



**Press Release**

## **IFA Berlin as a Platform for Content Creators: Samsung Is the Main Sponsor of the Creator Hub**

*Berlin, 13.07.2026* – IFA, the world's leading event for home and consumer tech, is expanding its digital storytelling efforts and bringing a strong partner for the creator ecosystem on board: Samsung will become the official main sponsor of the IFA Creator Hub. When the global digital community and leading international brands come together in early September, the Berlin Exhibition Grounds will become a hotspot for trade, trade visitors, the media, and, increasingly, the creator industry. From here, IFA will become an international social media event: creators with wide reach will use their channels to bring forward-looking trends, product innovations, and special trade show highlights directly to the screens of their communities – reaching Gen Z and digital natives worldwide – in real time.

### **The Creator Hub: Where Content Is Created and Reach Grows**

During IFA, the IFA Creator Hub serves as the central platform for influencers, content creators, and streamers from around the world. At the Palais am Funkturm, they have access to fully equipped streaming studios, podcast spaces, and creator spaces for live productions and digital storytelling. The Hub brings creators, brands, and communities together and creates space for authentic content, creative collaborations, and new partnerships. In addition to networking opportunities and workspaces, masterclasses round out the comprehensive offering.

As the main sponsor, Samsung will shape the Creator Hub with its own program and interactive formats. The goal is not only to raise the profile of content creation but also to actively promote it and create new opportunities for creative exchange.

### **IFA moves into town with Samsung**

In 2026, Samsung will relocate its IFA presence – with a focus on specialist trade, the B2B audience, and the media – to the city. This event format is an official part of the IFA program and brings the successful tech show to an urban setting. Starting September 2, 2026, product presentations and opportunities for direct interaction with the B2B community will be offered to trade and media professionals at Humboldt Carré. Access to the event during the trade show days requires an IFA trade visitor pass. The company will share further details shortly.

*"IFA is a meeting place for global brands, media, startups, retailers, industry experts, and tech enthusiasts. At the same time, it is increasingly evolving into a platform for the creator economy. As the world's leading event for home and consumer tech, IFA brings together innovations, brands, and people, creating stories that live on later on social media, streaming platforms, and in digital communities," says Leif Linder, CEO of IFA Management GmbH. "The Creator Hub is the home for content creators, and we are very pleased that Samsung, as the main sponsor, is investing in this important part of IFA. Together with our partner Samsung, we are also extending IFA into downtown Berlin with their new exhibition concept."*

### **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 premier 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 September in Berlin.

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

For more information on IFA Berlin 2026: [www.ifa-berlin.com/de/](http://www.ifa-berlin.com/de/)

And here's the link to the Creator Hub: [IFA Creator Hub | IFA Innovation For All](#)

Listen to IFA here (Innovation For All – The IFA Podcast): [open.spotify.com](https://open.spotify.com)

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