

IFA RESELLER PARK

4–8 SEP 2026 | HUB27

EUROPE'S NO. 1 FOR
CE, IT & TELECOM DISTRIBUTION

REQUEST YOUR EXHIBITION SPACE NOW



15,000+

TRADE VISITORS

Qualified buyers, distributors, and resellers from retail and e-commerce.



200+

EXHIBITORS

Leading international distributors and service providers from the industry.



60-70%

INTERNATIONAL PARTICIPATION

International share of exhibitors and visitors from more than 100 countries.



26

YEARS OF EXPERIENCE

Jan Nintemann and his team stand for stability, quality, and sustainable growth.

WHY EXHIBIT IN THE RESELLER PARK?



SHORT RECAP VIDEO



MEET TOP BUYERS

Direct access to retailers, e-tailers, system integrators, and distributors from across Europe/EMEA.



INTERNATIONAL REACH

60–70% international exhibitors and visitors – Europe's largest CE distribution hub.



BUSINESS, NOT CONSUMERS

Focus on decision-makers, purchasing managers, and channel partners.

THE FUTURE OF DISTRIBUTION MEETS AT HUB27



GREENTECH



REFURBISHED PRODUCTS



TELECOM



IT DISTRIBUTION



SMART HOME



MOBILITY & CE

Sustainability is our driving force – for a better future for the industry.



For more than 26 years, the Reseller Park has been the central platform for distribution and channel business at IFA.

JAN NINTEMANN

Organizer, Reseller Park



SUSTAINABILITY AT THE CORE

In Reseller Park logistics and in the product portfolios of our exhibitors, GreenTech and refurbishment are key priorities.

STRONG PARTNERS. STRONG MARKETPLACE.

KOSATEC
EMPOWERING GLOBAL INNOVATION

EURES

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ELARABY

SECURE YOUR BOOTH NOW!



SEPTEMBER 4–8, 2026
HUB27 Berlin

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