



Media Alert

IFA is awarded: Best International Show and Best International Marketing Campaign

The world's largest event for home and consumer tech takes home two AEO Excellence Awards

Berlin, 17 June 2026 – IFA Berlin, the world's largest home & consumer tech event, was recognised twice at the **AEO Excellence Awards 2026**, winning in the categories “**Best International Show – Europe**” and “**International Marketing Campaign of the Year – Trade**”. The AEO Excellence Awards were held on Friday, in London and celebrate outstanding achievements across the international events industry.

By presenting the “**Best International Show – Europe**” award, the jury recognized IFA as an outstanding international trade show format in Europe. In its statement, the jury highlighted IFA’s bold and compelling evolution:

IFA Berlin presents an authentic, outstanding success story that testifies to a well-thought-out, strategic repositioning and the industry’s regained trust—marked by the return of major brands and a significant increase in visitor quality. The mix of trade visitors, consumers, media, and experiential offerings is truly impressive and goes hand in hand with regained industry relevance and significant economic growth. The ambitious scope, complexity, and data-driven approach are exceptional; combined with a strong recovery of brands and measurable results, this distinguishes IFA as a compelling and differentiated market leader. In a challenging market for technology and retail, this team has not only kept the ship on course but completely reinvented the trade show—a move that was also very well received by visitors and exhibitors.

This is also reflected in the name: the former “Internationale Funkausstellung” was renamed “Innovation for all” on the occasion of its 100th anniversary.

The marketing campaign for IFA Berlin 2025 also impressed the jury. In the “**International Marketing Campaign of the Year – Trade**” category, the jurors recognized the brand’s significant transformation: “A fantastic campaign with an impressive track record: doubled ticket sales, a significant improvement in NPS, increased visitor numbers, the acquisition of high-quality brands, and outstanding sponsorship revenue—all achieved through the skillful use of technology and data analysis, which led to extremely successful lead generation. The IFA Summer Garden, as a festival addition, was also a resounding success: the use of a strong influencer network within the context of a music festival with 20,000 visitors created an unforgettable brand moment.”

“This double award is a strong endorsement of IFA’s successful evolution,” said Leif Linder, CEO of IFA Management GmbH. “It shows that our strategic repositioning, our close collaboration with the industry and

our focus on relevant experiences for trade visitors, media, brands and consumers are being recognised internationally. Our thanks go to the entire IFA team and to our partners, who made this success possible.”

The AEO Excellence Awards are among the events industry’s most prestigious accolades. This year, more than 900 event professionals came together for the awards ceremony in London. The awards recognised achievements across organisers, venues, suppliers and service providers, including commercial success, innovation, audience engagement, sustainability and social impact.

Register for IFA 2026

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](#)

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. The event takes place every year in September in Berlin.

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

Journalists can apply for accreditation for IFA 2026 [here](#).

Experience IFA with your ears (Innovation For All - The IFA podcast): open.spotify.com

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