



# 100 innovators, startups intro new gear, gadgets to 1,000 journalists from around world at ShowStoppers® events at IFA

*ShowStoppers® introduces new, second event – ShowStoppers @ IFA Global Markets*

BERLIN, GERMANY, September 10, 2018 /EINPresswire.com/ -- BERLIN, 10 Sept. 2018 – Breaking records for the tenth consecutive year, 100 industry leaders, innovators and start-up companies introduced new gear, gadgets, apps and devices for work, home and play to journalists attending two [ShowStoppers](#) press events in Berlin – ShowStoppers @ [IFA](#), the world's largest tradeshow for consumer electronics and home appliances; and a new, second press event, ShowStoppers @ IFA Global Markets, Europe's largest sourcing show for the electronics sector.

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*Julian Jagtenberg, Somnox*

Nearly 1,000 journalists from 60 countries attended the two official press events of IFA, <http://www.ifa-berlin.com>.

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there to film our product, ensuring global coverage in just a couple of hours. The exposure we got was just insane!” said Julian Jagtenberg, founder, Somnox.

“The ShowStoppers event at IFA enabled Bitdefender to network with an incredible crowd of journalists and influencers from across the globe in a relaxed atmosphere, away from the noise of the IFA show floor. This enables both the media and vendors to take the time to efficiently solidify relationships,” said Damase Tricart, global communications director, Bitdefender.

“Jabra has participated in ShowStoppers for several years. We find it’s a good place to catch up with key journalists that follow us as well as meet new ones to tell our story. It is also great to challenge ourselves for the market innovation awards judged by IHS – and we were very proud to win this year’s award in the Personal Entertainment category for our newest true wireless headphones!” said Claus Fønnesbech, senior director, Global PR & Earned Media, Jabra.

“Das eBlocker Team ist begeistert. Der ShowStoppers Event übertraf alle Erwartungen. Mit 3 Personen am eBlocker Stand präsent führten wir rund um die Uhr (3 Stunden durchgehend) sehr gute Gespräche mit Pressevertretern aus aller Welt (50% Europe, 50% international), rund 70 Einzelgespräche,” said Oliver Kochy, senior managing partner, eBlocker. (via Google Translate: “The eBlocker team is excited. The ShowStoppers event exceeded all expectations. With 3 people present at the eBlocker booth, we had good round-the-clock discussions (for 3 hours) of very good conversations with representatives from all over the world (50% Europe, 50% international), about 70 one-on-one discussions.”

ShowStoppers @ IFA and ShowStoppers @ IFA Global Markets organize news and new products for journalists working on deadline to discover the latest smartphones, tablets, gadgets and gear, smart devices powered by Internet-connected apps, laptops, cameras, headphones, software, audio components, connected cars, and more – just in time for the all-important fourth quarter, holiday sales and gift-giving season.

## Coming up

The next ShowStoppers press events are:

- ShowStoppers @ CES 2019, 8 January in Las Vegas.
- ShowStoppers @ Mobile World Congress 2019, 24 February in Barcelona.

ShowStoppers @ IFA 2019 is scheduled for 5 Sept. 2019 in Berlin.

To join the companies that meet the press at ShowStoppers, contact Dave Leon, +1 845 638 3527, or Lauren Merel, +1 212 355 6326.

## About IFA

IFA is the world's leading trade show for consumer electronics and home appliances. The 2018 edition of the tradeshow took place on the Berlin Exhibition Grounds (ExpoCenter City), 31 August through 5 Sept. 2018.

## About ShowStoppers®

Now in its 24th year, ShowStoppers, <http://www.showstoppers.com>, produces special events where reporters, editors, columnists and industry analysts discover the future of business, consumer, lifestyle and digital technologies -- for work, for home, for play. These events are sponsored by hot companies with cool products that seek to meet the press.

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