

20-23 April 2017

IFA Global Press Conference, Lisbon (Portugal)



The global media platform to kick off your IFA 2017 strategies.

The annual IFA Global Press Conference (GPC) attracts over **300 journalists** from more than **50 countries**. Combined with the premiere of CE China in Shenzhen, the international **media reporting** at the GPC 2016 in Hong Kong and Shenzhen resulted in **19.1 billion** potential media impressions in TV and print reports, as well as in online articles.

IFA exhibitors have the opportunity to become part of this unique four day media event as an exhibitor, sponsor or guest. The spoken language at global IFA events is English.

Sponsorship Opportunities

Power Briefings

- > Present your brand in 15 minutes to 300+ journalists
- > Fee for a 15-minutes slot, including conference facilities and accommodation for one speaker (travel costs and additional equipment are not included)

Price per slot: 9,100.00 EUR + VAT



Need further information

Product Exhibition

- > Showcase your brand & product innovations with your own booth
- > Rental fee for a 2x3m exhibition space, including accommodation for one representative
- > We will assist you arrange construction, logistics, and assembly of your exhibition at the site (travel costs and additional equipment are not included)

Price per space: 10,100.00 EUR + VAT



Need further information

You would like to take part in IFA 2017 Global Press Conference?

Please contact us for further details:

Mrs. Levke Schnock, Phone: +49 30 3038-2302, Email: schnock@messe-berlin.de

20-23 April 2017

IFA Global Press Conference, Lisbon (Portugal)

Sponsorship Opportunities

The following options can be booked additionally to your packages Power Briefing or Product Exhibition:

Networking Package (for industry representatives)

> Fee for one company representative to attend all GPC activities, including hotel accommodation. Travel costs are not included.

Price per person: 3,800.00 EUR + VAT



Need further information

Activity Partnership*

> Present your brand in accordance to our event program
Excluding production costs.

Price per activity: 4,500.00 EUR + VAT



Need further information

Hotel Branding*

> Present your brand on different branding surfaces in the hotel
Excluding production costs.

Price per package: 6,500.00 EUR



Need further information

Product Placement*

> Place your product samples (e.g. in journalists hotel rooms)
> Minimum number of items to be distributed to all journalists: 300
Excluding production costs.

Price per package: 5,200.00 EUR + VAT



Need further information

Mobility Partnership*

> Present the hotel WiFi with your individualized WiFi name
Excluding production costs.

Price per partnership: 6,500.00 EUR



Need further information

*Exclusivity cannot be guaranteed. Special rates available for combined packages. Please contact us for a detailed offer.

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14 June 2017

Miss IFA Product Photo Shooting



This is the chance to have Miss IFA present your product highlights well before IFA. The maximum of goods being photographed is one large appliance and two small appliances. Photos will be circulated to the international media in advance of IFA.

Handling Fee Product Photo Shooting

1 product: 180.00 EUR + VAT

Need further information

2 products: 210.00 EUR + VAT

Need further information

3 products: 230.00 EUR + VAT

Need further information

Transportation and storage costs (delivery & return transport, if applicable also insurance) have to be paid by the exhibitor.

The goods on site have to be unpacked, supervised and transported back on the same day by the qualified personnel of the exhibitor.

You would like to apply for the Miss IFA Product Photo Shooting?

Please contact us for further details:

Mrs. Claudia Schueffner, Phone: +49 30 3038-2273, Email: schueffner@messe-berlin.de

11-12 July 2017

IFA Innovations Media Briefing, Berlin (Germany)



The IFA Innovations Media Briefing is the official preview event of gfu and Messe Berlin to present the latest product innovations and company insights that will be showcased at IFA in September. In 2016 more than 300 journalists attended the IFA Innovations Media Briefing in Berlin. Use this platform to meet the German speaking media for face-to-face conversations, interviews, presentations and networking. The spoken language is German.

Sponsorship Opportunities

Power Briefings

- > Present your brand in 20 minutes to 300+ journalists (+5 minutes Q&A's)
 - > Fee for a 20-minutes slot, including conference facilities, IMB online press box and attendance for the speaker and 2 industry representatives (total: 3 people)
- (Travel costs, accommodation and additional equipment are not included)

Price per slot: 5,700.00 EUR + VAT



Need further information

Product Exhibition

- > Showcase your brand & product innovations with your own booth
 - > Rental fee for a 3x3m exhibition space, IMB online press box and attendance for 3 industry representatives (total: 3 people)
- (Travel costs, accommodation and additional equipment are not included)

Price per space: 5,200.00 EUR + VAT



Need further information

Networking Package (for industry representatives)

- > Fee for one company representative to attend all IMB activities,
- (Travel costs or accommodation are not included.)

Price per person: 600.00 EUR + VAT



Need further information

You would like to take part in IFA 2017 Innovations Media Briefing?

Please contact us for further details:

Ms. Tamara Peretyagina, Phone: +49 30 3038-2009, Email: peretyagina@messe-berlin.de

1-6 September 2017

IFA Exhibitor Press Box



By renting a press box you can easily distribute your press kit, press releases, CDs or USB flash drives to the vast majority of media representatives. The press boxes are located at the entrance of the IFA Media Center.

Price per IFA press box: 150.00 EUR + VAT



Need further information

You would like to apply for an IFA Exhibitor Press Box at the IFA Media Center?

Please contact us for further details:

Mrs. Claudia Schueffner, Phone: +49 30 3038-2273, Email: schueffner@messe-berlin.de

1-6 September 2017

IFA Virtual Market Place®

Virtual Market Place® - Upgrades

Upgrade your online entry on the IFA Virtual Market Place, our official exhibitor and product search engine for IFA

Upgrade Starter to Classic Package: 460.00 EUR + VAT Need further information

Upgrade Starter to Premium Package: 1,260.00 EUR + VAT Need further information

Upgrade Classic to Premium Package: 800.00 EUR + VAT Need further information

Virtual Market Place® - Additional Product presentation with a Premium Package

1 additional presentation of 1 product with text and picture: 50.00 EUR + VAT (more products upon request) Need further information

Virtual Market Place® - Trends & Novelties Upgrade with a Classic Package

Product will be marked as “NEW” in the Virtual Market Place® and will be listed in the Trends & Innovations List.

1 identification “NEW”: 100.00 EUR + VAT (more identifications “NEW” upon request) Need further information

Virtual Market Place® - Digital Press Box

Publish your press releases on the IFA Virtual Market Place and make them available all year round. A Digital Press Box includes:

- Up to 3 press releases with 6,000 char. incl. spaces and a photo
- 2 links (i.e. to video, photo material on your website)

Price per digital press box: 150.00 EUR + VAT Need further information

Please contact us for further details:

Phone: +49 30 3038-2180, Email: editorial@virtualmarket.ifa-berlin.de

1-6 September 2017

BERLIN CELEBRATES IFA – The City Event



The public event BERLIN CELEBRATES IFA is a six-day-event which takes place in the center of Berlin next to historic landmarks and the famous shopping boulevard Kurfürstendamm.

Present your product or brand to consumers and generate new brand fans!

Make use of the high potential of city promotion tools: video wall, city bikes, open air pavilion, flyer distribution, etc. – get in touch with us!

Options City Promotion

LED Promotion Basic

> Your company film or product presentation on the video wall on all event days (2x day, approx. 5 minutes)

Price per package: 2,000.00 EUR + VAT



Need further information

LED Promotion Premium

> Your company film or product presentation on the video wall on all event days (hourly, approx. 5 minutes)

Price per package: 6,000.00 EUR + VAT



Need further information

For more information visit www.celebrate-ifa.de.

You have special requirements or ideas or would like to book an individual package on the city event? Get in touch!

Andrej Priewe, tel: +49 30 536333-0, email: andrej.priewe@ad-agenda.com

1-6 September 2017

BERLIN CELEBRATES IFA – The City Event

Options City Promotion

Stage Promotion

- > 20 minutes live on the event stage
- > e.g. live-performance, product presentation, games, showact (acts are not included)

Price per package: 2,500.00 EUR + VAT

Need further information

Flyer Promotion

- > Distribution of your flyers on the event area for 4 hours on an event day of your choice
- > Including event personnel (2 persons) in shirts with your message (material not included)

Price per package: 1,500.00 EUR + VAT

Need further information

City Bike Promotion

- > Your brand on a city bike is visible for one month driving through the inner city of Berlin (inner city area, 30 days)
- > includes branding of the city bike with your logo (requires printable data)

Price per package: 2,500.00 EUR + VAT

Need further information

Promotion in a Pavilion (3 x 3 m)

- > Present your brand in a pavilion (3 x 3 m)
- > Pavilion contains: white tent, electricity, light, floor
- > including event personnel (1 person) for 8 hours and banner with your logo (banner: 300 x 100 cm)
- > Not included: furniture, decoration, transport

Price per day from: 2,000.00 EUR + VAT

Need further information

Individual Pavilion

- > Present your brand in your own pavilion according to your specifications - size up to 400 sqm.

Please contact us for an individual offer.

Need further information

For more information visit www.celebrate-ifa.de.

You have special requirements or ideas or would like to book an individual package on the city event? Get in touch!

Andrej Priewe, Tel: +49 30 536333-0, email: andrej.priewe@ad-agenda.com

4-5 September 2017
IFA+ Summit 2017



The IFA+ Summit on September 4 – 5, 2017 at IFA exhibition ground presents the developments of tomorrow at a top-level conference with high-ranking guests. This exclusive IFA convention offers experts, thinkers and strategists a stage for presentations, discussions and inspiration. IFA exhibitors have the opportunity to partner with this top-level conference.

Sponsorship Opportunities

Silver Package

- > Logo-loop and acknowledgement as cooperation partner on stage, printed program and web
- > 20 admission tickets (ticket value: 599.00 EUR incl. VAT 19%)

Price per package: 12,000.00 EUR + VAT

Need further information

Support & Discover Package L

- > Logo-loop and acknowledgement as cooperation partner on stage, printed program and web
- > 10 admission tickets (ticket value: 599.00 EUR incl. VAT 19%)

Price per package: 5,000.00 EUR + VAT

Need further information

Support & Discover Package M

- > Logo-loop and acknowledgement as cooperation partner on stage, printed program and web
- > 5 admission tickets (ticket value: 599.00 EUR incl. VAT 19%)

Price per package: 2,500.00 EUR + VAT

Need further information

Support & Discover Package S

- > Logo-loop and acknowledgement as cooperation partner on stage, printed program and web
- > 3 admission tickets (ticket value: 599.00 EUR incl. VAT 19%)

Price per package: 1,500.00 EUR + VAT

Need further information

You would like to take part in IFA+ Summit 2017? Please contact us for further details:
Mrs. Levke Schnock, Phone: +49 30 3038-2302, Email: schnock@messe-berlin.de

January 2018

IFA Media Reception, Las Vegas (USA)



In cooperation with the annual ShowStoppers event, IFA provides first insights to more than 100 international journalists about the upcoming IFA season. You will be in good company with latest market research analyses and IFA news.

Selected IFA exhibitors are invited to become part of the IFA Media Reception to present their own strategies for the upcoming IFA and their latest product highlights.

Sponsorship Opportunity

Industry Briefing

10-minute slots at the IFA media reception, includes conference technology, excludes accommodation & travel costs.

Price per slot: 2,500.00 EUR

Please pre-register my company for 2018

You like to take part in IFA Media Reception Las Vegas in the future?

Please contact us for further information:

Mrs. Jaqueline Tsang, Phone: +49 30 3038-2051, Email: tsang@messe-berlin.de