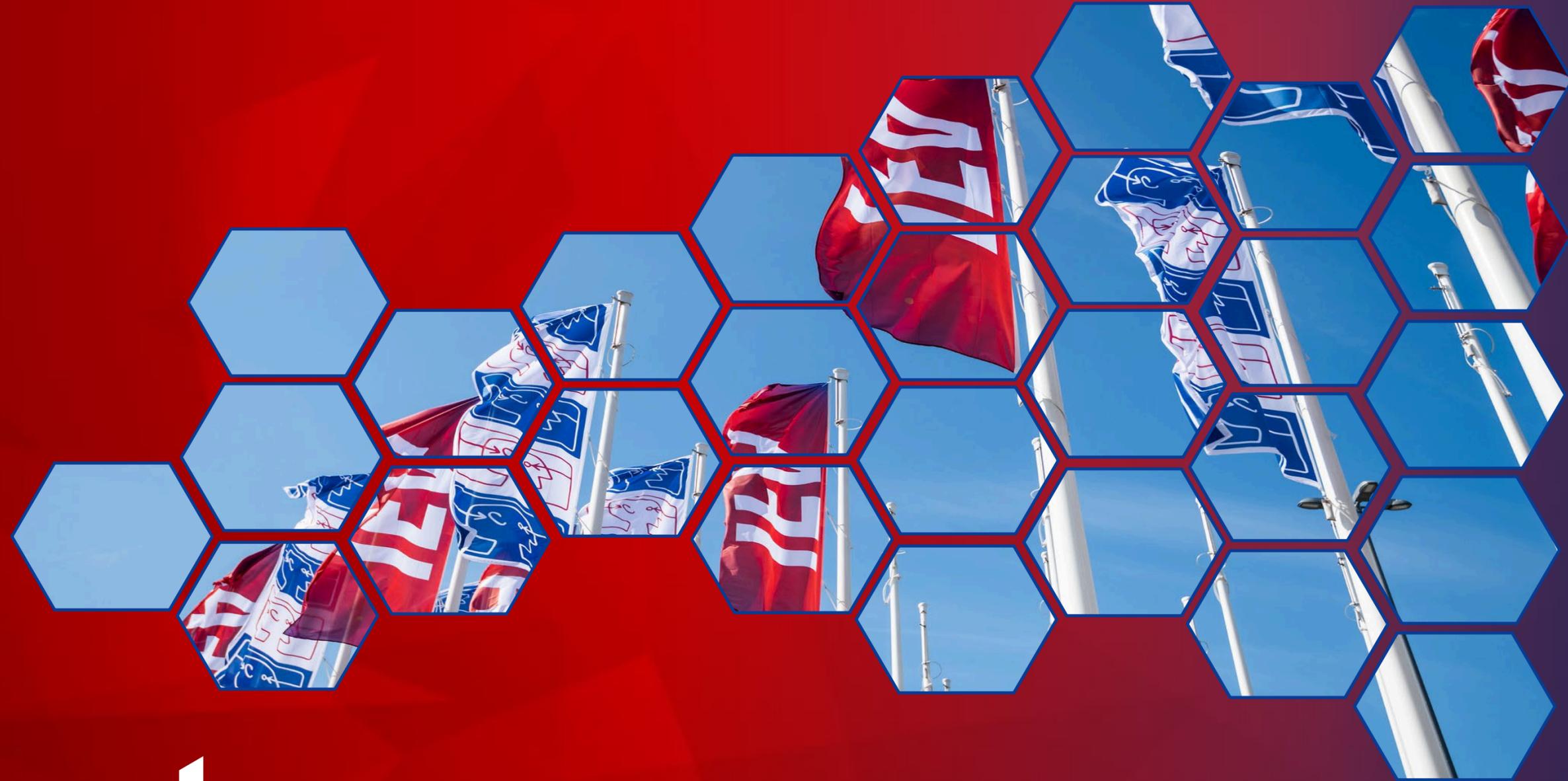


CELEBRATE 100 YEARS WITH US



BERLIN, 6-10 SEP 2024



# IFA Next

**350+ Exhibitors**  
**38 countries**

**400+ Investors**  
**56 countries**

**+€580bn AUM**

# IFA Next

## Innovation without limits

Messe, Berlin, 6-10 September 2024

### Why is IFA Next different?

IFA's unparalleled ability to draw in both consumer and business audiences next to global press and media makes IFA Next the place to be. In fact, no other event attracts a consumer audience like we do.

Bringing together professionally curated innovation drivers and changemakers with their customers, industry backers and the global media.

From the world's leading brands, challengers, startups, and academic institutions, we are a platform for the hottest products, solutions, and perspectives from the global innovation community.

### Who is IFA Next for?

**For innovation consumers and backers**, who shape the future of consumer tech with their buying, investing, and advocating activities: consumers, retail industry, influencers, the media, academic institutions, early-stage investors, thought leaders, and more.

**Experience innovation** like never before and stay at the forefront of what's upcoming in consumer tech.

**For innovation drivers and changemakers**, whose peerless efforts weave the future of consumer tech with world-changing solutions: corporate and industry labs, startups, country pavilions, and more. **Showcase your innovations** and shape the future with new partnerships and global brand exposure.

### EXPERIENCE INNOVATION

as impacting our daily lives, from inception to perfection.



### FIRST LOOK

at the upcoming high growth areas and solutions.



### EXCLUSIVE INSIGHT

into the latest tech trends and forecasts.



### BE A PART OF THE FUTURE

through new and fruitful partnership opportunities.

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# IFA Next 2024

## Inspiring how we live, work and play

### 100 Years of Innovation

As we create an environment without boundaries, IFA Next is focusing on the places where we use tech cutting-edge technology and how it is evolving in our every-day life.

Join us for carefully curated features and exhibitions of the hottest solutions in town.

Discover hundreds of global brands that are inspiring how we live, work and play, as well as this year's core themes around sustainability and AI.

A taste of what's to come:

- **How we live:** wearables, energy, home automation, mobility and more.
- **How we work:** connectivity, home office, cyber security and more.
- **How we play:** metaverse, content creation, AR/VR, home entertainment and more.

### “What's HOT in 2024?”

As we build the bridge to the future, we start by showcasing the best of the best today: **next-gen gaming, the newest frontiers in immersive tech, the forefront of connectivity, the future of mobility,** and more.

IFA's advisory board will hand pick the most exciting products in 2024 from the IFA exhibition and beyond to display in one central place at IFA Next.

### Dream Stage and Launch Stage: Experience the Future

A glimpse of the future of consumer tech from the world's leading minds, and a platform to peek over the horizon and discover the cutting-edge solutions coming to market.

The IFA Next Dream stage is the destination for inspiration. With keynotes from futurists, industry evangelists and world class product development teams from both inside and outside of home and consumer electronics.

The Launch stage features product showcases and the pitch battle competition for a first look at the exciting products and teams driving the consumer tech industry forward.

### IFA Innovation Summit: Shape the Future

We take on the big challenges surrounding innovation, helping the business community accelerate today's concepts into tomorrow's household brands, products and solutions.

The IFA Innovation Summit will run alongside IFA Next, providing non-stop opportunities to connect with peers, potential partners, buyers, investors, LPs, and other industry leaders.

From executive briefings and round tables, masterclasses and workshops, one-to-one matchmaking, and exclusive networking receptions.



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# IFA Next

## Exhibit

Celebrating IFA's 100 years at the forefront innovation, elevate your brand to the forefront of innovation looking forward with IFA Next 2024.

Join the world's most exciting innovation community that is committed to helping you change the world and inspire how we live, work and play.

Stand apart from your peers with new and exclusive partnership opportunities, business contacts and insights.

### Exhibitor Packages\*

All exhibitor packages are pre-built and available for the entire duration of the conference, 5 days.

**Pod (2 sqm):** €1,200

**Booth (5 sqm):** €3,000

**Premium (10 sqm):** €6,000

Additional branding and marketing opportunities to boost your brand exposure are available through our IFA Next Partner sponsorship package. Space-only opportunities are available on request for 20sqm+.

### Availability

Due to limited space availability, we are prioritising innovative solutions that can inspire our visitors and that are poised to disrupt respective markets.

- Our **Live, Work** and **Play** zones are for mature startup innovators: Series A+, with some allocation for high quality seed round ventures.
- Our **Sustainability** and **AI** zones feature are for mature startup innovators: Series A+, with some allocation for high quality seed round ventures.
- Our **Inspiration Zone** features are for the earliest innovators: Pre-seed ventures only.

## Why Exhibit?



### ELEVATE YOUR BRAND

in front of corporate innovators, global investors, potential partners and customers



### STAND SIDE-BY-SIDE

with the most disruptive innovators and the world's biggest brands



### DISCOVER

unique partnership opportunities from venture clienting, to investments and exit



### CONNECT

with international retailers and distributors to extend your reach



### SHOWCASE

your innovations and potential globally with our international media partners

\*All pricing is exclusive of VAT.

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