Reseller Park

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IPT
SnyderMEDIA

GLOBALFAIRS
Exhibitions for Future

BOOKING FORM FOR **IFA 2027**

Reseller Park | IPT Marketplace | Sustainability Area
This form with the associated **Early Bird** discount on the price per square metre is ONLY valid during the period 04.09.2026-30.09.2026

3-7 SEP 2027

IFA
Messe Berlin

SUSTAINABLE
FAIR CONSTRUCTION & CATERING!

1. CONTACT DATA

☐ manufacturer ☐ distributor ☐ importer ☐ service provider ☐ value added reseller ☐ others

company

street

postal code | town

country | VAT-ID no. (EU states only)

email | website

Mr. | Mrs. | Divers | contact person

email

phone | mobile

CONTACT
STEVE SCHUKNECHT
schuknecht@global-fairs.de
+49 173 453 9451

Attention companies based outside the EU:
The VAT will not be charged, if the company provides a certificate issued by their domestic tax authority confirming that the exhibitor is a real existing company or an excerpt of the commercial register proving without any doubt that the company does really exist. If no certificate or register excerpt is submitted, we will be obliged to charge VAT.

2. Invoicing address (if different)

Name | Company

street

postal code | town | country

3. STAND CONSTRUCTION

WE ONLY BUILD SUSTAINABLE – this also affects the individual booths *(according to service catalogue and description of services)*

☐ **FULL FAIR CONSTRUCTION**
incl. full-service package
1,100 €/m² x ____ m²= ____ €

OBLIGATORY EXTRA COSTS **1,875 €**
Service fee
WiFi internet connection
IFA Management:
Media Package Co-Exhibitor
Flat Fee SmartScan Licence
according to the description of services *(Deposits in transit)*

Individual booth[1] possible on request (from 40 m²)
incl. full-service package

[1] only sustainable booth construction by Global Fairs fair constructor

4. BANNERING | WALL GRAPHICS

Look here *floorplan* also *CALCULATION for all size booths*

☒ 1 **On-top logo panel wood decor* incl. 1x company logo (and/or brand logo)**
(horizonzal: 0.5 m high x running front meter)
incl. 1x logo on info counter
rear side, at stand border towards corridor)
per m 95 € x ____ m = ____ €

☒ 2 **Wall graphic**** (or alternatively wood decor*) **on all walls**
(2.5 m high x running side and back wall meters)
delivered & fixed per wall in one piece (full surface graphic),
incl. 2x logo on side panel wood decor* mandatory
(vertical: 1 m x 2.50 m, plus ResellerPark logo)
per m 195 € x ____ m = ____ €

Optionally bookable via the stand constructor:

Blister walls / retail displays with hooks
can be applied by meter, hooks as required incl. in customary number, can be combined with wall graphics/shelf wall

Wall with screwed shelves
can be applied by meter, can be combined with wall graphic/blister wall

Meeting room on the stand incl. standard furniture (see exhibitor folder)

☐ 3 **Our wall graphics were stored last year and we would like to reuse them.**
per m 95 € x ____ m = ____ €

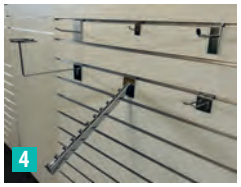
If you need assistance in calculating the cost, we will be happy to help.

* **certified material from sustainable forest management**
** **high quality textile wall graphic to take home and reuse**

NOTES ON THE ABOVE ORDERS:

Logo presentations (mandatory):
The 4 logo presentations (1 x on-top horizontal, 2 x side panel vertical, 1 x rear info counter) are included in the respective price per meter.

Wall graphics or wood decor wall (mandatory):
All walls 2.5 m high as standard. As a rule, all walls as full-surface wall graphics; graphic material made of environmentally friendly textiles, clamped in aluminum frames, therefore basically reusable (to be agreed with the stand builder).
Blister walls / retail displays with hooks: alternative to or combinable with wall graphic
Wall with screwed shelves: alternative to or combinable with wall graphic



Example: blister wall, retail displays with hooks

Example: Shelf wall (white)

Example: Shelf wall on wall graphic

How many wall meters are to be used as environmentally friendly textile wall graphics/wood decor/blister wall/shelf wall is decided by each co-exhibitor himself in consultation with the stand builder.

The wall graphics must be sent to the print shop by e-mail/data transfer at least 1-2 months before the start of the trade fair.

All graphics become your property after the trade fair and can be used by you for other purposes. **Please take the graphics with you directly from the trade fair or agree a chargeable storage with our graphics service provider BEFORE the end of the trade fair**. In the event that you decide not to use the stored graphics before the start of the trade fair, this fee is still due). Conditions for reuse in the Reseller Park: exactly the same stand size in the follow-up project, timeless design of the graphics and degree of soiling/damage. The reinstallation costs are €75 plus VAT per running meter of wall.

5. SPONSORING

Sponsorship Packages

☐	**Platinum**	**30.000,00 €**
☐	**Gold**	**20.000,00 €**
☐	**Silver**	**10.000,00 €**
☐	**Bronze**	**5.000,00 €**

☐ I am not interested

☐ I am interested in principle – please call me:

name

phone

6. ADDITIONAL ADVERTISING OFFERS

☐ **I am also interested in purchasing wall graphics in the highly frequented business lounges for self-promotion.**

☐ **I am also interested in purchasing advertising space in the new Reseller Park app for my own promotional purposes. (See separate information email)**

7. TERMS OF PAYMENT:

The booking is binding when the total amount has been paid to our account by the due date. We reserve the right to let the area to others in case of late payment. Any change to the configuration of the co-exhibitors does not constitute a reason for cancellation. All prices plus VAT, payable immediately without deduction after receipt of invoice. Possible transfer costs are to be paid by the exhibitor himself.

The *description of services* and *general terms and conditions of Global Fairs* and the general terms of IFA Management GmbH have been noted and are hereby accepted as legally binding. All applicants acting on behalf of another person guarantee to pay all outstanding amounts to the organizer of the trade fair mentioned above. The area indicated may show tolerance variation of up to 10 % due to the technical situation at the site (m^2 given = gross size). This fact does not justify a deduction, compensation or cancellation. The organiser reserves the right to change the stand construction during the planning process. Changes in the composition of co-exhibitors or the relocation of Reseller Park within the hall or to another adequate hall by Messe Berlin are no reason for cancellation or claim for compensation.

☐ I will pay a **deposit of 25 %** immediately upon receipt of the invoice, thereby securing my agreed stand location and the 5 % early-booking discount on the deposit (based on the sqm price); I will pay the remaining 75 % by 1 July 2027.

☐ I will pay the **full amount (100 %) immediately** upon receipt of the invoice, thereby securing my agreed stand location and a 10 % early-bird discount on the sqm price.

In case of any general queries please feel free to contact the Global Fairs team, for queries regarding the booth construction please contact the fair constructor directly. Please go to our website ***www.global-fairs.de*** and service catalogue for further information and contact details.

☐ **I have read and understood the *Global Fairs Terms and Conditions* and accept them.**

☑ **Hereby I declare that I will commit myself to a climate-friendly and environmentally friendly project handling of myentire exhibition appearance**

Agent name

Place | Date	Name in capital letters	Signature/Stamp

I. DESCRIPTION OF SERVICES

Booth construction versions – Your 2 options (Please tick on booking form accordingly)

1. **Full fair construction**
   according to exhibitor service catalogue incl. full service package as per this description of services **1,100 €/m²**

2. **Individual booth** **800 €/m²**
   without fair construction incl. full service package according to this description of services
   (only possible from 40 m² and only sustainable booth construction by Global Fairs fair constructor)

The specified area may include a deviation of up to 10% tolerance due to constructional conditions.
The organizer reserves the right to change the stand design during the planning phase.
Wall graphics and on-top logo panels are mandatory for all exhibitors to present the Reseller Park as a uniform and distinctive platform.

The m² price includes:
- Rented surface area and complete booth construction as per individual layout
- Mandatory IFA Accessory charges of IFA Management GmbH: Accessory charge 18.00 €/m², Global communication fee 7.00 €/m², AUMA fee 0.60 €/m²
- Stand furniture (as per furniture list in the exhibitor service catalogue)(except at individual booth construction)
- Carpet, lighting (except at individual booth construction) and electricity incl. consumption
- Hostess buffet service, cold and hot drinks, "hot small meals" as well as sandwiches, snacks, biscuit fruit etc. for your stand personnel and your visitors
- Complimentary use of the B2B area incl. catering service for your stand staff and visitors
- 25% discount for participants in the channel brochure campaign SuperReseller for IFA

The m² price does not includes:
- Table reservation in the lounge (985 € for co-exhibitors and 3,550 € for non-exhibitors; including table with 4 chairs, logo sign, catering, service fee, IFA registration, WLAN, logo promotion in channel campaigns)
- Conference booths
- Telecommunication/cable Internet connections via trade fair company
- Logo productions for obligatory logo panel (top) and wall graphics for the trade show booth as well as special services such as delivery and installation of screens
- Additional entries in the trade fair catalog for a fee; advertising measures of the trade fair itself
- Trade fair hostesses/hosts for your own stand
- Stand customization such as special furniture
  (Please coordinate these services with the stand builder – see exhibitor folder).
- Any changes to the standard furniture equipment can only be made by the exhibitor **up to 4 weeks before the start of the trade fair.** Should the co-exhibitor nevertheless request changes within the last 4 weeks before the start of the trade fair, the stand constructor will charge a **late fee**.
- Installation service for brought promotion exhibits, cabling etc. by our stand builder at an hourly rate from 65 € incl. additional costs + if necessary material
- Storage and reattachment of wall graphics
  (please coordinate this service with the graphics service provider before the end of the trade fair – see exhibitor folder).

Mandatory for all exhibitors – Promotional Packages from IFA Management GmbH:

- **Media Package Co-Exhibitor**
  The Media Package includes your exhibitor entriy on the IFA website and in the Event Guide.
  Entry via the E-Zone:
  - Company name
  - Company Logo
  - Website Link
  - Stand number
  - Social media links
  - 1 Contact listing
  - 1 brand/product entry
  - Company description (max. 250 words)
- **Mandatory Flat Fee Smart Scan Licence**
  Leads in real time: Accessible via app or exhibitor hub, anytime and anywhere. Export for quick follow-up, maximise sales success, activation code for unlimited devices, paperless thanks to lead scanning app. Easy management in the exhibitor hub.
  The Smart Scan System is a lead scanning tool to be used at the show. This mandatory tool will help you collect data from trade visitors and provide you with data and contact information of your visitors. More information ***here.***