

Terms and Cost Overview

IAA Bus Area

We are pleased to make you the following offer for participating in the bus area at the IAA TRANSPORTATION 2024 by taking into account the services mentioned.

Exhibition Spaces Participation Prices

Indoor exhibition space per m²

Basic rent for exhibition spaces on the first floor (no stand construction included)	€143.00
Basic rent for corner stands (two-sided free, no stand construction included)	€171.60
Basic rent for front stands (three-sided free, no stand construction included)	€185.90
Basic rent for block stands (four-sided free, no stand construction included)	€200.20
Second floor areas (stands with multi-story design)	€92.50

Outdoor parking areas for buses participating in test drives per m²

Parking areas located in the immediate surroundings of the theme hall can be used as starting point for test drives.

All prices plus VAT



For booking indoor exhibition spaces and outdoor parking areas for buses participating in test drives, please use our [Online Registration](#) and enter the comment "Bus Area".

IAA Shuttle Bus Participation Prices

Participation in the IAA Shuttle Bus for visitors on the exhibition grounds*

(per participating vehicle for total running time)

For exhibitors of the bus area	€2,500.00
For non-exhibitors	€12,500.00

Demonstration of independent (mini) vehicles (depending on individual application)

on request

All prices plus VAT



For participating in the IAA Bus Campus, IAA Shuttle Bus, Test Drives with buses and/or enquiries regarding demonstration of independent vehicles, please use the [registration form below](#).

If there are not enough participants for individual formats contrary to expectations, or their realization proves to be uneconomical, the VDA will stand back from this offer.

*The exhibitor organizes driving personnel, vehicle branding as well as operating materials/charging infrastructure and bears the costs incurred. In order to present a wide variety of vehicles from different exhibitors for visitors, the VDA may limit the number of vehicles per exhibitor.

Advertising activities

The VDA will implement extensive advertising activities, to provide targeted information about the bus area and the participating manufacturers in public and on site.

This includes the following so far:

- IAA homepage
- IAA app
- IAA guideposts and signage on the site
- IAA visitor flyers where appropriate
- Targeted VDA press releases
- IAA brochure

IAA Bus Campus Participation Prices

Participation in the IAA bus campus

(prerequisite for booking the stand package is offering a service from the consulting area)

Consulting package 5 m ²	€2,300.00
Consulting package 6 m ²	€2,760.00

All prices plus VAT

Charging infrastructure Participation Prices

Demonstration of charging infrastructure

Space along the City Lane or outdoors (price corresponds to the basic rental m²; power connection, power consumption and other services must be booked separately)

Basic rent for exhibition spaces on the first floor per m ² (no stand construction included)	€143.00
Basic rent Outdoor per m ² (no stand construction included)	€92.50

All prices plus VAT



For participating in the IAA Bus Campus, IAA Shuttle Bus, Test Drives with buses and/or enquiries regarding demonstration of independent vehicles, please use the [registration form below](#).

Bus Area Registration Form 2024

Verband der Automobilindustrie e.V. (VDA)
(German Association of the Automotive Industry)
Mr. Simon Schönberg, IAA Department
Behrenstraße 35, 10117 Berlin

Tel: +49 30 89 78 42 – 208
E-Mail: simon.schoenberg@vda.de

Attention order deadline: We request registration by 04/26/2024 at the latest. Please complete all fields of the form. Receipt of your order will be confirmed by E-Mail.

Please complete/tick the registration:

We are also registering **bindingly*** for the following experience formats of the bus area.

We have registered **indoor exhibition spaces** for the bus area via online registration. ☐

We have registered **outdoor parking areas** for Test Drives with buses via online registration. ☐

We would like to perform **Test Drives on the test route on the exhibition grounds or on public roads outside of the exhibition grounds** ☐

We would like to perform **test drives on the "City Lane" in hall 23**
(only possible at defined times several times per day) ☐

Number of Test Drive vehicles: _____

Dimensions of Test Drive vehicles (L x W in meters): _____

Type & description of the Test Drive vehicles:

We would like to offer **Test Drives during the entire IAA (16 – 22 September 2024)**. ☐

We only want to offer **Test Drives on the following exhibition days:**

We require a **power connection with the following capacity and connection type** (capacity in kW, connection type for example 32A CEE) within the scope of test drives

Note: Supply connections are chargeable and must be booked independently via the "exhibitor shop". Charging infrastructure must be provided by exhibitors themselves.

	Price plus VAT	selection / quantity
Participation in the IAA Shuttle Bus for visitors on the exhibition grounds (per participating vehicle for total running time)		<input type="checkbox"/>
For exhibitors of the bus area	€2,500	Quantity:
For non-exhibitors	€12,500	Quantity:
Demonstration of independent (mini) vehicles (depending on individual application)	on request	
	Price plus VAT	selection / quantity
Participation in the IAA Bus Campus* (A prerequisite is registration as well as booking of the Showroom module)		<input type="checkbox"/>
Consulting package 5 m ²	€2,300.00	<input type="checkbox"/>
Consulting package 6 m ²	€2,760.00	<input type="checkbox"/>
Demonstration of charging infrastructure Space along the City Lane or outdoors (price corresponds to the basic rental m ² ; power connection, power consumption and other services must be booked separately)		<input type="checkbox"/>
Basic rent for exhibition spaces on the first floor per m ² (no stand construction included)	€143.00	Quantity:
Basic rent outdoor exhibition space per m ² (no stand construction included)	€92.50	Quantity:

Information about the participant

Company: _____ Order no. _____

Contact partner: _____

Street: _____

ZIP, place: _____

E-Mail: _____

Phone: _____

Different invoicing address where appropriate

Company: _____

Contact partner: _____

Street: _____

ZIP, place: _____

*With your signature, you confirm the binding registration for the experience formats of the bus area at the IAA TRANSPORTATION 2024, and that you have taken note and will comply with the information about liability limitation of the Verband der Automobilindustrie e.V. (German Association of the Automotive Industry) (VDA) on the next page, as well as the [Exhibition conditions](#), [Data protection rules](#) and the [Organizational and technical guidelines](#) of the IAA TRANSPORTATION 2024.

The following terms apply when canceling registration in the bus area: Until 05/12/2024, 25 percent cancellation charge on the total amount. | Until 06/23/2024, 50 percent cancellation charge on the total amount. | From 06/24/2024, 100 percent cancellation charge on the total amount. Plus VAT.

The services offered will be provided by VDA after full payment before the start of the IAA TRANSPORTATION 2024.

Place, date Signature, company stamp

Liability Limitation IAA Test Drives and IAA Shuttle Bus Within the Scope of IAA TRANSPORTATION

The VDA accepts no liability whatsoever for damage to property or personal injury suffered by the exhibitor as a result of a technical defect of the vehicle and/or misconduct on the part of the visitor driving the vehicle or the driver provided and instructed by the exhibitor or the driver of a third-party agency during the test and shuttle runs on the IAA TRANSPORTATION exhibition grounds and during the city tour, overland tour or on the motorway. The VDA merely provides exhibitors with the exhibition space on the exhibition grounds for the purpose of carrying out the test drives on their own responsibility. In the event that the participating visitor (third party) suffers damage due to a technical defect of the vehicle and/or due to misconduct on the part of the visitor driving the vehicle or the driver provided and instructed by the exhibitor or the driver of a third-party agency, the exhibitor undertakes to indemnify the VDA against claims of any legal nature by the third party. Furthermore, the VDA must be reimbursed for all legal defense costs incurred in this connection. In addition, the applicable road traffic regulations must be complied with. Besides, the [exhibition conditions](#) apply.

As in previous years, we will not provide a central registration for visitors interested in Test Drives. Establishing contacts with customers at the approach and departure points and handling (incl. insurance, checking driver's licenses, fitness to drive, co-travelcards etc.) are done at your own stand, and test drives are performed under your own responsibility. As exhibitor it is up to you whether visitors drive themselves or simply take part in the Test Drives as passenger.

Visitors participating in Test Drives must sign a waiver of liability towards the exhibitor (to be provided by the exhibitor, please send us your form before the IAA by 08/16/2024 at the latest) and proof of a driver's license (if drivers are driving themselves). Exhibitors are obliged to verify whether persons are in a position and condition to drive the vehicle themselves. During the Test Drives, a person familiar with the vehicle must be present in the driver's cab. We would like to point out that the test vehicles used must have respective insurance cover as well as road approval.