IFA Innovation For All

Messe Berlin

a project of GLOBALFAIRS Exhibitions for Future

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Reseller Park | HUB27

ALLGEMEINE INFORMATIONEN
GENERAL INFORMATIONS

AUSSTELLERMAPPE
SERVICE CATALOGUE

in cooperation
with our fair constructor

standPunkt

SUSTAINABLE
FAIR CONSTRUCTION & CATERING!

WELCOME TO IFA 2026!

Global Fairs TT-Messe, long-time organiser of the **Reseller Park** at the **IFA** in Berlin, is pleased that you have decided to participate. We would like to welcome you to a successful co-operation.

We have produced this exhibitor folder to provide you with comprehensive information about sustainable exhibition stand construction. The team at **standPunkt Messebau GmbH** is your contact for all matters relating to stand construction.
Your logos and wall graphics print files will be accepted by Mr Markus Piela from **morg*n Medienproduktion**. If you have any organisational questions about your stand, please contact the **Global Fairs TT-Messe** team.

Here are the contact details:

Global Fairs TT Trade Fair
Bohmter Str. 40
D-49074 Osnabrück
www.global-fairs.de

Cristina Moreira Ventura
Sales Administration Manager
Phone: +49 541 97126-11
Mobile: +49 173 4169 736
ventura@global-fairs.de

Dennis Menn
Sales Manager
Phone: +49 541 97126-14
Mobile: +49 1520 5340 714
menn@global-fairs.de

Sven Baumbach
Head of Administration
Phone: +49 541 97126-16
Mobile: +49 1522 4515921
baumbach@global-fairs.de

Cristina McDermid
Office Assistant
Phone: +49 541 97126-13
Mobile: +49 1522 6269580
mcdermid@global-fairs.de

standPunkt Messebau GmbH
Am Bäuerleinsberg 5
D-97837 Erlenbach
www.standpunkt-messebau.com

Winfried Herbert
Project Manager
Mobile: +49 170 9201 726
herbert@standpunkt-messebau.com

Technical contact:
Jörg Schneider
Technician
Mob.: +49 170 9201 729
schneider@standpunkt-messebau.com

morg*n media production
Markus Piela
Phone: +49 511 459459-1
Mobile: +49 170 3036 535
fairs@morgen-print.de

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1. IFA 2026

4 - 8 September 2026

2. Opening hours

04.-08.09.2026 10.00 - 18.00 hrs

Exhibitors may enter the venue daily from 07:00 to 18:00 via Gates 7 (Hub27) and 9 (South Entrance) and via Halls 7 and 21.

Trade visitors are admitted daily from 09:30 - 18:00 via all entrances.

3. Location

Berlin Exhibition Centre
Messedamm 22
14055 Berlin

GPS coordinates: 52.50133°N / 13.27431°E

4. Assembly and dismantling

Structure
24.08. - 26.08.2026
in each case from 08.00 to 20.00
27.08. - 01.09.2026
from 07:00 to 22:00
02.09.2026
from 07:00 to 18:00

Dismantling
08.09.2026 from 6.30 pm to 10.00 pm
09.09. - 11.09.2026 from 07:00 to 22:00
12.09.2026 from 07:00 to 16:00

Please note: Every exhibitor is obliged to staff their stand with qualified personnel from 10.00 a.m. to 6.00 p.m. on each day of the event. Please note that the dismantling of **products, machinery and furniture** is only permitted **on Tuesday, 08 September at 18:30**. No structural dismantling is permitted until Wednesday 10 September.
The dismantling of IFA Berlin ends on Saturday, 12 September at 16:00. **An extension of this date is not possible. Please ensure that your stand construction company is informed of this and that the stand is dismantled in good time to meet this deadline**.

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5. E-Zone / Exhibitor Hub

After registering with IFA, all registered co-exhibitors will receive an automatic e-mail from IFA management with instructions on how to log in to the **E-Zone**.

Here you can manage your stand and your marketing material. You will find the following items in the eZone, among others:

- **Tasks and forms**

Please note: If you have not booked an individual stand in the Reseller Park, you do not need to take care of tasks such as *Stand Plan Approval Form for Non-Complex Stand* or *Stand Plan Approval Form for Complex Stand*; this will be done by our stand constructor for the Reseller Park.

Mandatory Tasks

➔ **IFA Webhub (Website Profile & Co)**

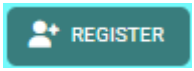
Your space to manage your brand web profile on ifa-berlin.com.
Upload brand content, product launches and standout activations, all in one simple tool.

Marketing Tasks

➔ **Registration of Stand Staff (Exhibitor Badge)**

Here you can see how many **exhibitor passes** have been allocated to your account, create your exhibitor passes and purchase additional exhibitor passes directly if required. IFA Management allocation key: 0-20 m^2 = 3 passes and 1 additional pass for every full 10 m^2 (e.g. stand size 30 m^2 = 4 exhibitor passes (3 for 0-20 m^2 + 1 for 10 m^2)).

Create exhibitor passes for the persons working on your stand. **Exhibitor passes are valid during set-up and dismantling**.
You add your team by clicking on the "register" button.



Once you have registered, you will receive a confirmation email informing you how to collect your badge on site.

Exhibitor badges are intended **exclusively for stand personnel**. Other contractual partners/stand builders can be registered **here**.

Additional exhibitor passes can be ordered **here**.

- **1-day exhibitor pass**
  valid on one day only = €65.00 incl. VAT
- **5-day exhibitor pass**
  valid on all days of the exhibition = €110.00 incl. VAT

Once your order is complete, you can register your additional passes on the **Exhibitor Badges page** page in your Hub.

NEW – Industry Insider
Purchase Industry Insider tickets for **team members** who need access to IFA but are not directly involved in your exhibition stand.
To invite retailers or dealers, use the **Retail Visitor voucher section** instead.

Registering your Industry Insider tickets
Step 1: Purchase the required Industry Insider Ticket(s).
Step 2: After purchase, use the registration form below or share the registration link for your colleagues to register.

⚠️ Registration will be free of charge only after a ticket has been purchased. If a ticket has not been purchased prior to the registration being made, payment will be required at the point of registration.

- 1-day ticket: €65.00 incl. VAT
- 2-day ticket: €90.00 incl. VAT
- 5-day ticket: €110.00 incl. VAT

➔ **Click here to go directly to contractor registration**
Registration as a service provider grants you access during the official set-up and dismantling times of the IFA. Please note that registration as a service provider does not grant you access during the open days of the trade fair.

➔ **Set up SmartScan**
SmartScans enables you to easily scan, qualify and evaluate the leads you come into contact with at IFA. Digitally capture leads on the show floor. Add customised questions at any time. Export leads on demand for quick follow-up to maximise sales success.

For more information, click here: **SmartScan Information - English**

➔ **Invite Guests**

In this section you can request discount codes to send out to your guests to use to register for IFA Berlin 2026.
Please submit how many codes you require below in the 'Request Discount Codes' section and select 'Submit'.
You will receive an email once your discount codes are ready to view on this page within your Exhibitor Hub.
Once ready, you will be able to view and download your discount codes.
You can also track who your discount codes have been used by in a table.

Ticket Type	Price
1 Day	€30.00

Please Note: You will only be charged per code redeemed.
Please contact **support@ifa-management.com** with any questions

***These tickets are only for retailers, buying group members or dealers. These cannot be used for Exhibitors or general public visitors. Please note that there will be a verification process and registrations that do not fit into these groups will be cancelled.**

- **Exhibitor handbook – Useful Information**

  ➔ **Click here to go directly to the useful information**

  Here you will find important information and contacts that you may need. For example, where can I find the nearest pharmacy or is there a trade fair shop at the exhibition centre, etc.

If you have any questions about the E-Zone, please contact the **support team**:
support@ifa-management.com or +44 1514 531 904

6. Hostesses

Please note that your stand must be manned within the official opening hours (10:00-18:00) on all days of the fair!
It can be helpful to book a host/ess as support.

IFA Management GmbH collaborates with the following hostess agency:

Sapeur GmbH
Contact phone: + 49 30 - 51 30 79 44
Contact email: kr@sapeur.de
Website: www.sapeur.de

Address:
Sophiestr. 18
10178 Berlin
Germany

And here you will find other agencies we have worked with in the past:
www.professional-performance.de, www.nextfair.de, www.kelly-faces.com, www.instaff.jobs

Please organise the hostesses you require **in good time**, as it is often difficult to find suitable staff at short notice.

7. Reseller Park Business Lounge

Only exhibitors with their entire stand personnel and their select few top VIP guests with valid IFA tickets and the wristbands provided by us are entitled to enjoy a hot meal in the Business Lounge – this will be checked both at the clearing entrance to each lounge and again at the buffet – it is also in the interest of the exhibitors.

You will receive a certain number of catering wristbands from our team on site, which must be presented at the buffet.

Outside of lunchtime, you, your stand personnel and your customers are of course welcome to use the Business Lounges, where you and your guests will receive free hot and cold drinks.

8. Plan your visit

IFA Berlin is committed to ensuring that your journey is as safe, smooth and comfortable as possible. To help you with your planning this year, **here are** IFA's official accommodation and travel partners to support you and ensure you get the best value for money.

Accommodation

IFA Berlin has officially partnered with EventBeds™ by NuBreed Hotels to give this year's exhibitors and attendees access to exclusive discounts at carefully selected hotels near the event.
Save up to 30% compared to a direct booking and benefit from completely flexible prices.

Due to increasing demand, we recommend that you book as soon as possible via the EventBeds™ booking widget.

-> Book now

Travelling

Deutsche Bahn IFA 2026 event tickets
With the Deutsche Bahn event ticket, IFA guests can now travel in a relaxed manner, at the best price and CO2-free. The spectacular offer includes every DB station to our event, but that's not all - your City ticket is also included. This is how sustainable events start.

-> Book now

Special fares of the Lufthansa Group airlines
The link will take you to the booking platform. The discounted rates are automatically displayed with the event code **DEAPYRN**.

-> Book now

Travelling to IFA by public transport

S-Bahn
End of the line: Messe Nord/ICC, Messe Süd
Click here for the train connections.

Underground
U2 (underground line U2: timetable and stops)
U7 (underground line U7: timetable and stops) - Continue by bus

Buses

Bus route 139: Timetable and stops
get off: S-Messe Nord/ICC
runs between Werderstr. (Spandau) and S-Messe Nord/ICC
Underground stations on the route: U Paul-Stern-Str. (U7), U Rohrdamm (U7), U Siemensdamm (U7), U Kaiserdamm (U2)

Bus route 143: Timetable and stops
get off: Exhibition Centre/ICC or U Theodor-Heuss-Platz
runs between Brixplatz and Planetarium (Insulaner)
Underground stations on the route: U Neu-Westend (U2), U Theodor-Heuss-Platz (U2), U Fehrbelliner Platz (U3), U Blissestr./Uhlandstr. (U3), U Berliner Str. (U9), U Innsbrucker Platz (U4)

Bus route M49: Timetable and stops
get off: S-Messe Nord/ICC or U Theodor-Heuss-Platz
runs between: Heerstr./Nennhauser Damm and Hertzallee (via Zoologischer Garten)
Underground stations on the route: U-Wilmersdorfer Straße (U7), U Theodor-Heuss-Platz (U2)

Bus route X34: Timetable and stops
get off: S Messe Nord/ ICC
runs between: Hottengrund-Kaserne and Hertzallee
Underground stations on the route: U Wilmersdorfer Straße (U7)

9. Visa

The Federal Foreign Office informed the visa offices of German embassies and consulates worldwide in a mail decree from July 2013 that a letter of invitation from the trade fair organiser is generally no longer required to apply for a trade fair visa (http://www.auma.de/de/TippsFuerAussteller/Recht/Visa). Furthermore, exhibitors at trade fairs no longer have to pay the visa fee (see also here).

Please refer to this information when applying for your visa. If an embassy insists on a letter of invitation, please contact

- support@ifa-management.com
- Or ifa@globalsources.com

Further information on the visa procedure, the requirements for obtaining a visa, visa fees and application forms in various languages are available on the "Visas and residence" page of the Federal Foreign Office and on the respective websites of the embassies and consulates.

To ensure that you receive your visa in good time before the trade fair, we advise you to apply for a visa as early as possible. You can apply for a visa up to three months before your arrival.

10. Car parking spaces

We generally recommend travelling to IFA by public transport, as there are only a limited number of parking spaces available. Tickets can be ordered via the BECO shop.

Here you will find charging stations for electric vehicles at the exhibition centre.

The ICC multi-storey car park will be open daily. A parking ticket here costs 25 euros per day or 3 euros per hour.
There are a limited number of parking spaces at the Olympiastadion if other events are taking place at the same time as IFA. If you decide to park here, please take the S-Bahn to the exhibition centre. There will be no shuttle buses from the Olympiastadion to the exhibition centre. It is recommended that you enquire about parking facilities directly at the Olympiastadion before travelling.

Here you will find further chargeable car parks along the S-Bahn route on the way to Messe Berlin: Car park recommendations IFA (PDF, 1.1 MB)

There will be no shuttle from Berlin Brandenburg Airport (BER) to the exhibition centre.
Please use the BVG app or Google Maps for your journey by public transport.

11. Deliveries to stand

Would you like to have materials delivered to your stand?
Please provide the following information:
Please enter the name of the contact person who is on site to receive the parcel.

Company name + HUB 27 + stand no. *(-> for the exact stand no. see stand plan)*
c/o Exhibition Centre of Messe Berlin / IFA 2026
Contact person + mobile phone no.
Messedamm 22
14055 Berlin
GERMANY

Please note that the delivery must be accepted by you at the stand. It is therefore advisable to provide a mobile phone number. The Messe Berlin post office is not authorised to accept exhibitor shipments.

12. Logistics - access and traffic control

To ensure that traffic on the exhibition grounds runs as smoothly as possible, please make sure that you have read all the applicable regulations in the Traffic Guide.
-> Customer Journey English

Messe Berlin's **VisiFair system** allows you to plan your stand deliveries on time. The distributed time slots in the loading zones significantly reduce waiting times at the loading gates, saving you valuable time during set-up and dismantling.

For IFA 2026, access to the exhibition grounds, deliveries and collections for set-up and dismantling on the Messe Berlin site are **ONLY possible with registration and booking of a loading zone**.

Please book slots for your vehicles via the following link:
https://visifair-bookings.messe-berlin.de

Before you can book a loading zone, you must register for the event under Upcoming events. You will need the event code for this.

There is a service charge of EUR 15.00 per hour per booked time slot, payable online only at the time of booking. No cash accepted on site. Bookings can be changed on site up to one minute before the arrival time.

Visifair automatically assigns the nearest entrance according to your hall number.

For vehicles under 12 metres
If you are unable to provide all the relevant information when booking, you will receive a reservation voucher. If you finalise this before entering the exhibition grounds, you will receive an admission ticket with which you can enter directly within your booked time slot.

The admission ticket must be clearly visible in the vehicle during the stay at the exhibition centre.

If you do not complete the missing details in advance, you will not be able to drive directly to the exhibition centre but will have to drive to the specified LogPoint. The time slot will expire if the vehicle does not reach the LogPoint or the gate in time or if the vehicle class is incorrect.

For vehicles over 12 metres
Please report to LogPoint 18 on arrival at the venue. If necessary, bookings can still be finalised at the LogPoint or, if you do not yet have a booking, some can still be made. At the LogPoint, drivers will be issued with the admission ticket authorising them to enter the exhibition grounds, stating their registration number. Please find out in good time how to get to the LogPoint; this is also shown on the reservation form.

The admission ticket must be clearly visible in the vehicle during the stay at the exhibition centre.

Log Point data:
LogPoint P18, Jafféstr. 2, 14055 Berlin
GPS position: 52.503271142923616, 13.266086606023203

-> **Traffic guide (PDF, 461.82 kB)**

13. Freight and courier service: Kuehne + Nagel

Book your services online!

- Organisation of transport from your front door to the exhibition stand or vice versa
- Reloading / positioning of goods from your vehicle to the stand or vice versa
- Temporary storage of your empty or full crates during the trade fair
- Hire of various specialised equipment for material transport

You can find more information here or here.

Freight:
Kuehne+Nagel has been appointed as IFA's official and only logistics service provider, covering freight forwarding, transport and warehousing. Kuehne+Nagel is the only provider authorised to use forklift trucks and other lifting equipment on the Messe Berlin exhibition grounds.

In addition to these on-site services, K+N can also offer the following:

- Sustainable international transport options to/from the exhibition
- Customs clearance - permanent or temporary
- Services for forklift trucks, transport trolleys and pallet trucks
- Hire of material handling equipment such as scissor lifts
- Clearance of goods on site
- Storage of empty goods or general goods

Exhibitors and their contractual partners who wish to place an order for IFA can do so directly via myFairLOG.

Information on shipping and tariffs can be found here, information on local tariffs here.

If you have any questions, please contact us:

Enquiries from new exhibitors/contractors: alex.walton@kuehne-nagel.com
On site: clarion.events@kuehne-nagel.com

14. Trade fair shop

The Trade Fair Shop at the Berlin Exhibition Centre, which is located in the entrance area of Hall 6.2 opposite the Summer Garden, offers exhibitors a wide range of trade fair supplies for the stand construction team.

Accepted credit cards: Mastercard, VISA

Opening hours:
25 August - 13 September 2026 / 09:00 - 18:00
Contact: +49 30 3038 5738

Further information is available here.

15. WLAN

We provide you with high-speed WLAN on your stand, including additional antennas for better reception.
WLAN Internet access is provided with non-public IP addresses (DHCP). This mobile access type enables unrestricted browser use, e-mail transfer and file download and does not support a direct web presence on the Internet, no routers and proxies and only limited VPN use.

You will receive the necessary access data in person at the trade fair.

16. Advertising opportunities in the Reseller Park

- Sponsorship packages (high visibility)
- Wall graphics in the highly frequented business lounges for self-promotion

Please contact us if you are interested.

17. Value added tax

Due to the legal regulations in Germany, Global Fairs TT-Messe proceeds as follows when calculating sales tax:

Companies based in Germany: The statutory sales tax is charged here.

Companies based in an EU member state:
According to the registration form, the company must provide a valid sales tax identification number upon stand registration, which will be checked. If the check is successful, **no VAT** will **be** charged. As we charge for **stand space and services**, the EU reverse charge procedure applies here. If the identification number is missing or the result of the check is negative, the statutory VAT will be charged in full.

Companies based in a third country (not EU):
In this case, VAT can only be waived if:

a) a certificate of residence or company certificate from the foreign tax authority is submitted (pdf is sufficient)
b) an excerpt from the commercial register is presented, which clearly shows the entrepreneurial status

A tax or registration number is not sufficient here, as this cannot be verified. Without such a certificate, the statutory VAT must be charged in full. It must include at least the address, company description and tax adjustment of the respective country.

18. Exhibition insurance

Please ensure that you do not leave any valuables (notebooks, mobile phones, etc.) unattended and unsecured at your stand. In the event of theft, all insurance cover will be cancelled. Please note that exhibits are **NOT** covered by the insurance: The exhibition stand is insured under our public liability insurance - but not the exhibits and products you bring with you.

We recommend that all our exhibitors insure their exhibits for the duration of the exhibition, during transport to and from the stand **and any interim and subsequent storage, if valuable goods are to be exhibited on the stand.**

B. Promotion and PR services

Europe's Channels should know that your company is exhibiting at the fair!

1. How Global Fairs promotes your trade fair presence

- **Channel campaign "SuperReseller | Centre of SmartBuilding"**
Do you have new products or current offers that you would like to present as highlights at the trade fair? Would you like to present your products/services and offers to all relevant trade channels and/or invite them to your stand at a low cost, effectively and in the highest channel circulation available for this trade fair in D.A.CH. and Europe?

  Then book a full 4c page in our channel brochure for the trade fair now. This trade fair brochure will reach a channel circulation of 220,000-300,000 in leading trade publications and online newsletters in the ICT and CE sector! **No other publication reaches so many channels with this circulation.**

  Thanks to the record B2B circulation and by reaching your channel target group multiple times, **every** reseller and market participant for SmartBuilding, IoT, CE + IT & Telecom, building planners and managers as well as installation companies will become aware of this campaign! You will also receive top advertising prices!

  For your booking, please call or send an e-mail:
  Jan Nintemann
  Phone +49 541 97126-0
  nintemann@global-fairs.de

  A binding booking and the printable advert must be received 8 weeks before the start of the fair!

  ➔ The SuperReseller appears before all trade fair projects if at least 4 advertising pages have been booked (usually at major international trade fairs). Even if the SuperReseller is not published, we always ensure optimum visibility for all exhibitors through our press publications and adverts via many media partners!

- **Further PR measures**
We also promote your trade fair participation with many other measures, e.g:

  - **Targeted online approach** of trade visitors through our media partners **Channel Media Europe, Channel Online service providers** and **our own newsletters.**
  - **Joint adverts** in daily trade fair newspapers with presentation of the logos of all our co-exhibitors
  - **Joint banner** with presentation of the logos of all our co-exhibitors at the entrances and in the lounge areas of our theme parks.