



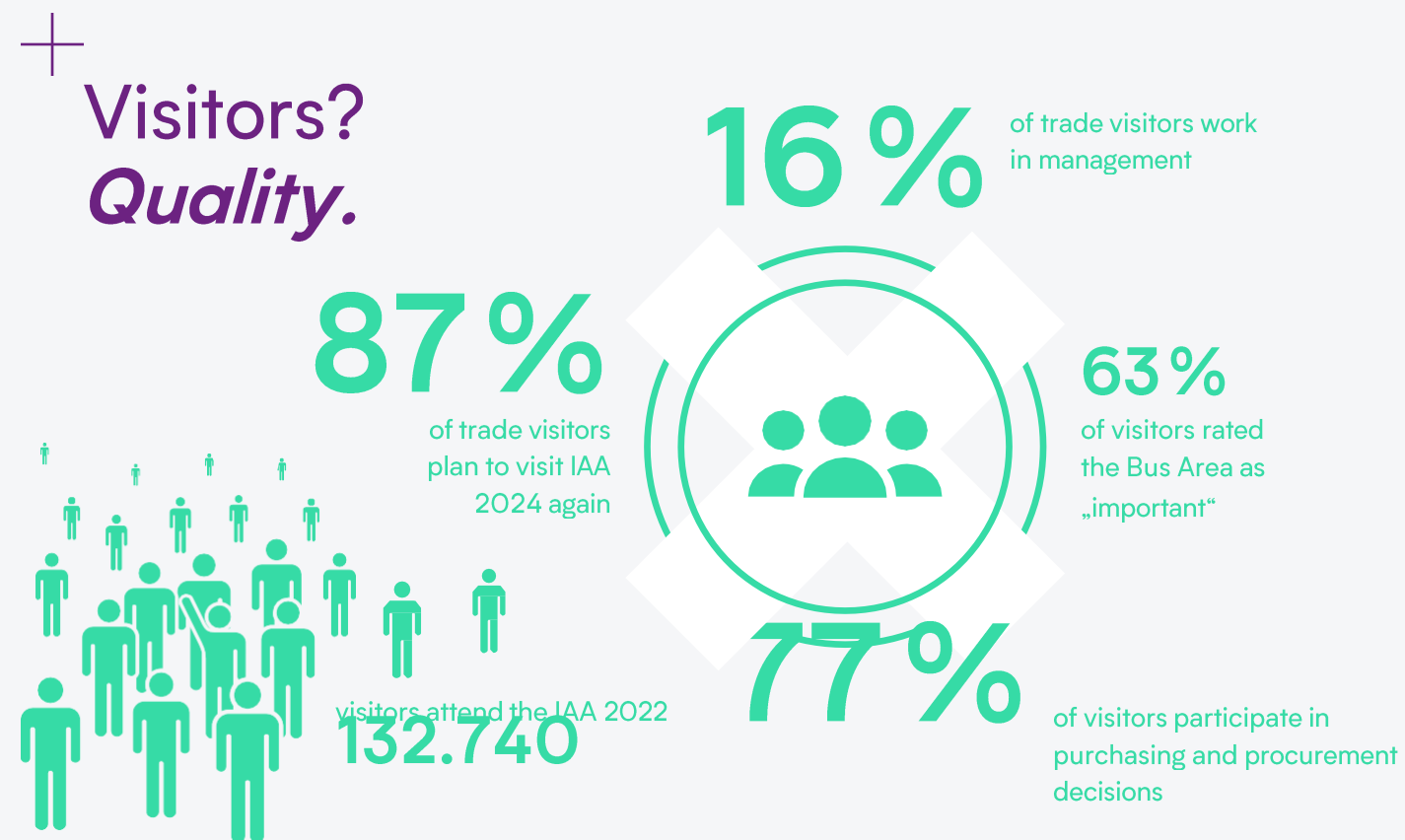
IAA  
TRANSPORTATION



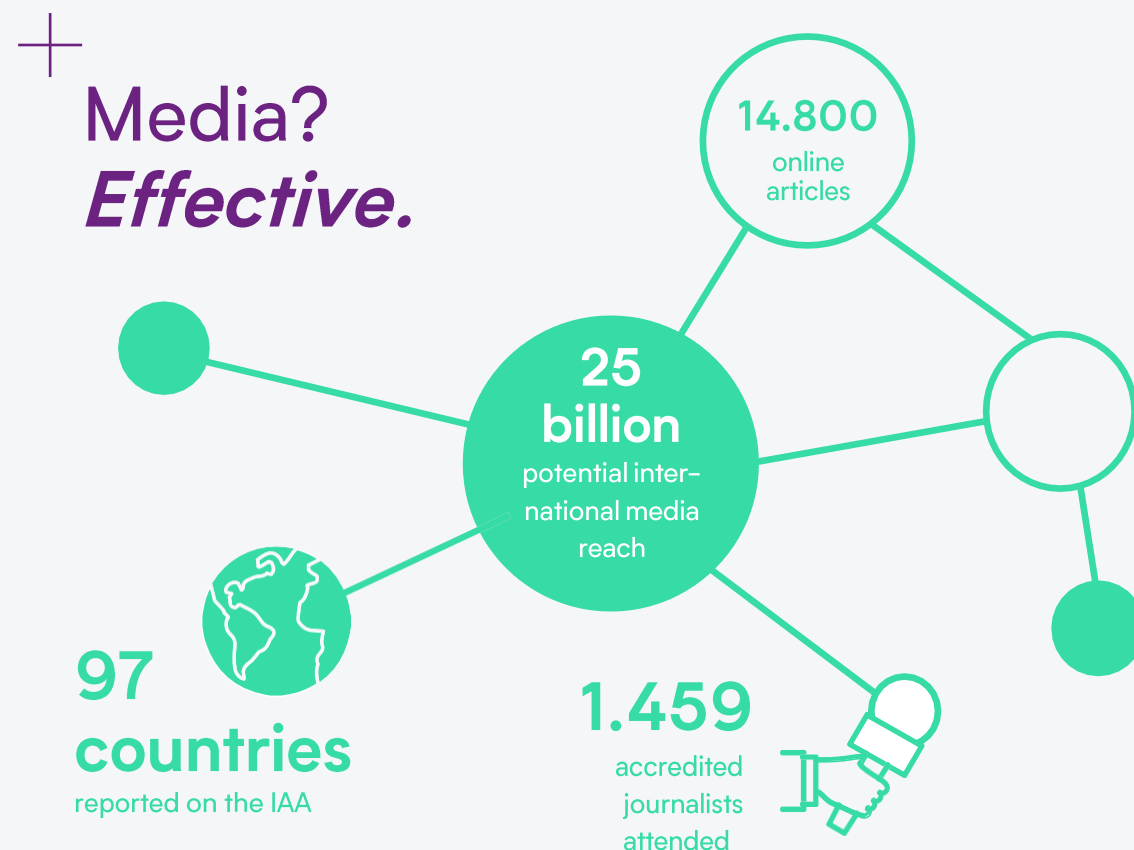
people and goods  
on the move

+ September 17-22, 2024  
Hanover  
Press day on  
September 16, 2024

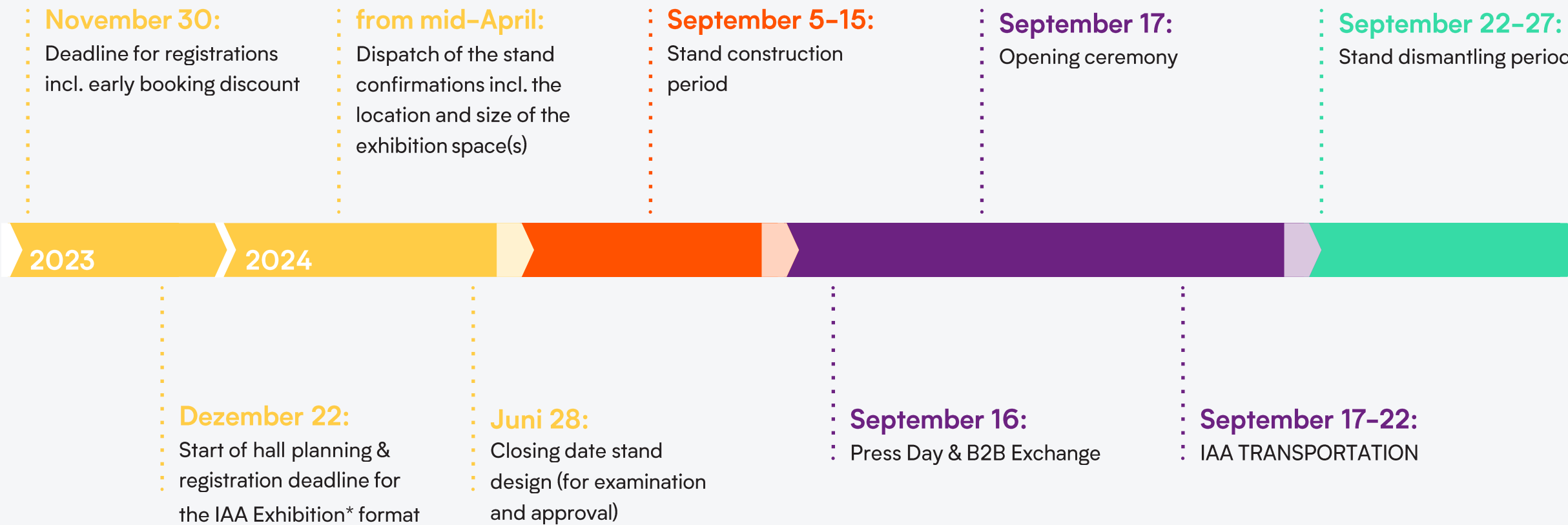
**Information for Exhibitors**



IAA »  
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+ A look back at  
IAA TRANSPORTATION 2022



\* Registrations are still possible.  
In this case greater restrictions on the desired hall, the desired stand size and the form of the stand have to be expected.





# IAA

TRANSPORTATION

## New Bus Area

+ More visibility for  
the hidden champions  
bus & coach.

**New concept hall 23**

# BUS SECTOR and IAA TRANSPORTATION together?



## The objective is clear:

- Achieving the Paris climate target by 2030/2050.

## Challenge:

- Changing value chains due to achieving the climate targets.
- New technological challenges require sustainable solutions.

## Mission:

- Showing a shared commitment: We are on track to achieve climate neutrality!
- Due to the technological development, the passenger & goods transport sectors are trendsetters and forerunners.
- Intermodality in the transport mix and multimodality in passenger transport require a holistic approach for solutions and create new development potential.

**YES, because a common goal brings people together.**

**Passenger & goods transport are essential areas of public service and thus basic needs of human interaction.**

**Passenger & goods transport/transport logistics bring people together and jointly serve them in major cities and into rural areas.**

+ **Common goal**

# Why IAA TRANSPORTATION 2024?



The IAA TRANSPORTATION 2024 brings the bus sector, goods transport and transport logistics together as integral guiding platform.

**Show strength together and benefit from each other.  
IAA TRANSPORTATION 24 it's a match.**

## Solution:

- Joint presenting of the technological and innovative progress of goods transport/transport logistics & passenger transport.
- Interlinking of cross-industry & politics of all relevant players.
- Creation of a progressive space for a stimulating exchange across sectors.
- Global focus of the world's important sector enterprises with medial potential reach of around 25 billion.
- Pooling of the entire range: micromobility, load bicycle, small vehicle, utility vehicle and bus manufacturers with their suppliers and tech companies, service providers and start-ups

+ **Joint strength**



# Where does passenger transport take place?

- On our roads as space for mobility and as central element in urban and peripheral areas.
- Bus experience – The new bus area of the IAA intends to be a kind of real-world laboratory of a mobility world that can be experienced.
- An independent theme park as image of a city with urban quarters, streets, stops, parks, street food stalls and rural periphery as well as a national and international connection for long-distance buses and coach tourism.



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+ Experience  
the future!



# Bus theme park – the concept

## Bus mobility real-world laboratory:

- Hall as cityscape consisting of quarters for “showroom areas” of the exhibitors

## Indoor test drives (“city lane”) with traffic light & crosswalk setup:

- 145m continuous lane for buses up to 15 m, midi, mini
- Curated entry and exit times, based on a timetable
- Continuous independent driving, bidirectionally if required (people mover)

## 4 bus terminal slots along the city lane for:

- Tests of charging solutions (charging infrastructure)
- Simulated approaching of stops
- Presentation option of the drive technologies in real operation

## Central bus campus as consulting area:

- Exhibitor consulting presence for consulting services on the “bus ecosystem” as added value for bus and transport companies with best practice examples
- **Topics:** Power and tank supply, architecture planning, depot conversion, procurement of vehicles and charging infrastructure, funding opportunities, assistance systems, maintenance, service networks, telematics, fire protection, after-sales, second life models, etc.

## Cityscape:

- Bus seating park as “green area” for testing seating solutions
- Layout of the hall with roads, street signs, parks and green areas, street food stalls
- Podcast bus as media broadcast channel for your products & innovations
- Presentation of multimodal, digital services (seamless mobility)
- Connection options to rural areas via future mobility hubs

## Test drives in the outside area:

- On the exhibition grounds and outside on public roads

IAA shuttle bus offer on the exhibition grounds for the trade visitors (chart 17)



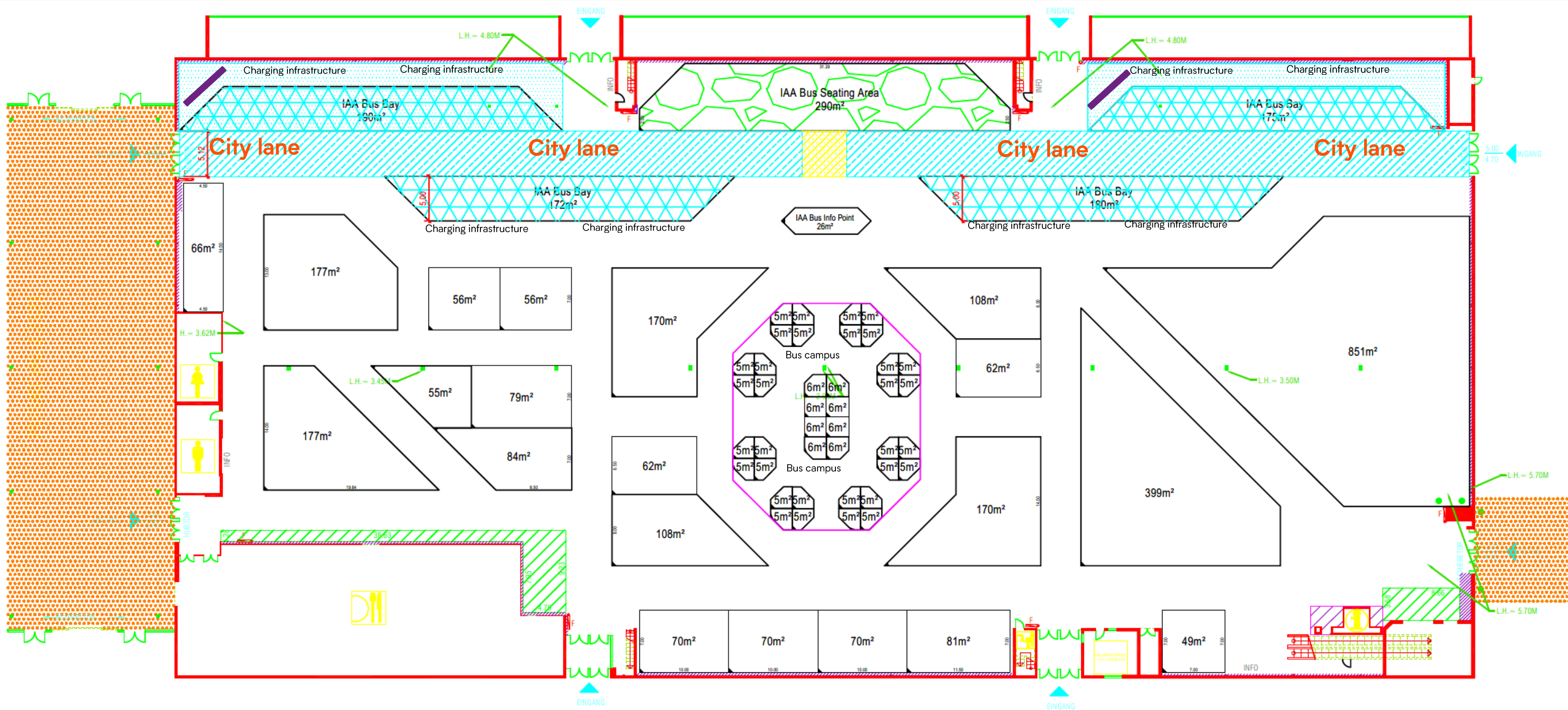
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+ New paths.



# Bus Area Theme Park

## The hall plan





+  
**Site plan**  
Deutsche Messe Hannover



Pricing is modular and can be combined in packages as requested:

- **Showroom** module (area prices correspond to the IAA space rate prices, see chart 12)
- **Test Drives** module (see chart 14), incl. independent driving (see chart 16)
- **Shuttle Bus** module (see chart 17)
- **Bus Campus** module (consulting Area stand package with stele, high table, bar stool, screen, graphic area approx. 4-6 m², see chart 19)
- **Bus Seating Park** module (price corresponds to basic rent/m²) plus additional services\*\*
- **Charging Infrastructure** module, area along the City Lane/Outdoor (price corresponds to basic rent per m²) without power & services (power connection, power consumption and further services must be booked in addition.\*\*)

From booking two modules, we provide a discount of 10% for the less expensive module.\*\*\*

In addition, we offer sponsoring packages and media services. Talk to us if interested.  
Furthermore, a booking of the other IAA TRANSPORTATION 2024 format offers is possible.

\*If there is not enough bookings for the modules offered, the VDA reserves the right to refrain from implementing the bus area concept.  
\*\*Cost overview see price information for services – (IAA TRANSPORTATION 2024 of DMAG) on the website.  
\*\*\*Separate or additional costs are not included in the discount of 10%.

Obligatory entry in the list of exhibitors and additional trade fair media (chargeable for each exhibitor and co-exhibitor)  
€750.00

+

Bus  
Area Prices



per m² (Minimum size 20m²)

Exhibition halls*	Base rent — ground floor (row stand)*:	143.00 €
	for bookings till November 30, 2023:	128.70 €
Variants*	Corner stand open on two sides*:	171.60 €
	for bookings till November 30, 2023:	154.44 €
	Peninsula stand open on three sides*:	185.90 €
	for bookings till November 30, 2023:	167.31 €
	Island stand open on four sides*:	200.20 €
	for bookings till November 30, 2023:	181.18 €
	Upper floor (exhibition stands with multi-story construction):	92.50 €
	for bookings till November 30, 2023:	83.25 €
Open-air-section*	Base rent*:	92,50 €
	for bookings till November 30, 2023:	83,25 €

\* Does not include stand-building. All prices plus VAT.



EARLY BIRD

Save 10 % by  
booking before  
Nov. 30, 2023.

Obligatory entry in the Exhibitors  
Directory and other trade fair  
media (chargeable for every  
exhibitor and co-exhibitor)

750.00 €

plus VAT.

+

Prices  
(Exhibition\*)

\* Prices for the IAA TRANSPORTATION formats EXCHANGE and EXPERIENCE Startup-Area and specials will be published soon on the IAA website.



# EXPERIENCE.

Make the future of mobility something that can be experienced.

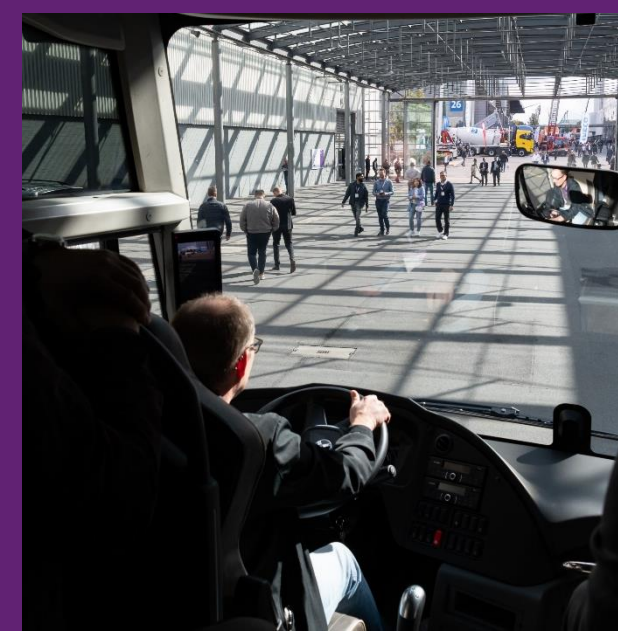
## IAA test drives & IAA shuttle bus

### Present your vehicles in action

During an accompanied test drive, visitors can experience the vehicle for themselves, arousing emotions that will be remembered forever. You will receive qualified contacts and direct feedback on your products.

### Make your vehicles and your brand visible and perceptible.

The IAA shuttle bus connects the individual exhibition halls during the entire duration of the IAA in a round trip, and can be used by exhibitors and visitors free of charge. Use your vehicles on this route and enhance the experience factor and visibility of your vehicles and brand.



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## Your benefits

# Booking & options

## IAA test drives for buses

### » Step 1: Booking an outdoor parking area

To participate in the test drives, the required outdoor parking area (length x width in meters\*) for your buses participating in this must be booked close to the bus area (hall 23) using the registration form.

### » Step 2: Selecting the test route

You decide which of the following test routes you would like to use:

**2.1 Indoor “City Lane”** through the bus area (hall 23): Your bus will drive through the hall on the defined lane at specific times (several times per day). Special areas along the lane provide opportunities to interact for example with the charging infrastructure.

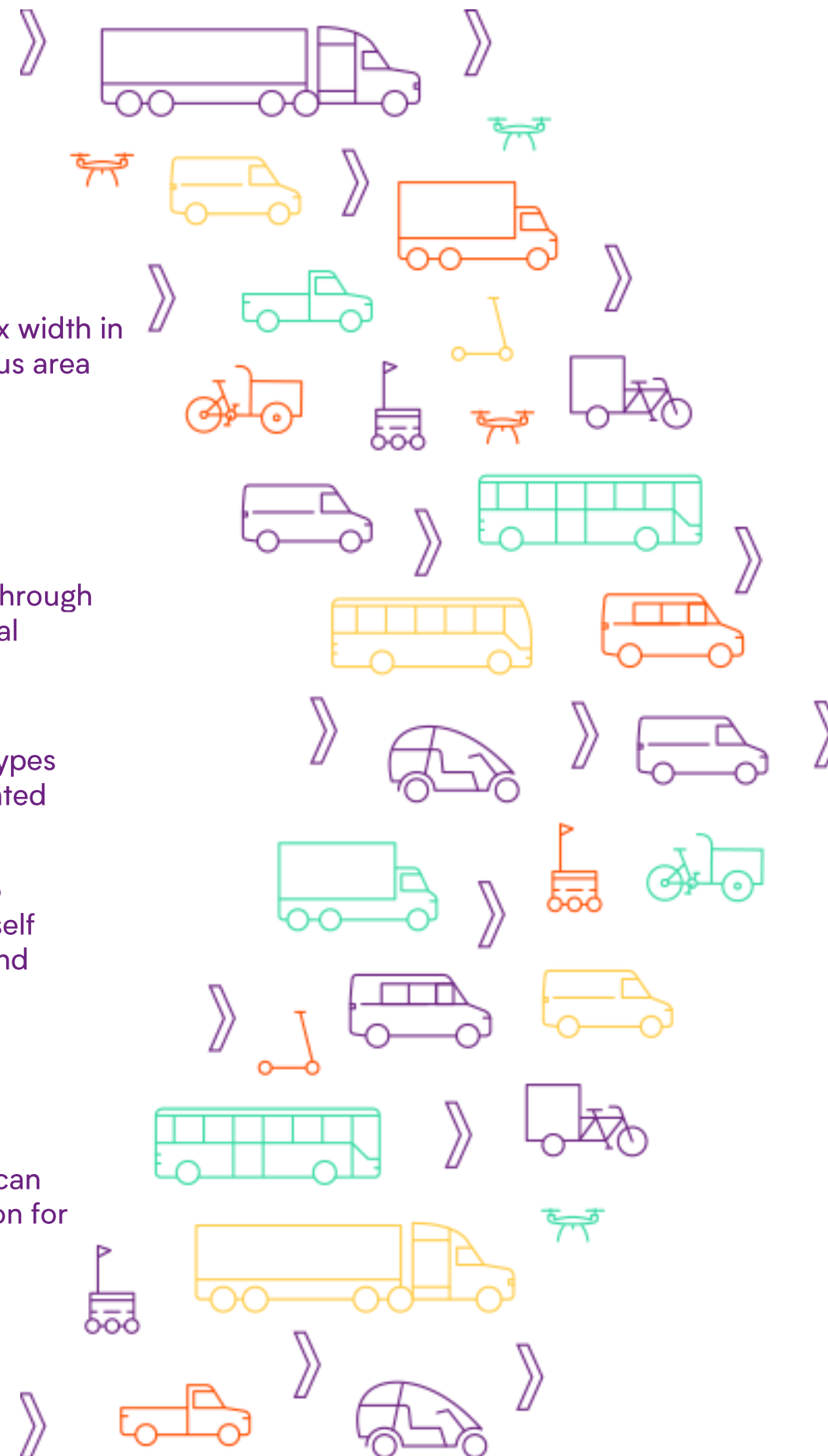
**2.2 Outdoor test route** in the east of the exhibition grounds: Here, prototypes without road approval (insurance cover is required) can also be demonstrated along a length of approx. 2 km.

**2.3 On public roads** with area exits via gate Süd 1: Whether it's a tour into downtown, in the countryside or on the motorway — you will decide yourself about the route and duration of your individual test drive (road approval and insurance cover are required).

### » Step 3: Area assignment and additional orders

Once the registration deadline has passed, we will assign you the specific parking area and you will receive access to the exhibitor shop, where you can independently book any required additional services (e.g. power connection for your own wall box/charging column, night watch etc.) at your own cost.

**\*Price: €92.50 / m<sup>2</sup>**



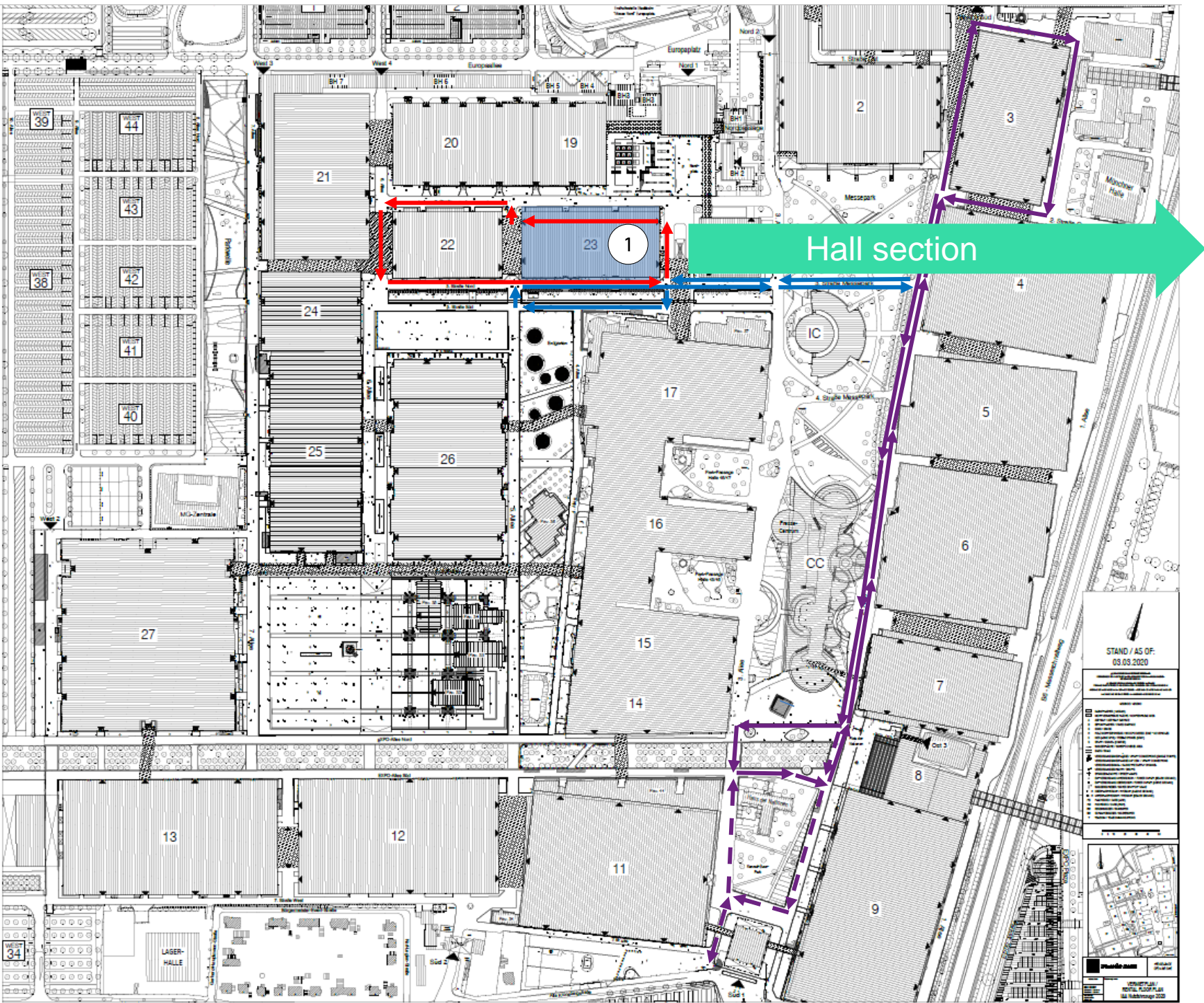
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**IAA test drives**

Registration deadline: 4/26/2024





Locations

- 1 Bus area with outdoor parking spaces for buses participating in test drives



Routing

- Test route for light and heavy utility vehicles, as well as buses on the exhibition grounds (~ 2 km length/round)
- ↔ Area exit/entry through gate Süd 1 West (only with road approval)
- “City Lane” through the bus area (hall 23, only possible at defined times several times per day)
- Access roads between test drives bus parking spaces and test route



## Booking & options

### Independent driving on the “City Lane”

With the “City Lane”, we are integrating an indoor real-world laboratory for independently driving buses amid the bus area.

The marked-off lane leads across hall 23 and provides test versions of different traffic situations:

- Bidirectional driving
- Approaching of stops
- Reading traffic lights and traffic signs
- Pedestrian crossing (zebra crossing)
- Areas for presentation of charging infrastructure solutions.

A real road scenario can also be designed and integrated according to your requirements following the “City Lane”.



Individual offer for vehicles driving independently (people mover) on request:

Contact us!

We will create an individual offer for you based on your requirements.



IAA test drives



» Step 1: Register the number of vehicles

Registration of the desired number of vehicles via the registration form.

» Step 2: Area assignment and additional orders

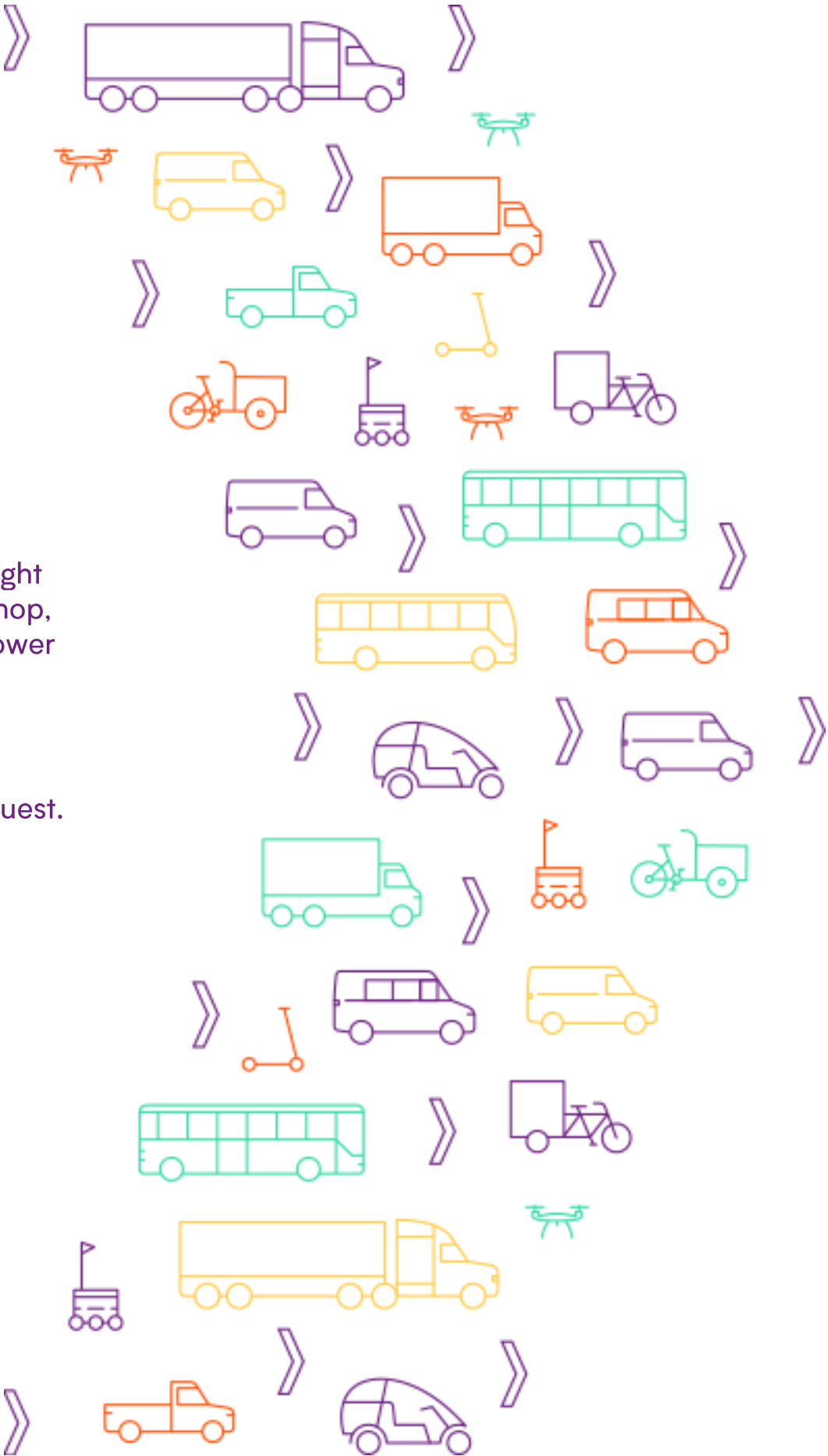
Once the registration deadline has passed, we will assign you the specific night parking area for your vehicles and you will receive access to the exhibitor shop, where you can independently book any required additional services (e.g. power connection for your own wall box/charging column, night watch etc.).

Note:  
The driving personnel can be booked via the DMAG service provider on request.  
Contact us if you are interested.

Prices:

- Exhibitor price: €2,500.00 / Bus\*
- Non-exhibitor price: €12,500.00 / Bus\*

\*Driving personnel, vehicle branding and operating materials are organized by the exhibitor, limit of maximum vehicle number per exhibitor possible. All prices plus statutory VAT



+ IAA shuttle bus

# Routing & travel times



## Routing

- ➡ Shuttle bus route (one-way street, rotary)
- Stops
- ➡ Alternative route for articulated buses (stop between halls 25 and 27 is not applicable)

## Travel times

Monday, 09/16/2024	7:00 am — 7:00 pm
Tuesday, 09/17/2024	8:00 am — 7:00 pm
Wednesday, 09/18//2024	8:00 am — 7:00 pm
Thursday, 09/19/ 2024	8:00 am — 7:00 pm
Friday, 09/20/2024	8:00 am — 7:00 pm
Saturday, 09/21/2024	8:00 am — 7:00 pm
Sunday, 09/22/2024	8:00 am — 7:00 pm

The precise service and break times per bus and driver are scheduled and communicated by the appointed supervisor of the DMAG before the start of the event.

+ IAA shuttle bus





# Booking & options

## Consulting Area Bus Campus stand package



The IAA Bus Campus as downtown area of our new bus concept demonstrates the option to provide the trade visitors with a holistic consultancy service of the bus “ecosystem”.

Use our Bus Campus in the center of the new bus area as your individual consultancy hotspot and first port of call for the interested trade visitor.

Provide information and advise from your areas such as power and tank supply, architecture planning, depot conversion, procurement of vehicles and charging infrastructure, funding opportunities, assistance systems, maintenance, service networks, telematics, fire protection, after-sales, second life models, etc.



### » Consulting package 5 m<sup>2</sup>\*

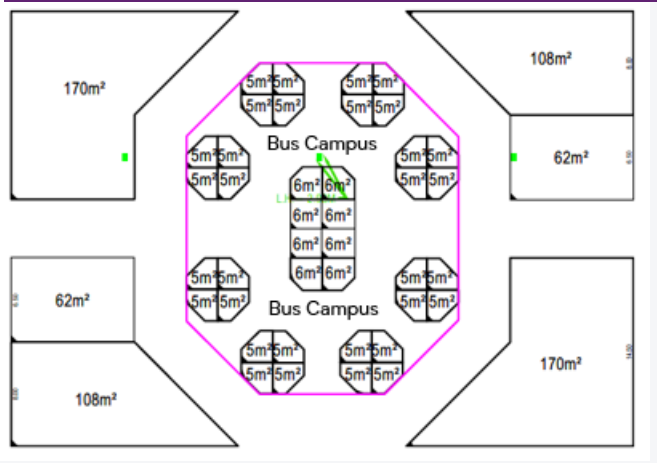
**Price: €2,300.00\*\***

- Exhibition space with stand construction in a 4-piece honeycomb at 5 m<sup>2</sup>
- Furniture: sideboard, high table, 2x bar stools, 2x long-arm spotlights, 40" screen
- Graphic area for company logo (2.3 x 0.5 m<sup>2</sup>) incl. printing (printable logo file required)
- 1x power connection
- OPTIONAL: 1 x 3 m textile banner for rear wall incl. printing (printable logo file required) €200.00\*\* net
- plus costs for stand cleaning and daily waste disposal as well as any stand surveillance costs (see price information on services)

### » Consulting package 6 m<sup>2</sup>\*

**Price: €2,760.00\*\***

- Exhibition space with stand construction in an 8-piece honeycomb at 6 m<sup>2</sup>
- Furniture: sideboard, high table, 2x bar stools, 2x long-arm spotlights, 40" screen
- Graphic area for company logo (2.5 x 0.5 m<sup>2</sup>) incl. printing (printable logo file required)
- 1x power connection
- OPTIONAL: 1.5 x 3 m textile banner for rear wall incl. printing (printable logo file required) €275.00\*\* net
- plus costs for stand cleaning and daily waste disposal as well as any stand surveillance costs (see price information on services)



\*Prerequisite for booking the stand package is offering a service from the consulting area.  
\*\*All prices plus statutory VAT

+ **IAA Bus campus**

Registration deadline: 3/31/2024

# Exclusive Sponsoring Package

## Official Partner — IAA Bus Area



### 1x exclusive partner

- Logo and claim placement on 2x large banners on north and east exterior walls of the bus area (hall 11, visible from Nord 1 entrance)
- Logo placement on 25% of the Mannesmann grated covers (1.96 m x 0.88 m) along the “City Lane” test lane in the hall

Entry as “Official Partner — IAA Bus Area” in the list of exhibitors, on the website and in the app incl. logo and inclusion in communication (social media) and PR





Price:

**€30,000.00** *(plus statutory VAT)*

+ Sponsoring



# Exclusive Sponsoring Package

## Official Partner — IAA Shuttle Bus



### 1x exclusive partner

- Logo and claim placement on large banner at bust stop (between hall 18 and hall 23, directly visible from Nord 1 entrance)
- Logo and claim placement on route plan notices (A3) at all shuttle bus stops on the site (approx. 10-12 stops)

Entry as “Official Partner — IAA Shuttle Bus” in the list of exhibitors, on the website and in the app incl. logo and inclusion in communication (social media) and PR





Price:

**€18,000.00** *(plus statutory VAT)*

+ Sponsoring



# IAA

## TRANSPORTATION

Bus & Coach:  
Let us jointly turn hidden into  
visible and true champions!

[Register now](#)





Let myclimate calculate the CO<sub>2</sub> footprint of your appearance at the IAA and make an investment in climate protection projects equal to the calculated amount of your CO<sub>2</sub> emissions afterwards.

As the leading international platform for transport and logistics, the IAA TRANSPORTATION is aware of its responsibility and is moving forward on the topic of climate protection.

**Deadline:** This application must be received along with the standard registration by August 23, 2024.

The IAA TRANSPORTATION offers all exhibitors the following options and steps:



## » Step 1: Balance your CO<sub>2</sub> footprint and receive the myclimate impact label

1.1 Balance the impact of your appearance at the IAA in tons of CO<sub>2</sub> with a subsequent investment in myclimate climate protection projects: **179.00 €\***

1.2 Have a previous CO<sub>2</sub> calculation, performed with a method based on the GHG (greenhouse gas) protocol, audited by myclimate for your appearance at the IAA and subsequently make an investment in climate protection projects offered by other providers (e.g., Gold Standard, Plan Vivo): **279.00 €\***

\* The costs of your individual CO<sub>2</sub> footprint, calculated per ton, come on top of this.

## » Step 2: Make an investment in climate protection projects equal to the calculated account of your CO<sub>2</sub> emissions

2.1 Investment in all the following climate protection projects from myclimate:

### Togo:

- In Sub-Saharan Africa, 14.5% of total energy consumption is attributable to the transport sector. This sector accounts for 28% of the continent's total emissions and is the second greatest source of CO<sub>2</sub> emissions.
- A total of 9 million e-motorbikes (2-wheel and 3-wheel motorbikes) are distributed in various African countries as part of this project, which also supports the construction of facilities such as exchange and charging stations.

### Agroforestry:

- This regional climate protection program for agroforestry offers funding for the planting and maintenance of trees on agricultural land areas in Switzerland, Germany, Austria and Liechtenstein. The agroforestry systems remove CO<sub>2</sub> from the atmosphere and provide valuable habitats for a wide range of animal species.

### India:

- The project will involve building biogas plants in more than 9,000 suitable rural households. Apart from the reduction of greenhouse gas emissions and decreased forest destruction, the population benefits from higher agricultural yields and less health-endangering smoke pollution in their homes. In addition, the project reduces methane emissions due to cattle dung.

### Regional project:

- Investments will be made in a new project involving moors in Germany within the near future. We will be publishing more information on this subject soon.

2.2 Investment in climate protection projects of other organizations/own projects

As long as investments are made in other climate protection projects, these projects must, without exception, conform to the Gold Standard or the Plan Vivo Standard.

**Interested parties have the option of booking a particular variant directly online with their online registration.**



# Invest in Climate Protection

+  
**Register now!**

[www.iaa-  
transportation.com](http://www.iaa-transportation.com)

Your contact:

Exhibitor service:

E-Mail: [transportation@iaa.de](mailto:transportation@iaa.de)

Phone: +49 30 897842-215

Organizer:

Verband der Automobilindustrie e.V.

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VDA

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