

Press release

IFA Management renews exclusive partnership with ShowStoppers

Berlin, Germany and New York, USA, 9 July 2025 – ShowStoppers® and IFA Management GmbH today announced the extension of their exclusive partnership. ShowStoppers will hold its official media reception at IFA, the world's largest trade fair for home & consumer tech, again this year and in 2026, 2027 and 2028.

More than 50 innovators and industry leaders are already signed up to launch new tech for work, home and play, and meet the press, in September at the 2025 edition of ShowStoppers @ IFA. More than 600 journalists, influencers and industry analysts from 60 countries are already registered to attend.

'This is a terrific, dynamic collaboration,' said Steven Leon, principal, ShowStoppers. 'At ShowStoppers, we look forward to showing hundreds of journalists from all over the world the consumer electronics, home appliances and business tech that companies, brands and pioneers introduce at IFA – from AI to smartphones to electric vehicles to energy-saving kitchen appliances and vacuum cleaners, smart homes, smart glasses and smart toilets. IFA is a global platform for all this future tech, driving global news coverage, moving markets, inspiring buyers, exploring ideas, since the first IFA in 1924.'

'The partnership with ShowStoppers has been an integral part of IFA for many years and has established itself as a platform for targeted exchange between global tech brands and the media – with great success. We want to continue on this path together. The extension of our partnership until 2028 underscores our shared commitment to making innovation visible – on a global stage and with journalistic depth,' said Leif Lindner, CEO of IFA Management GmbH.

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: www.ifa-berlin.com

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About ShowStoppers

Operating in its 28th year, ShowStoppers, <https://www.showstoppers.com/>, is the global leader in producing press and business events spanning the U.S., Europe and Asia. Each event organizes product launches, sneak previews and demonstrations for selected journalists, bloggers, industry and financial analysts, venture capitalists and business executives. Industry leaders, innovators and startups exhibit to generate news coverage and product reviews, make new connections, promote brand, and open new markets.

ShowStoppers produces official press events at IFA and MWC; partners with CTA, IFA, GSMA, Grupo Eletrolar and CEATEC; and produces events during CES, IFA, MWC and other tradeshows.

To learn more about how you and your company can meet the press at ShowStoppers press events contact Lauren Merel, lauren@showstoppers.com, +1 908-692-6068, or Dave Leon, dave@showstoppers.com, +1 845-821-6123.

For press registration, please contact Steve Leon, sl@showstoppers.com, +1 310-936- 8530.