



Press release

IFA continues partnership with House of Pride for Berlin's CSD 2026

Berlin, June 29, 2026 – IFA Berlin, the world's leading event for home and consumer technologies, is continuing its partnership with House of Pride and will be on the House of Pride Truck at Berlin's CSD 2026 for the second year in a row. In doing so, IFA is bringing its brand promise, "Innovation For All," to the streets: technology, progress, and the future should be accessible to everyone – regardless of identity, background, lifestyle, or perspective.

"Innovation For All means that technology is open to everyone. That's why the partnership with House of Pride is particularly important to us. We support a community that stands for openness, diversity, and progress. These are values that are also crucial for an open culture of innovation – and thus for IFA as well," says Leif Lindner, CEO of IFA Management GmbH.

Focus on the Community

As part of this partnership, the IFA is enabling a diverse group of participants—including creators, IFA Ambassadors, and community members—to actively take part in CSD events. The focus is on connection, visibility, and a shared commitment to openness, respect, and diversity.

This year, the House of Pride Truck features the slogan "Berlin Election Year: The Future is Us." More information on how to participate on the House of Pride Truck will follow shortly.

House of Pride Celebrates Its 5th Anniversary

In 2026, House of Pride will once again be the official Berlin Pride Main Party and will celebrate its 5th anniversary. On Saturday, July 25, 2026, the event will bring together more than 3,500 guests at the AQUAHÖFE Berlin in partnership with Ritter Butzke. Over 65 artists, performers, DJs, and hosts will shape the program indoors and outdoors across seven areas. The charity theme for 2026 is "Stop Violence against Women*." Through a fundraising model, proceeds will go to Berliner CSD e.V. as well as to an annual community project. Tickets for the event are available via the Ritter Butzke website.

"House of Pride stands for a community—and our allies—that is visible and takes a stand. With the IFA, we have a partner and enabler by our side who understands that the future is shaped where people come together, exchange ideas, and stand up for one another. The fact that the IFA is participating for the second year in a row shows that we share important common values, and we are immensely grateful to the IFA team—"Take a Stand!" is, unfortunately, not something that can be taken for granted," says Patrick Ehrhardt, activist and founder of House of Pride.

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 and home appliances.

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

Participating exhibitors are listed here: [Exhibitors 2026 | IFA Innovation For All](#)

Media representatives can register for IFA 2026 here: [IFA Press Accreditation](#)

Further information on IFA Berlin 2026: www.ifa-berlin.com

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

Contact

IFA Berlin press team
press@ifa-management.com

Sonja May
Director PR & Corporate Communications
s.may@ifa-management.com
+49 1515 1577525

Gioia Zoli
Head of International PR
g.zoli@ifa-management.com
+49 (0) 30 3983099-501