

CHECKLIST: IFA-PR-Services for Exhibitors

For an overview of all PR-Services with detailed information please click here: [IFA-PR-Services](#)



Your Press Conference at IFA

Costs depend: if you need an extra room (**A**), it costs, if you do it directly at your booth (**B**) – you have no expenses, besides catering if needed.

If you go with option B, the only thing you have to take care of, is to coordinate the time with us, so we can discuss what would be the best time-slot for your companies press conference [Register form \(PDF, 77.3 kB\)](#). For option A please contact Oguzhan Namli (namli@messe-berlin.de) for option B please contact [Dr. Claudia Schüffner](#).

IFA Exhibitors Press Box

By renting a press box you can easily distribute your press kit, press releases, CDs or USB-sticks to a great variety of media representatives. The press boxes are located at the entrance of the IFA Media Center.

[Order form \(PDF\)](#)

Online Press Box

Publish your press releases on the IFA Virtual Market Place and make them available to journalists all year round. The Digital Press Box is part of your exhibitor entry on the Virtual Market Place® and you can update it as often as you like. [Order form \(PDF, 62,6 kB\)](#)

IFA Newspapers

IFA INTERNATIONAL – the official Daily News Source for International Visitors at IFA

For exhibitors, IFA INTERNATIONAL is a very effective way to reach the important and growing target group of international trade visitors & press. [Media Kit \(PDF\)](#)

IFA HEUTE is issued at all exhibition days in a circulation of 40,000 copies a day and is distributed free of charge at all entrances of the Berlin exhibition ground as well as in the top-30 city hotels of Berlin. The total circulation amounts to 240,000 copies. [Media Data \(PDF 4,7 MB\)](#)

Virtual Market Place: your product highlights and press contacts

As an exhibitor at IFA you have obtained with your stand registration an online entry on the Virtual Market Place®. Here you can be informed about all possibilities of your [online presence](#).

Should you have questions or suggestions, please contact the editorial team:

editorial@virtualmarket.ifa-berlin.de.

ShowStoppers@IFA

ShowStoppers, the leading producer of media receptions that bring technology companies together with journalists. Taking place the evening before IFA on the Messe-Berlin Fair Grounds, the press reception assures you the opportunity to shake hands with hundreds of journalists and drive media coverage for your company, products and executives – affordably and efficiently all while demonstrating your products on table tops. [More information](#)

IFA Service Partner:

Blog-Release

BlogsRelease, an IFA Media Partner, is turning blogger influencers into brand storytellers and has an exclusive offer just for IFA 2017 exhibitors/ sponsors/ presenters to launch a blogger campaign. Get quality reviews written by influential bloggers and measure the reach of each post. For more information please contact us. [BlogsRelease Offer IFA 2016 \(PDF, 217,6 kB\)](#)

Press Release Distribution: news aktuell

news aktuell, a subsidiary of the dpa (Germany's leading news agency), supports you as an exhibitor at IFA Berlin. With our national and international distribution services, your message (text, photo or multi-media) reaches newspapers and other daily media via news satellite, as well as accredited journalists and industry insiders via email and RSS.

contact: news aktuell GmbH, Susanne Ahrens , tel: 040-4113 32780,
Email: ahrens@newsaktuell.de / www.newsaktuell.de

Video Streaming Service

As an IFA media partner Promeas GmbH offers live and on demand broadcasting, streaming of press conferences and product presentations: www.ifa-tv.de

The production of Image-Clips or Interviews and Footage are further offers of Promeas.

For more information please contact:

Promeas GmbH; Alfons Schultewolter; Telefon: +49 (0)89 38151 4511;

Email : a.schultewolter@promeas.com

Business Wire

Business Wire, a [Berkshire Hathaway](#) company, is the global leader in [press release distribution](#) and [regulatory disclosure](#). As an official media partner we offer Business Wire exhibitors several communications and measurement tools to maximize your public relations efforts at IFA 2017. As an independent news provider, Business Wire electronically disseminates your trade fair press releases to global online media sites, traditional media, journalists, bloggers and many more. Please contact us for an individual quotation.

Contact: Business Wire, Tel.: 0049 (0)69 91 60 66 0, Germany@BusinessWire.com

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