

IAA Networking Tours

Exposé December 2023



IAA Networking Tours

The mission

IAA 2024 will be the most important international exposition of the issues facing the logistics and transportation of the future.

Technical experts from around the world visit this platform for the commercial vehicle, transportation and logistics industries to learn about the latest developments as well as to discuss current topics.

IAA TRANSPORTATION presents the innovations and trends on the path toward climate-neutral logistics. The presentation of solutions for transportation, vehicle technology, trailers, vehicle bodies and services plays an important role and is the core focus of the Networking Tours.

Idea

Target addressing of potential customers and trade visitors

Present your products, innovative solutions, and services to decision-makers and technical experts twice per day for 10 minutes each (plus 5 minutes for questions).

By participating in the IAA Networking Tours, you ensure that the suitable target group is led to your exhibition space. Give your visitors a compact overview of your field.



Added value for your participation

Optimizing your appearance at IAA

- Visitors with technical knowledge and decision-makers from around the world are led specifically to your booth
- Have discussions with interested participants who have deliberately registered for this tour
- Make new business contacts
- Gain a competitive edge by raising awareness of your company via IAA channels and on site



Overview

Dates and info

What?

- Thematic tour on participating exhibitors

Who?

Exhibitor target group:

- Max. 7 exhibitors per tour

Visitor target group:

- Trade visitors, professionals, young professionals
- Max. 25 visitors per group

When?

- Tuesday to Friday (September 17-20, 2024)
- Weekend booking possible

Where?

- Guided tour in the exhibition halls

How?

- Up to 4 topics, 2 tours daily (1x DE / 1x EN)
- One 10-minute slot with 5-minute Q&A per tour per exhibitor

Why?

- Direct communication with target groups
- Increased visibility
- Improved image via expert status
- 30-minute product demonstration in front of up to 50 trade visitors per day

Topic highlights

From climate neutrality to connectivity



Truck

- Electromobility & hydrogen
- Autonomous driving
- Logistics
- Trailers
- Climate neutrality
- Driver assistance systems / convenience

Urban

- Intermodality
- Last mile
- Ridepooling
- Transportation
- Real-time services

Infrastructure

- Charging infrastructure
- Data network/5G
- Intermodality
- Production
- Megawatt charging

Bus

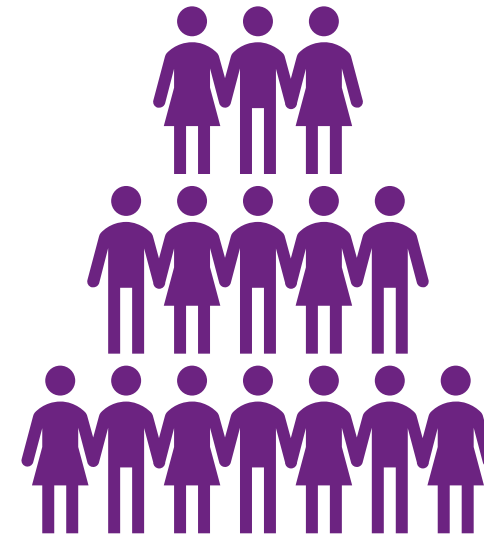
- Electromobility & hydrogen
- Ride safety
- Comfort
- Climate neutrality
- Design/interior
- Autonomous driving

Networking Tours

Core facts

77% of IAA trade visitors influence their companies' decision-making and get a compact overview of your product portfolio via IAA Networking Tours.

Private & trade visitors said their primary reason for attending IAA was to get an “overview of innovations and trends”. A Networking Tour achieves this goal within a thematic and scheduled framework.



With a return rate of 68%, the Networking Tours in 2024 look forward to being as popular as they have been in the past.

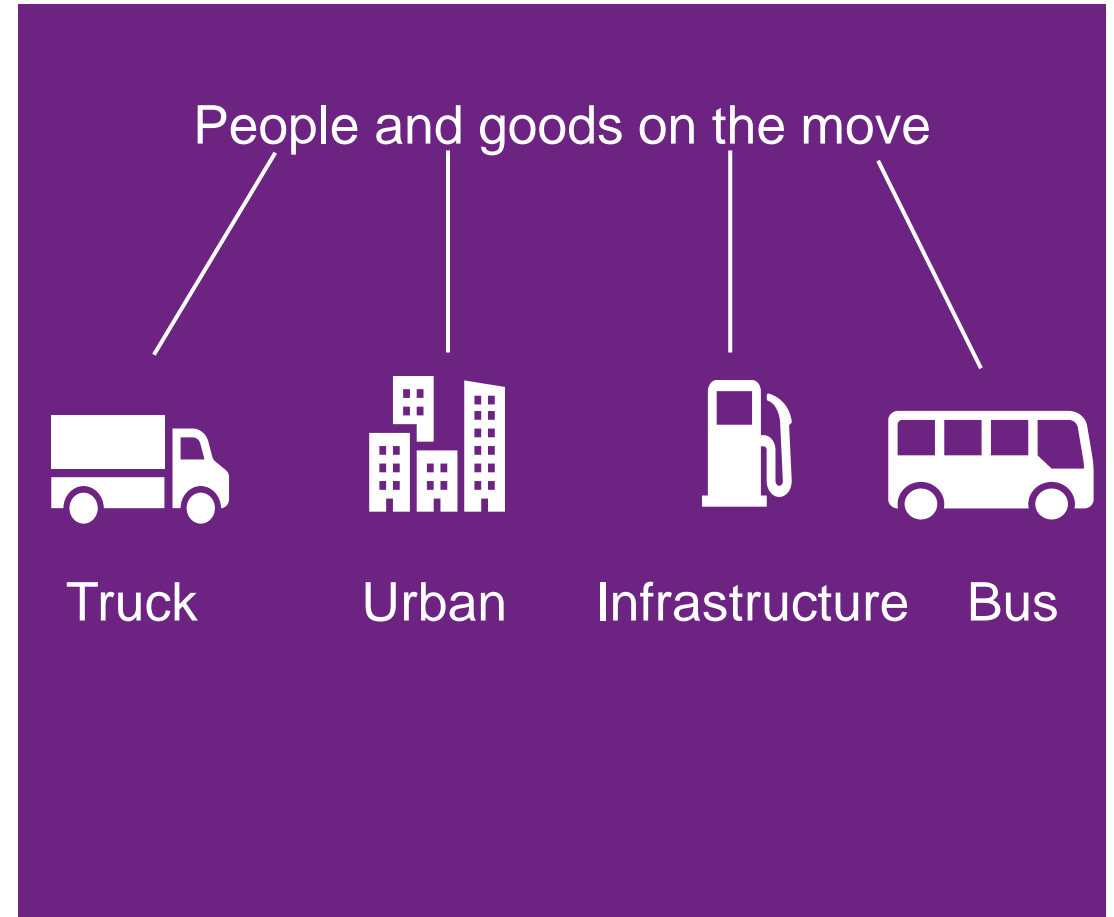
Conditions

IAA Networking Tours services

- Conception and coordination
 - Planning and holding tours from September 17-20, 2024 by an agency
 - 2 tours per topic per day (1x DE / 1x EN)
 - Max. 7 exhibitors / total duration 2 hours
 - 15-minute time slots incl. Q&A
- Online registration portal for visitors
- Professional tour guides
- Registration on site and online
- Tour sheets for all participants
- Tour guide system

Costs for inclusion:

4,900 € plus VAT



Networking Tours on the weekend

Concept

- An interdisciplinary tour with all product groups, held once per day (Sat/Sun) in German
- Opportunity to speak to a broader target group
- Gives visitors extensive insight into the commercial vehicle, transportation, and logistics industries



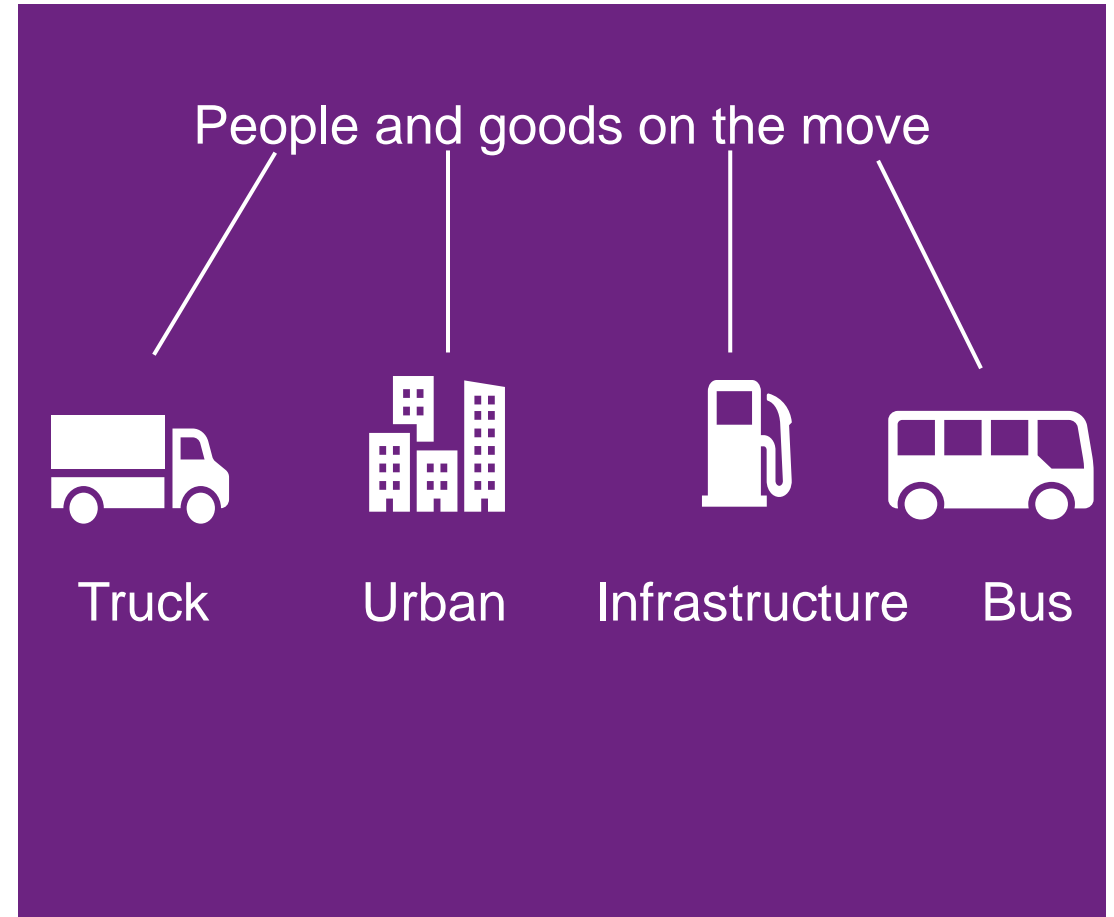
Conditions

IAA Networking Tours weekend services

- Conception and coordination
 - Planning and holding tours on September 21-22, 2024 by an agency
 - One tour per day in German
 - Max. 7 exhibitors / total duration 2 hours
 - 15-minute time slots incl. Q&A
- Online registration portal for visitors
- Professional tour guides
- Registration on site and online
- Tour sheets for all participants
- Tour guide system

Costs for inclusion:

1,900 € plus VAT



CONTACT



Interested in taking part?

Please feel free to contact us to register or if you have any questions.

Marie Doepgen

Department IAA

German Association of the Automotive Industry

Behrenstr. 35 | 10117 Berlin

Phone: +49 30 897842 214

Email: marie.doepgen@vda.de

Additional information

General terms & conditions, data privacy, instructions

- The selection and allocation of Networking Tours are conducted via an application process with the registration form. The company's innovation and samples on display are evaluated for this purpose.
- In the unexpected event that not enough participants sign up for the IAA Networking Tours, the VDA will not offer them.
- We reserve the right to consolidate tour topics in the event that not enough participants sign up for one topic.
- Please register by **April 26, 2024**.
- The terms of cancellation can be found in the respective registration form.
- By registering, you agree to our [terms of exhibition](#) and [data privacy policy](#).