



# We Deliver

## IAA Networking Tours

SEPTEMBER 15—20, 2026  
Press Day: SEPTEMBER 14, 2026  
IN HANOVER

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## The mission

### IAA Networking Tours



IAA TRANSPORTATION 2026 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.

# Target addressing of potential customers and trade visitors

Idea



Present your products, innovative solutions, and services to decision-makers and technical experts every 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.

# Dates and info

## Overview



### What?

- Thematic tour on participating exhibitors

### Who?

- Exhibitor target group: Max. 6 exhibitors per tour
- Visitor target group: Trade visitors, professionals, young professionals
- Max. 25 visitors per group

### When?

- Tuesday to Friday (September 15–18, 2026)

### Where?

- Guided tour in the exhibition halls

### How?

- 2 topics, 1 tour per topic daily in English
- One 10-minute slot plus 5-minute Q&A per exhibitor

### Why?

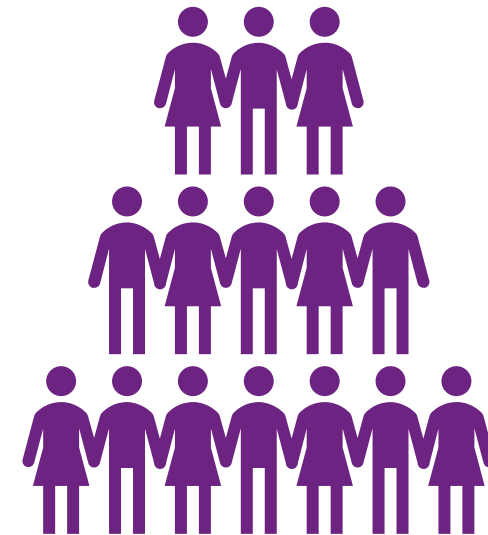
- Direct communication with target groups
- Increased visibility
- Improved image via expert status
- 15-minute product demonstration in front of up to 25 trade visitors per day

## Core facts

### Networking Tours

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 recurrence rate of 68%, the Networking Tours in 2026 look forward to being as popular as they have been in the past.

## Conditions

### IAA Networking Tours services



- › Conception and coordination
  - › Planning and implementation of Networking Tours from September 15–18, 2026
  - › One guided tour in English every day
  - › Max. 6 exhibitors / total duration 1.5 hours
  - › 15-minute time slots incl. Q&A
- › Free participation for visitors
- › Registration on site and online for visitors
- › Sharing participant data with exhibitors
- › Professional tour guides

Costs for inclusion:

890 € plus VAT

**If you are interested  
in a Networking Tour,  
we look forward to  
hearing from you.**

# Contact

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We are pleased if the IAA Networking Tours have sparked your interest.