

# IAA Career

Exposé 2024



# Goals of IAA Career

## The mission statements

### Information:

- Presentation of companies, their technology and services, and career fields in the commercial vehicle, transportation and logistics industries

### Acquisition:

- Direct, target-driven HR activities at the exhibitor booths

### Interaction:

- Networking between companies and (trade) visitors to position themselves as future employers

### Transformation:

- Discussion of the future and transformation in the transportation and logistics industries

# Overview

## Three components of IAA Career

Career Tours	Technical deep dives on one stage over the weekend	Marketing activities (online and offline)

# Career Tours

## Dates and info

### What?

- Career-based tour of potential employers incl. presentation of job offers

### Who?

- Exhibitor count: max. 7 per tour
- Visitor target group: graduating students, university students, young professionals, professional motorists

### When?

- Friday to Sunday (September 20-22, 2024)

### Where?

- Guided tour in the exhibition halls

### How?

- One 10-minute slot with 5-minute Q&A per exhibitor per tour
- Career counter and HR specialist required

### Why?

- Presenting your company
- Speaking with potential trainees
- Opportunity to turn new, untrained staff into future professionals

# Technical Deep Dive

## Dates and info

### What?

- Panel of 3-4 participants to introduce technical topics, such as:
  - hydrogen
  - autonomous driving
  - electrical axles
  - digitalization

### Who?

- Technical experts from the companies
- Target visitor group of IAA Career

### When?

- Friday to Sunday (September 20-22, 2024)
- 1-2 presentations per day

### Where?

- Industry Stage

### How?

- Panel slot of 15-20 minutes
- Basic summary of current state of research and development

### Why?

- Introduction to technical topics for clear understanding of the industry / technology / manufacturing group
- Increases industry appeal
- Content generates interest in jobs

# Marketing measures

## Digital and printed advertisements

Social media	IAA Career Icon	Advertising material
<ul style="list-style-type: none"> <li>• Career posts on <b>IAA LinkedIn</b> and <b>Facebook</b> with one company post and general career posts each</li> <li>• 1x in the <b>newsletter</b> (August 2024)</li> <li>• Paid ad campaign on LinkedIn or Facebook in August</li> </ul>	<ul style="list-style-type: none"> <li>• In hall layout (online + printed)</li> <li>• On the website</li> <li>• In the app</li> <li>• In the exhibitor index</li> <li>• Recommendation for all participants: Set up <b>career counter + screen</b> (for job ads) at your booth</li> </ul>	<ul style="list-style-type: none"> <li>• <b>2 job ads</b> in the career portal (each additional ad costs 350.00 €)</li> <li>• <b>Floor markings</b> in front of the exhibition spaces</li> <li>• Cube for the counter</li> <li>• Promotion/signage on site (sandwich board at the entrance, push notifications, etc.)</li> </ul>

# IAA Career

## Conditions

- Promotion on IAA channels
- Participation in the weekend Career Tour including conception, coordination and execution
- Creation and publication of an individual company post on the social media channels
- Various marketing materials



Costs for inclusion:

4,690.00 € plus VAT

# Exclusive sponsoring package

## Handing out goodie bags

Get the exclusive IAA Career Tours sponsoring package. We will distribute goodie bags (tote bag, pen, notebook, and much more) among the visitors at the beginning of each tour.

Participants will carry your branding with them all day at IAA TRANSPORTATION and will actively use your branded products.

Costs of the one-time sponsoring package:

2,990.00 € plus VAT





# CONTACT



Interested in taking part?

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

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# Additional information

## General terms & conditions, data privacy, instructions

- In the unexpected event that not enough participants sign up for IAA Career, the VDA will not offer it.
- 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](#).