

# IFA 2025 Sponsorship Opportunities



Maximise your brand exposure at IFA 2025, the world's largest consumer electronics and home appliances event.

**IFA** Innovation  
For All

[ifa-berlin.com](http://ifa-berlin.com)



# Contents

Looking Towards 2025	3
Show Map	4
IFA in Numbers & Testimonials	5
<b>Maximizing Brand Impact</b>	
IFA Activation & Sponsorship	7
<b>IFA Sponsoring Inventory</b>	
Classics	11
Features & Stages	14
Sommergarten	15
IFA Next	16
Customized	17



## Looking Towards 2025: Building on a Century of Innovation.

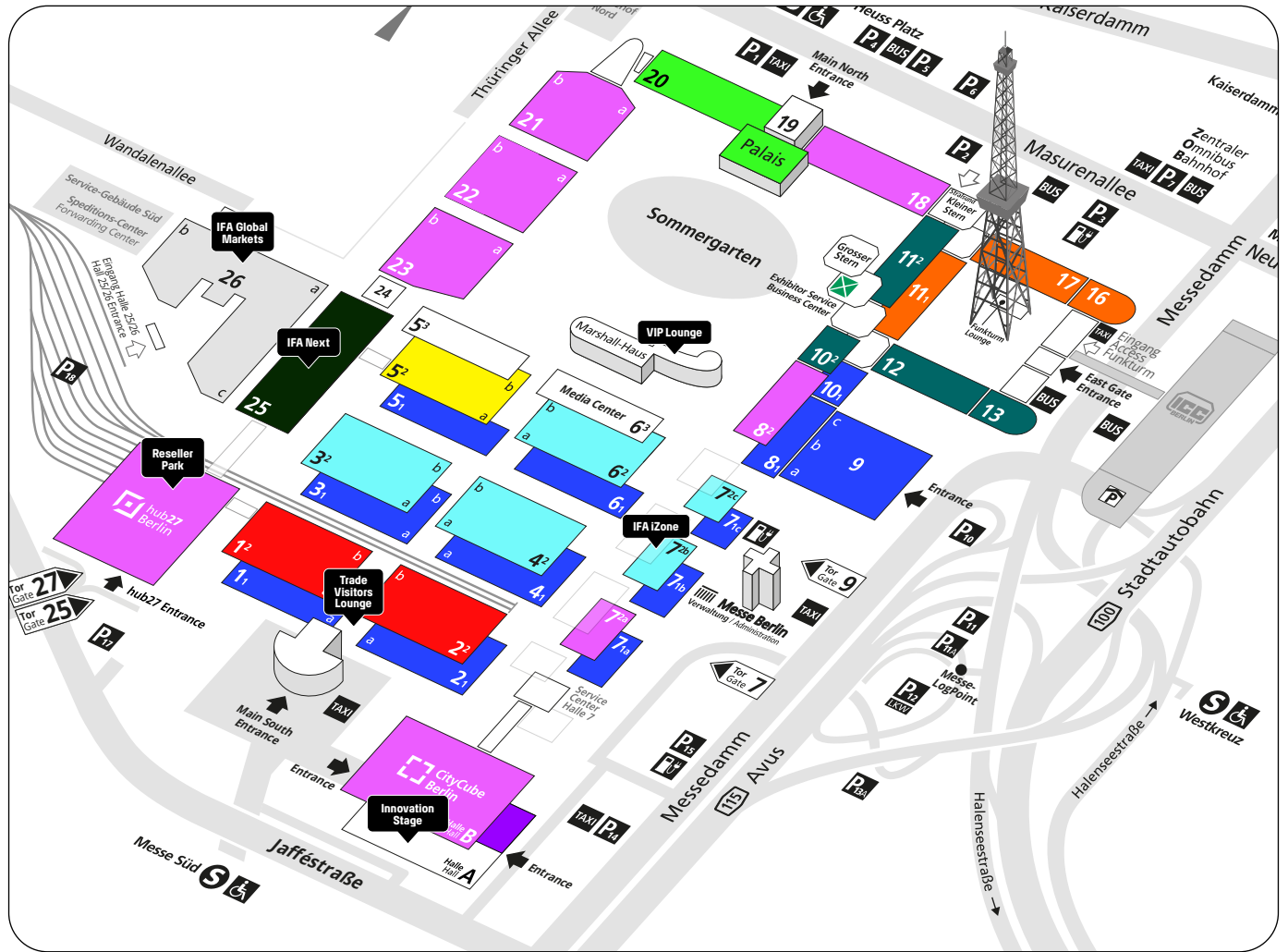
With over 1,800 exhibitors and 215,000 attendees from 139 countries, including 63% trade professionals, the 100th anniversary edition was an extraordinary success.

IFA remains the world's leading trade show for consumer electronics and home appliances, and as we look ahead to 2025, we will continue to set the stage for groundbreaking advancements.

Join us in this exciting journey into the future and discover how IFA can elevate your brand on the world stage.



# Show Map



## Celebrating the Core of IFA

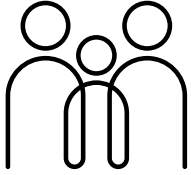
- Home & Entertainment**  
 Home Networks • Public Media (TV & Radio Stations)  
 Reseller Park • Streaming Services • TV
- Home Appliances**  
 Air Solutions • Built-in Kitchen Units • Care & Beauty  
 Connected Appliances • Health & Wellbeing  
 Heating & Cooling Systems • Major and Small Domestic  
 Appliances
- Smart Home**  
 Energy Management • Home Automatisaton Products  
 Home Networks • Power Generation • Security Systems  
 Smart Outdoor Products • Voice Assistance
- Communication & Connectivity**  
 Internet Technology • iZone • Mobile Devices  
 Mobile Equipment & Accessories • Payment Systems  
 Streaming Studio • Technology • Telecommunication

## Accelerating Growth Areas of IFA

- Audio**  
 Audio Streaming • Headphones • HiFi  
 High Performance Audio • Speakers
- Computing & Gaming**  
 Computer • Cyber Security • Data Storage • Games  
 Gaming & Esports Arena • Immersive Entertainment  
 Technologies and Cloud Solutions
- Photo, Video & Content Creation**  
 Cameras • Equipment • Lenses • Printing • Social Media  
 • Video Solutions
- Fitness & Digital Health**  
 Healthcare Products • Sports Products & Accessories  
 Wearables Hub • Gaming & Esports Arena
- IFA Next**  
 Global Innovation Leaders • IFA Next Stage •  
 Investor Lounge Research & Development •  
 Startups
- Mobility**  
 Autonomous Cars • Drones • Electric Aircraft •  
 Electric Bicycles • Electric Cars • Electric Charging  
 Infrastructure • E-scooters • Micro Electric Vehicles
- IFA Global Markets**  
 OEM • ODM • Manufacturer • Supplier • Distributor

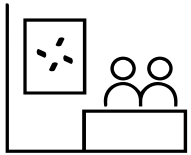
# IFA in Numbers & Testimonials

## Attendees



**215,000**  
attendees from  
139 countries  
including **63%**  
trade visitors

## Exhibitors



**1,804**  
exhibitors from  
44 countries  
covering **121,600 m<sup>2</sup>**  
of floor space

## Press & Media



**4,500**  
total media representatives  
(+43% YOY)  
from 101 countries

## IFA App



**25k**  
total IFA App  
downloads, 12k+  
meetings

"In one sentence, the IFA is actually just one word, 'WOW!'" [Samsung](#)

"I have to say that this year that we celebrate the 100 years of IFA, it is a very, very special event, but especially I can see that IFA has really evolved with the rebranding, new concepts that have been introduced and it seems that this is working very, very well." [BSH](#)

"IFA is a wonderful marketplace where the exhibitors can meet their trade partners as well as end consumers, learn from them, exchange ideas with them and do business." [Miele](#)

"IFA is a meeting point for our German and European business partners and customers, and is also an international platform which we very much treasure." [Midea](#)

"Thank you IFA for connecting the world!"  
[Gojart Shaqiri, CEO, Aztech](#)

"IFA is a great place to meet old contacts and create new ones. It gives us an insight to upcoming and future technologies."  
[Director, Mohinisons Company Limited](#)

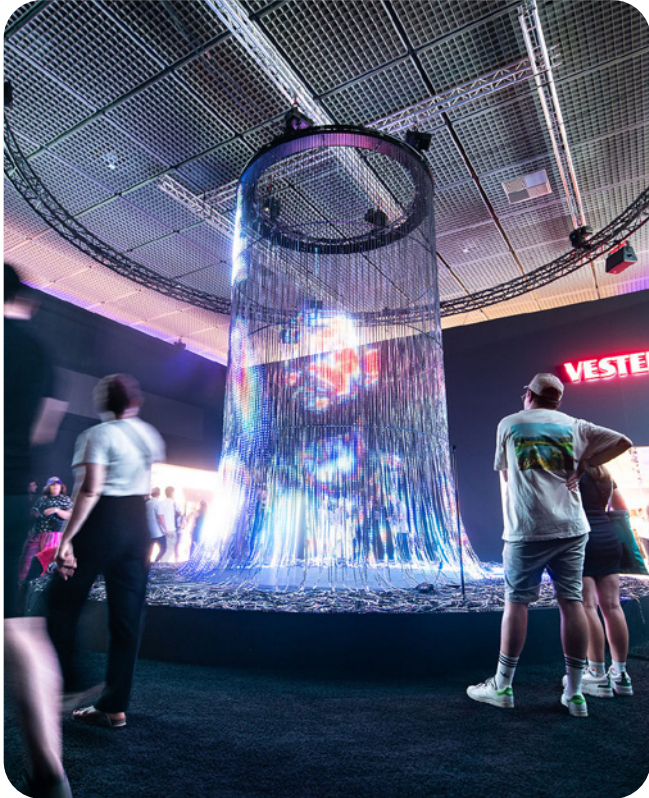
"Attending the IFA trade show this year was a game-changer, providing invaluable insights into the latest tech innovations and forging key industry connections." [Purchase Manager, Kontakt](#)

"IFA is definitely different than traditional exhibitions. It has an unique style of showcasing the new trends and introducing innovative technology. It was totally a great experience to attend the 100th event. No wonder why it has been here for a century."  
[Director, Etech Technology \(Asia\) Limited](#)

"IFA continues to be Europe's biggest consumer technology show. A must have visit to those in the Consumer Technology space." [CEO, Dynamo PR](#)

# **Maximizing Brand Impact: How Activation and Sponsorship elevate your Presence at IFA**

# Why Activation and Sponsorship are essential for Your Brand at IFA



## Create Memorable Brand Experiences

With activations, you can bring your brand to life through interactive and engaging experiences.

Sponsorship amplifies your visibility and builds emotional connections with a global audience.



## Showcase Innovation on a Global Stage

Position your brand as a technology leader by demonstrating your latest innovations to an audience of industry experts, media, and consumers at the forefront of tech trends.



# Why Activation and Sponsorship are essential for Your Brand at IFA



## Engage Visitors and Add Value

Immersive activations like live demos, workshops, or AR/VR experiences captivate attendees, making your brand the highlight of their IFA journey.



## Boost ROI with Tangible Impact

Sponsorship generates a measurable return on investment by driving brand visibility, customer engagement, and long-term loyalty, while activation sets you apart from competitors.



# Why Activation and Sponsorship are essential for Your Brand at IFA



## Build Stronger Partnerships

Collaborating through sponsorship and activation positions your brand as a key player in shaping the tech future, fostering strategic long-term partnerships and industry recognition.



## Amplify Media and Social Reach

Your sponsorship and activation create buzzworthy moments that get amplified across traditional and digital media, expanding your reach far beyond the event itself.

# Why Activation and Sponsorship are essential for Your Brand at IFA



## Stand Out in a Competitive Market

In a crowded marketplace, innovative activation and tailored sponsorship solutions make your brand the one everyone talks about at IFA.

# IFA Sponsoring Inventory: Classics



## Visibility & Branding

- **Wi-Fi Password Branding:**  
Your brand at the heart of digital connectivity.
- **Badge Branding:**  
Maximum visibility on every attendee badge.
- **Lanyard Branding:**  
Continuous brand presence around every attendee's neck.
- **Visitor Bag:**  
Your brand accompanying visitors throughout the exhibition.
- **Pocket Hall Map:**  
Placement on an essential navigation tool for all attendees.

## IFA VIP Shuttles Sponsor

### Benefits include:

- Branding on the VIP Shuttle doors (via stickers)
- Listed as a sponsor on the IFA Website and Event App
- Up to 5 additional B2B tickets
- Possibility to book additionally a goodies gift to be added in each car before being used (goodies OR brochure)



# IFA Sponsoring Inventory: Classics



## Exclusive Areas

- **Trade Visitor Shuttle:**  
Branding opportunities on premium transportation services.
- **Trade Visitor Lounge:**  
Showcase your brand in a high-level B2B networking area.
- **Press Lounge:**  
Direct engagement with international media representatives.
- **Outdoor Lounge:**  
High-traffic outdoor areas featuring your brand.
- **Event Highlights:**  
100 Moments Marketing Highlight Package:  
Your brand featured in curated exhibition highlights.
- **Co-Host Kick-Off Event:**  
Gain exposure at one of IFA's key events.

## IFA Moments

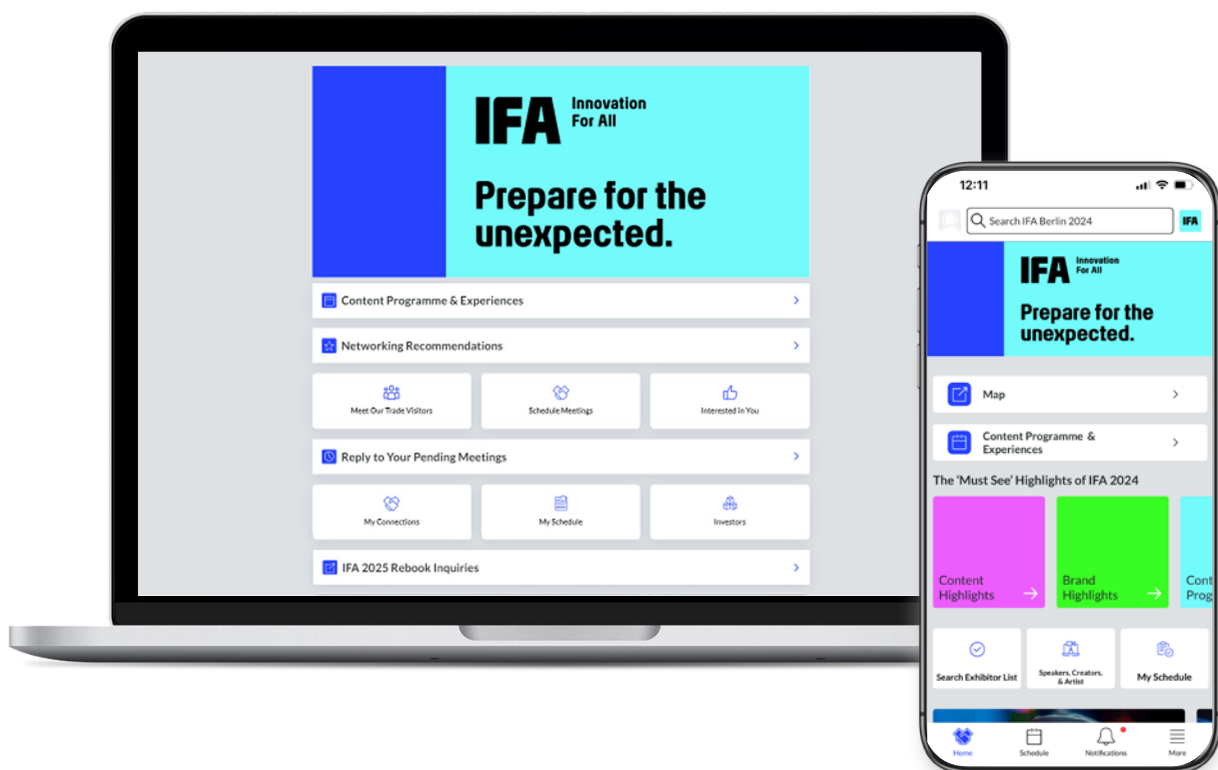
At IFA 2024, we introduced the 100Moments initiative to commemorate IFA's 100th anniversary in grand style. In 2025, we aim to sustain the momentum through a strategic PR campaign focused again on promoting memorable moments.

As a valued sponsor, you have the unique opportunity to extend your involvement and benefit from extensive marketing and press coverage, along with enhanced opportunities to engage with our attendees. This includes exclusive integration into collaborative IFA marketing campaigns running all year, such as dynamic social media activations, exciting raffles, and impactful event kick-offs.

This campaign seamlessly aligns with our rebranding efforts, showcasing IFA's unparalleled legacy globally, within the Messe, and throughout Berlin. Seize this opportunity to elevate your brand and make a significant impact at IFA 2025, and brand yourself with a wow factor.

# IFA Sponsoring Inventory: Classics

The official IFA app allows visitors to seamlessly navigate and maximise their experience at the show. The app is where visitors can explore exhibitors and their newest products, access real-time updates and use our interactive map to navigate the show. In addition, they will be able to engage with industry leaders, attend captivating keynotes, and connect with fellow participants through our matchmaking tool (exclusive to exhibitors & trade visitors). It is the ultimate digital companion for the perfect IFA experience and below are a number of sponsorship opportunities available for you to choose from.



## IFA App Sponsor

### Benefits include:

Branding in the IFA Berlin 2025 Mobile App either via:

- App homepage banner
- Carousel banner
- Top/Bottom of the list banner
- Push Notification
- Listed as a sponsor on the IFA Website and Event App
- Up to 5 additional B2B tickets

### IFA App



**25k**  
total mobile app  
downloads,  
**12k+** meetings

# IFA Sponsoring Inventory: Features & Stages



## Where Innovation Meets Experience

- **Creator Hub:**  
A dynamic space fostering creativity and collaboration, driven by top influencers and brands.
- **Culture/Art/Content x IFA Collab:**  
A fusion of culture, art, and content to engage audiences in meaningful ways.
- **Gaming x IFA:**  
Stage Program & Live Stream: Live content connecting audiences to the latest tech trends.
- **Gaming Area:**  
Expanding opportunities for gamers and tech enthusiasts.
- **Beauty Tech:**  
Highlighting innovation at the intersection of beauty and technology.
- **Audio Feature:**  
A dedicated platform for audio innovation and immersive sound experiences.

## Content and Stages: innovate, inspire, connect

The IFA stages resonate with every user group:

- **Innovation Stage:**  
Showcases success stories and advancements from long-standing partners.
- **Dream Stage:**  
Explores the future with emerging partners eager to shape what's next.
- **Creators Stage:**  
Engages Gen Z and content creators, amplifying the voices of the next generation.
- **Press Center Stage:**  
Features the latest press release, product launches of beloved and inspiring brands.

These vibrant spaces serve as hubs for innovation, where diverse content formats provide visitors with valuable tools for their businesses. By offering insightful perspectives and fostering connections, we cultivate a genuine sense of community and shared growth. IFA's key events.



# IFA Sponsoring Inventory: Sommergarten



## Elevate Your Brand in the Vibrant Sommergarten Atmosphere

- **Main Sponsor:**  
Be the centerpiece of the Sommergarten experience.
- **Co-Sponsor:**  
Join as a key partner with high visibility.
- **On-Site Sponsor:**  
Engage directly with attendees in this vibrant outdoor space.

### Exclusive Spaces

- **Marshall Haus Lounge:**  
A premium area for networking and brand activation.
- **VIP Space "The Snail":**  
Exclusive access to a high-end VIP environment within Marshall Haus.
- **Terrace Lounge:**  
A sophisticated open-air space for premium guest experiences.

### Event Spaces

- **Sommergarten Main Stage:**  
The heart of the action for performances and presentations.
- **Sommergarten Open Air Space:**  
A dynamic area for activations and experiences.
- **Sommergarten Buyout:**  
Exclusive use of the entire Sommergarten for your brand's vision.

# IFA Sponsoring Inventory: IFA Next



## IFA Next Presence

- **Stage Sponsor:**  
Position your brand as an innovation leader on stage.
- **Speaking Slot:**  
Present your innovations to a forward-thinking audience.
- **Brand Promotion Digital:**  
Showcase your brand prominently across digital channels.
- **Partner Country:**  
Exclusive focus on a partner country with global reach.



# IFA Sponsoring Inventory: Customized



## Customized Sponsoring Tailored to Your Vision, Designed for Impact

At IFA, we go beyond the ordinary. With no limits to creativity, we offer:

- **Bespoke Ideas:**  
Tailor-made concepts to align perfectly with your brand identity.
- **Innovative Solutions:**  
From groundbreaking activations to immersive experiences.
- **Unforgettable Presence:**  
Ensuring your brand stands out and creates lasting impressions.

Your Vision, Our Expertise.

Let's collaborate to bring your unique ideas to life and deliver a sponsorship experience that resonates with your audience – on B2B and B2C Level.



**Please contact:**

**Saskia Frank**

Team Lead Marketing Activation & Sponsoring

s.frank@ifa-management.com

+49 157 748 818 89

**Anna Melo**

Senior Sponsoring Manager

a.melo@ifa-management.com

**Ben Goldbach**

Junior Sponsoring Manager

b.goldbach@ifa-management.com