



Advertising options in the International Press Center

The new Media Center at the heart of the IAA TRANSPORTATION 2022

We expect between 1,500 and 2,000 journalists from all over the world for the press days at the IAA TRANSPORTATION on **September 19 and 20**. September 19 is an exclusive press day when only accredited journalists will have access to the exhibition site. Exhibitor press conferences will be held on both days.

We have placed the new Media Center at the heart of the exhibition, offering journalists audio and video studios, workstations, service and catering. The new Press Center is the place for all media representatives and a starting point for the press tours of the fair.

The new Media Center has an attractive outdoor area, with deckchairs, coffee bike, ice cream machine and photo booth with a view of what's going on at the trade fair.

Exhibitors can use this opportunity to present themselves to all journalists in the outdoor and indoor areas. Choose from the many options to anchor your brand in the minds of the journalists before and during coverage.

You can book the shown **sponsorship areas** individually or as a package, for both press days and for the entire trade fair period. We ensure first-rate implementation at this central location.



Deckchairs

50 pieces
€ 6,000
Yours to keep after the IAA
Use: indoors/outdoors
Order by date: end of July



Parasols

10 pieces
€ 8,000
Yours to keep after the IAA
Use: outdoors
Order by date: end of July



Coffee bike

€ 9,000
Coffee specialties for the journalists
Optional: logo on coffee mug and napkins
Use: outdoors
Order by date: mid-August



Ice cream stand

€ 8,000
Stand branding with your company logo and ice cream flavors in the colors of your logo!
Use: outdoors
Order by date: mid-August



Popcorn machine

€ 2,600
Popcorn in your logo colors!
Use: indoors/outdoors
Order by date: mid-August



Photo booth

€ 8,000
Photo prints with IAA and company logo
Use: indoors/outdoors
Order by date: mid-August



Official entry bands for the Media Center

5,000 pieces
€ 7,000
IAA and company logo
Order by date: end of July



Distribution of giveaways to all journalists (promotional items/ flyers etc.)

2,000 pieces
€ 5,000
Order by date: end of July



Screens

5 pieces
€ 7,000
Your image video as a loop on all screens!
Use: indoors
Order by date: mid-August



Window sticker

€ 1,500 - € 8,000
Visible from the outside
Order by date: end of July



Display stand

10 pieces
€ 5,000
Your motif flanks the walkways
Use: indoors/outdoors
Order by date: mid-August



Flags

10 pieces
€ 5,000
Yours to keep after the IAA
Use: outdoors
Order by date: end of July

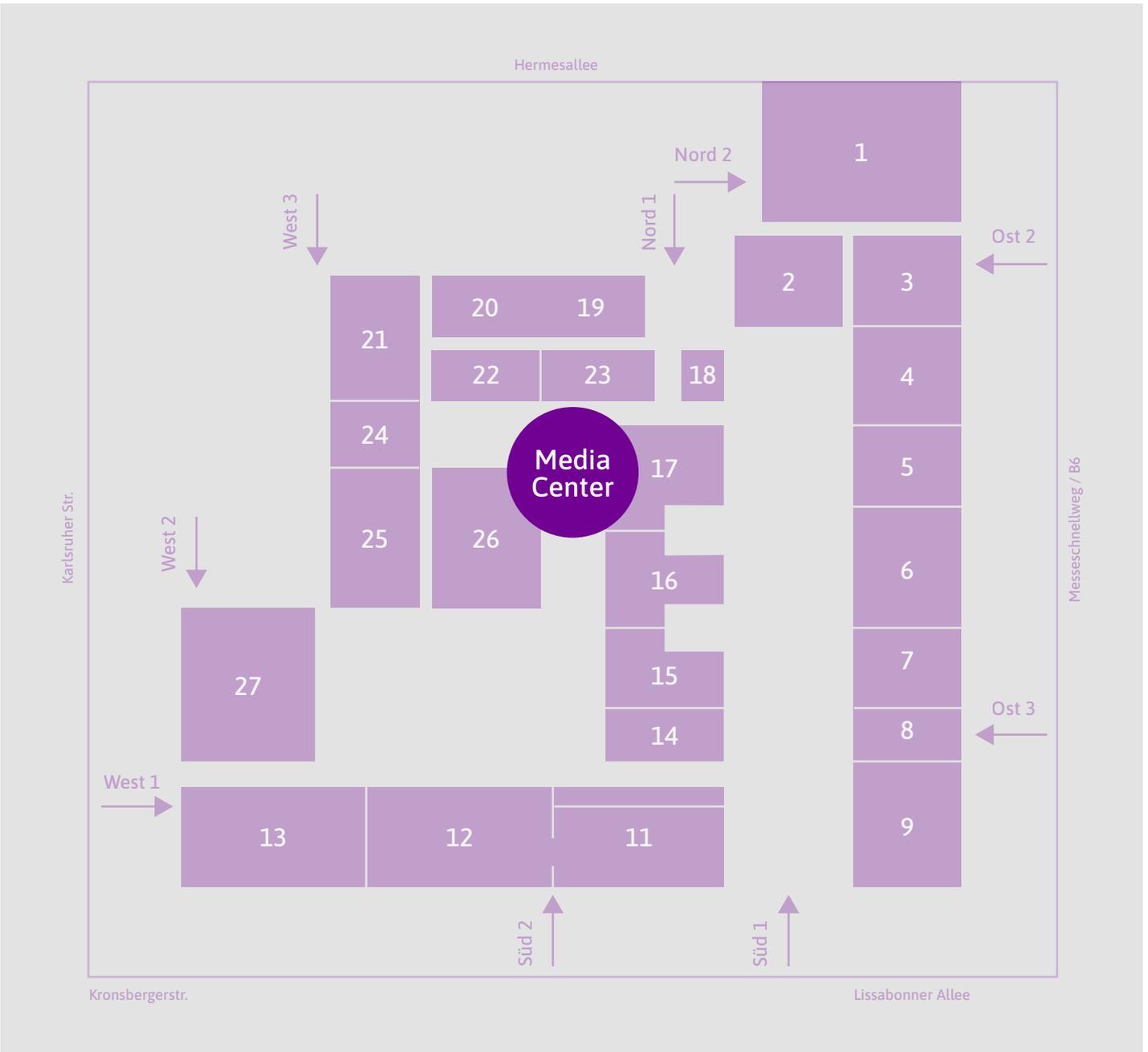


Presentation of an exhibit

Price upon request

Use: outdoors, directly in front of the Media Center

Order by date: end of August



All prices are incl. advertising subsidy, valid for the entire trade fair period and net.

Please contact: +49 (0)30 232 558 150

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