

August 28, 2017

IFA 2017: Press Services

An even better service – welcome to the redesigned IFA Media Center in Hall 6.3

We have now modernized the Media Center to closely meet your needs. Restructured and redesigned, the new IFA Media Center in Hall 6.3 offers you the following:

- over 150 workplaces for journalists,
- free Wi-Fi and Wi-Fi workstations,
- a relaxed lounge area with adjacent press bar,
- more seating, which can also be used as workplaces,
- press boxes for exhibitor information

In future, any garments or baggage which you may be carrying can be deposited at the Messe Berlin entrances upon presentation of your IFA press accreditation. The IFA Media Center will no longer provide separate cloakrooms, thus providing more space and comfort.

The IFA Media Center is open from 30 August to 6 September from 8 a.m. to 6 p.m.

We look forward to your visit.

Press Contacts

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Messe Berlin

IFA PR Manager

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ONLINE

Please make use of the online accreditation service in the run-up to IFA.

Possibilities to register on site are limited

[Online Press Registration](#)

ON LOCATION

30 August from 8 a.m. to 6 p.m.:

South entrance, east entrance, entrance to Hall 21, CityCube Berlin

31 August from 8 a.m. to 6 p.m.:

East entrance, entrance to Hall 21, CityCube Berlin

1 - 6 September from 8 a.m. to 6 p.m.:

North entrance, south entrance, east entrance, CityCube Berlin

[Interactive Floor Plan of the IFA 2017 Exhibition Grounds](#)

IFA App

The official [IFA App](#) is the perfect way to organize your visit to IFA. The app lets you download the exhibitor and product directory, use a quick search function, and navigate 2D/3D hall plans so you can find your way easily and directly around the exhibition grounds. The IFA app is free of charge and available in German and English for iOS and Android devices.

[Download Android](#)

[Download iOS](#)

Exhibitors and Products: Virtual Market Place

The [Virtual Market Place](#) provides the media with a wealth of information on exhibitors at IFA, a list of exhibitors, company profiles, press contacts as well as an overview of products and innovations.

IFA Media Days, 30 + 31 August

Two days (30 + 31 August) before IFA official starts of IFA (1-6 Sept) are MEDIA DAYS.

During the IFA Media Days numerous press conferences will be held by IFA exhibitors.

[Overview of exhibitor press conferences + press dates](#)

Overview of press conference locations

[30 August \(PDF, 436.9 kB\)](#)

[31 August \(PDF, 451.0 kB\)](#)

Route guidance during the IFA media days

[30 August \(PDF, 433.4 kB\)](#)

[31 August \(PDF, 439.2 kB\)](#)

IFA Website

The website for the press and trade visitors is www.ifa-berlin.com.

In the 'Press' section you can find current press releases, events for the press, exhibitor events and the latest photos of IFA. You can also find the history of IFA, a map of the IFA grounds and a description of transport links.

Parking for the press/ entry permits

[IFA TRAVEL & HOTEL & TRANSPORTATION](#)

Public transport

The exhibition grounds at Berlin ExpoCenter City are in the immediate vicinity of Berlin public transport. There are taxi ranks, metro/light rail stations and bus stops next to every entrance to IFA.

Parking inside the ICC Berlin is subject to charges.

Information on transport links to the exhibition grounds can be found on the IFA website.

IFA Press Events: Save the Date

- 30 August IFA Opening Press Conference

[Register here](#)

- 30 + 31 August IFA Media Days

On Media Days only exhibitors and the media have access to the exhibition grounds.

- 31 August ShowStoppers@IFA

Over 80 leading industry players, innovators and startups will present their latest products, services and innovations to around 1,000 journalists. Please register with: sl@showstoppers.com

IFA 2017 Press Accreditation

Easy & convenient: use IFA's online accreditation in advance. Only a limited amount of accreditation will be possible at the show.

Register here as a:

[Journalist](#)

[Blogger](#)

[YouTuber](#)

Please note the following accreditation guidelines.

IFA Berlin

IFA is the world's leading trade show for consumer electronics and home appliances. It will take place at the Berlin Exhibition Grounds (ExpoCenter City) from 1 to 6

September 2017. In addition, IFA Global Markets, taking place from 3 to 6 September at Station Berlin, will enhance the information and exhibitions on offer for professionals and experts. www.ifa-berlin.com