



## **Media representatives at IFA 2025**

### **Media Days on 3-4 September 2025:**

- **Dates and times:**  
Media Days will take place on 3-4 September 2025 from 08:00-20:00 each day.

### **Press accreditation:**

- **Validity period:**  
Press accreditation is valid from 3-9 September 2025 and covers both visits to IFA and participation in Media Days.

### **Press badges:**

- **Format:**  
Media/press can either use a digital badge, print it at home or have it printed at the registration desks.

### **The registration desks are located here:**

- 3-4 September 2025 (08:00-20:00):
  - North Entrance
  - South Entrance
  - CityCube
- 5-9 September 2025:
  - Hall 7 (08:00-13:00)
  - "Trompete" (Hall 21) (08:00-13:00)
  - South Entrance (08:00-18:00)
  - North Entrance (09:30-18:00)
  - Hub27 (09:30-18:00)
  - CityCube Messedamm (09:30-18:00)
  - Hall 9 (09:30-18:00)
  - Hall 16 (09:30-18:00)

### **IFA Berlin 2025 on 5-9 September 2025:**

- **Dates and times:**  
Access for the media/press is available daily from 5 to 9 September 2025, 08:00-18:00.

### **Media Centre:**

- **Location and times:**  
The Media Centre is located in Hall 6.3 and is open from 3-4 September from 08:00-20:00 and from 5-9 September from 08:00-18:00. It offers a work area for media professionals with many desks and workstations, as well as a lounge for relaxation.

**Cloakroom:**

- **Availability:**  
Media representatives can use the cloakrooms free of charge upon presentation of a media/press pass.
- **The cloakrooms are located on 3-4 September 2025:**
  - North Entrance
  - South Entrance
  - CityCube
- **The cloakrooms are located at 5-9 September 2025:**
  - South Entrance - Basement (08:00-18:30)
  - South Entrance - Entrance area (09:00-18:30)
  - North Entrance (09:00-18:30)
  - CityCube Messedamm (09:00-18:30)
  - Hall 7 (09:00-18:30)
  - Hall 9 (09:00-18:30)
  - Hub27 – Left Entrance (09:00-18:30)

**Catering:**

- **Service:**  
Tea, coffee and soft drinks are available in the Media Centre from 08:00-18:00. Pastries and cakes are available daily at 08:00-15:00.

**Getting there:**

- **Arriving by S-Bahn:**  
The nearest stations are Messe Süd (S3 & S9) and Messe Nord/ICC (S41, S42 and S46). From both stations, it is less than a 10-minute walk to the exhibition grounds.
- **We recommend:**  
Travelling by public transport, as there may be increased traffic during the exhibition days. Please check for any restrictions on Berlin's public transport system: [BVG](#) and [S-Bahn](#)

**Summer Garden**

- **Please note:**  
The press badge does not grant access to the events in the Summer Garden. If you would like to attend one of the events, please request accreditation via the following email address: [d.bregler@ifa-management.com](mailto:d.bregler@ifa-management.com)  
A ticket is not guaranteed and will be reviewed for each request.  
Media/press receive free admission to the IFA Summer Garden Opening Night on Thursday. For operational reasons, advance registration is required. The link for this will be sent out shortly.

With these notes, we want to make sure you have a great time at IFA 2025!

For more info, check out the official [IFA Berlin](#) website or go straight to the [Press Centre](#).