

## Global Communication Fee

Take advantage of individualized product and brand advertising combined with IFA's highly professional and efficient global activities.

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## Information: Global Communication Fee

No matter where a company's head offices are located, our business associates understand and appreciate the advantages of combining individualized product and brand advertising with IFA's highly professional and efficient global activities. The communication services credit is valuable when it comes to planning resources and allocating long-term budgets.

The Global Communication Fee is charged at a flat rate of EUR 6.80 per sqm and is allocated as "credit" for each exhibitor's use of the specified advertising services for the corresponding event year. The costs for communication services listed in following catalog will be deducted from this credit. Full or partial refunds are not possible. If the cost of the selected communication services exceeds the amount of the fee, the exhibitor will receive an invoice for the additional amount.

The credit is nontransferable to another person or time period. A description of the type, scope and prices of the available communication services is outlined in the service catalog on the following pages.

**Please note:** For iZone exhibitors, the communication fee is included in the total cost. For exhibitors with stands larger than 3,000 sqm, the maximum fee is EUR 20,000.

Please contact us if you have questions or require further information.

19–22 April 2018: IFA Global Press Conference, Rome



The global media platform to launch your IFA 2018 activities.

The Global Press Conference is the annual media launch event for worldwide IFA communications. It brings over 300 international journalists from more than 55 countries together with IFA exhibitors and partners for four days. The latest products, trends and current market analyses, personal background discussions, and executive interviews offer journalists from all over the world a chance to preview IFA in an exclusive setting.

Take part in this unique media event as an exhibitor, sponsor, or guest. The official language at IFA global events is English.

## Sponsorship Options

### Power Briefing

- > Briefly showcase your brand in 15 minutes (+5 minutes Q&A) to 300+ journalists
- > Fee for a 15-minute slot, including conferencing equipment and hotel room for one presenter (travel costs and additional equipment not included)

Price per slot: EUR 9,100.00 + VAT



Please provide additional information

### Product Presentation

- > Showcase your brand and product innovations with your own booth
- > Rental fee for a 2x3m display space, including hotel for one industry representative (travel costs and additional equipment not included)

We will gladly assist you with planning, logistics, and assembly of your exhibit.

Price per space: EUR 10,100.00 + VAT



Please provide additional information

**Additional sponsorship options at the GPC**

The following options can be booked in addition to your **Power Briefing** or **Product Presentation** packages:

**Networking Package (for additional industry representatives)**

> Participation in all GPC activities for one additional company representative, including hotel room, travel costs not included

Price per person: EUR 3,800.00 + VAT

Please provide additional information

**Activity Partnership\***

> Present your brand as part of the event program  
Additional production costs not included.

Price per activity: EUR 4,500.00 + VAT

Please provide additional information

**Hotel Branding\***

> Present your brand on selected hotel branding spaces  
Additional production costs not included.

Price per package: EUR 6,500.00 + VAT

Please provide additional information

**Product Placement\***

> Place your products (e.g. in journalists' hotel rooms)  
> Minimum number of articles to be distributed: 300  
Additional production costs not included.

Price per package: EUR 5,200.00 + VAT

Please provide additional information

**Mobility Partnership\***

> Present your individualized hotspot name in the hotel Wi-Fi system  
Additional production costs not included.

Price per partnership: EUR 6,500.00 + VAT

Please provide additional information

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

Do you want to be part of the IFA 2018 Global Press Conference? Please contact us for details:  
Tamara Peretyagina, Tel. +49 30 3038-2009, Email: peretyagina@messe-berlin.de

3-5 May 2018: IFA Retail University @ CE China 2018, Shenzhen



You have a great product and seek to expand your China business?

Present your brand or product at IFA Retail University in Shenzhen to our Asian retail partners and profit from their comprehensive offer of supply chain management and services, incl. sales and marketing resources in the Asian marketplaces.

IFA Retail University is the brand new IFA Global Event, creating added value for and bringing together international brands and 500+ Asian retail representatives, among them the Chinese Retail Giant Suning. International brands exhibiting at IFA and CE China 2018 have the opportunity to present their products and strategies in 20-minute-Power-Briefings to our retail partners and provide training sessions, thereby increasing brand awareness and sales in East Asia.

The spoken languages at IFA Retail University are English and Chinese.

## Sponsorship Opportunity

### Power Briefing

- > Present your brand/product in 20 minutes to major retail representatives
- > Fee for a 20-minutes slot, including stage equipment and simultaneous translation (travel costs are not included)

Price per slot: 2,990.00 EUR + VAT



Please provide additional information

\*As special introduction promotion for IFA Retail University 2018, above costs can be offset against the IFA 2018 global communication fee.

Interested in IFA Retail University 2018? Your contact:

Daniel Soesanto	Phone: +49 30 3038-2305	Email: soesanto@messe-berlin.de
Nils Hellpap	Phone: +49 30 3038-2150	Email: hellpap@messe-berlin.de

13 June 2018: Miss IFA Product Photo Shooting



Miss IFA will present your product innovations! The images are used by international media sources to optimize pre-IFA reporting with sneak-peak product photos.

Please note: No more than one large product and two small products can be photographed for each company. The images will be made available to the international media for pre-IFA reporting.

**Processing fee for product photo shoot**

1 product: EUR 180.00 + VAT

Please provide additional information

2 products: EUR 210.00 + VAT

Please provide additional information

3 products: EUR 230.00 + VAT

Please provide additional information

Transport and storage costs (delivery and return transport, insurance if applicable) are not included. Trained specialists must be provided to unpack and supervise the products on-site and ensure return transport on the same day.

Would you like to take part in the Miss IFA product photo shoot? Please contact us for details: Claudia Schueffner, Tel. +49 30 3038-2273, Email: [schueffner@messe-berlin.de](mailto:schueffner@messe-berlin.de)

## 11-12 July 2018: IFA Innovations Media Briefing in Berlin



The IFA Innovations Media Briefing (IMB) is the official preview event presented by the gfu and Messe Berlin to showcase the latest product innovations prior to IFA 2018. In 2017, more than 320 journalists attended the IFA Innovations Media Briefing in Berlin. Take advantage of this opportunity to meet with the German-speaking media for presentations, interviews, background talks, and networking. The spoken language for the event is German.

### Sponsorship Options

#### Power Briefings

- > Briefly showcase your brand in 20 minutes (+5 minutes Q&A) to 300+ journalists
- > Fee for a 20-minute slot, including conferencing equipment, IMB online Press Box and participation of one presenter and two industry representatives (total: three persons)  
(Travel costs, hotel and additional equipment not included)

Price per slot: EUR 5,900.00 + VAT

Please provide additional information

#### Product Presentation

- > Showcase your brand and product innovations with your own booth
- > Rental fee for a 3x3m display space, IMB Press Box, and participation with three industry representatives (total: three persons)  
(Travel costs, hotel, and display stand equipment, and utility costs are not included)

Price per space: EUR 5,400.00 + VAT

Please provide additional information

#### Networking Package (for additional company representatives)

- > Participation in all IMB activities for one additional company representative  
(Travel costs and hotel not included)

Price per person: EUR 600.00 + VAT

Please provide additional information

Do you want to take part in the IFA 2018 Innovations Media Briefing? Please contact us for details:  
Levke Schnock, Tel. +49 30 3038-2302, Email: [schnock@messe-berlin.de](mailto:schnock@messe-berlin.de)

31 August–5 September 2018: IFA Exhibitor Press Box



An IFA Exhibitor Press Box gives media representatives easy access to information about your company. You can place a press kit (DIN A4) and USB sticks or CDs in your Press Box located at the entrance of the IFA Media Center.

Price per IFA Press Box: EUR 150.00 + VAT



Please provide additional information

Do you want to reserve an IFA Exhibitor Press Box in the IFA Media Center? Please contact us for details: Claudia Schueffner, Tel. +49 30 3038-2273, Email: [schueffner@messe-berlin.de](mailto:schueffner@messe-berlin.de)



**31 August–5 September 2018: IFA Virtual Market Place®**

**Virtual Market Place® Upgrades**

Supplement your online information on the IFA Virtual Market Place, the official IFA exhibitor and product search engine.

Upgrade from Starter to Classic Package: EUR 465.00 + VAT   
Please provide additional information

Upgrade from Starter to Premium Package: EUR 1,290.00 + VAT   
Please provide additional information

Upgrade from Classic to Premium Package: EUR 825.00 + VAT   
Please provide additional information

**Additional product entries, for exhibitors with a Premium Promotion Package**

1 additional product entry with text and photo (more entries available on request) EUR 50.00 + VAT   
Please provide additional information

**Trends & Innovations Upgrade, for exhibitors with a Classic Promotion Package**

Your product in the Virtual Market Place® is tagged as "NEW" and included on the Trends & Innovations list.

1 "NEW" tag: (additional tags available on request) EUR 100.00 + VAT   
Please provide additional information

**Digital Press Box**

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

- Up to three press releases with 6,000 characters (including spaces) and a photo
- Two links (e.g. to videos or photos on your website)

Price per digital Press Box: EUR 150.00 + VAT   
Please provide additional information

Please contact us for details:  
Tel. +49 30 3038-2180, Email: [editorial@virtualmarket.ifa-berlin.de](mailto:editorial@virtualmarket.ifa-berlin.de)

## September 2018: IFA<sup>+</sup> Summit – The Next Level of Thinking



Where are things headed in the future? What are the ideas destined to conquer the world? And how will this impact me and my company? The **IFA<sup>+</sup> Summit** addresses the issues facing today's industry professionals – from developers, creatives, and strategists, to HR, training, and management specialists. The IFA innovation congress is a smart investment in any future strategy!

[www.ifaplussummit.com](http://www.ifaplussummit.com)

The IFA<sup>+</sup> Summit offers versatile partnership opportunities you can customize within the scope of your Global Communication Fee.

The following services are included per ticket/person:

- > Congress ticket for the IFA<sup>+</sup> Summit 2018
- > 6-days IFA pass
- > Participation in ALL YOU CAN MEET goes IFA

### Discovery Package S – one or more tickets

IFA<sup>+</sup> Summit tickets (presale: EUR 599) for EUR 500 + VAT

Please provide additional information

### Discovery Package M – five or more tickets

IFA<sup>+</sup> Summit tickets (presale: EUR 599) for EUR 500 + VAT

Purchasers of five or more IFA<sup>+</sup> Summit tickets become official IFA cooperation partners

- > Includes company name and logo on website, on stage, in program brochure
- > 5% discount on additional IFA<sup>+</sup> Summit tickets

Please provide additional information

Do you want to become an **exclusive sponsoring partner** for the IFA<sup>+</sup> Summit? Contact us for details: Levke Schnock, Tel. +49 30 3038-2302, Email: [schnock@messe-berlin.de](mailto:schnock@messe-berlin.de)

## January 2019: IFA Media Reception, Las Vegas



The IFA Media Reception in January is where selected IFA partners and exhibitors present a market outlook, retail strategies and/or the latest consumer electronics and home appliance product innovations to more than 100 international journalists. This enables partners, industry, and IFA to offer the media a first preview of the upcoming IFA 2019 season.

### Sponsorship Option

#### Industry Briefing

10-minute slots at the IFA Media Reception, with conferencing equipment, hotel and travel costs not included.

Price per slot: EUR 2,500.00 + VAT



Please provide additional information

Do you want to be part of the IFA Media Reception in Las Vegas?

Please contact us for details:

Levke Schnock, Tel. +49 30 3038-2302, Email: [schnock@messe-berlin.de](mailto:schnock@messe-berlin.de)