



Press release

IFA 2025: Trade visitor ticket registration is now open!

Berlin, 24 April 2025 – IFA Berlin, the world's largest event for home and consumer tech, has opened trade visitor ticket registration for its 2025 edition. The event takes place from **5 to 9 September 2025 at Messe Berlin**.

This year, IFA offers even more for retailers, tech professionals and industry decision-makers. From exclusive networking and curated content to Europe's leading sourcing platform Global Markets, IFA remains the key meeting point for the global tech industry. Get your trade visitor ticket now at ifa-berlin.com.

Trade visitor benefits include:

- Access to IFA – the world's largest home & consumer tech event
- Access to IFA Next – explore cutting-edge startups & emerging tech
- Access to IFA Global Markets – Europe's top B2B sourcing platform
- Access to IFA Trade Visitor Lounge with breakfast & coffee specialities by JURA
- Business only: Friday access to IFA until 12:00 exclusively for trade visitors
- Exclusive keynote presentations from top tech leaders & innovators
- Special hotel & travel deals
- Fast-track check-in & dedicated info desks
- Free shuttle service across IFA grounds for easy navigation
- IFA App to easily book meetings & navigate the venue
- Bookable guided tours on industry trends & innovations
- 80+ hours of content, including meet & greets, live demos & much more
- Free high-speed Wi-Fi

Opening hours for trade visitors:

Trade visitors can enter the IFA grounds daily from 09:30. On Friday, access is exclusively reserved for trade visitors until 12:00, offering a focused business environment to connect and network without public crowds.

The Trade Visitor Lounge opens from 08:00 and is accessible via the Messe Süd entrance. Reserved exclusively for industry professionals, the lounge offers a dedicated space for networking and informal meetings.

IFA 2025 trade visitor ticket prices:

Early bird prices are available until 9 May, with savings of up to 30 percent:

- **1-day ticket** (valid for any one day): €49.99 (regular: €70.00)
- **2-day ticket** (valid for any two days): €74.99 (regular: €107.00)
- **5-day ticket** (valid for the full duration): €109.99 (regular: €140.00)

The 1-day and 2-day tickets offer flexible attendance options. For 2-day tickets, the selected days do not need to be consecutive. Tickets will be available as a printable PDF or as a mobile QR code, which must be printed on-site before entry.

New for 2025: The IFA Platinum Pass

For those seeking the most exclusive IFA experience, the new Platinum Pass is now available for €950. Limited to just 200 passes, it includes:

- Access to IFA Media Days on 3 and 4 September
- Entry to the VIP Lounge at Marshall Haus with lunch and refreshments
- A dedicated VIP entrance
- Reserved front-row seating at keynote stages
- Two IFA Sommergarten tickets for concerts of choice (subject to availability)
- A merchandise item from the new IFA x OVERKILL collection
- All regular trade visitor benefits

More updates and highlights will be shared in upcoming press releases.

Ticket registration for private visitors will open soon.

Join the global tech community in **Berlin from 5 to 9 September 2025**. Secure your trade visitor ticket now at ifa-berlin.com.

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