



# Call for exhibitors: Meet the press at ShowStoppers @ IFA 2019, the official press event at IFA tradeshow in Berlin

*ShowStoppers® invites industry leaders, innovators & start-ups to intro products & services to journalists at ShowStoppers @ IFA, official press event at IFA.*

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ShowStoppers features product introductions and previews, hands-on demos, and executive interviews for journalists who attend and cover news and new products from IFA.”

*Steven Leon*

[ShowStoppers®](#) invites industry leaders, innovators and start-up companies to introduce new products and services to hundreds of journalists attending ShowStoppers @ [IFA](#), the official press event at IFA, the tradeshow in Berlin where consumer tech and home appliances meet innovation.

The twelfth annual edition of ShowStoppers @ IFA is scheduled for Thursday, 5 Sept. 2019, 6 to 9 p.m. (1800-2100), Hall 1, Messe Berlin, on the tradeshow fairgrounds, Berlin, Germany.

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The 2018 edition of the press-only event broke all records, with more than 90 companies introducing new products for work, home and play to nearly 1,000 journalists from more than 60 countries.

ShowStoppers tracked more than 1,000 online, print and broadcast news coverage of exhibitors within 15 days of the 2018 edition of the press event, with 3.76 billion online, print and broadcast views, according to Cision, which tracks how media coverage engages audiences.

IFA drives innovation in the consumer electronics and home appliances industries with startups, research laboratories, universities, the world’s leading digital brands for work, home and play, and the companies that design, manufacture and sell the building-block components for future products – from the kitchen to the office, in healthcare, the Internet of Things, automotive and mobile devices and connected services; the smart home, drones, virtual and augmented reality – just in time for retailers and distributors to introduce consumer and business buyers to new products and services for fourth-quarter and holiday sales.

Now in its 25th year, ShowStoppers is the global leader in producing press and business events spanning the US, Europe and Asia. Each event organizes product introductions, sneak previews and demonstrations for selected journalists, bloggers, industry and financial analysts, venture capitalists and business executives. Industry leaders, innovators and startups exhibit to generate news coverage and product reviews, make new connections, promote brand, and open new markets. . ShowStoppers produces events at CES, Mobile World Congress and Mobile World Congress Americas, among others; and official press events at CES, CE Week, IFA and NAB.

To sign up to meet the press at ShowStoppers press events around the world, contact Dave Leon

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