

EXHIBITOR A-Z



IFA-GLOBALMARKETS.COM

Introduction

With this Exhibitor A- Z Guide, we aim to provide you with advice and suggestions to help you get the best business results and information out of your company's presentation at IFA Global Markets – 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.

IFA Global Markets, located in the center of Berlin at STATION-Berlin, is IFA's international sourcing platform for OEMs (original equipment manufacturers), ODMs (original design manufacturers), suppliers, component manufacturers and yet-to-be-discovered brands from all over the world.

Be part of Europe's largest supply chain!

One-of-a-kind B2B sourcing platform

IFA Global Markets is Europe's one-of-a-kind XXL opportunity for manufacturers, distributors and retailers. Businesses come to network, meet with partners and explore new opportunities. Since its inception in 2016, IFA Global Markets has developed to the largest sourcing platform for Consumer and Home Electronics in the European markets and beyond.

Free entry for trade visitors and experts only! Europe's most comprehensive B2B trading platform for the sourcing industry is a 4 day event from 2-5 September and being staged parallel to IFA. Get free admission to 20,000 square meters of extraordinary trading space in the center of Berlin, next to Potsdamer Platz.

Exhibition dates 2–5 September 2018

Opening hours for exhibitors: 9 a.m. to 7 p.m.

Opening hours for visitors 2–4 September: 10 a.m. – 6 p.m., 5 September: 10 a.m. – 4 p.m.

Start of stand construction 29 August 2018, Time and date is depending on stand-/hall placement – detailed construction plan will be provided!

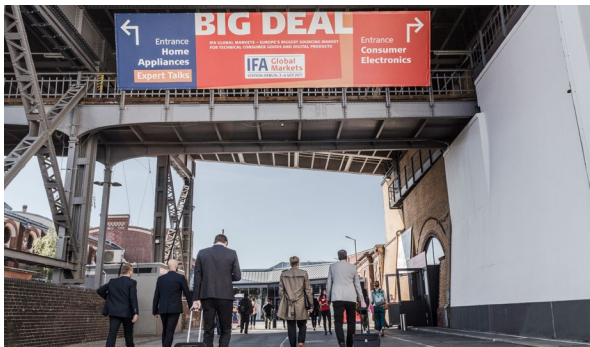
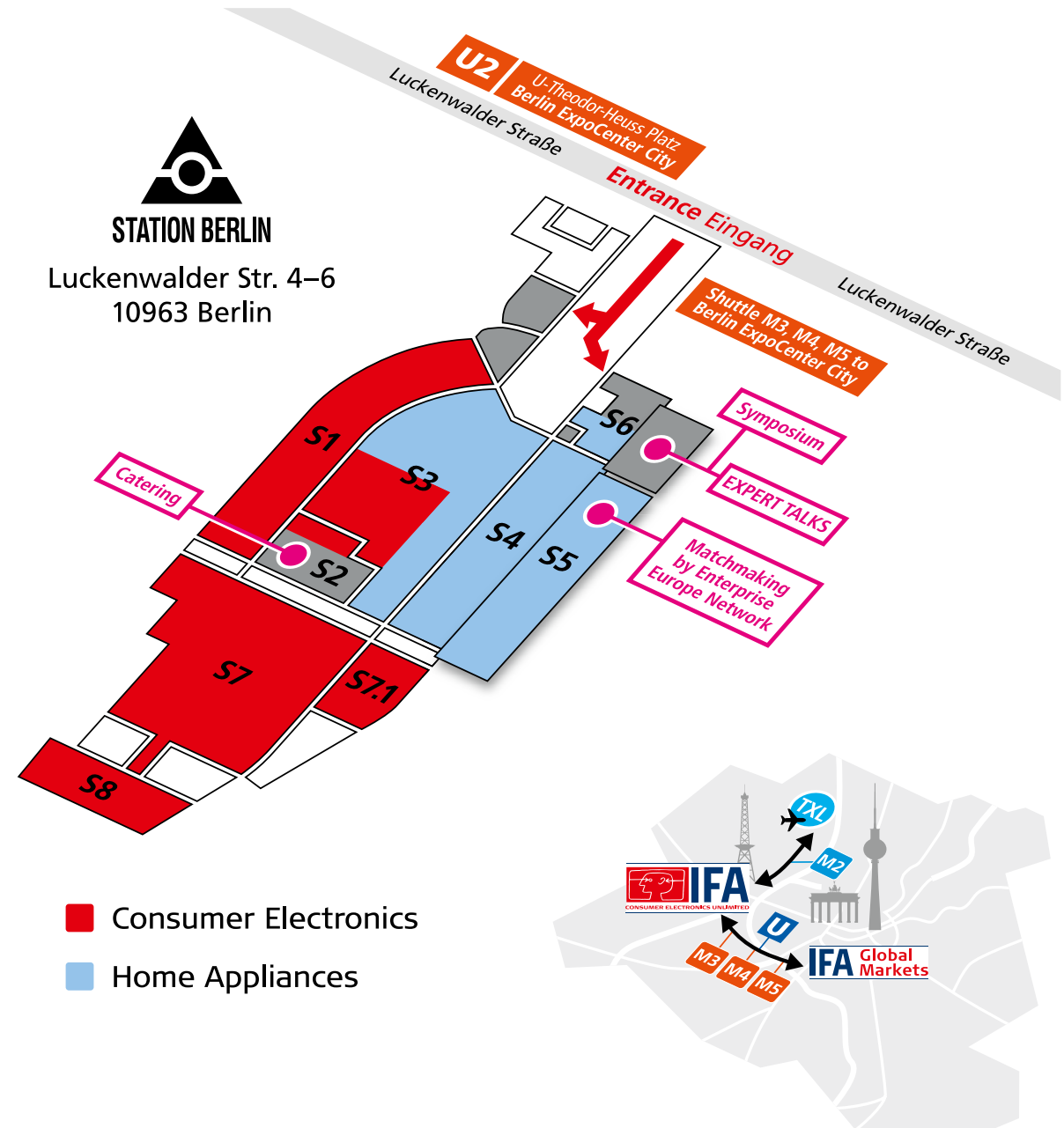
End of stand construction 1 September 2018, 6 p.m.

Start of stand dismantling 5 September 2018, 5 p.m. Time is depending on stand-/hall placement – detailed dismantling plan will be provided!

End of stand dismantling 7 September 2018, 6 p.m.

Construction and dismantling work Daily from 7 a.m. to 10 p.m., if not different announced

STATION-Berlin



APP

IFA on-the-go: Exhibitor information, hall plans and event program! – Download it here:
<https://b2b.ifa-berlin.com/TradeVisitors/IFAApp/>

Application Form

The application form for IFA Global Markets 2019 can be found online from the day IFA starts. If you are exhibiting at IFA 2018, and apply during the trade fair show dates 2018 you will be granted a 10% Super Early Bird Discount)

BECO-Shop

It is your platform for ordering all products and services required for the successful organization of your trade show presentation. Find it [here](#).

Business-Terrace

Our lounge area in hall 3, in front of the catering area- hall 2, provides a perfect platform for your B2B Meetings

Catalogue (print) can be picked up at the info counters in hall S6 or S1

Catering and hot water

You can find a hot water dispenser in the catering area hall S2.

CE Labeling

Please find detailed information [here](#): [CE Labeling info sheet](#)

Communication and invitation of your customers

You will find material e.g. trade visitor brochure, registration for IFA Global Markets, Shuttle- and exhibition grounds, as well as several personal exhibitor clips online at www.ifa-globalmarkets.com

Communication Services

Take advantage of combining individual product and brand advertising with IFA's global, highly professional and efficient program. Find detailed information [here](#).

Construction end

Sep 1, 2018; Before the trade fair starts:

Remove or organize the removal of empties, packaging etc. The space behind stand walls is no storage room! If we find storage areas behind stand walls we will dispose of all items or store them at the expense of the exhibitor.

Cooking in STATION-Berlin

During the exhibition, including construction and dismantling, cooking in the halls is prohibited and will result in a fine of € 200,00 to the exhibitor.

Customs regulations on entering the European Union in passenger traffic for exhibition purposes. It is very important to follow the rules for customs, when entering Europe, Germany. If you are planning to hire DB Schenker, they will assist with anything regarding customs regulation and handling. Contact: fairs-city.berlin@dbschenker.com

DB Schenker Logistics

Logistics / Transport / Technical Equipment / handling empty containers. All exhibitors / stand builders who will need forklift assistance to unload their trucks will need to place an order 48 hours in advance to the handling agent Schenker Germany. Please send your orders with all details to fairs-city.berlin@dbschenker.com

Dismantling start

Sep 5, 2018, 17 p.m.

No early stand dismantling allowed. Use the provided garbage containers for your rubbish. Please ensure the complete removal of your constructions. Constructions that are left on the premises will be removed at the expense of the exhibitor

Dismantling ribbons

Details will be announced before Sep 5, 2018.

Electrical Installations

It is mandatory to provide an accurate power distribution plan for all organizers, their space and all registered booths. View [BECO-Shop](#)

Events during opening times

If you want to communicate events during the opening hours, please contact Ms. Annika Illhardt: illhardt@messe-berlin.de

Exhibition Grounds IFA Global Markets

New in 2018 the segmentation between Consumer Electronics and Home Appliances is visualized. Find it [here](#).

Exhibitor Guide IFA

Find the guide in our [Download Center](#) or [here](#)

Exhibitors personal introductions clips [YouTube Global Markets channel](#)

EXPERT TALKS @ IFA Global Markets – Opportunities in sourcing

Panel Discussions and Speeches

- Buying trends & strategies – Find the full program incl. the speakers and presentations [here](#)

Guidelines During the event

It is prohibited to operate heat developing devices on display.

In case of violation the devices will be put to an inoperable state or removed!

The use of drones on the premises is strictly forbidden.

In case of violation the devices will be confiscated. Offences will be fined with € 2,000 per occurrence

Regarding the use of scooters, mobility aids, rollers etc.

These devices can be displayed and operated within the exhibitors stand area. The use of these devices outside the stand area is strictly forbidden. In case of violation the devices will be put to an inoperable state. Offences will be fined with € 2,000 per occurrence

It is prohibited at IFA Global Markets to sell products on the premises!

Hand truck

For a deposit of € 50 a hand truck can be borrowed from August 29 to September 2 without further rental cost. Available at the exhibitor service counter in in the trade fair management above hall 2

Highlights & Facts

Visit our website, find out more about Expert Talks, Matchmaking and further

Hot water station

In the catering area hall S2 you find a hot water station.

IFA Business Days

Highlight for Professionals. Matchmaking Meetings and Business Sessions.

Learn more and register [here](#).

Internet can be ordered in the [BECO-Online Shop](#)

Logo

IFA Global Markets logo is available in our [Download Center](#) in the section "Logos and Banner"

Matchmaking @ IFA Global Markets

Highlight for Professionals. Learn more about it and register for IFA Matchmaking Meetings and Business Sessions [here](#).

Newsletter

Sign up for the IFA newsletter [here](#)

Our exhibitor service counter

Please visit the [Beco-Online Shop](#)

Our exhibitor service

Inquiries for internet, additional booth furniture or similar you find the counter in the trade fair management.

The opening hours:

29th August to 1st September: 8 a.m. – 8 p.m.

2nd September: 8 a.m. – 3 p.m

Parking Space

The closest parking lot is at Parkhaus Gleisdreieck. Please note that there is only a limited number of spaces available and pre-reservation is not possible. Parking lot "Parkhaus Gleisdreieck":

Access is only possible via Schöneberger Ufer.

Hours of operation: Open daily from 6 a.m. to 10 p.m. Fees for short-term parking.

Product Safety Notice – Signage

The product(s) at display have not been checked for compliance with Product Safety Act and EMC Act and thus do not possess a CE-Certificate.

The manufacturer assures that these products will be placed on the market only in compliance with the requirements laid down in the German Product Safety Act – ProdSG and Ecodesign directive.

Refrigerators

MB Capital Services GmbH

Thüringer Allee 12, 14052 Berlin

T: +49 30 30 67 20-15

F: +49 30 30 67 20 18

Registration IFA / IFA Global Markets

Tickets can be purchased [here](#)

Rubbish Bins, Waste Disposal, Industrial Waste Removal

Rubbish Bins, stand cleaning, general waste disposal is included in your placement.

Industrial Waste Removal has to be taken care of on your own costs.

Sanitary installations

Messe Berlin GmbH, Exhibitor Service

T: +49 30 30 38-14 00

F: +49 30 30 38-14 60

For technical inquiries: MTD

T: +49 30 30 38-5771, -5751

F: +49 30 30 38-5772

Security and Supervisory Staff (Stand Security)

Messe Berlin GmbH, Exhibitor Service

T: +49 30 30 38-14 00

F: +49 30 30 38-14 60

For technical inquiries:

Teamflex Solutions GmbH

T: +49 30 30 38-58 67

Security main entrance STATION-Berlin

T: +49 30 88000 760

Shuttle Services

(Free with trade visitor, exhibitor or IFA+ Summit registration)

A free bus shuttle M2 for trade visitors is offered from Tegel Airport to STATION-Berlin.

The IFA Global Markets Shuttle M3 and M4 takes you directly to and from Berlin ExpoCenter City (IFA) and STATION-Berlin (IFA Global Markets).

The shuttle bus stops are located outside of the exhibition ground at the entrance south and in front of hall 17, - parking area P3 and on the fairground between the hall 5.2/6.2 in front of the Marshall Haus. Journey time is approximately 30 minutes.

You can also take the free Bicycle Rickshaw BR to the subway station U2 Theo-Heuss-Platz from the north entrance. The U2 brings you in approx. 20 minutes to the subway station U2 Gleisdreieck, just next to STATION-Berlin.

Please find the Shuttleplan [here](#) or online at www.ifa-globalmarkets.com.

Special Waste Disposal, Industrial Waste Removal during construction and dismantling

STATION-Berlin

Ansprechpartnerin Stefanie Rieckhoff

T: +49 30-62 90 85 62

Sponsoring & Advertising

As an IFA sponsor, you can look forward to a powerful public appearance. IFA offers a variety of opportunities to prominently present your brand to your target group: from the IFA opening gala and press events, to the international trade visitors' reception and eye-catching advertising spaces of various shapes and formats. Find detailed information [here](#).

Stand Construction and Equipment

MB Capital Services GmbH

Thüringer Allee 12, 14052 Berlin

T: +49 30 30 67 20 15

F: +49 30 30 67 20 18

Stand Construction Approval

Messe Berlin GmbH, Technical Service and Support for Fairs

Contact: Mr. Meißner

ifa-gm@production-office.de

T: +49 30 616 716 19

T: +49 176 344 453 88

Taxi Reservations

Funk Taxi Berlin

T: +49 30 26 10 26

Taxi-Ruf "City Funk"

T: +49 30 21 02 02

Würfelfunk

T: +49 30 21 01 01

Telephone Inquiry

National

T: 118 33

International

T: 118 34

Ticket Sales / Ticket Office

MB Capital Services GmbH

Thüringer Allee 12, 14052 Berlin

T: +49 30 30 69 69 69

F: +49 30 30 69 69 30

Tickets

Registration can be made [here](#)

Timeline

Important dates, deadlines and contacts can be downloaded [here](#)

Tourist Information

Berlin Tourismus & Kongress GmbH

Am Karlsbad 11, 10785 Berlin

T: +49 30 26 47 48-0,

F: +49 30 26 47 48 99

Service-Hotline:

T. +49 30 25 00 25

www.visitberlin.de

Trade visitor registration for IFA Global Markets: [Register your business partners here](#)

Traffic Guide

Please find our Traffic Guide online [here](#) or in our [Download Center](#)

Trains: DB / Deutsche Bahn AG

Service Hotline: T: 0180 6 99 66 33 (0,20 Euros per minute from German landlines)

Reservation of Online-Tickets: T: 0180 6 10 11 11 (0,20 Euros per minute from German landlines)

Automated timetable information:

T: +49 800 150 70 90

www.bahn.de

Vehicles / Mobility aids

We want to remind you of the regulatory framework for the use of all kinds of vehicles, incl. mobility aids / scooters / hover boards / drones by you or your visitors at IFA Global Markets Berlin.

1. Please observe Safety Guidelines Station Berlin and Supplemental Guidelines for IFA Global Markets
2. It is not allowed to use any kinds of vehicles, incl. mobility aids / scooters / hover boards / drones or similar equipment in the aisles or anywhere on the premises other than your stand area!
3. Violating this rule will result in the chargeable removal of the equipment and a fine of € 2000!
4. The use of this kind of equipment should be guarded by your stand staff
5. You must clearly state on your stand if your vehicles do not have a CE-Marking!
6. Clarified here: Presence of market surveillance – specifically pages 4 & 5

The presentation of abovementioned vehicles is allowed if the outlined rules are being followed. Messe Berlin reserves the right to prohibit the presentation and or use of any shown product that poses a safety risk however.

Technical Guidelines: Can be found in our Download Center or here

Virtual Markets Place

IFA's online catalogue. Update your exhibitor profile and add additional information regarding your OEM/ODM business and provide further business information, as well as your product groups.

Login: <https://www.virtualmarket.ifa-berlin.de/en>

Contact: T +49 30 3038 2180 or editorial@virtualmarket.ifa-berlin.de

Waste Disposal + Cleaning

Cleaning: Messe Berlin GmbH will arrange the basic cleaning of the aisles. With the flat rate for cleaning services of 5,10 Euro/m², the general basic cleaning of the stand will be arranged.

Waste disposal: With the flat rate for cleaning services of 5,10 Euro/m², the general waste removal of the stand is included. This includes rubbish bins, standard waste disposal. Any Industrial Waste Removal the exhibitor will be on exhibitors expense. Exhibitors may work in an environmentally responsible manner in compliance with Messe Berlin's environmental guidelines contained in the Exhibitor Service Manual.

