

## ITB AMERICAS 2026

### Exhibitor Registration Form

Thank you for your interest in participating in ITB Americas as an Exhibitor. The event will take place from 10<sup>th</sup> to 12<sup>th</sup> 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:

Street:

Postal Code:

City:

Country:

Company Website:

#### 2. INTERESTED EXHIBITOR INFORMATION

Full Name:

Job Title / Position:

Company Email:

Phone Number (including country code):

**3. INVOICE ADDRESS INFORMATION** (If different from above)

Legal Business Name:

Street:

Postal Code:

City:

Country:

Company Administrative Email:

**4. DESIRED STAND TYPE** (Mark the option you want with an X)

**Row** stand from **9m<sup>2</sup>**

**Corner** stand from **18m<sup>2</sup>**

**Peninsula** stand from **36m<sup>2</sup>**

**Island** stand from **54m<sup>2</sup>**

**5. DESIRED STAND SPACE**

Number in sqm:

Number of co-exhibitors:

Please send the completed form to: [exhibitors@itb-americas.com](mailto:exhibitors@itb-americas.com)

## 6. TERMS & CONDITIONS

By completing and submitting this form (via e-mail to [exhibitors@itb-americas.com](mailto:exhibitors@itb-americas.com)), you are registering with Messe Berlin GmbH for ITB Americas.

The participation contract will be concluded with Messe Berlin Americas, S. de R.L. de C.V., the Mexican subsidiary of Messe Berlin GmbH currently in the process of being established and organizer of ITB Americas. Once the current process of establishment is concluded, Messe Berlin GmbH will transfer the above data so that Messe Berlin Americas, S. de R.L. de C.V. can contact the registered exhibitors and conclude the participation contract for ITB Americas.

**Yes, I want to be informed regularly by e-mail about news regarding the Messe Berlin group of companies, products and services of the trade fair portfolio**, in addition to information accompanying trade fairs/events, opening, side and subsequent events as well as exhibitors, sponsors, associations and other cooperation partners of the respective trade fair/event in addition to their products and services. I can also be invited to participate in surveys, sweepstakes and competitions. This consent also includes the transfer of data to companies of the Messe Berlin group of companies in third countries which do not provide the same level of data protection as the EU. You can revoke this consent at any time with effect for the future. You can object to data processing for advertising purposes and the use of your e-mail address for advertising at any time without any costs arising by virtue thereof, other than transmission costs pursuant to the basic rates. To this end, please send an email to [itbamericas@messe-berlin.com](mailto:itbamericas@messe-berlin.com).

For information on the processing of personal data, including for direct marketing purposes, international data transfers and your data protection rights, please see the data protection notice of Messe Berlin GmbH enclosed below.

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Place and Date

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Signature

## Data protection notice for exhibitor 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 exhibitor 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](mailto:info@messe-berlin.de). Data protection officer: group data protection officer (address: as before; e-mail: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)).

### 2. Categories of personal data

Messe Berlin processes the following categories of data for the exhibitor registration for the ITB Americas 2026, in particular contact details of the business/organisation 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 concluding the contract.

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-contractual measures of the exhibitor with Messe Berlin (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 exhibitors and its contact persons for the purpose of concluding the participation contract for 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 exhibitors and their contact persons 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 such as stand construction, catering, facility services and hostess 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 exhibitors 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. exhibitors@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 organise the event and advertise products and services in connection with the event.

In order to carry out certain processing activities in connection with the exhibition 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)).