

Advertising Marketing & Sponsoring Exposé 2024



People and Goods on the Move

September 17 - 22, 2024 at the exhibition center in Hanover

IAA TRANSPORTATION is the leading international platform for buses, logistics, commercial vehicles and the transport sector.

From **September 17 to 22, 2024**, leading players, visionaries and experts in the industry will meet to discuss the current challenges and future opportunities of climate-neutral mobility.

Take advantage of IAA TRANSPORTATION's advertising and sponsorship opportunities to increase your brand visibility and reach tailored target groups!

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IAA Conference



IAA Conference

Exclusive Main Stage Sponsor

- Logo placement in screen design + all Conference program displays onsite
- Placement of advertising film during lunch breaks (max. 5 min.)
- Placement of advertising materials (if available) on visitor seats possible
- 3x stage slots for a sponsor session (1 per day) of 45 min. each
- Recording of the sponsor session at free disposal
- Video recording of the sponsor session is freely available
- Sponsor mention on homepage in conference areas (landingpage, program...)
- Min. 1x social media post before the event
- 1x written C-level interview for homepage and social media (video is possible)
- Mention in exhibitor directory (homepage and, if available, print)
- Placement of logo in the visitor guide (printed brochure, if available)
- This Sponsorship is open for Non-Exhibitors

Costs:

195.000,00 € plus VAT



IAA Conference

Industry Stage – Buy a Session

- Audience capacity: 90 seats
- Stage slot 30 minutes each
- Price scale depending on the time slot
- Part of the official conference program
- Video recording of the session for free use
- Photos of the session are freely available
- Own presentation necessary



Costs:

from 6.300,00 € plus VAT

IAA Conference

Industry Stage – Occupancy plan & booking costs

| Time | Tuesday | Wednesday | Thursday | Friday |
|---------------|----------------|----------------|----------------|-------------|
| 09.00 – 10.00 | - | - | - | - |
| 10.00 – 10.30 | 9,900.00 € | 8,900.00 € | 6,900.00 € | Startup Day |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 10.45 – 11.15 | 9,900.00 € | 8,900.00 € | 6,900.00 € | |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 11.30 – 11.45 | 9,900.00 € | 8,900.00 € | 6,900.00 € | |
| 12.00 – 12.45 | Lunch Break | Lunch Break | Lunch Break | |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 13.00 – 13.30 | 9,900.00 € | 8,900.00 € | 6,300.00 € | |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 13.45 – 14.15 | 9,900.00 € | 8,900.00 € | 6,300.00 € | |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 14.30 – 15.00 | 9,900.00 € | Booked | Booked | |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 15.15 – 15.45 | 9,400.00 € | Booked | Booked | |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 16.00 – 16.30 | 9,400.00 € | 7,900.00 € | Booked | |
| | 3 Min. Startup | 3 Min. Startup | 3 Min. Startup | |
| 16.45 – 17.15 | Booked | Booked | Booked | |
| Evening event | tbc | tbc | tbc | tbc |

IAA Conference

Speakers Corner – Buy a Session

- Audience capacity: 30 seats
- Stage slot 45 minutes each
- Price scale depending on the time slot
- Part of the official conference program
- Video recording of the session for free use
- Own presentation necessary



Costs:

from 900,00 € *plus VAT*

IAA Conference

Speakers Corner – Occupancy plan & booking costs

| Time | Tuesday | Wednesday | Thursday | Friday |
|---------------|-------------|-------------|-------------|-------------|
| 09.00 – 10.00 | - | - | - | - |
| 10.00 – 10.45 | 3,900.00 € | 3,400.00 € | 2,900.00 € | 2,000.00 € |
| 11.00 – 11.45 | 3,900.00 € | 3,400.00 € | 2,900.00 € | 2,000.00 € |
| 12.00 – 12.45 | 3,900.00 € | 3,400.00 € | 2,900.00 € | 2,000.00 € |
| 13.00 – 13.45 | Lunch Break | Lunch Break | Lunch Break | Lunch Break |
| 14.00 – 14.45 | 3,600.00 € | 3,100.00 € | 2,600.00 € | 900.00 € |
| 15.00 – 15.45 | 3,600.00 € | 3,100.00 € | 2,600.00 € | 900.00 € |
| 16.00 – 16.45 | 3,600.00 € | 3,100.00 € | 2,600.00 € | 900.00 € |
| 17.00 | - | - | - | - |

IAA Conference

Your Advertising Film on our Screens

- Limited to 5 plus eventual main sponsor
- Advertising film shown (max. 3 min.) on the Main Stage and Industry Stage on all show days
- Guaranteed during the lunch break
- Also possible between 9:00 am & 10:00 am and between 5:00 pm & 6:00 pm, if there is no program here
- Valid only for exhibitors



Costs:

2.500,00 € plus VAT

IAA Conference

Rent a stage - evening event & press conference

| | Main Stage | Industry Stage | Speaker's Corner |
|--|---|---|--|
| Press Conference Monday, September 16 | <p>23,900 € 20 Minutes Incl. Showcrew, Equipment, Livestream and Rehearsal (1h) on Sunday</p> | <p>13,900 € 20 Minutes Incl. Showcrew, Equipment, Livestream and Rehearsal (1h) on Sunday</p> | <p>8,900 € 20 Minutes Incl. simple presentation equipment and Recording</p> |
| Evening Event September 16-20 | <p>29,900 € Setup from 5:00 p.m Event until 10 p.m (September 16 to 18 possible) Including basic show crew, Equipment and 1 hour rehearsal slot on Sunday</p> | <p>18,900 € Setup from 5:00 p.m Event until 10 p.m (September 16 to 20 possible) Including basic show crew, Equipment and 1 hour rehearsal slot on Sunday</p> | - |
| Weekend September 21-22 | Tbd | Tbd | Tbd |

IAA Experiences



IAA Bus Area

Exclusive Sponsoring

1x Exclusive Partner

- Logo and claim placement on 2x giant banners on the north and east exterior walls of the bus area hall (visible from the North 1 entrance).
- Logo placement on 25% of the Mannesmann grid covers (1.96m x 0.88m) along the test track in the hall

Listing as an “**Official Partner – IAA Bus Area**” in the exhibitor directory, on the website and in the app including your logo and an integration in our communication plan (e.g. social media) and PR

Costs:

30.000,00 € plus VAT



IAA Shuttle Bus

Exclusive Sponsoring

- Logo and claim placement on giant banner at bus stop (between Hall 18 and Hall 23, visible from the North 1 entrance).
- Logo placement on route map notices at all shuttle bus stops on site (approx. 10-12 stops).

Listing as an “**Official Partner – IAA Shuttle Bus**” in the exhibitor directory, on the website and in the app including your logo and an integration in our communication plan (e.g. social media) and PR

Costs:

18.000,00 € plus VAT



IAA Cargobike Parcours

Your brand in the spotlight of cargo bikes in action

4x Presenting Partner

- Logo placement on 10x Mannesmann grid covers (1.96m x 0.88m) along or around the test track
- Construction of 1x branded inflatable archway or similar advertising material along the test route (Production of the archway or similar advertising material is not included; this must be provided by the exhibitor)

Listing as an „**Presenting Partner – IAA Cargobike Parcours**“ in the exhibitor directory, on the website and in the app including your logo and an integration in our communication plan (e.g. social media) and PR

Costs:

6.000,00 € plus VAT



IAA Test Drives

Exclusive Sponsoring

1x Exclusive Partner

- Logo and claim placement on banner/foiling on the outside wall of the departure terminal
- Logo placement on signage along the test route on site (2 km)

Listing as an “**Official Partner – IAA Test Drives**” in the exhibitor directory, on the website and in the app including your logo and an integration in our communication plan (e.g. social media) and PR

Costs:

30.000,00 € plus VAT



IAA Website



IAA Website

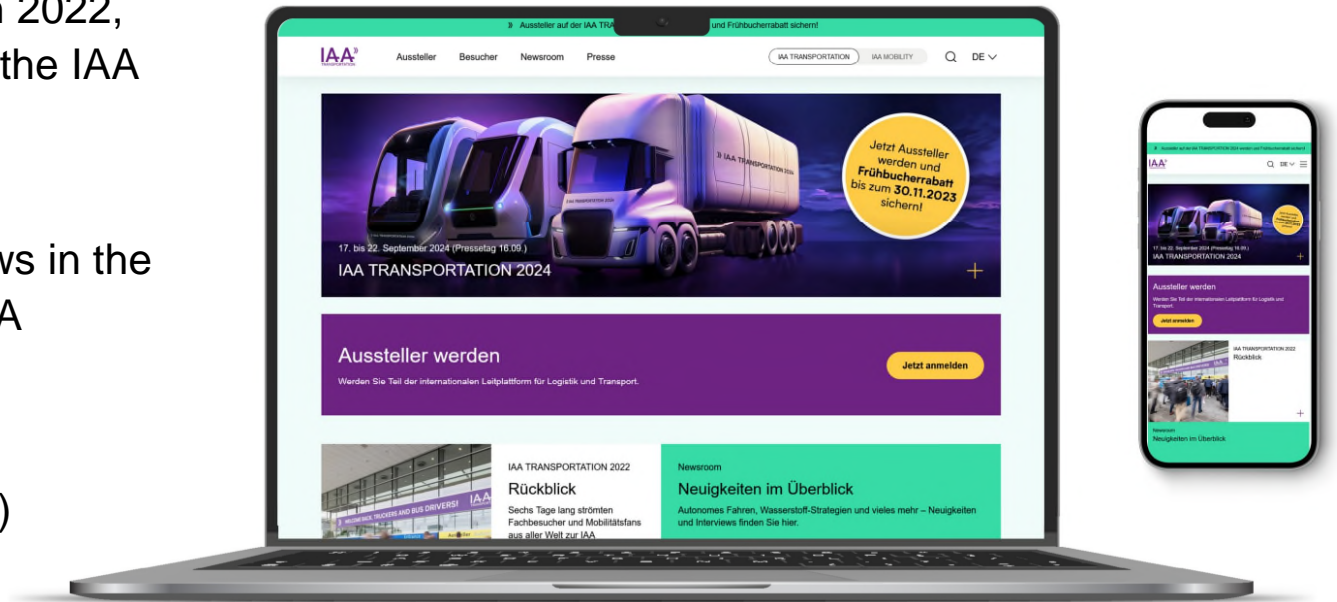
Reach / Data 2022

Use the additional range potential of the website to present your message to a broad target group. In 2022, over **1.05 million page views** were recorded on the IAA TRANSPORTATION website.

Here you will find an overview of the website-views in the relevant advertising phases before and during IAA TRANSPORTATION 2022*:

- **May - July 2022** (approx. 138.000 page views)
- **August 2022** (approx. 101.500 page views)
- **September 2022:** (approx. 805.000 page views)

Data from 2022 serves as a guide.



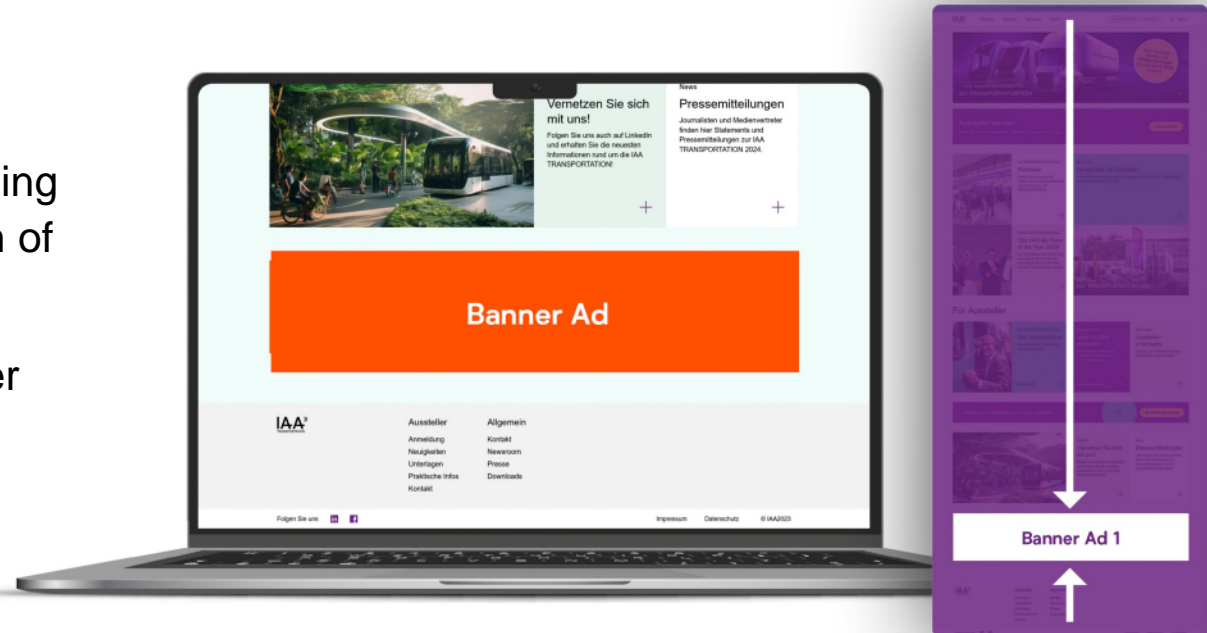
IAA Website

Banner Ad 1 Home page (lower area)

Reach your target group with an exclusive advertising banner on the high-traffic home page at the bottom of the website.

Position: Home page, lower area (between “further information” and “footer section”)

- **Advantage:** Exclusive monthly placement including URL link to the company website etc.



Costs Banner per month (May – July):
1.800,00 € *plus VAT*

Costs Banner August:
5.400,00 € *plus VAT*

Costs Banner September:
9.000,00 € *plus VAT*

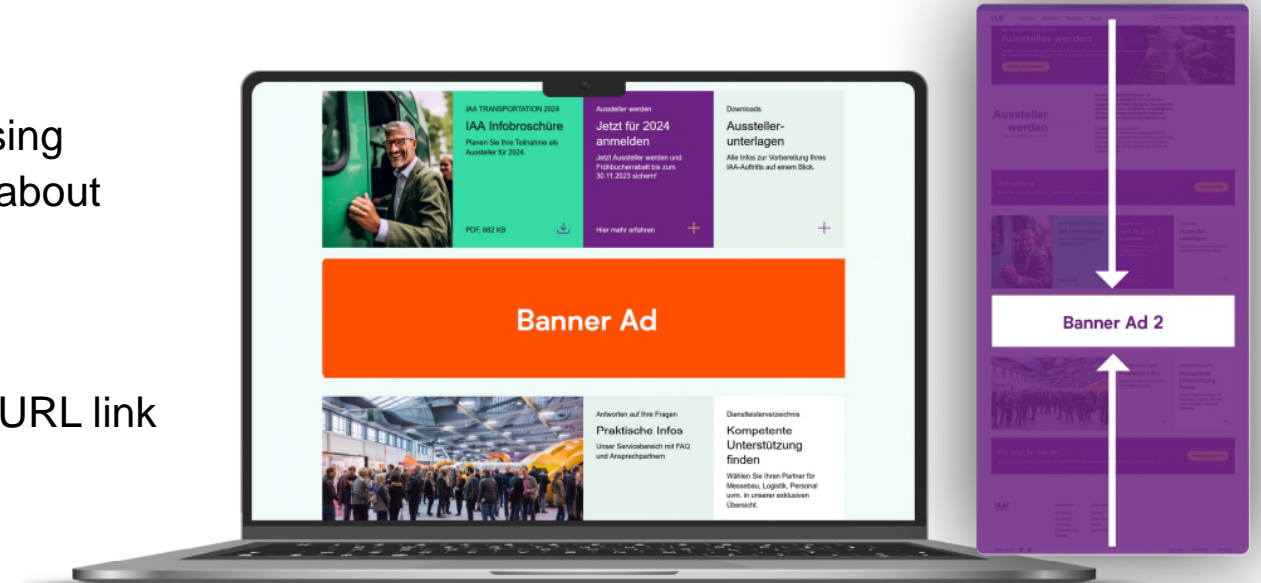
IAA Website

Banner Ad 2 Home page (middle area)

Reach your target group with a prominent advertising banner in the middle area on the overview pages about exhibitors or visitors.

Position: Home page, middle area

- **Advantage:** Exclusive placement (per month); URL link to the company website



Costs Banner per month (May – July):
2.400,00 € *plus VAT*

Costs Banner August:
6.000,00 € *plus VAT*

Costs Banner September:
9.600,00 € *plus VAT*

IAA Website

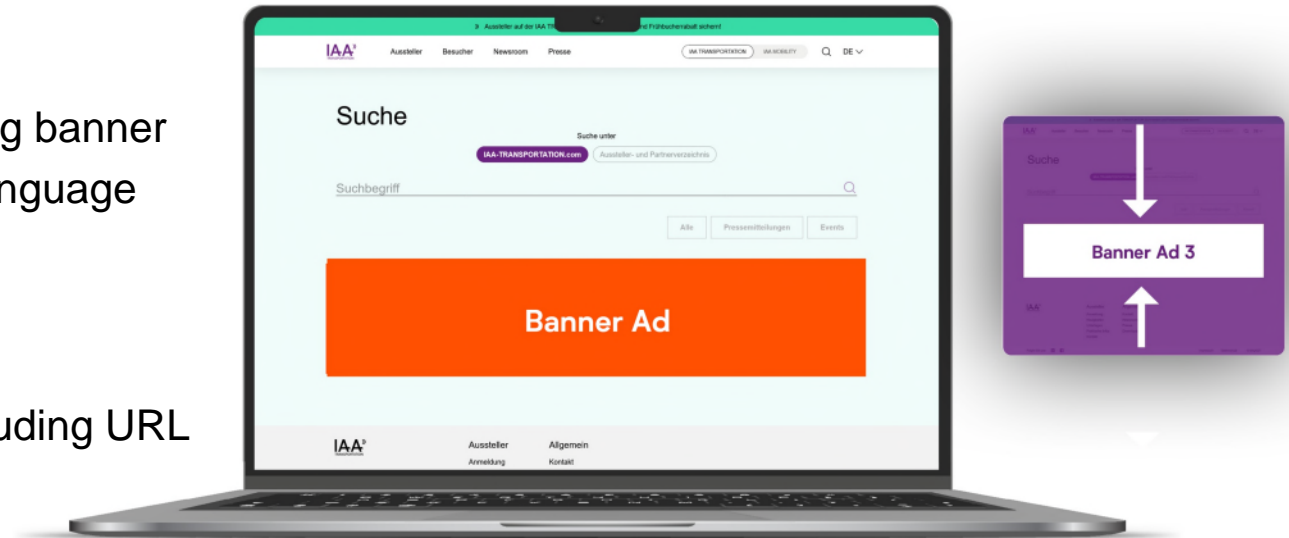
Banner Ad 3

Search bar (below input field)

Reach your target group easily with an advertising banner in the search area on the German and English language IAA TRANSPORTATION website.

Position: Search feature (below input field)

- **Advantage:** exclusive monthly placement including URL link to the company website



Costs Banner per month (May – July):
1.800,00 € *plus VAT*

Costs Banner August:
5.400,00 € *plus VAT*

Costs Banner September:
9.000,00 € *plus VAT*

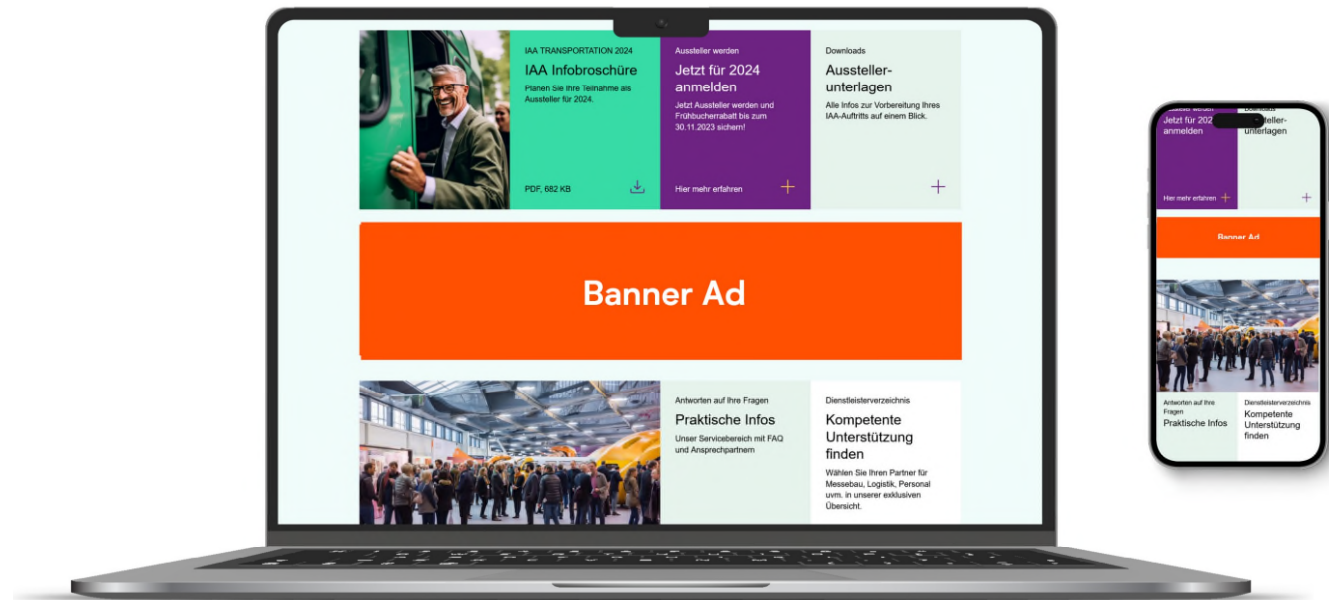
IAA Website

Banner Ad Specifications/Delivery

- **General format:**
100% layout container width (1/1)
- **Required file format:**
.jpg or .png (2370 x 520px)
- **Safety distance (text/frame):**
min. 50px (on all sides)
- **Language:**
German / English version

URL:

Target link to the desired website
(e.g. Corporate website)

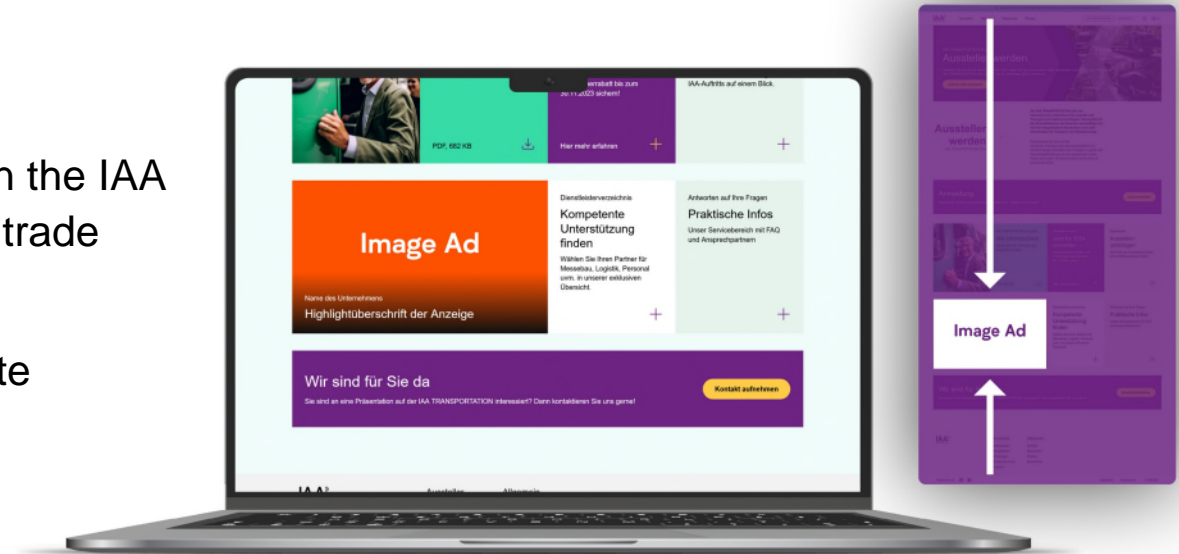


IAA Website

Image Ad

Overview pages (Exhibitors/Visitors)

- Reach your target group easily with an image ad on the IAA TRANSPORTATION website. Whether exhibitor or trade visitor.
- **Languages:** Ad on the English and German website
- **Advantages:** Exclusive placement every month
- **Position:** Position of the advertisement in the lower third.



Costs Image Ad per month
(VISITOR PAGE May – July):

1.200,00 € plus VAT

Costs Image Ad
(VISITOR PAGE August):

6.000,00 € plus VAT

Costs Image Ad
(VISITOR PAGE September):

12.000,00 € plus VAT

Costs Image Ad per month
(EXHIBITOR PAGE May – July):

1.200,00 € plus VAT

Costs Image Ad
(EXHIBITOR PAGE August):

3.000,00 € plus VAT

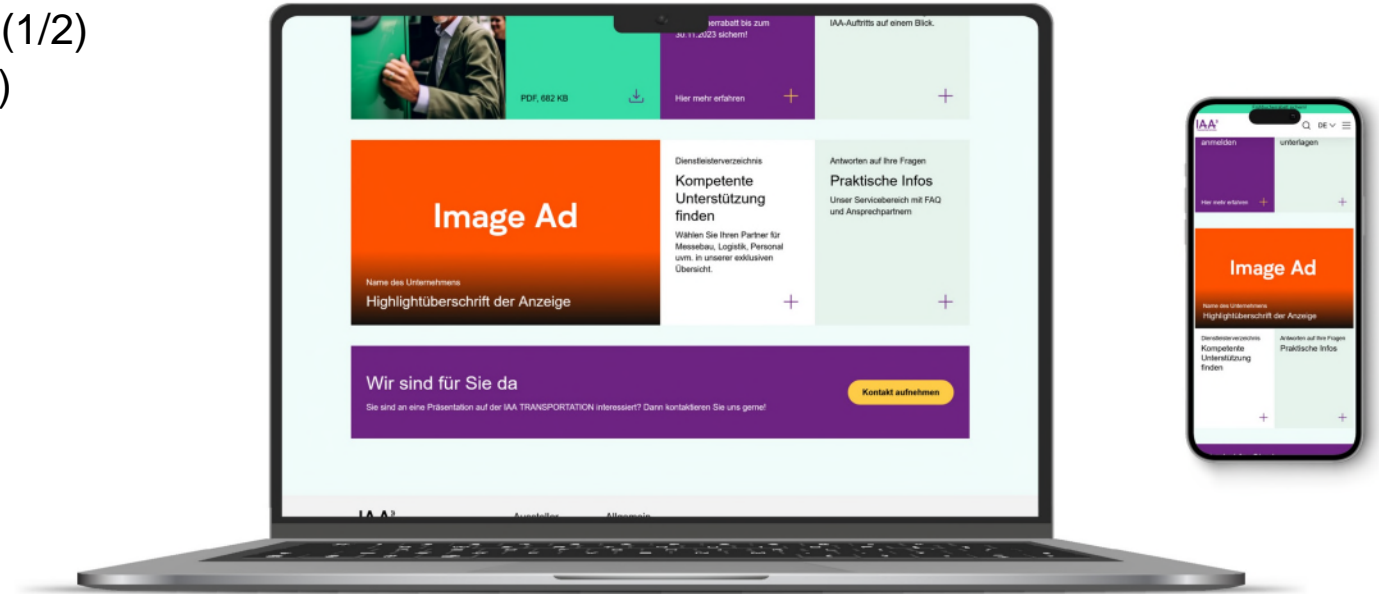
Costs Image Ad
(EXHIBITOR PAGE September):

6.000,00 € plus VAT

IAA Website

Image Ad Depiction

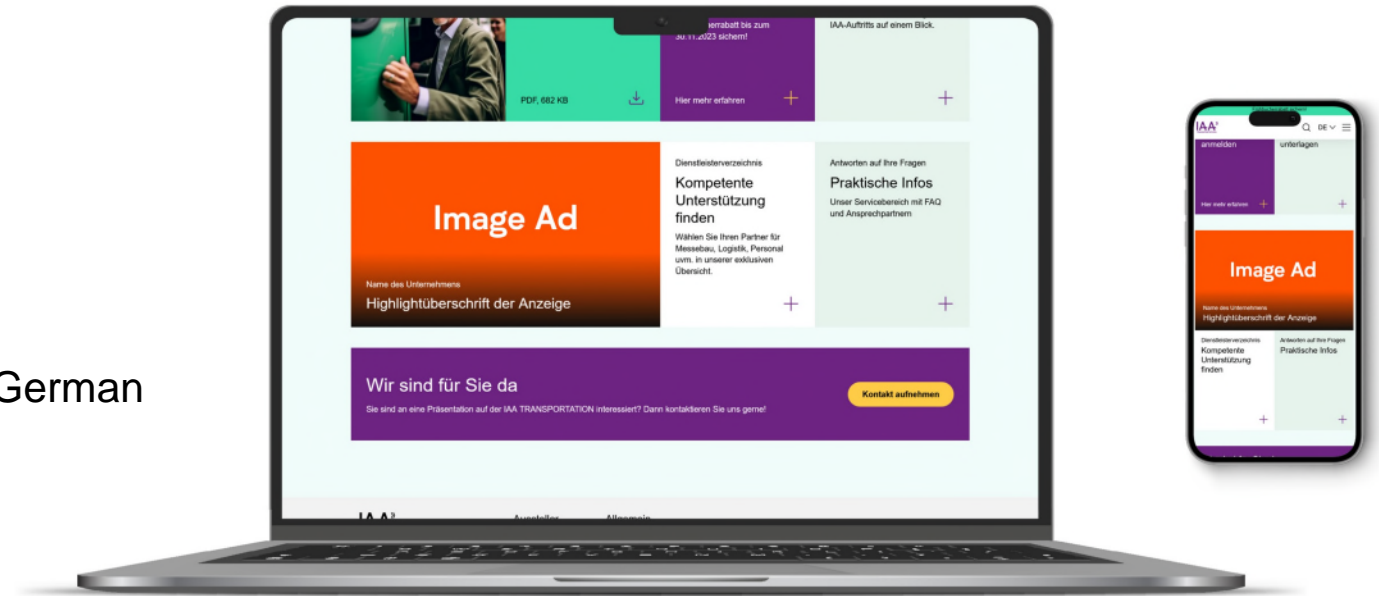
- **Form of presentation :**
50% desktop width of the layout container (1/2)
100% screen width on mobile devices (1/1)
- **Output format :**
593 x 360px (Width x Height)
- **Output of text:**
Overlay of image with caption (white font)
- **URL:** Target link to the desired website
(e.g. Corporate website)
- **Slider gallery:**
Output option for up to three graphics as a
slideshow. Each graphic can be attached with an
individual link.



IAA Website

Image Ad Specifications/Delivery

- **Number of images:**
1 to 3 graphics (output as a slide show)
- **Image formats :**
 - .jpg or .png (1280 x 720px)
 - Format: 16:9
- **Text format:**
Text overlaying the image in English and German
 - Headings: max. 106 characters
 - Subline: max. 98 characters
- **Link**
 - Target link to your website (per graphic)

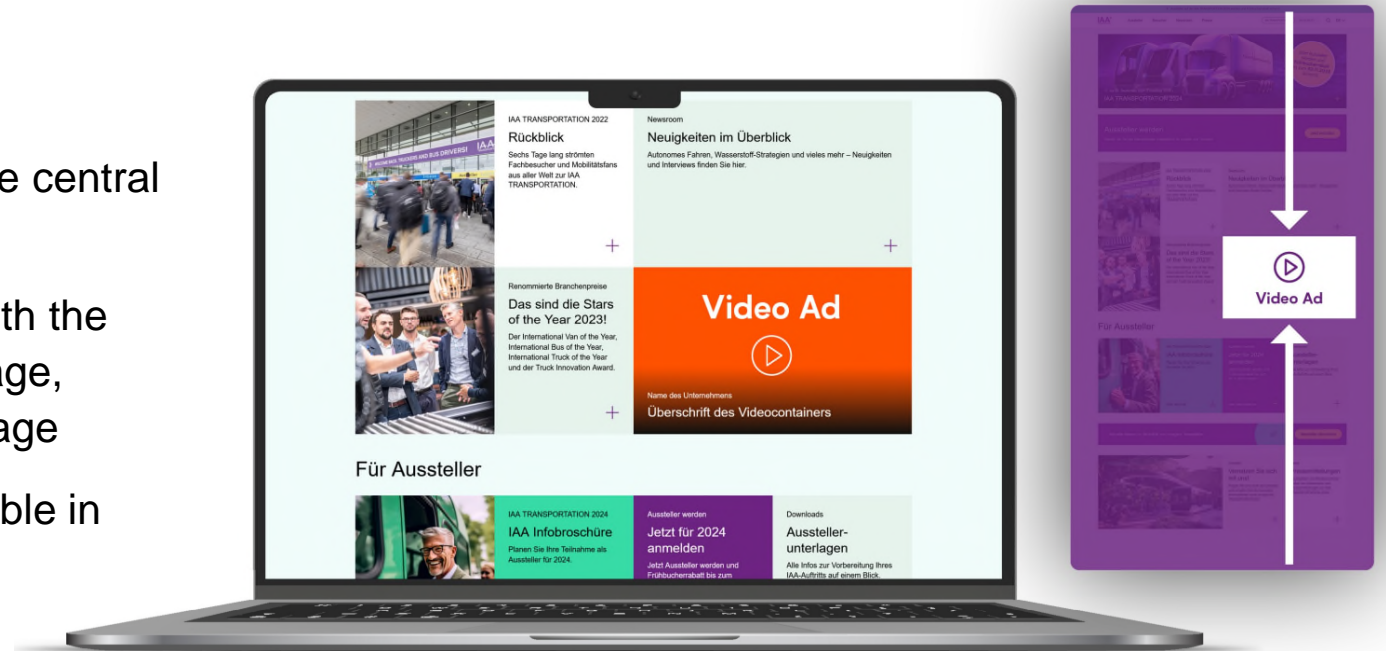


IAA Website

Video Ad

Home page (middle area)

- Stage your ad effectively as a video clip in the central level of the heavily frequented home page
- **Advantage:** Exclusive monthly placement with the ability to play video content directly on the page, including displaying an individual preview image
- **Multilingual edition:** Video placement possible in German and English



Costs Video Ad per month (May – July):
6.000,00 € *plus VAT*

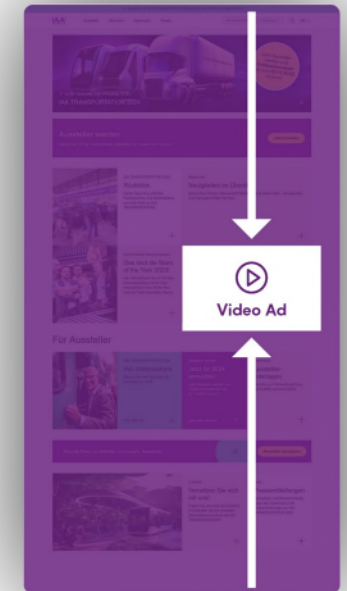
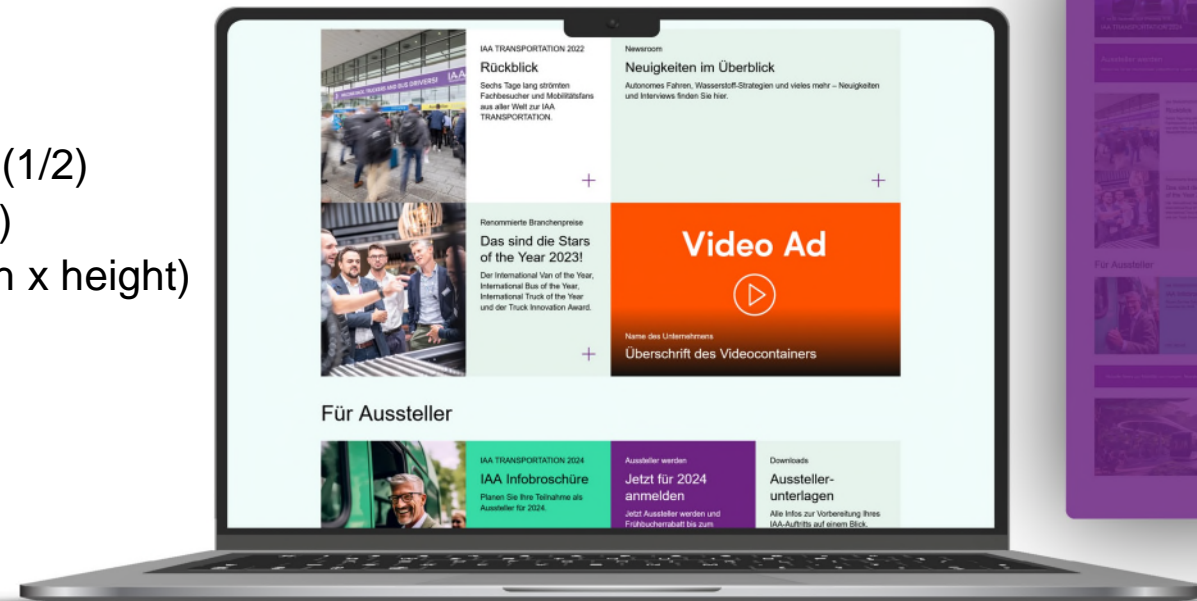
Costs Video Ad August:
12.000,00 € *plus VAT*

Costs Video Ad September:
18.000,00 € *plus VAT*

IAA Website

Video Ad Depiction

- **Format:**
16:9 Widescreen format
- **Output format:**
50% desktop width of the layout container (1/2)
100% screen width on mobile devices (1/1)
Corresponds to approx. 593 x 360px (width x height)
- **Engagement platform:**
YouTube / Vimeo (stored on your account)
Playback possible in full screen view.
- **Individual preview image:**
in 16:9 format
- **Individual title labeling:**
Overlay of the thumbnail motif with heading and subheading

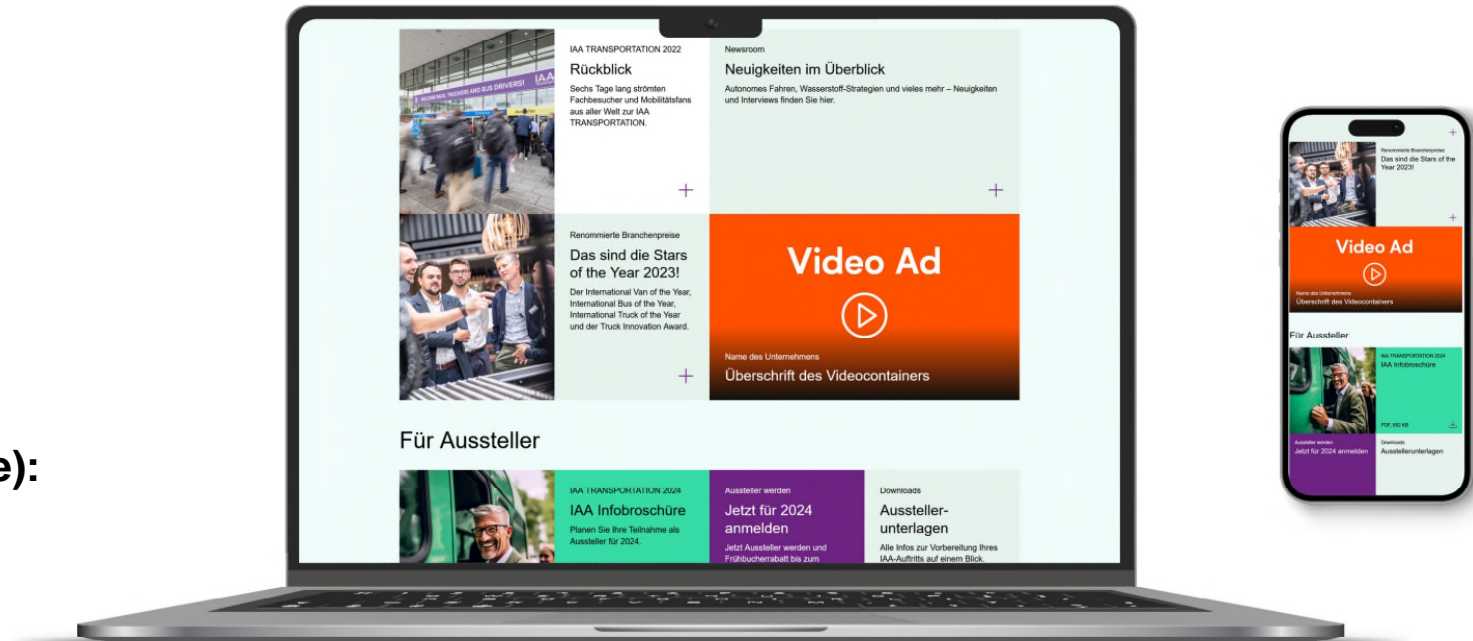


IAA Website

Video Ad

Delivery/Specifications

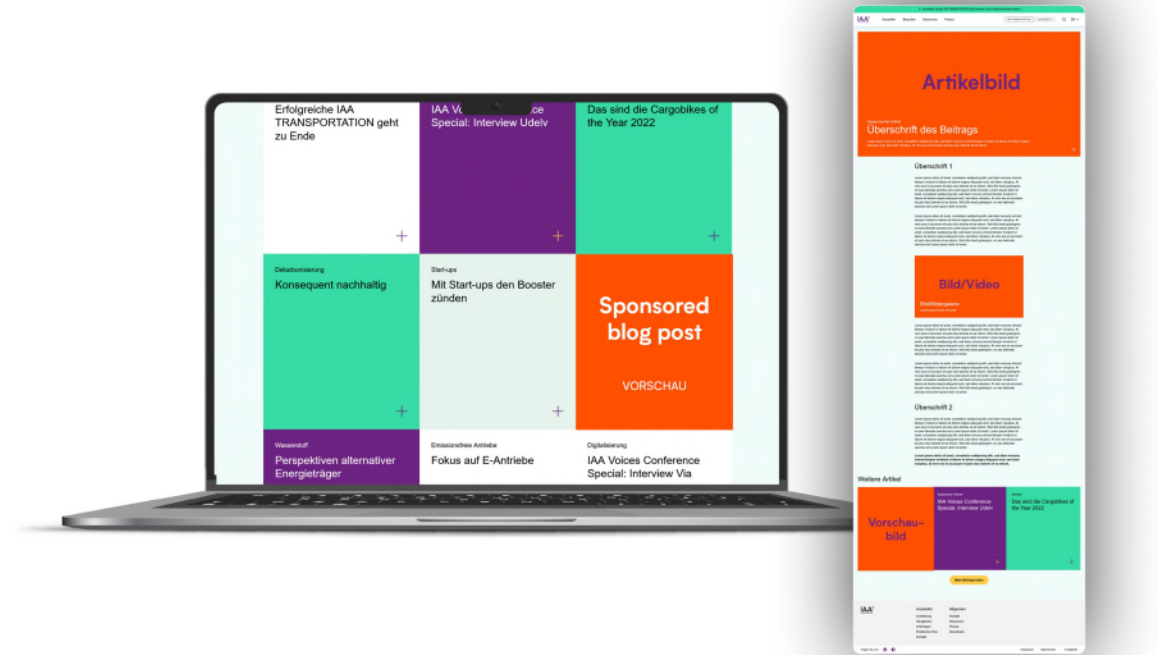
- **Format:**
16:9 Widescreen format
- **Video-URL:**
YouTube- or Vimeolink
- **Thumbnail:**
.jpg or .png (1280 x 720px)
- **Description text (preview image):**
Headings: max. 106 characters
Subline: max. 98 characters



IAA Website

Sponsored blog post Blog post (News)

- Increase your impact and presence by publishing a standalone, sponsored blog article in the news section
- **Advantages:** The article remains permanently available. It is possible to integrate several images (or videos) into the article. An eye-catching preview image is displayed in the blog and briefly on the homepage within the news section
- **Language:** German and English article



Costen blog post per month (May – July):
3.600,00 € *plus VAT*

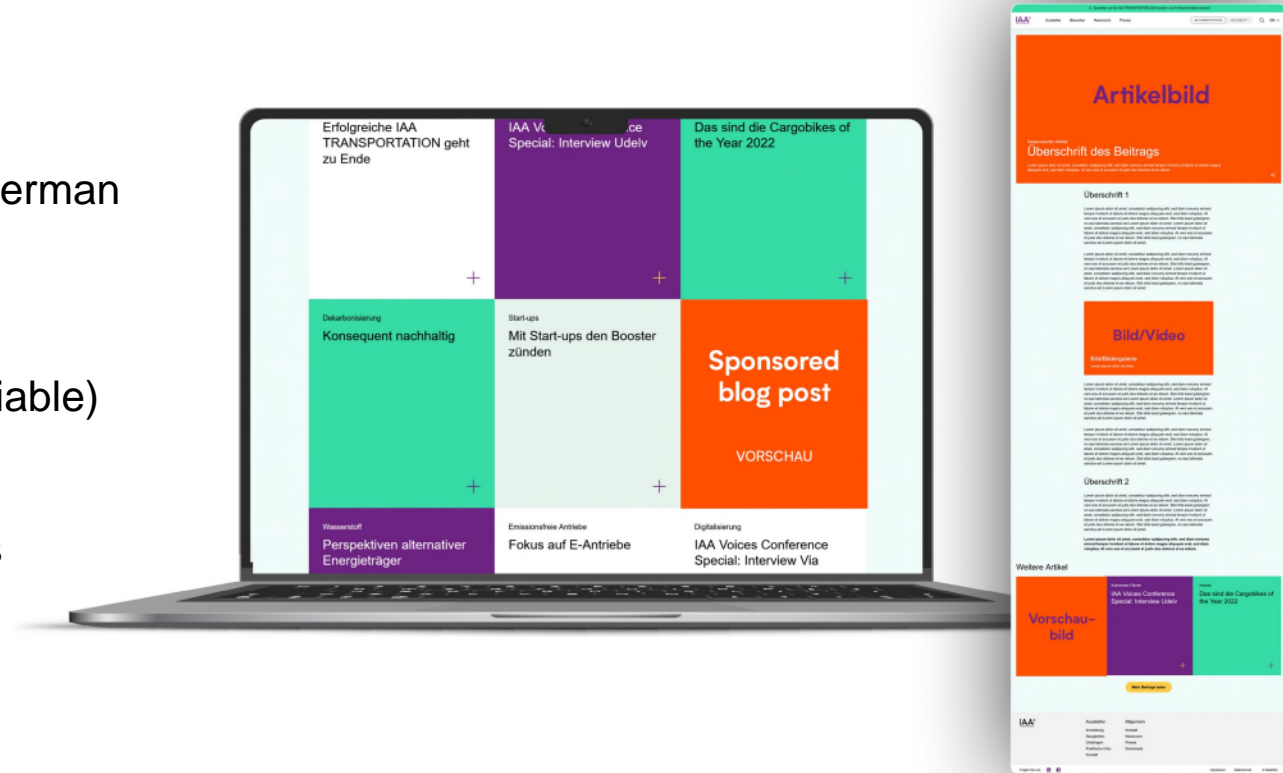
Costs blog post August:
4.800,00 € *plus VAT*

Costs blog post September:
6.900,00 € *plus VAT*

IAA Website

Sponsored blog post Delivery/Specifications

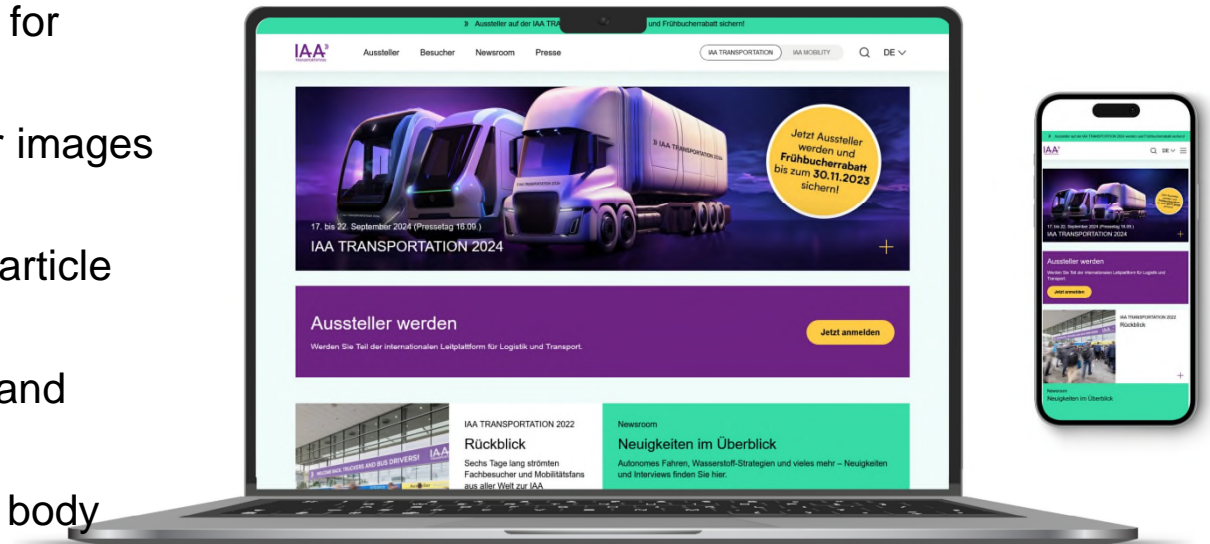
- **Text format:**
 - Text to overlay the image in English and German
 - Headings: max. 106 characters
 - Subline: max. 98 characters
 - Body text: max. 7000 characters (variable)
- **Image formats:**
 - 1 featured image + 1-4 article images (alternative YouTube or Vimeo link)
 - .jpg or .png (1920 x 1080px)
 - Format: 16:9



IAA Website

General information

- Marking all advertising formats with “ad” or “sponsored post”
- Using recommended file formats. Maximum file size for images: 5 MB
- Using a high resolution (min. 1920 x 1080 pixels) for images (Image Ad) or video content (Video Ad)
- Avoiding text integration within preview images and article images (sponsored blog post)
- Blog article sponsors should provide the article text and associated images/files
- Observe the maximum text lengths of headings and body text
- Please indicate the desired publication date when delivering the advertising materials



IAA App



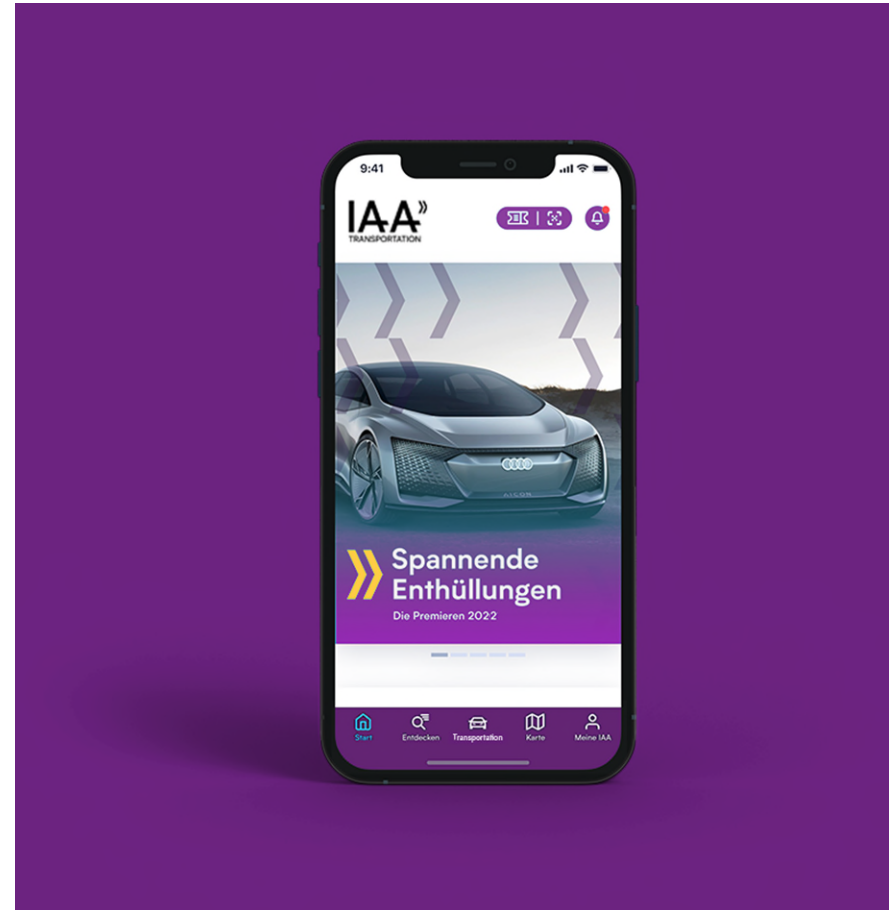
IAA App – Stay tuned!

This year too, the IAA app will not be missing as an informative companion.

Currently being developed for 2024, we will provide information about the app offers and options promptly.

You can expect exclusive sponsorships, as well as appropriately placed advertising banners, news tickers, push notifications and one or two usable technical gadgets.

In the meantime, please contact us if you are interested in this type of advertising opportunity so that we can provide you with the information directly when it is published.



IAA WiFi



IAA WiFi

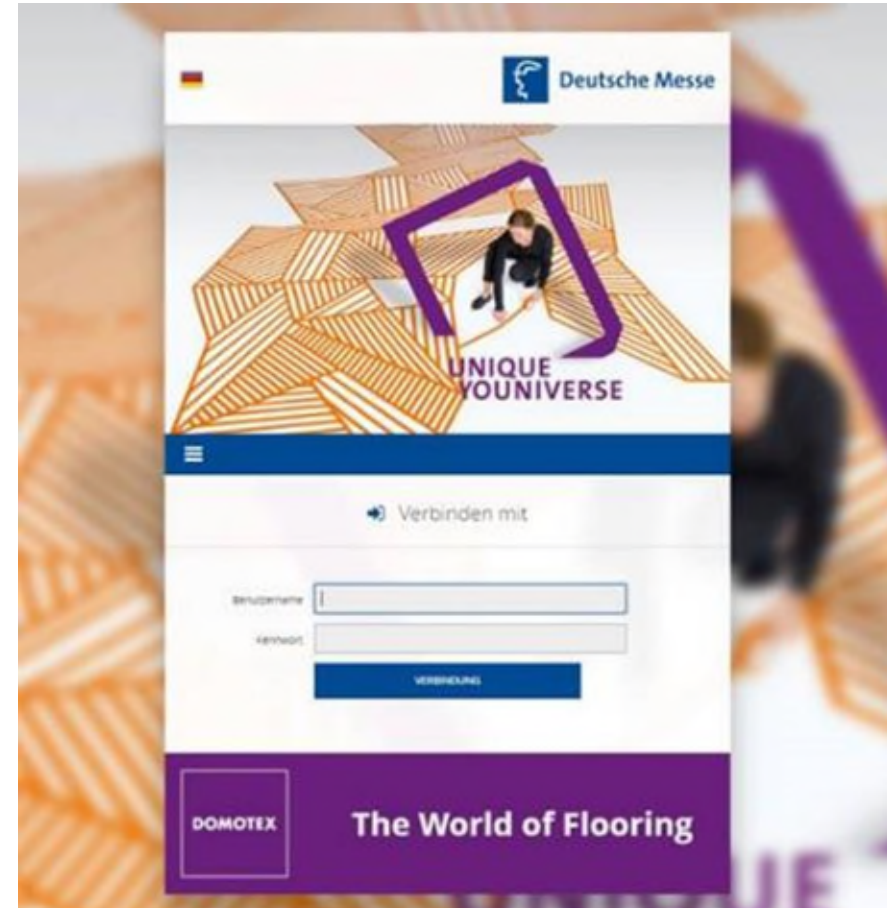
Be the sponsor of digitalization

Exklusive Sponsor

- Become visible for WiFi access when you log in
- Present your logo as a banner to a large community of mobility experts
- Up to 200,000 direct contact points

Costs:

15.000,00 € plus VAT



IAA Lanyards



IAA Lanyards

Right of use

Visibility throughout the entire site, on every visitor, on every photo, on every selfie. Become an exclusive lanyard sponsor now and find your logo on the entire site!

- Placement of the lanyards in the entrance halls behind the turnstiles
- Free design of the lanyards. Also in combination with the IAA logo if interested
- Production and provision of the lanyards is the responsibility of the sponsor

Costs:

14.500,00 € *plus VAT*



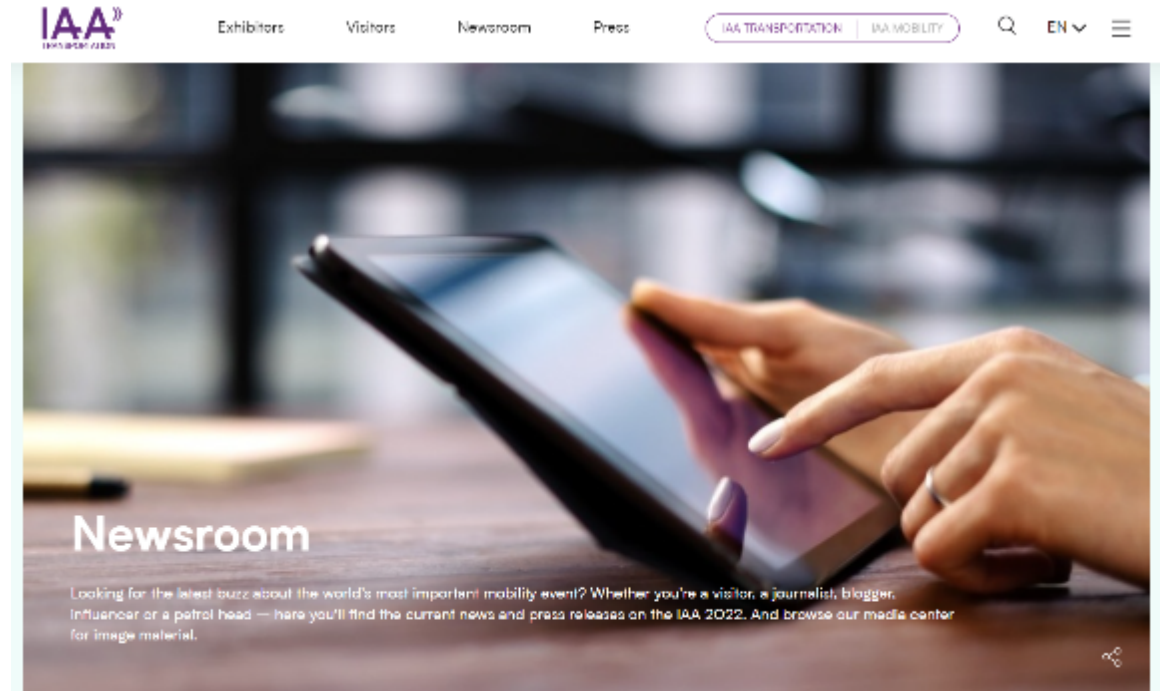
IAA Press Services



IAA Press Services

Newsroom

Article in the IAA TRANSPORTATION Newsroom: In our digital news blog we inform you about the most exciting developments and trends at the IAA TRANSPORTATION. As an exhibitor you can also publish your own content here. For reasons of transparency, we mark exhibitor contributions as advertising content



Cost per item (EN+DE):

600,00 € plus VAT

IAA Press Area

Sponsor of the IAA TRANSPORTATION press area

- Branding press ticket – **Price on request**
- Advertising banner upright (Roll Up 60x165) - per item **2.400 € plus VAT**
- TV screens with advertising integration (graphics or video)
 - per integration on one screen **600 € plus VAT**
 - Exclusive **2.400 € plus VAT**
- Display of your own advertising product – **1.800 € plus VAT** (No production and logistics costs are covered)
- Branding of various food products. E.g. water, apples, chocolate or similar – from **2.400 € plus VAT**
- Printed aluminum drinking bottles 500 units – **3.600 € plus VAT**





We are pleased if the offer has piqued your interest.

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

| | |
|---|--|
| IAA Conference | Klaus Vartzbed T +49 30 897842-205 |
| IAA App & IAA WiFi & IAA Lanyards | Gita Klein T +49 30 897 842-219 |
| IAA Website | Philipp Rieger T +49 30 897842-125 |
| IAA Press Services | Tim Wegner T +49 30 897842-126 |
| IAA Experiences | Simon Schönberg T +49 30 897842-208 |