

# IFA RESELLER PARK

4-8 SEP 2026 | HUB27

**EUROPE'S NO. 1 FOR CE, IT & TELECOM DISTRIBUTION**

REQUEST YOUR EXHIBITION SPACE NOW 



**15,000+**

TRADE VISITORS

Qualified buyers, distributors, and resellers from retail and e-commerce.



**200+**

EXHIBITORS

Leading international distributors and service providers from the industry.



**60-70%**

INTERNATIONAL PARTICIPATION

International share of exhibitors and visitors from more than 100 countries.



**26**

YEARS OF EXPERIENCE

Jan Nintemann and his team stand for stability, quality, and sustainable growth.

## WHY EXHIBIT IN THE RESELLER PARK?



**MEET TOP BUYERS**

Direct access to retailers, e-tailers, system integrators, and distributors from across Europe/EMEA.



**INTERNATIONAL REACH**

60-70% international exhibitors and visitors – Europe's largest CE distribution hub.



**BUSINESS, NOT CONSUMERS**

Focus on decision-makers, purchasing managers, and channel partners.

## THE FUTURE OF DISTRIBUTION MEETS AT HUB27



GREENTECH



REFURBISHED PRODUCTS



TELECOM



IT DISTRIBUTION



SMART HOME



MOBILITY & CE

Sustainability is our driving force – for a better future for the industry.



For more than 26 years, the Reseller Park has been the central platform for distribution and channel business at IFA.

**JAN NINTEMANN**

Organizer, Reseller Park



**SUSTAINABILITY AT THE CORE**

In Reseller Park logistics and in the product portfolios of our exhibitors, GreenTech and refurbishment are key priorities.

## STRONG PARTNERS. STRONG MARKETPLACE.

**KOSATEC**  
EMPOWERING GLOBAL INNOVATION

**EURES**

**YUKA tel**

**ELARABY**

## SECURE YOUR BOOTH NOW!



SEPTEMBER 4-8, 2026  
HUB27 Berlin

RESELLER PARK | IFA BERLIN  
Europe's No. 1 in CE, IT & Telecom Distribution

REQUEST A BOOTH 



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