

# IFA 2024

## Our 100th Anniversary Year

Be a part of history at our incredible centenary celebration





# 100 Years of Shaping the Future: Celebrating a Century of Human Ingenuity and Innovation

IFA is the world's leading consumer electronics and home appliances trade show. Every year, the event connects leading global tech powerhouses, industry gurus, global icons, international media, entrepreneurs, investors, retailers and more, to foster knowledge sharing, build business relationships, and inspire the next era of technological breakthroughs, propelling us towards a more interconnected, sustainable, and inventive future.

In 2023, more than 182 000 visitors attended IFA Berlin from 138 countries. Our centenary celebration promises to be an extraordinary occasion, commemorating 100 years of remarkable technological progress and innovation that have profoundly shaped the realm of consumer electronics and appliances.

Join us in at our 100th year, to discover more about this exciting future, and how IFA 2024 is the ultimate platform to help you enhance your brand exposure.





# A Glimpse into IFA 2024

## 100 Moments

An integral part of the IFA team's vision for 2024 is the concept of '100 Moments' which will bring visitors in touch with innovations and celebrate the moment. It presents a unique opportunity for exhibitors to be a part of something truly extraordinary.

In a city wide takeover, the concept will transform Berlin into a global hub of technology and innovation for an entire week, featuring various events within the fairgrounds and throughout the city. This centenary edition promises to provide 100 unique cultural moments that encapsulate the essence of IFA, offering a glimpse into the future while honouring a rich legacy.

These exclusive activations will offer your brand an unforgettable level of exposure, establishing your presence as a key participant at such a historical occasion.



## Sommergarten

From live concerts to cooking workshops, panel discussions, live games, DJ booths, IFA sports and many other fun and engaging activities for children and adults, the IFA Sommergarten is back in 2024!

Sommergarten is one of Berlin's most extraordinary music venues which hosts concerts exclusively during IFA for over 12,000 exhibitors, guests and Berliners for five days. Every evening, both national and international stars from a variety of popular musical genres perform on Sommergarten's main stage in the grassy oval at the heart of IFA.

This incredible venue will provide a number of exciting sponsorship opportunities for all exhibitors. Ranging from the main stage bar sponsorship packages, all the way through to more tailored and bespoke packages, it's a brilliant chance to amplify your brands presence at IFA. Get in touch to find out more.





# Join World Class Brands

Exhibiting at our 100th year will provide an unparalleled opportunity to showcase innovative technology, connect with industry leaders, and contribute to the ongoing legacy of consumer electronics. It's a unique platform to demonstrate cutting-edge products, collaborate with renowned brands, and shape the future of technology on a global stage. Join us at the world's best tech trade show and help shape innovation for the next 100 years.

Here are just some of the incredible brands that took part in 2023. Many have already secured their place for our 2024 show and now is the perfect time to join them.

## Brands at IFA 2023

**AEG**

**beko**



**BOSCH**  
Invented for life

**dji**

**fitbit.**

**GRUNDIG**

**Haier**

**Hisense**

**HONOR**

**HYUNDAI**



**LG**

**LOEWE.**



**Midea**

**Miele**

**Panasonic**

**SAMSUNG**

**Shark|NINJA**

**SHARP**

**SIEMENS**

**SONY**

**TCL**

**VESTEL**

**YAMAHA**



# IFA in Numbers

We want to make sure you have everything you need to make an informed decision about exhibiting with us. Here are some of our headline stats from IFA 2023 and we are happy to share more with you on request.



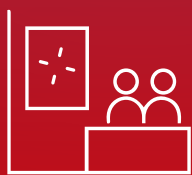
## ATTENDEES

**182,000** attendees from 138 countries including 67% trade visitors



## MEDIA

**2,647** total media representatives from 101 countries



## EXHIBITORS

**2,285** exhibitors from 49 countries covering 130,000 sqm of floor space



## CONTENT

**850+** Leaders Summit attendees

**82%**

of exhibitors said they are likely to return for IFA 2024

## IFA EXHIBITORS BY REGION



Europe  
53%



Asia  
41%



North America  
6%



# Maximise your ROI

There are so many wonderful reasons to join us at our 100th anniversary year and here at IFA, we want to tailor the perfect experience for you, ensuring you get maximum exposure for your brand. Here are just some of the reasons to join us in 2024.

## Our 100<sup>th</sup> year

This promises to be our biggest, best and most celebrated event to date. Putting it simply, you won't want to miss it.

## Extend your brand globally

138 countries were represented at IFA 2023 making it one of the most international events in the world.

## Network

Enjoy multiple meeting locations around the show and our official event matchmaking app, which allows you to plan meetings before, during and after the show.

## Launch new products

To an engaged audience. Secure new investment and business from over 180,000 world class retailers, distributors and consumers.

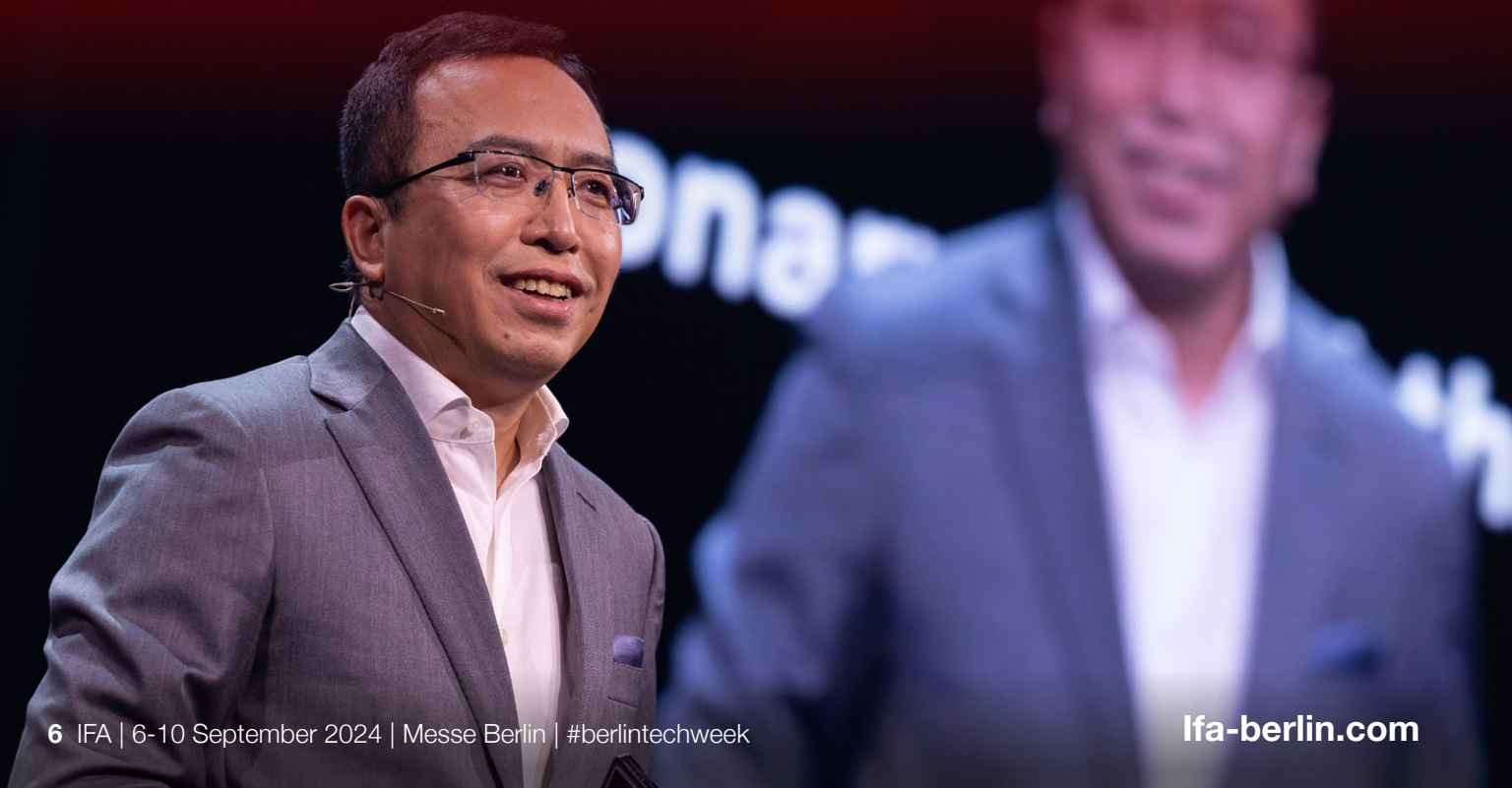
## Meet decision makers

Over 60% of Trade Visitors have significant influence on buying decisions with many looking to do business on the day.

## Keynotes and Conventions

IFA Keynotes on the Main Stage offers exhibitors a truly exclusive platform to launch the most exciting, groundbreaking latest products and innovations in front of senior decision makers and buyers. In addition, our entire show agenda, across 5+ stages, will provide attendees with presentations from top tier, must-see industry and business leaders.

At IFA 2024, our cutting edge program, offers you multiple branding and sponsorship opportunities that will give you visibility in front of thousands of engaged attendees.



# Trade Visitors

IFA is the ultimate platform for demystifying the sector through face-to-face interactions with world class retailers and senior decision makers. We pride ourselves on ensuring you will meet exactly who you want. Our commitment ensures busy halls full of thousands of buyers, influential decision-makers, and key figures from the global tech landscape.

## PRIMARY PURPOSE OF VISIT

New business contacts	29%
Information about new products and applications	20%
Information on new technologies and developments	13%
Meeting current business contacts	11%
Meet investors	10%
Brand awareness	9%
Fundraising	5%
Media engagements	3%
Other	1%

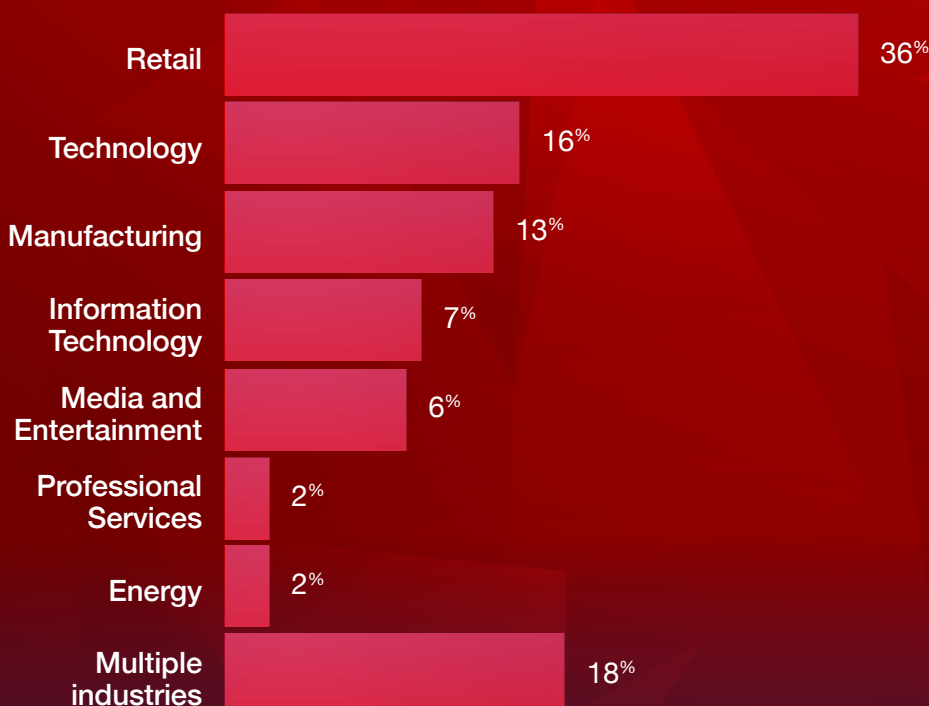
**85%**

of trade visitors  
said attending IFA  
is important to their  
business

**60%**

of trade visitors  
said have influence  
on buying decisions

## PRIMARY INDUSTRY OPERATED IN



## IFA ATTENDEES



**GRAND TOTAL**  
**182,000**

# Media Coverage

IFA Berlin receives extensive media coverage from 5,000+ international broadcasters and PR agencies and our 100th year will be our biggest yet. You will not only get access to this incredible media landscape but the earlier you book, the wider coverage you will receive in the months leading up to the event.



**2,647**  
Media  
representatives



**84.2K**  
Online articles



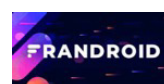
**169Bn**  
Potential reach



**64K**  
Social media  
articles

## Broadcasters and Press

A distinguished array of renowned broadcasters and press outlets extensively covered the IFA 2023 event, providing comprehensive insights and analyses on the latest innovations, trends, and breakthroughs unveiled during this influential gathering.





# Show Areas

To maximise ROI for our exhibitors, our floor plan is segmented into categories to seamlessly connect specific retailers, distributors, consumers, and media with relevant products and services.



## AUDIO

Whether it's showcasing the next innovation, or looking into the future of features like noise-cancelling, true wireless, and spatial audio, IFA is where you come to find the cutting edge in audio.



## CONTENT CREATION

New for 2024, this exciting creators hub will feature hardware, inspirational keynotes and workshops to content creators and audiences.



## COMMUNICATION & CONNECTIVITY

Two of the most important areas that IFA encapsulates by uniting the global tech industry.



## COMPUTING & GAMING

Computer games are advancing at a dizzying rate, moving from a niche concern into a dominant form of entertainment. IFA will be shining a spotlight on this burgeoning world.



## FITNESS & HEALTH

This market is growing exponentially, and there's no signs of it slowing down, IFA showcases the latest gadgets changing the way we live.



## GLOBAL MARKETS

Europe's biggest sourcing platform, where the B2B segment has the opportunity to showcase shelf-ready innovations and products.



# Show Areas



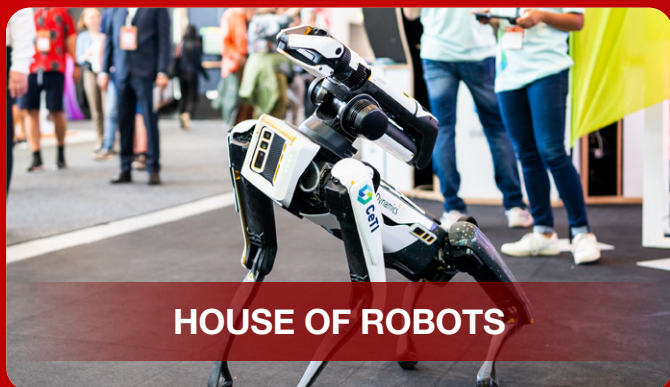
## HOME & ENTERTAINMENT

Global leaders including LG, Samsung, Panasonic, and many more have displayed their latest advancements in consumer electronics at IFA.



## HOUSEHOLD APPLIANCES

Brands such as Electrolux, Haier, Grundig, JURA, Liebherr, and Miele have showcased their innovations and household appliances of tomorrow at IFA.



## HOUSE OF ROBOTS

House of Robots is an area that attendees can gain first-hand insight into how robotics will alter the future forever.



## IFA NEXT

Where global innovators, enthusiasts and key stakeholders gather to shape the future of consumer tech. Meet the next-gen solutions that are transforming how we work, live and play.



## MOBILITY

Humanity is changing how it moves - from e-bikes to eVTOL aircraft, see the companies trying to change the world one vehicle at a time.



## SMART HOME

Attendees can explore innovative smart home products, featuring cutting-edge technology for seamless automation, security, energy efficiency, and convenience.



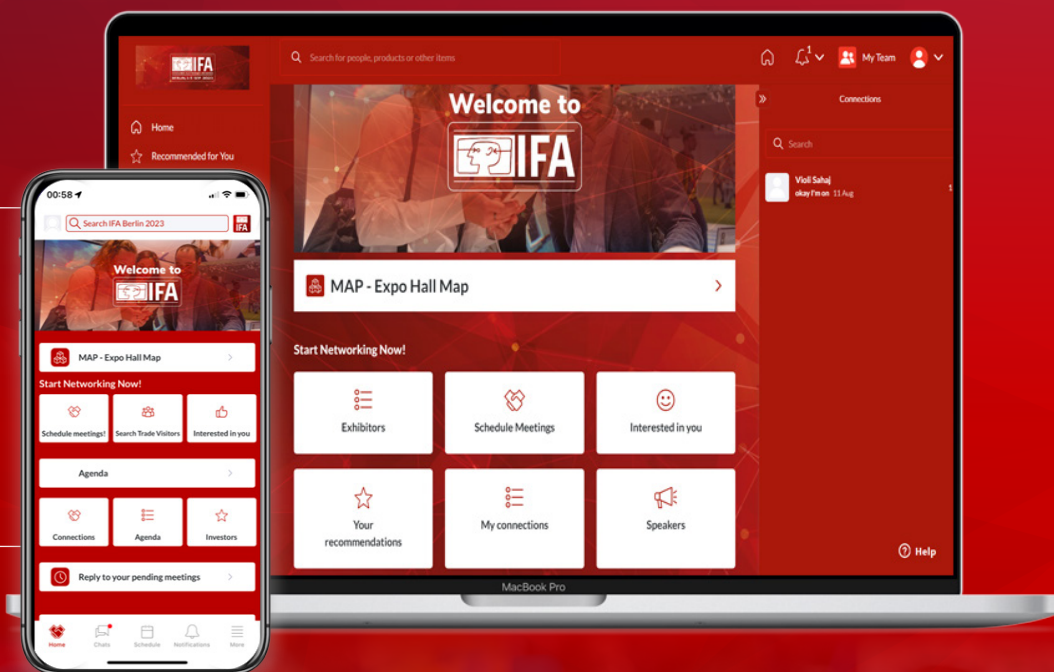
# Networking & The IFA App

At IFA, we know how important it is to be interact to meet with old and new faces over a busy 5 days. So if you need a bit of space and tranquillity, there are numerous places to do just that and get stuck in with new business contacts.

Plus, don't forget our official app and matchmaking tool which allows you to interact with visitors both before, during and after the show. The app is the ultimate digital companion to create the perfect IFA experience and we look forward to enhancing it even further in 2024.

**30,217**  
Total mobile  
downloads

**9,235**  
meetings  
requested



## Contact the Team

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