

Information about our global communication fee

Irrespective of where a company's headquarters are located, our partners understand and appreciate the advantages of combining individual product and brand advertising with IFA's global, highly professional and efficient program. The communication services credit is helpful for resource planning and long-term budget allocation.

This communication fee will be charged as a flat rate of EUR 6.80 per sqm and is allocated as „credit“ for each exhibitor for the use of specially defined advertising services for the respective event year. The cost of the communication services from the following catalog will be deducted from this credit. There will be no full or partial refunds. If the cost of the 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 person or time period. A description of the type, scope and pricing of the available communication services is outlined in the service catalog on the following pages.

Important: For IFA iZone exhibitors, the fee is included in the total cost. The amount will be capped at EUR 20,000 for exhibitors with stands exceeding 3,000 sqm.

Should you have any further questions, we will be happy to help.

Please do not hesitate to contact us.

Available opportunities for your IFA 2017 communication fee

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	<input type="checkbox"/>
		Need further information
Upgrade Starter to Premium Package:	1,260.00 EUR + VAT	<input type="checkbox"/>
		Need further information
Upgrade Classic to Premium Package:	800.00 EUR + VAT	<input type="checkbox"/>
		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

4-5 September 2017

IFA+ Summit – PLUG-INspiration



What does the future hold? Which ideas will conquer the world? And what does that actually have to do with me? **IFA+ Summit 2017** will answer the questions facing every professional today – from developers and creatives to strategists and HR, trainers and managers. IFA’s innovation conference is a smart investment in any future-oriented strategy: **PLUG-INspiration!** www.ifaplussummit.com

The IFA+ Summit 2017 offers flexible partnerships and customized packages to make the most of your communication fee credit.

The following services are included in your IFA+ Summit ticket:

- > Convention ticket IFA+ Summit 2017
- > 6-days trade visitor pass valid for the whole IFA period
- > Invitation to the official IFA reception ALL YOU CAN MEET goes IFA, Monday September 4 at 6:30 pm at Marshall House

Discover Package S – from 1 ticket on

IFA+ Summit ticket (Pre-Sale 599 EUR) à 500 EUR net



Need further information

Discover Package M – from a number of 5 tickets on

For a number of more than 5 tickets you become an official partner of the IFA+ Summit 2017 incl.

- > Logo-loop at the IFA+ Summit website, on stage and inside the printed program
- > Additional admission tickets with a discount of 5%

IFA+ Summit ticket (Pre-Sale 599 EUR) à 500 EUR net



Need further information

You want to become an exclusive partner of IFA+ Summit 2017?

Please contact us for further details:

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

Available opportunities for your IFA 2018 communication fee

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

April 2018

IFA Global Press Conference, Europe



The global media platform to kick off your IFA 2018 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

April 2018

IFA Global Press Conference, Europe

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.

You 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

June 2018

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

July 2018

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 2017 more than 320 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 2018 Innovations Media Briefing?

Please contact us for further details:

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