



IAA »
TRANSPORTATION

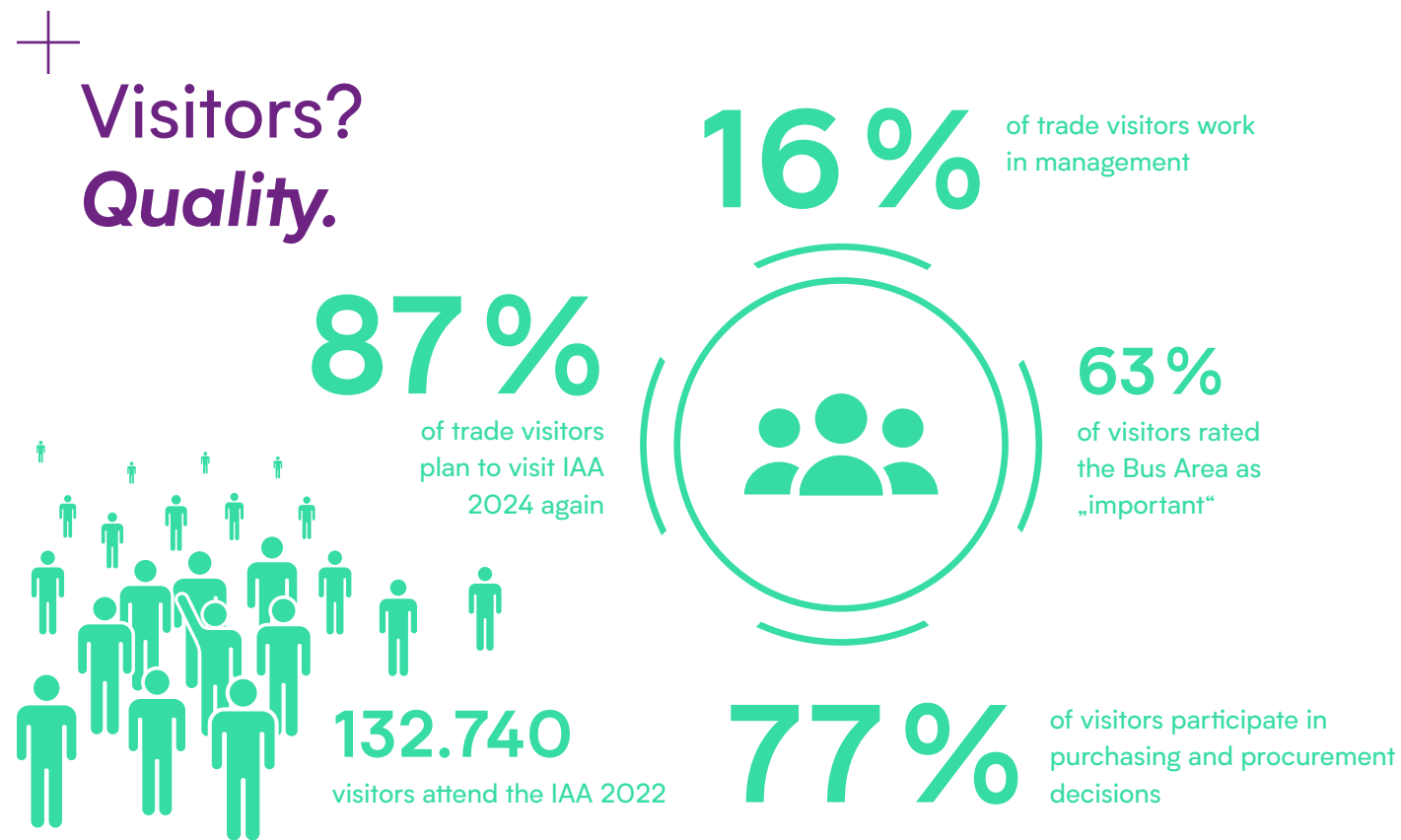
people and goods
on the move

+ September 17-22, 2024

Hanover

Press day on
September 16, 2024

Information for Exhibitors



A look back at
IAA TRANSPORTATION 2022

+ Experiencing Technology

The Future of Freight and Public Transport

Passenger transport and freight transport are important areas in providing public services and meeting basic needs of human society.

As the major constituents of mobility, they connect and serve people in various environments — from urban areas to rural communities.

+ Challenge?

Achieving the climate targets 2030/2050 worldwide: Creating a climate-friendly, innovative transport system

+ Solution.

To achieve these goals, new and innovative technologies are being developed, such as new types of propulsion: electric propulsion, hydrogen and e-fuels.

These new technologies are developing into new series models. This shows the development potential of the industry and provides new incentives for new players in the market.

The latest drive technologies require restructuring of infrastructure, in particular charging infrastructure. This calls for intelligent solutions and holistic approaches that leave room for intermodal transport as part of the transport mix.

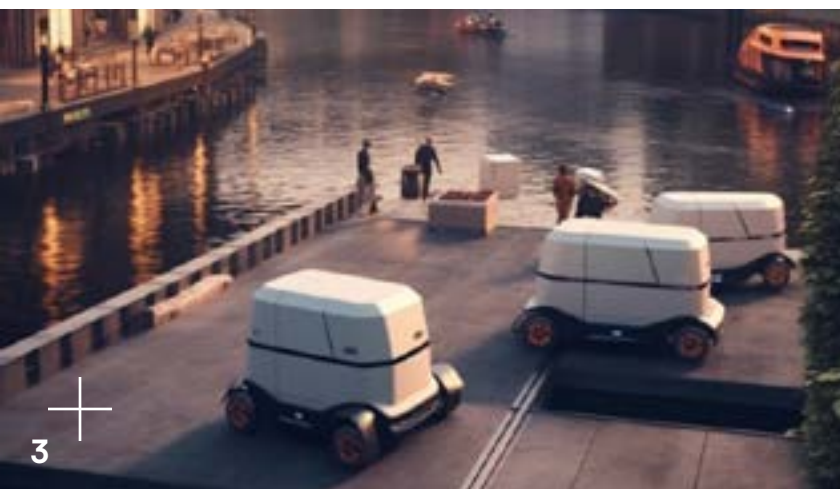
The IAA TRANSPORTATION 2024, the leading international platform for logistics and transport and the most important global forum for the most important topics of the future in the industry, is devoted to the main topics of infrastructure and charging infrastructure for transport and commercial vehicles.

+ Why become an exhibitor?

- The unified presentation of technological and innovative progress in freight and passenger transport — everything „on the move“ now and in the near future!
- A panorama of the entire transport spectrum: micromobility, cargo bikes, small vehicles, commercial vehicles and bus manufacturers along with their suppliers and tech companies, service providers and startups
- Cross-linking of all relevant players in industry and the public sector
- Creation of a progressive space for a stimulating cross-industry exchange

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- A maximum experience with a large media echo
- The global focus of the most important companies in the industry worldwide with far-reaching potential media coverage
- Infrastructure planning for urban and rural areas in a multimodal context plus a reality check: feasibility studies
- Implementation of comprehensive charging infrastructure
- Increasing synchronicity between vehicles and charging options
- Megawatt charging
- Further development of batteries and fuel cells
- Mobility hubs & intermodality



E<X>HIBITION.

Display your technological market leadership.

E<X>PERIENCE.

Allow visitors to experience the mobility of the future.

E<X>CHANGE.

Share your vision of tomorrow's mobility.

E<X>CITE.

Generate enthusiasm with breathtaking use cases.

Present your company or organization at the leading international industry platform for commercial vehicles; work together with us to focus on transport, logistics and passenger transport; and set benchmarks for the future of the industry.

Goal Sectors Necessity Fields of action Players Solutions

Climate neutrality in transport

Public transport
Freight transport
Logistics

Infrastructure

Zero-emission mobility
Digitization
Intermodal transport
Transport efficiency
Traffic safety

OEMs in the commercial
Vehicle industry
Suppliers
Logistics service providers
Telecommunications companies
IT companies
Energy suppliers
Mobility service providers
Federal government, German states, municipalities and local authorities

New products
Electromobility
Hydrogen
Last mile
Urban logistics
Autonomous driving
New business models
Software solutions
Charging infrastructure
Mobility as a service
Transport as a service
Artificial intelligence



Provide impulses

» Commercial vehicle industry

- » Heavy-duty and light commercial vehicles
- » Buses, trailers and special bodies, cargo bikes, autonomous vehicles
- » Suppliers
- » Alternative powertrains (electric, hybrid, fuel cell, bio- and synthetic fuels)
- » Components and accessories
- » Equipment (comfort and design)

» Transport and traffic services

- » Innovative mobility providers and transport companies
- » Smart-city/smart-country strategies
- » Intermodal transport chain
- » Maintenance and service provision

» Digitization/technology/software

- » Mobility concepts
- » On-demand services/ride pooling
- » Mobility-as-a-service (MaaS)
- » Digital services (software, IT, Big Data)

» New value-added chains

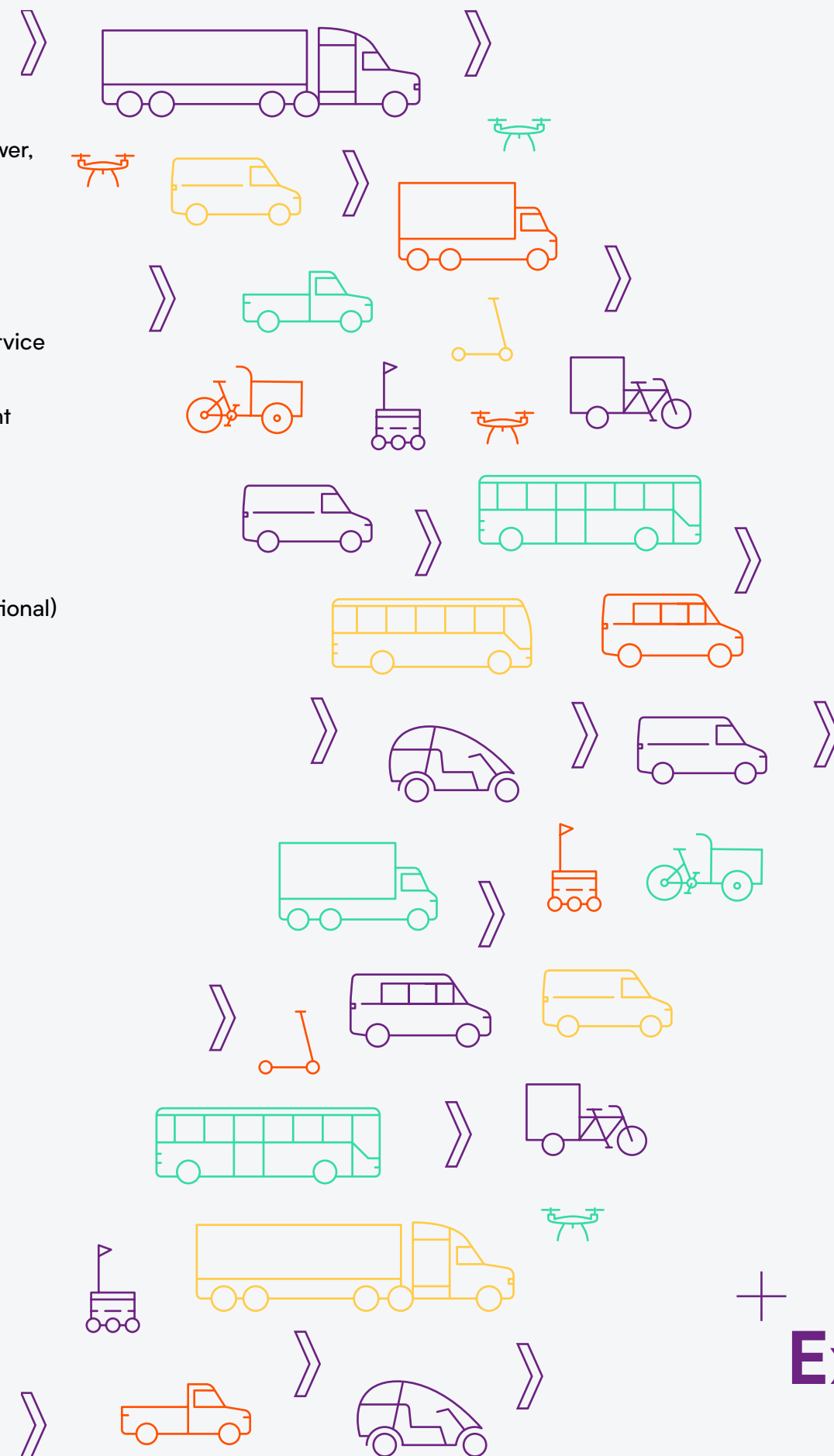
- » Energy production and regenerative fuels (electric-power, hydrogen-fuel, biofuel and synthetic-fuel providers)
- » Sustainable extraction of raw materials (lithium, cobalt, manganese)/circular economy
- » New production fields: battery cells and fuel cells
- » Charging infrastructure (charging methods, trolleys, service stations)
- » Infrastructure planning (improving traffic flow/intelligent traffic control)
- » Link to micromobility (seamless last mile and last mile delivery)
- » Conversion of fleets and depots
- » Smart mobility (cities and regions, national and international)

» Public sector & associations

- » National and international stakeholders
- » B2ESG: Political decision-makers, decision-making organizations, NGOs, authorities
- » Representatives of federal and state governments, cities and regions

» Government departments/research/institutes/startups

- » Research projects and funding programs for climate protection and traffic (living labs)
- » Science
- » Attracting Venture Capital companies as a partner to startup culture
- » AI and 5G



+
Exhibitor Mix

EXHIBITION.

Commercial Vehicles

- › Heavy-duty and light commercial vehicles, suppliers
- › Trailers and special bodies, suppliers
- › Vans, transport logistics, suppliers
- › Cargo bikes

Bus Area

- › Bus City
- › City buses
- › Coach and long-distance buses
- › Minibuses
- › Autonomous buses
- › Suppliers

EXPERIENCE.

- › Test drives
- › Last Mile Area
- › Cargo bike Parcours
- › Infrastructure Campus
- › Guided tours



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EXCHANGE.

IAA Conference

- › Infrastructure planning
- › Charging infrastructure
- › Intermodality / Mobility Hubs / Urban mobility design
- › Regenerative fuels (E- & H2-drives / E-fuels)
- › AI and autonomous vehicles
- › Conversion of fleets and depots (CO2 fleet regulation)
- › Circular economy (Sustainable extraction of raw materials)
- › Data utilization (blockchain & Catena X)
- › Last Mile Delivery

EXCITE.

Specials

- › Career
- › Truckers/drivers
- › Classic cars, Automania

Startup Area

- › Presentation
- › Pitch Stage
- › Mobilitython
- › Networking Event



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Formats

» B2B

- Commercial traffic (freight forwarding, storage sector, transport)
- Manufacturers of commercial vehicles and cargo bikes
- Manufacturers of trailers and special bodies
- Freight forwarders and logistic specialists, commercial vehicle dealers, fleet managers
- Travel agencies and public transport companies/short-distance public transport.
- Long-distance bus transport
- Craftsmen, service providers, CEP (Courier, express and parcel services)
- R&D/developers, purchasers, strategy, public sector departments, communication, innovation managers, VC/investing

» Public Sector & Society

- B2ESG
- NGO
- Political decision-makers
- Science

» B2C

- Drivers
- Students/trainees
- Families



+
**Visitor Target
Groups**





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Site plan
Deutsche Messe Hannover



per m² (Minimum size 20m²)

Exhibition halls*	Base rent — ground floor (row stand)*:	143.00 €
	<i>for bookings till November 30, 2023:</i>	128.70 €
Variants*	Corner stand open on two sides*:	171.60 €
	<i>for bookings till November 30, 2023:</i>	154.44 €
	Peninsula stand open on three sides*:	185.90 €
	<i>for bookings till November 30, 2023:</i>	167.31 €
	Island stand open on four sides*:	200.20 €
<i>for bookings till November 30, 2023:</i>	181.18 €	
	Upper floor (exhibition stands with multi-story construction):	92.50 €
<i>for bookings till November 30, 2023:</i>	83.25 €	
Open-air-section*	Base rent*:	92,50 €
	<i>for bookings till November 30, 2023:</i>	83,25 €

* Does not include stand-building. All prices plus VAT.



EARLY BIRD

Save 10 % by
booking before
Nov. 30, 2023.

Obligatory entry in the Exhibitors Directory and other trade fair media (chargeable for every exhibitor and co-exhibitor) 750.00 €

plus VAT.



Prices (Exhibition*)

* Prices for the IAA TRANSPORTATION formats EXCHANGE and EXPERIENCE, Startup Area and specials will be published soon on the IAA website.

+ Stand Packages

Together with Deutsche Messe AG, we offer you the IAA Packages. A package includes stand construction plus provision of basic services and (if desired) catering services. This minimizes your organizational effort before and during the IAA and lets you concentrate on vital issues such as making contacts, holding conversations, and concluding business deals.

Choose from BASIC, BASIC COLOR, COMFORT and PREMIUM packages — with four different types of stand construction — the right solution for your requirements from the modular stand portfolio of Deutsche Messe.

The modular stands and the individual upgrade options are characterized by minimal CO2 emissions.

NEW: Greater use of recyclable components means fewer waste substances. Your stand will be decorated with your corporate logo and comes with the necessary basic furnishings and basic services.

BASIC



COMFORT



PREMIUM



BASIC COLOR



Price overview:

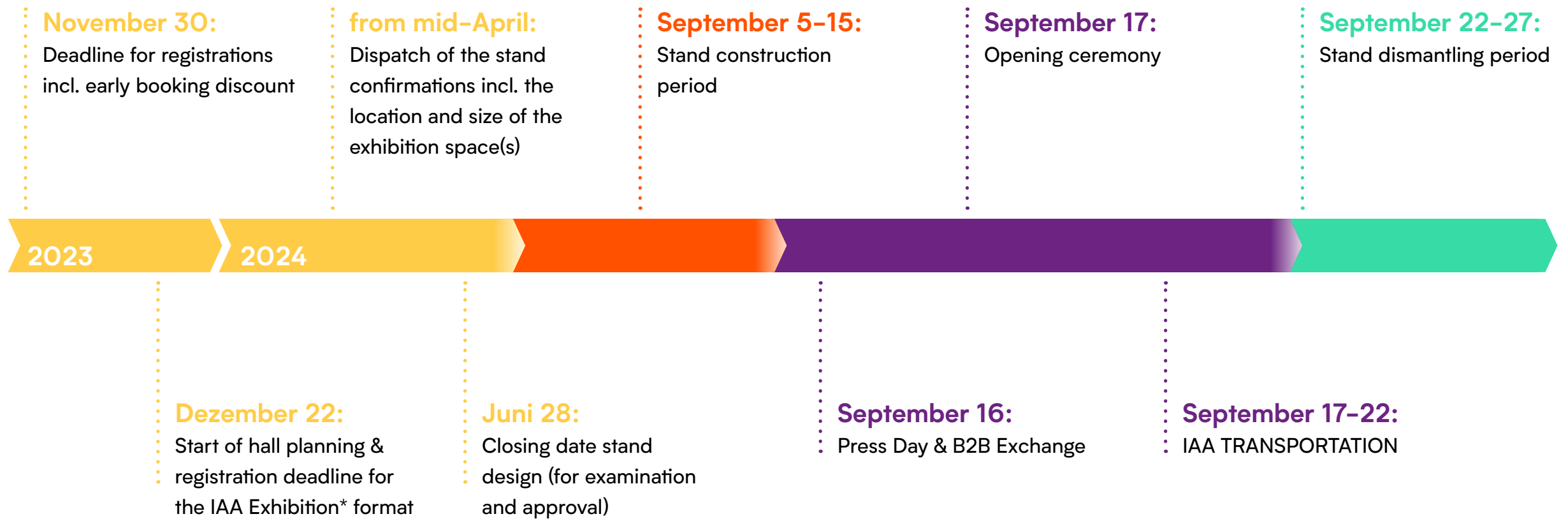
- BASIC: Modular Stand Type A from the DMAG stand portfolio including extra furnishings:
Package price*: **130.00 €/m²** plus lump sum for services* of **470.00 €**
- BASIC COLOR: Modular Stand Type A from the DMAG stand portfolio including extra furnishings:
Package price*: **150.00 €/m²** plus lump sum for services* of **700.00 €**
- COMFORT: Modular Stand Type C from the stand portfolio of DMAG including extra furnishings:
Package price*: **170.00 €/m²** plus lump sum for services* of **690.00 €**
- PREMIUM: Modular Stand Type “Exclusive” from the modular stand portfolio of DMAG including extra furnishings:
Package price*: **300.00 €/m²** plus lump sum for services* of **190.00 €**
- Optional: CATERING Package: **359.00 €** (fixed price)

* plus, the cost of the booked stand space. The prerequisite for booking a stand package is registration as an exhibitor and booking a stand space. Details on stand-building and other services included in the packages can be found on our website. Or contact Deutsche Messe directly for information.



Prices for Stand Packages

For additional information & booking, contact Deutsche Messe at mss@messe.de & www.iaa-transportation.com.



* Registrations are still possible. In this case greater restrictions on the desired hall, the desired stand size and the form of the stand have to be expected.



Let myclimate calculate the CO₂ footprint of your appearance at the IAA and make an investment in climate protection projects equal to the calculated amount of your CO₂ emissions afterwards.

As the leading international platform for transport and logistics, the IAA TRANSPORTATION is aware of its responsibility and is moving forward on the topic of climate protection.

Deadline: This application must be received along with the standard registration by August 23, 2024.

The IAA TRANSPORTATION offers all exhibitors the following options and steps:



» Step 1: Balance your CO₂ footprint and receive the myclimate impact label

1.1 Balance the impact of your appearance at the IAA in tons of CO₂ with a subsequent investment in myclimate climate protection projects: **179.00 €***

1.2 Have a previous CO₂ calculation, performed with a method based on the GHG (greenhouse gas) protocol, audited by myclimate for your appearance at the IAA and subsequently make an investment in climate protection projects offered by other providers (e.g., Gold Standard, Plan Vivo): **279.00 €***

* The costs of your individual CO₂ footprint, calculated per ton, come on top of this.

» Step 2: Make an investment in climate protection projects equal to the calculated account of your CO₂ emissions

2.1 Investment in all the following climate protection projects from myclimate:

Togo:

- › In Sub-Saharan Africa, 14.5% of total energy consumption is attributable to the transport sector. This sector accounts for 28% of the continent's total emissions and is the second greatest source of CO₂ emissions.
- › A total of 9 million e-motorbikes (2-wheel and 3-wheel motorbikes) are distributed in various African countries as part of this project, which also supports the construction of facilities such as exchange and charging stations.

Agroforestry:

- › This regional climate protection program for agroforestry offers funding for the planting and maintenance of trees on agricultural land areas in Switzerland, Germany, Austria and Liechtenstein. The agroforestry systems remove CO₂ from the atmosphere and provide valuable habitats for a wide range of animal species.

India:

- › The project will involve building biogas plants in more than 9,000 suitable rural households. Apart from the reduction of greenhouse gas emissions and decreased forest destruction, the population benefits from higher agricultural yields and less health-endangering smoke pollution in their homes. In addition, the project reduces methane emissions due to cattle dung.

Regional project:

- › Investments will be made in a new project involving moors in Germany within the near future. We will be publishing more information on this subject soon.

2.2 Investment in climate protection projects of other organizations/own projects

As long as investments are made in other climate protection projects, these projects must, without exception, conform to the Gold Standard or the Plan Vivo Standard.

Interested parties have the option of booking a particular variant directly online with their online registration.



Invest in Climate Protection

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Register now!

www.iaa-transportation.com

Your contact:

Exhibitor Service:

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Event organizer:

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