

# Exhibitor Guide

Berlin ExpoCenter City

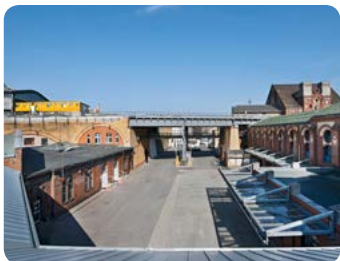
Official Partner  
of the Future  
since 1924



The Global  
Innovations Show

# Introduction

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For all exhibitors participating in IFA Global Markets please find further information [here](#).

**Official Partner  
of the Future  
since 1924**



**The Global  
Innovations Show**



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. It will also give you quick, direct and practical information regarding specific aspects of the exhibition.

The guide is structured according to the different phases of your planning, and also includes a list of the most important dates, deadlines and contacts.

## **Phase 1: INITIAL PREPARATIONS (September to March)**

Defining your objectives and budgeting for your initial stand application.

## **Phase 2: DETAILED PREPARATIONS (April to August)**

Specific technical and organizational planning of your stand after you have received official confirmation of your participation at IFA.

## **Phase 3: IFA EXHIBITION (September)**

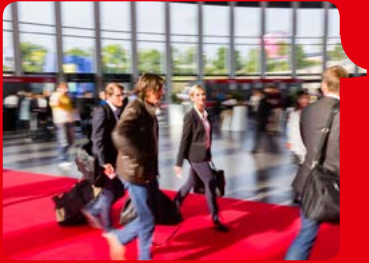
Stand set-up and dismantling, as well as important guidelines on making the most of your presence at the exhibition.

## **Phase 4: FOLLOW-UP**

Capitalize on the contacts made during the exhibition.

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

**Your IFA-Team**



**Phase 1:** September – March  
**INITIAL PREPARATIONS**  
Information and planning

- Latest information at [www.ifa-berlin.com](http://www.ifa-berlin.com)
- Defining your objectives
- Budget and expenditure
- Exhibition and workflow planning
- Applying for your stand

**Phase 2:** April – August  
**DETAILED PREPARATIONS**  
Stand construction,  
organization, marketing

- Materials for your stand
- Stand planning and equipment
- Exhibitor services
- Checklist
- Staffing your stand
- Marketing and advertising
- Press relations and services

**Phase 3:** **IFA EXHIBITION**

- Plan of the exhibition site
- General information
- Construction and approval of your stand
- Visiting the exhibition

**Phase 4:** **FOLLOW-UP**

- After the exhibition
- A final word

## All the latest information at [www.ifa-berlin.com](http://www.ifa-berlin.com)

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You can always find the documents, order forms and information mentioned in this guide online at [www.ifa-berlin.com](http://www.ifa-berlin.com) in the section Exhibitor Service, in the Download Center and in the **BECO online shop**.

Furthermore, the website offers comprehensive information about the exhibition including basic statistical and background data, detailed exhibitor information, news on services, current press information and the event program.

A website targeted especially to the German speaking **public visitors** is available at **[www.ifa-berlin.de](http://www.ifa-berlin.de)**.

## Deciding to take part at IFA

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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.

Don't miss this unique opportunity!

## Defining your objectives

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By defining concrete objectives, you will be able to determine the specific aims of your participation at the trade show. This applies both to your contacts with visitors as well as to the organization of your own staff. 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

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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 communications fee.**

### 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

e.g. advertising, sponsoring, invitations, ticket vouchers for business partners and customers, information material, additional entry in the catalog and in the app, upgrade for the Virtual Market Place

## Press relations

Press events and materials

## Transport and handling costs

e.g. transport and storage of exhibits and stand elements

## Staff and travel costs

Staff and travel expenses, training stand staff, accommodation and costs of stand personnel. Don't forget to order security and cleaning staff.

## Follow-up and analysis

Assessment of results, follow-up activities, e.g. confirmation letters, sending documentation etc.

## Global communication fee

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The global communication fee will be charged as a flat rate of EUR 6.70 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 (see a list [here](#)) 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.

## Exhibition and Workflow Planning

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Make a list of all the important dates and deadlines that need to be planned ahead, particularly the stand application deadline for IFA and the construction/dismantling times and dates as provided by Messe Berlin. You can find a list of main activities and dates for your preparations for IFA in the schedule at the beginning of this guide.

## Applying for your Stand (September – January)

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**Please note the deadline for the Early Bird discount and the final application deadline!**

### Stand application

Notes on completing your stand application form for IFA:

1. Open the stand application form (in PDF format under Exhibitor Services at [www.ifa-berlin.com](http://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. **IMPORTANT: print out the completed stand application. Do not forget to 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 and further information. In the period of March to July we will send out notifications of official stand allocations.
6. In July, after we have received your acceptance of the proposed stand allocation, you will receive the final **confirmation of participation** together with details of your **stand number** and your **down payment invoice**.
7. Register your co-exhibitors (page 10 of the application form) – the deadline is the same as the editorial deadline of the official IFA exhibition catalogue. The entry in this publication as well as in the Virtual Market Place guarantees exhibitors to be found by interested visitors.

### Information Material for your Stand (April – July)

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Consider what information material you require for your stand and, if required, place an order for the design and printing of the necessary items. You should also check whether you have sufficient business cards for your stand personnel.

#### Meeting records

Your staff should record each customer contact and visitor meeting during the exhibition in writing. Pre-printed report forms are ideal for this purpose.

### Stand Planning and Equipment (May – July)

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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.

The final detailed planning of your stand will depend on your aims and objectives, what you wish to exhibit on your stand, and your budget. Once your stand location and the exact measurements have been confirmed, detailed planning can be done inhouse, 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

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All of our services can be found online in our webshop – **Berlin ExpoCenter online (BECO)**: [www.ifa-berlin.com/webshop](http://www.ifa-berlin.com/webshop). The webshop is your ordering platform for all products and services you will need for your trade show participation.

### Areas covered include:

- Modular display stand
- Electrical installations
- Catering
- Installations requiring an official permit
- Insurance / stand security
- Stand furniture
- Technical services
- Telecommunications
- Transport and logistics
- Waste disposal
- Water installations
- Floral decorations
- Additional tickets
- Parking places
- Cleaning
- Stand equipment
- **Service ticket**

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 ([mb-capital-services.de](http://mb-capital-services.de))



### **Complete stand packages**

Various different stand packages can be booked from the IFA organizers. Please see our offers at the **BECO shop** for detailed information about the stand design and the features included in the packages. These also include detailed information about the stand design and the features included in the package.

### **Electrical and water connections**

Although electricity consumption and water consumption is included in your stand rental, the relevant connections are not. You can order the installation of the necessary connections from MB Capital Services GmbH in the category **Installations and Telecommunication.**

### **Catering**

Refreshments for stand personnel and visitors can be ordered in advance or at any time during the exhibition from Capital Catering GmbH, a subsidiary of Messe Berlin GmbH. The order form is available in the category **Personnel, Stand Services, Catering** in BECO.

### **Approval for special installations**

In addition to order forms, our **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.

### **Internet access**

You can order different types of internet access, including accounts, from Messe Berlin at extra cost. Under **Installations and Telecommunication** you can find the various access options.

### **Logistics, transportation and storage**

For transportation, handling and delivery of your exhibits, we recommend our official logistics partners – Agility Fairs & Events and Schenker Logistics. Both companies have many years of experience, and are specialised in this field. They have their own offices on site, which are open throughout the exhibition as well as during the entire construction and dismantling phase. You can use the order forms available under **Logistics/Transportation** to contact them.

## Checklist (July) – Orders, Approvals, Preparations

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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 the 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, ISDN, 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 additional construction / dismantling passes?
- Ordered additional exhibitor passes?
- Ordered service tickets (direkten Link einfügen)?
- Ordered parking space?
- Ordered parking spaces for heavy goods vehicles / 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

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### PR / sponsoring / advertising

Costs for PR and communication services can be set off against the credit you acquire through the global communication fee. Please see a list of our services [here](#).

- Checked Virtual Market Place® entry?
- 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?
- Organised 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 is, 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.

### 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 m<sup>2</sup> .....3 passes  
 For each additional 10 m<sup>2</sup> and remaining fraction.....1 pass  
 (double-storied structure excluded)

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](#) in room Madrid (Großer Stern).

### Planning travel and accommodation

Information on travel and accommodation is available on the IFA website at [www.ifa-berlin.com](http://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](#) and at [www.berlin.de/umweltzone](http://www.berlin.de/umweltzone).

## Marketing and Advertising (May – August)

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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 individual media services and order forms are available at [www.ifa-berlin.com](http://www.ifa-berlin.com) -> Exhibitor Services > Sponsoring & Advertising and also at the [Download Center](#).

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](#).

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](#).

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.

### **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](#)

### **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](http://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.

**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

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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](http://www.ifa-berlin.com) -> **Download Center**. For further information please also visit the Press Service on our website.

**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](http://www.showstoppers.com).

**Press Conferences at IFA**

If you plan to hold a press conference on the exhibition site during IFA, then please contact the IFA press team to arrange a suitable date.



Due to the vast number of appointments with the press at IFA you are advised to make arrangements beforehand. To check on dates which have already been arranged click on [Press Service](#) -> Important Dates.

### **Press Boxes**

As an exhibitor at IFA you can apply for a press box at the Press Center in Hall 6.3. Here you can display relevant information material for journalists.

### **Press release distribution service**

News aktuell, a subsidiary of the dpa (Germany's leading news agency), supports you as an exhibitor at IFA Berlin. With our national and international distribution services, your message (text, photo or multi-media) reaches newspapers and other daily media via news satellite, as well as accredited journalists and industry insiders via email and RSS.

Your message will be available through search engines, news aggregators, web portals, professional databases and social media services such as Twitter, Facebook, YouTube etc. That way your customers can easily find your news and special offers on the Internet. You can also book distribution services for specific trade lists, such as consumer electronics, games or telecommunications.

### **For more information:**

news aktuell GmbH · Marcus Albrecht · Tel: +49 (0)211 / 3803-39702  
albrecht@newsaktuell.de · [www.newsaktuell.de](http://www.newsaktuell.de)

### **IFA Media Days**

The two days before IFA opens are officially days for the press. Numerous press conferences with exhibitors at IFA will be taking place on these days. During this period accredited journalists will have access to the entire exhibition grounds. We recommend exhibitors schedule their construction times accordingly to ensure that stands are ready in time for these days with the press. If there is need to grant additional guests or staff access to IFA exhibition grounds during the two media days, please inform us in advance. [ifa@messe-berlin.de](mailto:ifa@messe-berlin.de)

## General Information

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**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 business partners and invited visitors know which entrance to use and the most convenient way to your stand.**

### **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 Rarp+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](http://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.

Every exhibitor of IFA obtains the required number of construction/dismantling passes together with the official confirmation in good time before the start of the exhibition. If additional construction/dismantling passes are required they can be ordered free of charge (BECO: **Tickets and Parking Space**). On site the passes can be picked up at the Exhibitor Service Counter room Madrid (Großer Stern).

### **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 m<sup>2</sup> .....3 passes  
 For each additional 10 m<sup>2</sup> 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).

**Exhibitor Service Counter in room Madrid (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 in room Madrid (Großer Stern).

**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. The location and 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. Numerous press conferences take place here.

**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

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**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.**

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](http://www.ifa-berlin.com) -> **Download Center**.

**New traffic management system ensures easy deliveries to Messe Berlin**

A new IT-based traffic management system means exhibitors and stand construction companies will benefit from 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 infra-structural facilities are available at [www.ifa-berlin.com](http://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](http://www.ifa-berlin.com) -> Events.

### IHS Business Conference

The IHS Business Conference will provide attendees with valuable information and insight on the business side of the TV supply chain – providing attendees with a broader understanding of the segment, the latest technologies and what's next for this growing sector. The event, featuring forecasts and in-depth analysis from IHS as well as presentations from top executives of leading companies throughout the TV supply chain, will be crucial for trade visitors, from business managers to high level executives, wanting to understand the TV supply chain, market dynamics and technologies being shown at this year's IFA exhibition. For more information: <http://b2b.ifa-berlin.com/en/IFA/HostedConferences/IHSBusinessConference/>

### Exhibitors' receptions and events

Attend evening receptions at other exhibitors' stands and organize your own to make 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

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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

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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!**