

**Be there when new  
products make  
their debut.**

# **IFA 2010**

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and make the most of the many  
advantages that are available.**

**Welcome to  
the 50th IFA!**



**3-8 September 2010**

**[www.ifa-berlin.com](http://www.ifa-berlin.com)**

**gfu** Gesellschaft für  
Unterhaltungs- und  
Kommunikationselektronik

 **Messe Berlin**

# Segmentation at IFA 2010

The most important consumer electronics trade fair and the leading brands from the home appliances industry offer you a simple and clear structure which you can only find at the IFA.

As the world's one-of-a-kind communications and sales platform, the IFA sets the standard.

IFA's seven segments present the entire spectrum of brands, products and innovations which retailers will all sell under one roof right after IFA.

## **Advertising display areas at IFA**

Giant posters, flags and banners on the IFA grounds and in the vicinity of IFA can turn your appearance at this trade show into a wide-ranging campaign to boost your own image, with immediate effect. This is vital for attracting the maximum attention and ensuring that you stand out from your competitors.

The indoor and outdoor display areas at IFA are always in great demand and will focus attention on your brand at this outstanding event for the public and the media.

## **IFA sponsorship**

Acting as a sponsor at IFA 2010 can really make a big impression. There are many ways you can turn the spotlight onto your brand, from big occasions such as the IFA Opening Gala and the various press events, as well as special sections like the International Trade Visitor Reception and the packages for trade visitors.

Sponsorship of IFA and of the International Press Conference 2010 and the use of our specially prepared sponsorship concepts will make a really effective partner of an equally effective IFA.

# Are you ready for your next big appearance?

## Early Bird tickets for exhibitors at IFA 2010

Reserve your stand now for IFA 2010 and benefit from our Early Bird discounts and numerous other advantages.

Applications received by 9 September 2009 qualify for a discount of 10% on the stand rental, as well as on all the marketing offers for advertising display areas, sponsorship and the internet. A 5% discount is also available on the stand rental for applications received by 15 November 2009.



# Contacts at IFA 2010

## Your personal contacts

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### **Information about Berlin and hotel reservations**

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(0,12 Euros/min.)

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Berlin Tourist Information

hotels, tickets, information:

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[www.berlin-tourist-information.de](http://www.berlin-tourist-information.de)

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