



IAA Last Mile Area

Sales Brochure February 2024



Meet the pioneers of transformation

September 17 – 22, 2024 on the trade fair grounds in Hanover

The IAA TRANSPORTATION is the leading international platform for buses, logistics, commercial vehicles and the transportation sector. From September 17 to 22, 2024, leading players, visionaries and experts from the industry will meet to discuss current challenges and future opportunities of climate-neutral mobility.

Charging infrastructure is the key topic of the IAA TRANSPORTATION 2024 and the big question is: What does the industry need to achieve the Paris climate goals?

According to a study conducted by Oliver Wyman Consulting, delivery vehicles account for 25-30% of total weekday traffic on major urban arterials. The impact on individual mobility and especially on emissions is enormous. With the Last Mile Area we are once again introducing a separate theme area for innovations and trends in last mile delivery.

Last Mile Area

Innovations for carbon neutral transportation on the last mile

The Last Mile Area is the hotspot for all vehicles, products and services for last mile logistics.

The entire themed area will have an **urban look** and, in addition to stand areas, will also include a **Speakers Corner** with a **stage area for keynotes and panels**.

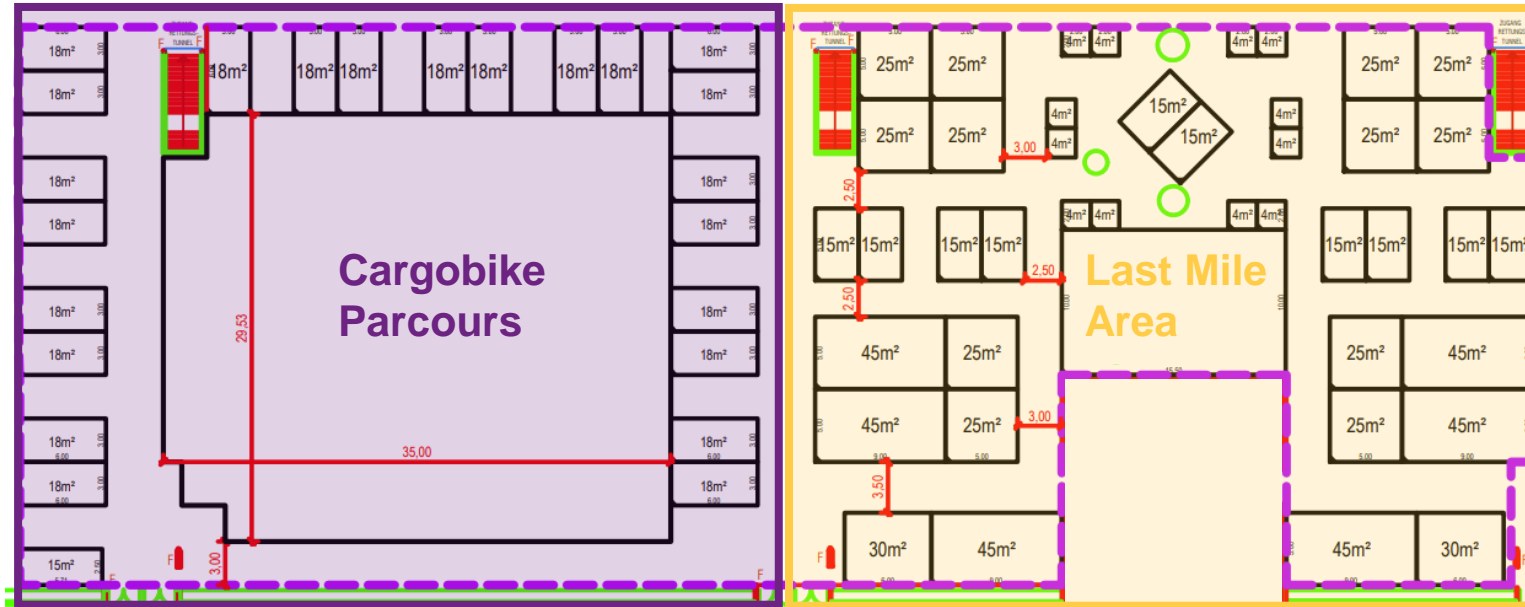
This is the place to share your ideas and visions or to interact with other experts from the industry.

Choose from one of three stand packages and showcase your products and services on your own booth space and on stage.



Thematic consolidation

Last Mile Area & Cargobike Parcours spatially connected



The IAA Last Mile Area and IAA Cargobike Parcours will be merged spatially. **The joint indoor theme area** brings together the latest innovations in logistics on the last mile in hall 13.

The adjacent, **redesigned Cargobike Parcours** features a variety of driving situations and obstacles to provide a **road-like testing environment**. In addition to cargo bikes, visitors will also be able to test lightweight scooters and e-scooters (currently in examination).

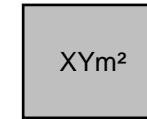
The Speakers Corner in the Last Mile Area can also be optionally booked by cargobike exhibitors (not on Last Mile Day).

Area planning

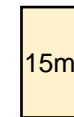
Bookable stand packages & Speakers Corner



Legend



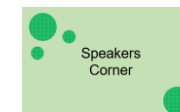
Platinum stand package



Gold stand package



Silver stand package



Speakers Corner

* Exemplary layout. The VDA expressly reserves the right to make changes.

Speakers Corner

Last Mile Day on Thursday, September 19, 2024



Services included:

- Stage slot on the Last Mile Day (Thursday, September 19, 2024)
- Each slot (depending on the chosen stand package) has a duration of 10 to 15 minutes (net stage time)
- Neutral stage setup without sponsorship
- Screen on the stage and program screen next to the stage
- 2-3 seating options on the stage or lectern
- 25 seats in front of the stage - accessible to all IAA TRANSPORTATION attendees
- Stage placement in the Last Mile Area in Hall 13
- Part of the official Conference Program (online and onsite)
- Video recording of the session
- Professional photographer for complimentary content
- **Bookable only for exhibitors**

IAA Last Mile Area

Platinum stand package

Stage slot at the Speakers Corner on the Last Mile Day on September 19, 2024

15 minutes presentation or panel participation

Presenting sponsor of the Last Mile Day on September 19, 2024

Yes

Size of stand area

25 m² or 30 m² or 45 m²

Including stand construction

No

Number of exhibitor passes

6

Entry in the list of exhibitors and other media incl. logo

Yes

Sponsored social media post on LinkedIn

Yes (1x)



Package price (excl. VAT):

25m² = €10,990.00

30m² = €11,990.00

45m² = €14,990.00

IAA Last Mile Area

Gold stand package

Stage slot at the Speakers Corner on the Last Mile Day on September 19, 2024

10 minutes presentation or panel participation

Presenting sponsor of the Last Mile Day on September 19, 2024

No

Size of stand area

15 m²

Including stand construction

Yes, standardized

Number of exhibitor passes

4

Entry in the list of exhibitors and other media incl. logo

Yes

Sponsored social media post on LinkedIn

No



Package price (excl. VAT):

€9,990.00

IAA Last Mile Area

Gold stand package

- 15 m² stand area (3m x 5m)
- Modern booth construction with wooden frame, panels in sandstone, brick, and expanded metal look including setup and dismantling
- Anthracite carpet tiles
- 6 m white LED light strip
- 2x pendant lights
- 3x exhibitor logo on stand panel as print in black or white on brick/sandstone look
- 1x black logo board (150cm x 40cm WxH) incl. white foil plot logo
- 50" screen with USB connection
- 2x seating groups: table with 4x chairs and high table with 2x bar stools
- 1x lockable counter
- 1x trash can
- 4x exhibitor passes included
- Included additional services and amenities: booth cleaning and waste disposal, power connection 3kW with 2x 3-way power sockets, internet connection with Wi-Fi for up to 5 devices (total bandwidth up to 10 Mbit/s, in stable 5GHz frequency band)
- Mandatory communication fee included



Package price (excl. VAT):

€9,990.00

IAA Last Mile Area

Silver stand package

Stage slot at the Speakers Corner on the Last Mile Day on September 19, 2024

10 minutes presentation or panel participation

Presenting sponsor of the Last Mile Day on September 19, 2024

No

Size of stand area

4 m²

Including stand construction

Yes, standardized

Number of exhibitor passes

2

Entry in the list of exhibitors and other media incl. logo

Yes

Sponsored social media post on LinkedIn

No



Package price (excl. VAT):

€5,990.00

IAA Last Mile Area

Silver stand package

- 4 m² stand area (2 m x 2m)
- Modern and sustainable booth construction with back wall (250cm high), panels in brick look including setup and dismantling
- Anthracite carpet tiles
- 2x wall-mounted spotlights
- 1x black logo board (150cm x 40cm WxH) incl. white foil plot logo
- 40" screen
- 1x high table black (60cm x 60cm x110cm WxDxH) with 2x bar stools black
- 1x sideboard anthracite (80cm x 40cm x90cm WxDxH) lockable
- 1x trash can
- 2x exhibitor passes included
- Included additional services and amenities: booth cleaning and waste disposal, power connection 3kW with 1x 3-way power socket, internet connection with Wi-Fi for up to 5 devices (total bandwidth up to 10 Mbit/s, in stable 5GHz frequency band)
- Mandatory communication fee included



Package price (excl. VAT):

€5,990.00

IAA Last Mile Area

Overview of stand packages

Included services	Platinum stand package	Gold stand package	Silver stand package
Stage slot at the Speakers Corner on the Last Mile Day on September 19, 2024	15 minutes presentation or panel participation	10 minutes presentation or panel participation	10 minutes presentation or panel participation
Presenting sponsor of the Last Mile Day on September 19, 2024	Yes	No	No
Size of stand area	25 m ² or 30 m ² or 45 m ²	15 m ²	4 m ²
Including stand construction	No	Yes	Yes
Number of exhibitor passes	6	4	2
Entry in the list of exhibitors and other media incl. logo	Yes	Yes	Yes
Sponsored social media post on LinkedIn	Yes (1x)	No	No
Package price	25 m ² €10,990.00 30 m ² €11,990.00 45 m ² €14,990.00	€9,990.00	€5,990.00

Addon

Outdoor test drives with delivery scooters and micro vehicles



Test drives with delivery scooters and micro vehicles can start from outdoor parking areas in the south of Hall 13 and use a defined test track on the exhibition grounds.

Conditions:

- Booking of the required outdoor parking space (note: total area is limited)
- The test drive vehicle remains permanently located outdoors and cannot be alternately placed on indoor booth space.
- Driver's license requirement will be checked by the exhibitor before starting the ride, and individual liability limitation has to be signed by every visitor
- Vehicles that require the use of a protective helmet must only be driven on the premises while wearing a protective helmet
- Only scooters and small vehicles are allowed; for cars and larger vehicles, please use the IAA Test Drives offer
- The German Road Traffic Regulations (StVO) and the speed limits applicable on the exhibition grounds must be strictly adhered to

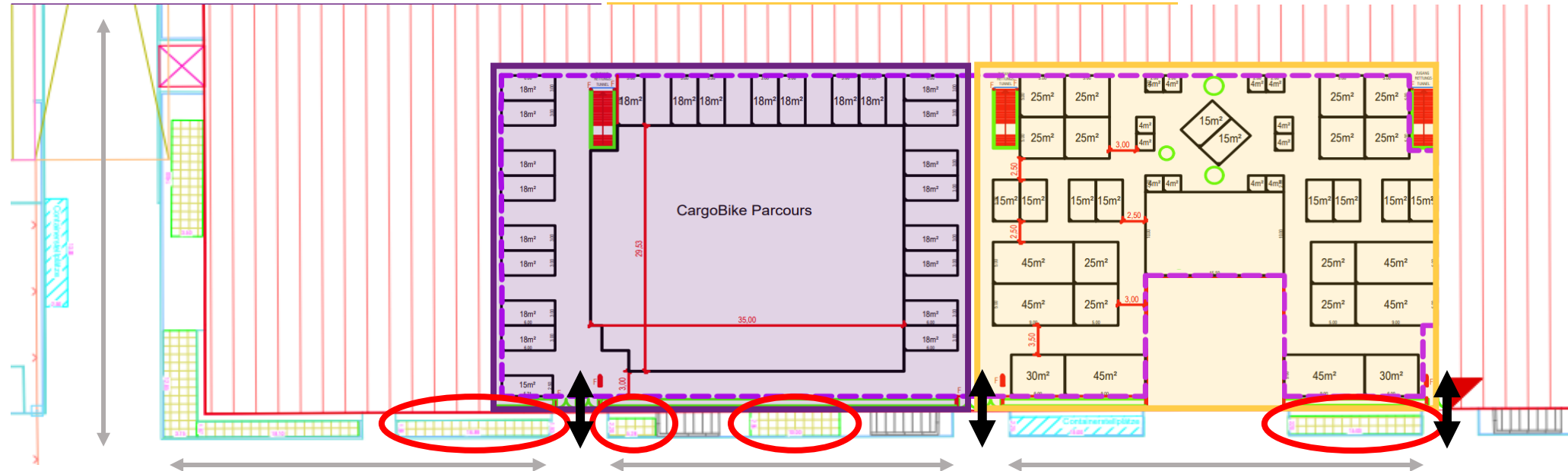


Price per m² outdoor
parking space (plus VAT):

€92,50

Addon

Parking areas for test drives with delivery scooters and micro vehicles



The outdoor parking areas for delivery scooters and micro vehicles are located in the immediate vicinity of the IAA Last Mile Area and the IAA Cargobike Parcours (see red markings). They are easily accessible through the southern hall gates.

The available parking space is limited. Allocation is based on the number of bookings received.

The route guidance of the test track is currently still being coordinated.

CONTACT



We are delighted if this offer has aroused your interest.

For registration or if you have any questions, please feel free to contact us.

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