

ITB AMERICAS 2026

Hosted Buyer Pre-Registration Form

Thank you for your interest in participating in ITB Americas as a Hosted Buyer. The event will take place from 10th to 12th November 2026 in Guadalajara, Mexico. Please complete the form below so our team can contact you with further details.

1. COMPANY INFORMATION

Full Company Name:

Company Website:

Street Address and Number:

Postal Code:

City:

Country:

2. INTERESTED BUYER INFORMATION

Full Name:

Job Title / Position:

Company Email:

Phone Number (including country code):

3. MARKET & ORIGIN OVERVIEW (For reference only)

City and Country of Departure (Where you would travel from):

Main Business Focus / Buyer Type (e.g., outbound leisure, corporate travel, luxury, MICE, etc.):

Destinations or Product Interests (Regions/Countries or exhibitor types you are mainly interested in):

This is an initial expression of interest. The official application and selection process will follow at a later stage.

Please send the completed form to: buyer@itb-americas.com

ITB Americas Hosted Buyer Program

Buyer Eligibility

The Hosted Buyer Program at ITB Americas is designed for qualified travel professionals with purchasing authority or direct influence over procurement decisions. Buyers attend ITB Americas to explore new business opportunities, discover travel products and destinations, negotiate rates and packages, and establish partnerships with exhibitors.

We welcome applications from:

- Senior professionals in procurement, purchasing or sourcing departments
- Decision-makers responsible for contracting travel products and services
- C-level executives, managers and key stakeholders involved in travel planning, buying or partnerships
- Companies with a significant travel procurement volume in the Americas or with potential in buying in the Americas, including but not limited to: travel agencies and tour operators, OTAs and wholesalers, MICE and incentive specialists, DMCs, corporate travel managers, group travel organizers, luxury travel consultants and other specialized travel companies.

Qualification Criteria

ITB Americas implements a strict buyer validation process to ensure all participants are highly qualified and actively sourcing travel products and services. Our priority is to deliver serious and meaningful business meetings for both exhibitors and buyers.

Buyers are validated based on the following criteria:

- Direct purchasing authority or strong influence over travel procurement decisions
- Decision-maker at a company with significant procurement volume that regularly contracts travel services within the Americas or with potential in buying in the Americas
- Actively sourcing multiple categories of travel-related products (e.g., accommodation, air travel, tour packages, MICE, etc.)
- Clear business needs and upcoming procurement opportunities relevant to ITB Americas exhibitors
- Buyer must not intend to sell or promote their own products or services at the event

Note: To ensure quality matches, the Buyers Team may request supporting documentation. All submitted information will be treated with strict confidentiality.

Buyer Commitments

As a Hosted Buyer, you agree to:

- Attend a minimum number of pre-scheduled meetings with ITB Americas exhibitors (via our official matchmaking platform)
- Be present and actively engaged during official show hours across all three days of the event
- Participate in the Hosted Buyer Social Program, including the exclusive Hosted Buyer Cocktail

Note: These commitments are mandatory to ensure a productive and rewarding experience for all participants.

Buyer Packages

Inclusions	Fully Hosted Buyers	Partial Hosted Buyers	Trade Buyers
Pre-scheduled business meetings with exhibitors	27	15	6
Reimbursable economy-class round-trip flights to Guadalajara **	✓	✗	✗
Round-trip airport–hotel transfers on official check-in and check-out days	✓	✗	✗
Accommodation for up to 4 nights in a 4-star hotel in Guadalajara	✓	✓	✗
Shuttle bus service between the official hotel and the exhibition venue	✓	✓	✗
Admission to the Exhibition Hall on all three show days	✓	✓	✓
Access to the ITB Americas Convention	✓	✓	✓
Access to the exclusive Hosted Buyer Cocktail	✓	✓	✗
Access to the Buyers Lounge	✓	✓	✗
Registration fee (non-refundable)	200USD	100USD	FREE

**Flight reimbursement is subject to the regional caps established by ITB Americas.

The above benefits are provided ONLY to approved hosted buyers who attend ALL the minimum required meetings with exhibitors on time.

Note: Buyer applications are open until 15th September 2026. Buyer participation is subject to approval by ITB Americas team. Spaces are limited and assigned on a first-come, first-served basis.

Cancellation and Attendance Policy

If a buyer is unable to participate in ITB Americas 2026, they must notify the organizers by email at buyer@itb-americas.com no later than 1st October 2026.

Buyers who cancel after booking their flights or fail to attend the show will not be eligible for any travel reimbursement (Travel insurance purchase is recommended).

These policies are in place to ensure the integrity and effectiveness of the Hosted Buyer Program for all participants.

Data protection notice for buyer registration for ITB Americas 2026

Messe Berlin GmbH (hereinafter "Messe Berlin") attaches great importance to data protection. This data protection notice informs about the processing of personal data in connection with the buyer registration for ITB Americas 2026 and supplements the Data Protection Notice on the Messe Berlin website. For special cases of data processing, there may be separate data protection notices.

1. Controller and data protection officer

Controller within the meaning of the General Data Protection Regulation (hereinafter "GDPR"): Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany, e-mail: info@messe-berlin.de. Data protection officer: group data protection officer (address: as before; e-mail: datenschutz@messe-berlin.de).

2. Categories of personal data

Messe Berlin processes the following categories of data for the buyer registration for the ITB Americas 2026, in particular contact details of the business/organization and of a contact person, including position, as well as other information requested in the registration form. Providing the information is mandatory for the purpose of processing the application and participation in the hosted buyer program.

Insofar as the registration is carried out for another person (third party) or their data is passed on, the person completing the registration form must ensure and assure (i) that the transfer of this data of the third party to Messe Berlin is authorized, (ii) that Messe Berlin may lawfully process this data for the purposes stated in section 3 and (iii) that the person(s) concerned has (have) been sufficiently informed about the processing of the person's data in accordance with this data protection notice.

3. Purposes and legal basis of processing

3.1. Performance of the contract and transmission to Messe Berlin Americas

Messe Berlin processes the personal data for binding registration and pre-event procedures related to the buyer's participation in ITB Americas (legal basis: Art. 6 (1) (b) GDPR) and further administrative purposes in connection with the ITB Americas (legal basis: Art. 6 (1) (f) GDPR). For these purposes, Messe Berlin will in particular transmit the personal data to its Mexican subsidiary, Messe Berlin Americas, S. de R.L. de C.V., which is currently being established, so that Messe Berlin Americas can contact the buyers to manage their participation in ITB Americas.

3.2. Making contact by e-mail or post for information and advertising purposes by Messe Berlin group companies

Messe Berlin processes the personal data for the purpose of contacting buyers to provide them with information accompanying the trade fair/event. This includes the periodic or event-related electronic dispatch of information about Messe Berlin and its affiliated companies, trade fair/event-related information about Messe Berlin's own events and guest events, including exhibitors, sponsors, association and other cooperation partners of the respective event, as well as their products and services, and information about opening, accompanying and subsequent events. Subsequent events also include other trade fairs and events organized or held by Messe Berlin or other Messe Berlin group companies in Germany and abroad. In addition, Messe Berlin processes the personal data to provide offers for trade fair-related services. For these purposes, Messe Berlin also transmits personal data to other companies of the Messe Berlin group of companies. Messe Berlin also processes personal data for purposes of market research and online surveys. The processing is based on the legitimate interest in supporting buyers before, during and after the trade fair or event and in promoting the same and similar products from the trade fair portfolio of the Messe Berlin group of companies (legal basis: Art. 6 (1) (f) GDPR).

4. Categories of recipients of the data

As stated in Section 3, personal data will be transferred to Messe Berlin Americas S. de R.L. de C.V. buyer@itb-americas.com, Guadalajara, Mexico for the purposes or under the conditions stated therein. In the case of events organized in cooperation with associations or business partners, the data will also be transferred to them for the purpose to organize the event and advertise products and services in connection with the event.

In order to carry out certain processing activities in connection with the buyer registration (in particular some special services, dispatch of documents, hosting and IT support and data management) external service providers are used which process the personal data on behalf of Messe Berlin (so-called "processors").

For compliance with tax and trade laws and regulations, Messe Berlin shares the personal data with the tax and other relevant public and regulatory authorities.

5. Data transfer to third countries

Some of the companies of the Messe Berlin group of companies and processors are located in third countries outside the EU, including Messe Berlin Americas, S. de R.L. de C.V., which do not provide the same level of data protection as the EU, in particular due to the absence of a legal framework, independent supervisory authorities or data protection rights and remedies. Messe Berlin will only transfer personal data to those third countries if the European Commission has adopted a so-called adequacy decision in this respect (Art. 45 (3) GDPR) or otherwise where appropriate safeguards in accordance with Art. 46 GDPR have been provided, in particular standard data protection clauses adopted by the European Commission pursuant to Art. 46 (2) (c) GDPR and, where necessary, supplementary measures. A copy of the safeguards can be obtained upon request (e.g., by e-mail – for contact details see section 1 above).

6. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the relevant purpose of their processing. Insofar as processing is based on consent or based on a legitimate interest of Messe Berlin, the data concerned will no longer be processed for the associated purpose after receipt of the withdrawal of consent or the objection and, if applicable, will be deleted, unless there are statutory exceptional circumstances. Notwithstanding the foregoing, personal data which are subject to retention obligations under commercial or tax laws will only be deleted after the expiry of the statutory retention periods.

7. Data protection rights

To exercise the following rights, data subjects can contact the controller at any time (contact details see section 1 above).

Rights of the data subjects pursuant to Art. 12-21 GDPR: the right to access personal data, the right to rectification, erasure and data portability as well as to restriction of processing. If consent has been given, this can be withdrawn at any time with effect for the future.

Rights of objection: Insofar the processing is based on legitimate interests (see section 3 above), data subjects have the right to object to the processing of their personal data for reasons relating to the particular situation.

Furthermore, there is the right to object to the processing and use of data for advertising purposes at any time; newsletters also include an unsubscribe link.

If data subjects are of the opinion that the data processing violates data protection law, they have the right to lodge a complaint with the competent supervisory authority of their choice (Art. 77 GDPR in conjunction with section 19 of the German Federal Data Protection Act (Bundesdatenschutzgesetz)).