

Unofficial exhibitor directories

Publishers of unofficial exhibitor directories target exhibitors in the run up to trade fairs, offering to provide them with entries in inferior, sub-standard online directories. Their terms may stipulate long-term obligations to pay several thousand euros – which are generally hidden in the fine print. Well-known examples are the directory "**Expoguide**" and the "**International Fairs Directory**". Letters and forms of these two online directories are shown [here](#).

As the organizer of the IAA MOBILITY and IAA TRANSPORTATION and publisher of the catalogue of IAA exhibitors, the VDA points out that we have no contractual connections of any kind with any of these publishers.

AUMA (Association of the German Trade Fair Industry) has been advising exhibitors concerned regarding unofficial exhibitor directories. AUMA has documented several hundred cases of unofficial entry offers for exhibitor directories. The information provided by AUMA aims to make exhibitors aware of the illicit activities of the publishers of unofficial directories and to provide assistance to the exhibitors concerned. We wish to draw your attention to the [homepage](#) of AUMA.

The production and billing of your official and obligatory entry in the exhibitor directory and other trade fair media (catalog, app, website) will be carried out by the **Deutsche Messe AG**. To edit your entry, please use the login data sent to you from the beginning of May 2022 and subsequently your invoice.