

IFA 4-8 SEPT 2026

Press release

IFA 2026: Ticket sales for trade visitors start today

Berlin, 16 April 2026 – Ticket sales for trade visitors of IFA 2026 start today. Trade visitors can now book tickets for IFA Berlin. IFA Berlin, the world's largest event for home and consumer tech, will take place from 4 to 8 September at the Messe Berlin exhibition grounds and will once again bring the international technology industry together.

With a mix of product launches, networking and conference formats, IFA is one of the most important meeting places for the global tech industry. Trade visitors will have access to all exhibition areas as well as exclusive business formats and networking opportunities and will have the unique opportunity to engage with consumers.

Early bird tickets available until 7 May

To mark the start of ticket sales, trade visitors can benefit from discounted early bird prices until 7 May 2026:

- **1-day ticket: Early Bird €54.99** (thereafter €65.00 in advance and €78.00 on site)
- **2-day ticket: Early Bird €79.99** (thereafter €99.00 in advance and €120.00 on site)
- **Full Access Ticket (5 days): Early Bird €119.99** (afterwards €138.00 in advance and €155.00 on site)

Early access and business services

Trade visitors have **access to the Trade Visitor Lounge daily from 8:00** and **access to the exhibition areas from 9:30**. Official entry for other visitors begins at 10:00.

Early access allows extra time for meetings, networking and discussions with international industry partners.

The ticket includes, amongst other things:

- Access to the **Trade Visitor Lounge** including breakfast
- Access to the new **IFA Retail Innovation Zone**
- Access to **all IFA exhibition areas**
- Participation in **keynotes and conference programmes**
- Guided tours
- **Meeting room booking** for business appointments
- **IFA App** for networking and scheduling
- **Hall-to-hall shuttle** on the exhibition grounds

Exclusive IFA experience with the Platinum Pass

For visitors seeking a particularly exclusive IFA experience, the IFA Platinum Pass is also available. The pass offers access throughout the entire duration of the fair from 4 to 8 September 2026, as well as additional services and premium areas on the exhibition grounds.

In addition to the benefits of the trade visitor ticket, the Platinum Pass includes:

- Access to **Media Days**
- **Reserved seats** in the front row at selected **keynotes**
- **Access to all lounges**, including the **VIP Lounge in the Marshall Haus** with food and beverages
- **Smart Scan** for quick entry
- Free cloakroom
- Exclusive **IFA merchandise**
- **Entry to the Luciano concert** on 4 September in the IFA Summer Garden, including the option to bring a guest (tickets to be collected from the VIP Lounge)

The Platinum Pass is available for €990.00.

New this year: IFA Retail Innovation Zone

In 2026, IFA will expand its offering for retail trade with the IFA Retail Innovation Zone. The new area features interactive experience zones, practical workshops, an exclusive lounge for trade visitors and additional services – all of which make it a central hub for the retail sector. The goal is to make the trade fair visit even more efficient, to promote exchange and to highlight concrete benefits for day-to-day work in the retail sector.

Further programme items, speakers and additional event formats will be announced in the coming months.

Trade visitors can now purchase their tickets online at <https://www.ifa-berlin.com/ticket-b2b>

IFA 2026 will take place in Berlin from 4 to 8 September 2026.

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer tech 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 2026: www.ifa-berlin.com

Experience IFA with your ears (IFA podcast "Viva la IFA"): open.spotify.com

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