

EXHIBITOR GUIDE

Berlin ExpoCenter City



Introduction

With this Exhibitor Guide, we aim to provide you with advice and suggestions to help you get the best business results out of your company's presentation at IFA – plan, organize and assess the effectiveness of your participation at the trade show.

The guide is structured according to the different phases of your planning. A separate list of the most important dates, deadlines and contacts completes the overview.

Phase 1: November – March

INITIAL PREPARATIONS

- Defining your objectives, budget and expenditure
- Applying for your stand
- Exhibition and workflow planning

Phase 2: April – August

DETAILED PREPARATIONS

- Stand planning and equipment
- Order exhibitor services
- Staffing your stand
- Marketing and PR
- Attendance at global IFA press events
- Checklist

Phase 3: End of August – September

IFA EXHIBITION

- Approval of your stand construction
- Access to the exhibition ground
- Services on site
- Visiting the exhibition and events
- Apply for next year's IFA and get the 10% Super-Early-Bird

Phase 4: FOLLOW-UP

If you have any queries please contact the **IFA team** who will be glad to advise you and offer support.

All information at www.ifa-berlin.com

You can find all documents, order forms and information mentioned in this guide online at www.ifa-berlin.com in the section **Exhibitor – Online Orders – BECO shop**

A website targeted especially to the German speaking public visitors is available at www.ifa-berlin.de.

Deciding to take part at IFA

IFA is the leading international business event for consumer electronics and home appliances – a global industry meeting point, market place and showcase for innovation and technology of tomorrow. IFA is the communication and sales platform of choice for exhibitors, providing an outstanding opportunity to present and promote their company and products to the world. Here you can establish and develop high-level business contacts under one roof in the time frame of just a few days.

With thousands of journalists from all over the world reporting every year on the exciting world of consumer electronics and home appliances, IFA is as well a spectacular media event.

IFA Global Markets

The third time in succession IFA Global Markets, Europe's biggest sourcing market, offers a B2B trading platform for suppliers, component manufactures, OEMs and ODMs. Its access is for trade visitors and experts only. IFA Global Markets will be held at the STATION-Berlin Exhibition Grounds (Luckenwalder Str. 4-6, 10963 Berlin) on 4 days, parallel to IFA from 2 – 5 September, 2018.

Frequent free shuttle services from Berlin Expo Center City Exhibition Grounds to IFA Global Markets Exhibition Grounds are provided. In addition the subway U2 is running back and forth between the two show locations with a 20 minute ride.



Defining your objectives

The specific objectives of your participation at IFA should be defined and agreed upon well in advance within your company and communicated effectively to your stand personnel.

Your clearly defined aims should be used as a basis

- to plan and organize your stand
- to prepare and produce the necessary information about your company, its products and services
- to manage your contacts in time and invite business partners and customers to your stand
- to prepare your staff for meeting and talking to visitors
- to measure the success of your participation at the trade show.

Exhibitors at IFA generally have the following main objectives:

- to present the company and its products effectively
- to transact business deals
- to gain new customers
- to develop and extend existing business contacts
- to find new suppliers
- to provide specific information for visitors
- to present new products
- to get the response of the public



Budget and Expenditure

In addition to stand rental, design and construction, exhibiting at a trade show involves expenditure on preparation, exhibits, staff, advertising and press relations. To gain an effective overview of these expenses, you should draw up a detailed budget. Your budget should include the following aspects of your participation at the event:

Basic expenses

Stand rental, the promotion package, flat rate utility charge, AUMA fees (Association of German Trade Fair Industry), co-exhibitor registration and the global communication fee

The global communication fee will be charged as a flat rate per sqm and is allocated as „credit“ for each exhibitor for the use of specially defined communication services for the respective event year (for a full list of available services click here). There will be no full or partial refunds. If the cost of the booked communication services exceeds the amount of the fee, the exhibitor will receive an invoice for the additional amount. The credit is non-transferable, i.e. to another exhibitor or time period.

Stand construction and organization

Stand design and stand construction (materials, set-up, dismantling), general and technical services offered by Messe Berlin (e.g. electrical and water connections, cleaning etc.), stand equipment (e.g. furniture, carpeting etc.), stand organization (e.g. signage, decoration, audio-visual presentations, exhibits, telecommunications, catering)

Marketing and promotional services

Advertising, sponsoring, invitations, ticket vouchers for business partners and customers, information material, additional entry in the catalog and the IFA app

Press relations

Participation at press events, press conferences, press releases and materials

Transport and handling costs

Transport and storage of stand elements, exhibits and packaging materials

Staff and travel costs

Travel and accommodation, stand personnel training, costs for hostesses, security and cleaning staff.

Follow-up and analysis

Documentation and assessment of results, follow-up activities

Stand Application (September – January)

Applications

- during IFA receive a **10% Super-Early-Bird** discount on stand rental
- before November 15th **5% Early-Bird discount** on stand rental
- **final deadline** is January 15th

How to complete your stand application form for IFA:

1. Open the PDF stand application form (available under [Exhibitor Services](#) at www.ifa-berlin.com) and complete the form directly on your computer.
2. Please specify on your stand application the amount of floor space you require and the shape of your stand. Please understand that we are not always able to meet all your requests regarding area and stand dimensions. It is therefore important that you do not finalize the details of your stand design and construction until your stand allocation has been confirmed.
3. Print out the completed stand application, sign it and include your company stamp.
4. Fax the completed form to IFA: +49-30-3038 2059 or send it by e-mail to the responsible product manager.
5. When we have received and checked your stand application we will send you a confirmation of receipt. In the period between March and July we will send out our placement proposals.
6. After we have received your acceptance of the proposed stand allocation, you will receive the final confirmation of participation together with the down payment invoice.



Stand Planning and Equipment (May – July)

The stand is your company's calling card. In addition to exhibiting your products or services effectively, it should also reflect your company's philosophy. A key point is an attractive and inviting stand design in line with your specific aims and objectives for the exhibition.

Once your stand location and the exact measurements have been confirmed, detailed planning can be done with the support of an architect or a stand construction company, or by renting a complete stand package from IFA.

Important aspects of planning

- Messe Berlin **technical requirements** and **additional guidelines**
- Architecture and design
- Technical facilities and equipment
- Effective presentation of exhibits
- Functionality during stand operation, storage space, kitchen area
- Stand construction and dismantling

Exhibitor Service

All products and services required for your trade show participation can be found online under **Exhibitor Service – Online Order – BECO shop**.

This includes for example:

- Electrical and water installations
- Telecommunications
- Security and cleaning personnel
- Catering
- Modular display stands
- Stand equipment and furniture
- Transport and logistics
- Waste disposal
- Floral decorations
- Parking spaces
- Tickets: construction and dismantling passes, exhibitor passes, and ticket vouchers for clients
- Etc.

Please try to meet the order deadlines mentioned at each service. Late orders might not be fulfilled.

Exhibitor Service

If you are interested in a customized stand design, MB Capital Services GmbH, a subsidiary of Messe Berlin, will be happy to assist you with planning and implementing your stand construction (www.mb-capital-services.de/en/)

Approval for special installations

In addition to order forms, the **BECO online shop** also includes the official IFA technical guidelines, together with a form to apply for the official inspection and approval of special installations. Furthermore, you can find application forms for the approval of items such as welding and laser devices as well as stand receptions and events.

For authorizing other persons to order services for your company and its expense, you have the possibility to set up an account for them. A service provider who would like to order services at his/her own expense has to register on our online shop or use his/her pre-existing account.

Electrical and water connections

Although electricity and water consumption is included in the flat rate utility charge, the relevant connections are not. You have to order the required connections at the BECO shop under Installations and Telecommunication.

Security

Stand security is the sole responsibility of the exhibitor. Security staff may only be obtained from the security company appointed by Messe Berlin.

Catering

Refreshments for stand personnel and visitors can be ordered in advance or any time during the exhibition from Capital Catering GmbH, a subsidiary of Messe Berlin GmbH.

Logistics, transportation and storage

For transportation, handling and delivery of your exhibits, we recommend our official logistics partners – Agility Fairs & Events and Schenker Logistics. They have offices on site, which are open throughout the exhibition as well as during the entire construction and dismantling period. You can use the order forms available under Logistics to contact them.

Checklist (July) – Orders, Approvals, Preparations

By early July at the latest, you should have an overview of the state of your preparations and your orders. Have you ordered all the stand services you require? Have you applied for all necessary approvals? Have you completed all your travel arrangements?



Stand construction

- Ordered complete stand or a stand construction company?
- Ordered additional elements for stand construction?
- Ordered furniture?
- Ordered electrical connections / installations?
- Ordered water connections?
- Ordered additional technical services?
- Obtained approvals for special technical work (e.g. welding)?
- Applied for approval for structures subject to inspection?
- Ordered telecommunications services (phones, Wireless Lan, internet access)?
- Ordered stand signage?
- Ordered decoration, carpeting, office equipment?
- Ordered advertising materials and displays?

Exhibition Management

- Booked hotel and travel arrangements?
- Recruited temporary stand staff / construction and dismantling assistance?
- Ordered construction / dismantling passes?
- Ordered additional exhibitor passes?
- Ordered service tickets?
- Ordered parking space?
- Ordered parking spaces for containers?
- Organized Environmental Zone badges for vehicles?
- Arranged special events, prize draws, etc.?
- Registered special events on stand with organizers?
- Sent info about events on your stand for IFA event database?
- Sent notification to GEMA (German performing rights society)?
- Ordered catering services for stand and special events?
- Taken out insurance for exhibits and stand equipment?
- Ordered transport services?
- Sent waste disposal declaration?
- Ordered waste disposal arrangements?
- Ordered stand cleaning services?
- Ordered security staff?
- Prepared meeting record forms?
- Planned staff duty roster?
- Appointed stand manager?
- Briefed stand personnel?

Checklist (July) – Orders, Approvals, Preparations

PR / sponsoring / advertising

Costs for selected PR and communication services can be set off against the credit you acquire through the global communication fee. Please ask your contact person within the IFA team for the catalogue of communication services!

- Ordered additional entries in the IFA catalog?
- Printed business cards and name badges?
- Booked advertisements in press? Mailed press releases?
- Ordered entry vouchers for clients, mailed customer invitations?
- Arranged appointments with press and customers?
- Organized press events (e.g. press conference, participate at ShowStoppers@IFA)?
- Produced press material?
- Booked press box?
- Checked additional sponsoring possibilities?
- Made regular updates of Virtual Market Place® entry?
- Ordered media monitoring / clipping service?
- Ordered photo services?
- Prepared information and promotional material?

Staffing your Stand (May – August)

The more motivated and well-prepared your stand personnel are, the better your chances of making successful business contacts and achieving the best possible results from your participation at the exhibition. Careful selection and detailed briefing of stand personnel are just as important as the effective presentation of your products.

Make sure you have adequate staff on the stand so that they too can experience IFA from a visitor's perspective. Consider hiring an interpreter to help with visitors from abroad. For interpretation services please click [here](#).

Additional stand staff

If you do not have enough staff, you can recruit host and hostesses through MB Capital Services GmbH, a subsidiary of Messe Berlin GmbH.

Personnel for stand construction and removal, as well as staff for your stand, are available from the Bundesagentur für Arbeit (German Employment Office) in Berlin.

You can use the order forms available in the category Personnel, stand services, catering of [BECO online shop](#) to contact them.

Staffing your Stand (May – August)

Access for stand staff

Stand staff requires exhibitor passes in order to enter the trade show during exhibition starting from 8 am onwards. (Official opening hours for visitors are 10 am to 6 pm). These passes are non-transferable.

The passes will be issued as followed:

For stands up to 20 m²..... 3 passes

For each additional 10 m² and remaining fraction.....1 pass
(double-storied structure excluded)

The free exhibitor passes can be downloaded in BECO. If additional exhibitor passes are required they can be ordered for a fee (available under Tickets and Parking Space). On site they can be picked up at the **Exhibitor Service Counter** between hall 10.2 and 11.2 in the upper floor of "Großer Stern"

Planning travel and accommodation

Information on travel and accommodation is available on the IFA website at www.ifa-berlin.com -> **Travel & Hotel**. Our service partners can also assist you with hotel bookings and other travel preparations.

Environmental Zone for road traffic in Berlin

An Environmental Zone is in effect in Berlin to control traffic entering the city center. All vehicles entering this zone must have a special sticker attached to the windshield. As an exhibitor at IFA, you and your stand personnel will require such a permit only if you intend to drive into central Berlin. The exhibition site itself is outside the Environmental Zone. Further information can be found on the [IFA website](http://www.ifa-berlin.com) and at www.berlin.de/umweltzone.

Marketing and Advertising (May – August)

Clearly focused advertising activities will help you attract greater attention from customers and business partners visiting your stand.

IFA offers exhibitors a wide range of free and paid media as well as marketing services. These will enable you to keep your customers and business contacts informed about your participation in the weeks before the event.

Information on media services and order forms are available at www.ifa-berlin.com – **Exhibitor Service – PR-Services**

Marketing and Advertising (May – August)

The following media and marketing services are available:

- Admission ticket vouchers for clients
- Free publication of your events at your stand in the IFA event database, as well as in the event brochure
- Free advertising material
- Numerous sponsoring opportunities
- Indoor and outdoor advertising on the exhibition site
- Entry in the IFA Virtual Market Place and the print catalogue (included in the Promotion Package)
- Advertising in the official IFA exhibition catalogue
- Advertising on the IFA Website and Virtual Market Place®
- Advertising in the official IFA newspapers

Please note:

Don't forget to include details of the hall in which you are situated, your stand number and the best entrance to reach your stand.

Invite your customers

Use ticket vouchers to invite important customers and business associates. Your customers can then visit the exhibition free of charge. You will be charged only for vouchers actually used. These can be ordered in the category Tickets and Parking Spaces in [BECO online shop](#).

Receptions and events at your stand

Organize a reception or other special events at your stand. Invite your customers and business partners well in advance in writing to make sure they plan their schedule accordingly.

Catering can be arranged for you by Capital Catering GmbH, a subsidiary of Messe Berlin GmbH. Please use the order form located in the category [Personnel, Stand Services, Catering, Exhibit Insurance](#).

Special events on your stand exceeding the normal daily opening hours must be registered with the organizers using the form available under [Permissions and Technical Guidelines](#). This form also offers the possibility to make use of our free service: Notify us of the events you plan to hold on your stand. We will announce these in the IFA event database online, as well as in our public flyer if possible.

A GEMA license must be obtained for the public performance or reproduction of copyrighted music. GEMA is the "Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte" (Society for Musical Performing Rights and Mechanical Reproduction Rights). Applications can be submitted using the form available in the category [Permissions and Technical Guidelines](#).

Marketing and Advertising (May – August)

A special treat for your customers might be an evening at **IFA Summer Garden**. Traditionally the IFA open air stage hosts numerous national and international stars. Invite your customers to visit one of the concerts. Tickets at special rates can be ordered through the IFA team.

Free advertising materials

Integrate your IFA participation in your communication by using our advertising material such as visitor brochures, posters, IFA logo designs, banners and site plans.

Sponsorship

Sponsorship options include sponsoring the International Trade Visitor Reception, trade visitor lunch, logos prominently displayed on maps of the exhibition site, lanyards, promotional activities on the exhibition site, or sponsoring of special events. We will be glad to prepare concepts in accordance with your own specific ideas to help you achieve maximum impact with your required target group.

Indoor and outdoor advertising

Make use of indoor and outdoor advertising in highly frequented areas on the Berlin exhibition site to effectively communicate your presence at IFA and stand out from your competitors.

Advertising space is available throughout the exhibition site, in entrance areas and on main transport routes. Options include large-scale banners, advertising towers and poster displays.

Information on Sponsoring and Advertising Services are available at www.ifa-berlin.com – **Exhibitor Services – Sponsoring & Advertising**

Promotion Package

With its Promotion Package Messe Berlin GmbH provides its exhibitors with a package of selected marketing tools to enable them to make the most of their participation in the exhibition and to ensure maximum impact on the market. The services of the Promotion Package include publication of company information in the printed exhibition catalogue as well as a detailed entry in the IFA Virtual Market Place.

The costs of the Promotion Package are met by exhibitors and co-exhibitors in the form of an obligatory fee, for which the hirer of the stand will be issued an invoice. To ensure that this service meets the requirements of individual exhibitors we have introduced a scale of fees. The fee charged and the available facilities depend on the size of the stand. However, you may also choose an upgraded package using the appropriate form at the **BECO shop** -> communication services -> VMP

Marketing and Advertising (May – August)

IFA Virtual Market Place – the official online catalog

Your presence in the IFA Virtual Market Place will attract the attention of visitors and press to your participation well ahead of the event. Exhibitors benefit from global presentation of their company and products 365 days a year.

Your entry in the Virtual Market Place® is included in the Promotion Package. Your basic entry, based on the details in your stand application form, is automatically included in the Virtual Market Place®. You will then be provided with your own personal access code to enable you to edit your data and enter pictures and text.

Co-exhibitors have fewer presentation options in the Virtual Market Place®, but by purchasing an upgrade they can enjoy the same service package as main exhibitors.

Further information is available at www.virtualmarket.ifa-berlin.com.

Making appointments in the Virtual Market Place®

The Virtual Market Place® provides a scheduler for visitors, which they can use to contact you directly to make appointments at IFA. Enquiries from visitors will be forwarded automatically to your registered e-mail address. Please make sure you reply to them promptly.

Your entry in the Virtual Market Place® is posted online in July ahead of the exhibition and can be updated for a whole year. You are advised to regularly update your entry during this period and to pay special attention to requests for appointments from visitors prior to the exhibition.

The official IFA exhibition print catalogue

Your basic entry in the official printed exhibition catalogue is also included in the Promotion Package. Registered exhibitors at IFA are automatically included. The data for your catalogue entry is taken from your stand application form. Additional entries and advertising in the IFA catalogue can be ordered using the order forms provided exclusively by our publisher Neureuter Fair Media GmbH to every exhibitor and co-exhibitor. The printed version of the catalogue will be distributed at IFA and is included in the trade visitor package.

Inofficial indices of exhibitors

Please note that the IFA catalogue will be produced by **Neureuter Fair Media**. Please do not respond to offers of other publishers – in particular Expo Guide and Fair Guide. For further information please visit our website.

Marketing and Advertising (May – August)

IFA newspapers

IFA INTERNATIONAL – the daily trade show news source circulated in large numbers makes it possible for you to target national and international industry representatives at IFA as well as trade visitors. With each edition containing high-impact news directly from the show floor, exclusive coverage of keynotes and conferences, high-level interviews, features and product spotlights, this dynamic publication is the essential information source for the trade visitor. IFA INTERNATIONAL appears with one preview edition (online format) and five daily show editions.

PR-Services for Exhibitors

Radio, television and the press from around the world have already confirmed their attendance at when the world's most influential trade show for consumer electronics again exercises its appeal for experts and the public. This unique range of media services is also available to assist you with your own PR work.

The press team of Messe Berlin and Gesellschaft für Unterhaltungs- und Kommunikationselektronik (gfu) will be on hand to provide information and assistance for your PR work. The order forms for all media services are available at www.ifa-berlin.com -> **Download Center**.

For further information on media services and order forms are available at www.ifa-berlin.com – **Exhibitor Service – PR-Services**

Available PR-Services:

- Showstoppers@IFA
- Press Conferences at IFA
- Press pigeonholes
- Online Press Box
- Press Guide
- Business Wire
- News aktuell
- Red Robot (Reuters)
- Promeas GmbH

ShowStoppers@IFA – the official media event at IFA

ShowStoppers@IFA is a three-hour special event timed for the evening before IFA starts where exhibitors can showcase and demonstrate products and services to invited journalists and industry analysts. Each sponsor receives a full range of marketing and PR promotional services and a press list before and after the event, to assist with media alerts and follow-up.

For more information please visit www.showstoppers.com.

General Information

Arriving at IFA – North, East and South Entrance during show 10 am – 18 pm

The map of the exhibition site shows you which entrance offers quickest and most convenient access to your stand:

- South Entrance for Halls 1-6 , 25-28
- North Entrance for Halls 18-24 and Summer Garden
- East Entrance for Halls 10-17
- Entrance at Hall 9 for Halls 8-9
- Entrance at Hall 7 for Halls 7.1 a-c, 7.2 a-c
(no Ticket Counter, only entrance)
- Entrance at CityCube Berlin

Always let your business partners and invited visitors know, which entrance to use and what the most convenient way to your stand is.

Shuttle bus service on site

For the duration of the exhibition IFA provides a regular shuttle bus service for exhibitors, trade visitors and journalists between the entrances and several main areas on site.

Furthermore, there are free shuttle buses between the exhibition site and the Park+Ride parking lot at Berlin's Olympic Stadium, between the airport Tegel and between IFA Global Markets @ Station Berlin (Luckenwalder Str. 4-6, Berlin)

The shuttle map and timetables can be downloaded at www.ifa-berlin.com -> **Download Center**.

Access to the exhibition site during stand construction and dismantling periods

During construction and dismantling periods the exhibition site is open to exhibitors and stand staff from 7 am to 10 pm you will need the appropriate construction/dismantling passes to obtain access during these times.

Please note: The exhibitor pass is also valid for the construction and dismantling time. Exhibitors holding an exhibitor pass do not need an extra construction pass.

Every exhibitor can order the construction passes in BECO for free. From 2018 on they will not be sent via mail. Every exhibitor has to provide their construction and service team with these passes for the construction and dismantling period.

General Information

Access to the exhibition site during the exhibition

Exhibitors and stand staff require exhibitor passes in order to enter the exhibition site during exhibition already from 8 am onwards. (Official opening hours for visitors are 10 am to 6 pm). These passes are non-transferable.

The passes will be issued as followed:

For stands up to 20 m².....3 passes

For each additional 10 m² and remaining fraction.....1 pass

(double-storied structure excluded)

If additional exhibitor passes are required they can be ordered for a fee form available under **Tickets and Parking Space**. On site the passes can be picked up at the Exhibitor Service Counter room Madrid (Großer Stern).

All persons who are not in the possession of an exhibitor ticket and seek access to the fairground need to have a valid ticket. This also includes all persons in vehicles.

The **service ticket** is valid from 7 am to 10 am and 6 pm to 10 pm.

This ticket must be obtained in advance by the exhibitor at our BECO Shop.

The day ticket applies for the duration of the event, from 10 am to 6 pm.

Day tickets can be ordered **here**.

Access to the exhibition site for trade visitors

Trade visitors can enter the International **Trade Visitor Reception** starting at 8 am, already two hours before IFA officially opens to the public. However, they cannot enter the exhibition site before 10 am unless they are in the company of an exhibitor pass holder.

Parking / vehicle access to the exhibition site

During the exhibition parking on the exhibition site is available for exhibitors at IFA. Parking permits can be ordered at the BECO online shop in the category **Tickets and Parking Space**, or at the Exhibitor Service Counter in room Madrid (Großer Stern). Parking permits are valid only for the duration of the exhibition.

Vehicles without parking permits may only access the exhibition site to make deliveries to stands before and after official visitor opening times and on payment of a deposit. The deposit regulations also apply to construction and dismantling periods and are explained in greater detail in the traffic information guide (see below).

General Information

Exhibitor Service Counter (Großer Stern)

To order stand construction elements, additional furniture, or electrical and water connections on-site during the construction period, please contact the Exhibitor Service Counter (Großer Stern – between hall 10.2 and 11.2 in the upper floor)

Business Centers

The IFA Business Centers provide various facilities including working stations and internet access, telephones, or facilities to charge mobile phones and send faxes. It is also located in the Exhibitor Service Center. The list of available services and prices can be found in the category at our **BECO shop** -> Other and additional services

Exhibition management

The IFA management office is located in Hall 6.3 and is open during the construction phase and for the duration of the exhibition.

Press Center

The IFA Press Center is located in Hall 6.3. It is equipped with the latest technology, and is open throughout the exhibition with all the necessary work and service facilities for registered members of the media. The Press Center distributes press information on exhibitors, as well as official press releases and press photos.

An A to Z of services

At the **Download Center** you can download a **list** of useful telephone numbers and information on services available on the exhibition site such as the business centers, cloakrooms, first aid, taxi reservation or police.

Construction and Approval of Your Stand

Deliveries

Always quote the name IFA, your company name, your stand number and the hall number in the address details for deliveries to your stand.

Messe Berlin · IFA · Name of exhibitor · Hall/Stand
Messedamm 22 · 14055 Berlin · Germany

Please note:

Messe Berlin staff are not authorized to accept deliveries for your stand. When receiving deliveries, ensure that you or a member of your stand staff is on hand.

Construction and Approval of Your Stand

If you are unable to have anyone available on site to take deliveries, contact one of the official logistics partners of IFA. They will be able to arrange temporary storage of materials for you at a charge. Contact details are provided on the form available in the category in BECO [Logistics](#).

Traffic information guide for the exhibition site

Published around two months before the start of the exhibition, the traffic information guide provides an overview of vehicle access arrangements, together with details of access deposit regulations and permitted access times to the exhibition site for vehicles during IFA. The traffic information guide can be downloaded at www.ifa-berlin.com -> [Download Center](#).

New traffic management system ensures easy deliveries to Messe Berlin

The IT-based traffic management system guarantees exhibitors and stand construction companies the benefit of substantially shorter delivery times on the exhibition grounds. All contractors delivering supplies to Messe Berlin who order forwarding agents' services such as loading and unloading with forklift trucks can take advantage of this online booking system. The booking system will be available online four weeks prior to the first official day of construction.

IFA site plans

A plan of the IFA exhibition site as well as information on technical and infrastructural facilities are available at www.ifa-berlin.com -> [Download Center](#).

Approval of stand construction

- by your stand manager –

The stand manager should make sure that the entire stand has been built to specifications and in accordance with the [technical guidelines](#) of Messe Berlin in good time before the start of the exhibition. He must ensure that the equipment, design and signage are in order, that advertising material and meeting facilities are ready; and that all connections and equipment are in proper working order. You should provide your stand personnel with a final on-site briefing on the day before the exhibition opens.

- by the construction supervisors of Messe Berlin –

Approval of the basic technical and structural aspects of your stand is carried out by Messe Berlin's construction supervisors shortly before the start of the exhibition. A further check on the final construction is carried out on the day preceding the exhibition. Stand dismantling commences when IFA officially ends. You are **not allowed to start dismantling your stand before the end of the exhibition**. Any such action is subject to a conventional **penalty**.

Construction and dismantling work may be carried out from 7 am to 10 pm.

Visiting the Exhibition and Participating in Events

No other exhibition offers you such a comprehensive overview of the international Consumer Electronics and Home Appliances industries. Take advantage of this unique event to observe the market and talk to other exhibitors.

Give yourself and your staff time to experience the exhibition from a visitor's perspective. Plan the number of staff at your stand accordingly, so that your stand is adequately staffed at all times.

IFA Keynotes and Conventions program

IFA provides an **extensive program** of events, keynotes and discussion forums that are also open to exhibitors. Information about the IFA event program is posted from July onwards and can be consulted using the event search at www.ifa-berlin.com -> Events.

IFA+ Summit

The IFA Congress for trendsetters and visionaries. The **IFA+ Summit** brings together decision makers who will shape our future.

At IFA+ Summit 2017, more than 50 speakers gave insights about digitalization and how it influences interaction, intelligence, experience and society in front of 500 participants.

Exhibitors' receptions and events

Attend evening receptions at other exhibitors' stands and organize your own to receive new business contacts and develop existing ones. If your event is open to all visitors, please notify us so that we can include it in the official program of events.

IFA Concerts

Traditionally the **IFA open air stage** hosts numerous national and international stars. Invite your staff or your customers to visit one of the concerts at the legendary IFA Summer Garden. Tickets at special rates can be ordered through the IFA team.

After the exhibition

There is a lot of important work to be done directly after IFA. From the outset, you should plan what measures to take in order to follow-up effectively with your contacts after the exhibition.

A written evaluation of contacts and meeting records provides an effective basis for all follow-up activities.

You should start evaluating your participation as soon as possible after the exhibition, and respond promptly to potential customers' enquiries. A great deal of information is still fresh in the memory and a quick response to discussions during IFA will give you a competitive advantage.

An effective follow-up to your participation at IFA should include:

- Responding to customer enquiries
- Maintaining and developing contacts made at the exhibition
- Press releases on the results of your participation
- Account settlement, budget audit
- Assessment of attainment of aims and objectives

A Final Word

Your participation at IFA will be particularly successful

- if your preparations for the exhibition are carefully planned and targeted
- if your stand personnel recognises your presence at the event as an effective sales platform
- if your follow-up activities after the exhibition are carried out efficiently.

We wish you a very successful IFA!