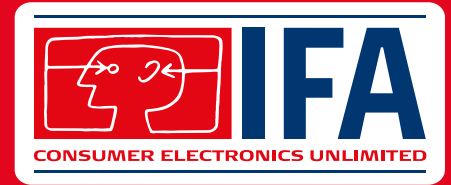


ALL ABOUT INNOVATION



Official MEDIA PARTNER based on a MUTUAL AGREEMENT

Be part of IFA and get the most out of the innovating global tech-show taking place in September in Berlin. Benefit from our range of barter packages and don't miss out on the chance to become an IFA Global Media Partner in 2020.

The mutual agreement is an exchange between two companies that leads to a win-win situation. Each company receives a service with the same media value without having to pay any monetary consideration. Please note: In this mutual agreement media performance is offset against media performance. Therefore, travel subsidies or stand areas cannot be part of the arrangement.

STEP by STEP to a great DEAL

- 1** Create your individual package from our range of services. Some services, such as the placement of your logo in our newsletter mailings, are limited. We reserve the right to close these options as soon as the limit is reached.
- 2** Propose your counter-performance suggestions.

Examples for possible counter-performances:

Print ads
IFA News microsite
Social Media postings
Bylined articles by IFA executives
Email blasts to subscriber list

Podcast features with IFA executives
Dedicated YouTube channel
IFA logo placement on YouTube channel
IFA banner placement on website
Video content exchange

We are open for further ideas from your side. Please list them in the appropriate field below.

- 3** Complete and sign the form below and send it to us as well as your media package.
- 4** Once all details have been determined, a letter of intent is signed by both parties.
- 5** Mutual fulfilment of the agreed media services within the specified period ends the business.

ALL ABOUT INNOVATION



Put together your own individual MEDIA PACKAGE:

Naming as an „Official Media Partner“ (3.000 €)

List logo & link on IFA...

Website (2.000 €)

Newsletter (3.000 €)

Banner ad in Trade Visitors newsletter

Integrate logo in digital IFA Next events (3.000 €)

Integrate logo in digital SHIFT Mobility events (3.000 €)

Tag as Official Media Partner on...

Twitter (2.000 €)

Instagram (2.000 €)

Facebook (2.000 €)

LinkedIn (2.000 €)

Integration of your logo in digital formats of IFA

Live stream logo wall (5.000 €)

Interview wall (5.000 €)

Additional service suggestions (please add the corresponding value):

Total media value

Your counteroffer of the same value:

Company name:

Name

Date

Signature

ALL ABOUT INNOVATION



Request for data

If one of the following services is part of your personal media package, please provide us with the correct format.

Banner ad in Trade Visitors newsletter

580*80 px

JPEG, PNG

Link to your website



Logo in IFA newsletter

380*145 px

JPEG, PNG

Link to your website

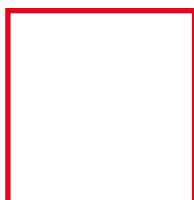


Logo on IFA website

337*337 px

PNG

Link to your website



ALL ABOUT INNOVATION



What does IFA stand for?

The IFA is the world's most influential retail trade show for consumer electronics and home appliances and has been hosted by Messe Berlin since 1924.



238,721

attendees
from 133 countries/territories
(excl. exhibitors)

including **154,996**
trade visitors



1,800

keynote attendees
from 55+ countries/territories

World-class leaders
delivering visionary keynotes

including **82,739**
international
trade visitors
from 133 countries/territories



5,293

attendees at
IFA Global Market
senior level & decision makers

786

exhibitors
from 19 countries/territories



1,939

exhibitors
from 52 countries/territories
covering 285,000 square meters/
163,900 net square meters

over 1,5 M

business
meetings



5,361

total media
representatives

2,798

international
media
and industry analysts

Providing international coverage
in more than 160 countries



4,7

billion €
order volume
during the show