ bc&a, VAT recovery (refunds of VAT for int. congresses and events) |
| ▪ Estrel Berlin | |

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Press Information



visitBerlin

"Inspiring the world to choose Berlin." Berlin Tourismus & Kongress GmbH, operating under the trademark *visitBerlin*, has been pursuing its mission of promoting Berlin as a travel and meetings destination around the world since 1993. Berlin's welcoming more visitors than ever. In 2016, some 13 million visitors spent over 31 million nights in the city. Berlin is also very popular as a convention destination. For more than ten years, the German capital has been ranked among the top 5 destinations for international association meetings. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the *Berlin WelcomeCard*. *visitBerlin* operates Berlin Tourist Information Offices across the city and the Berlin Service Center, which can be reached by telephone at +49 (0) 30-25 00 25. Visitors can find all they need to know to plan their trip to Berlin on the city's official travel portal visitBerlin.de. To find out more about *visitBerlin*, go to about.visitBerlin.de

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