



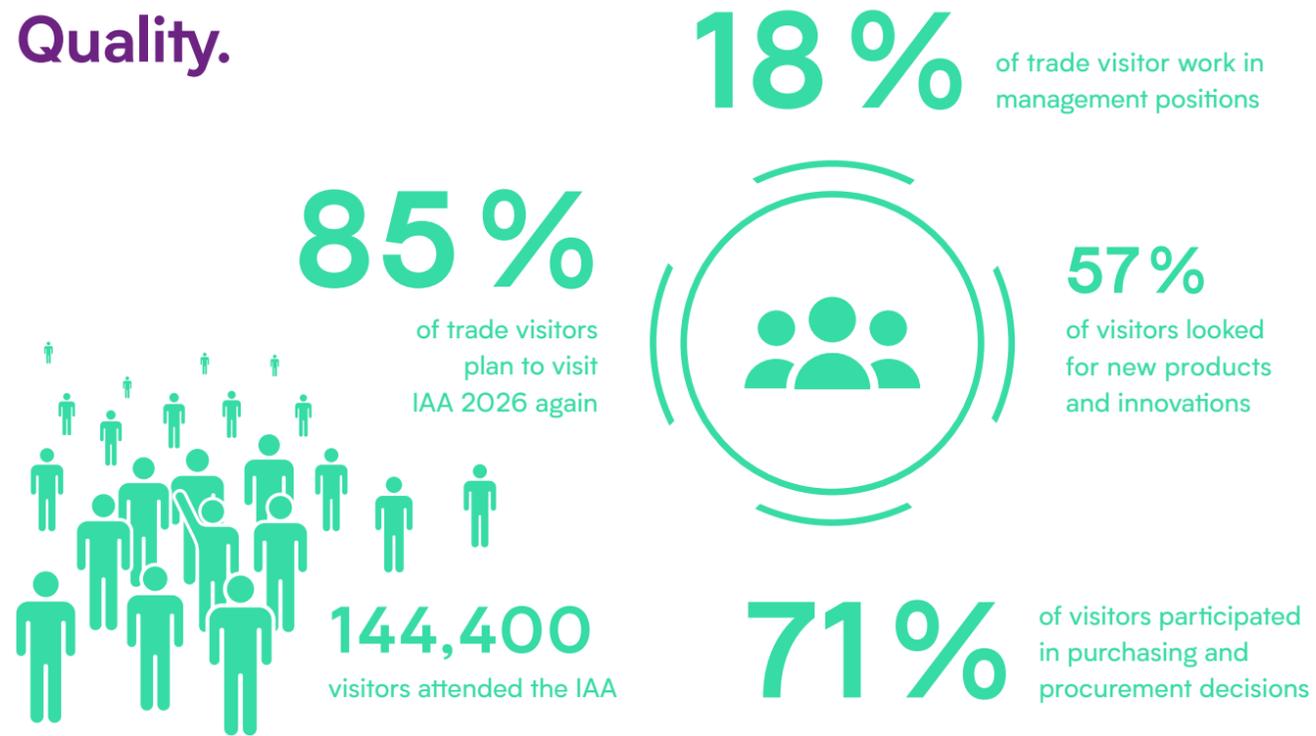
WE DELIVER

September 15—20, 2026
Hanover

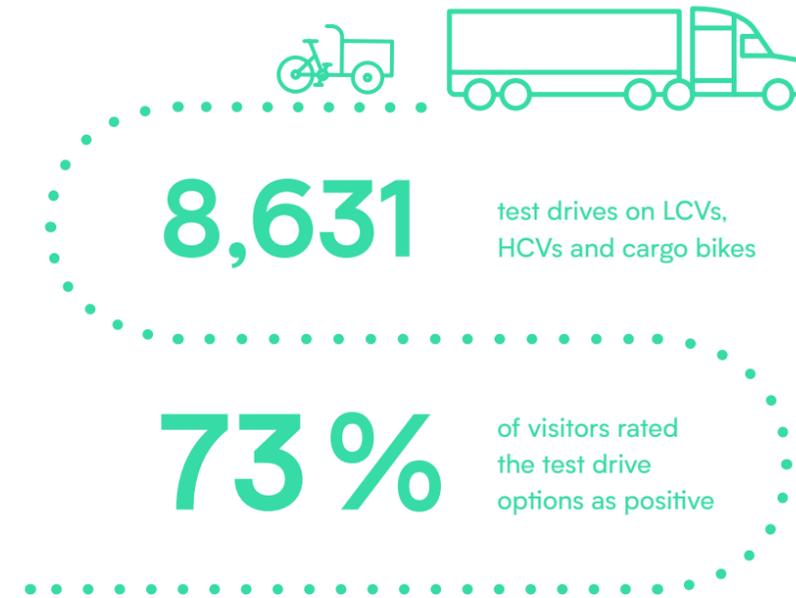
Press day on
September 14, 2026

Information for Exhibitors

Visitors? Quality.



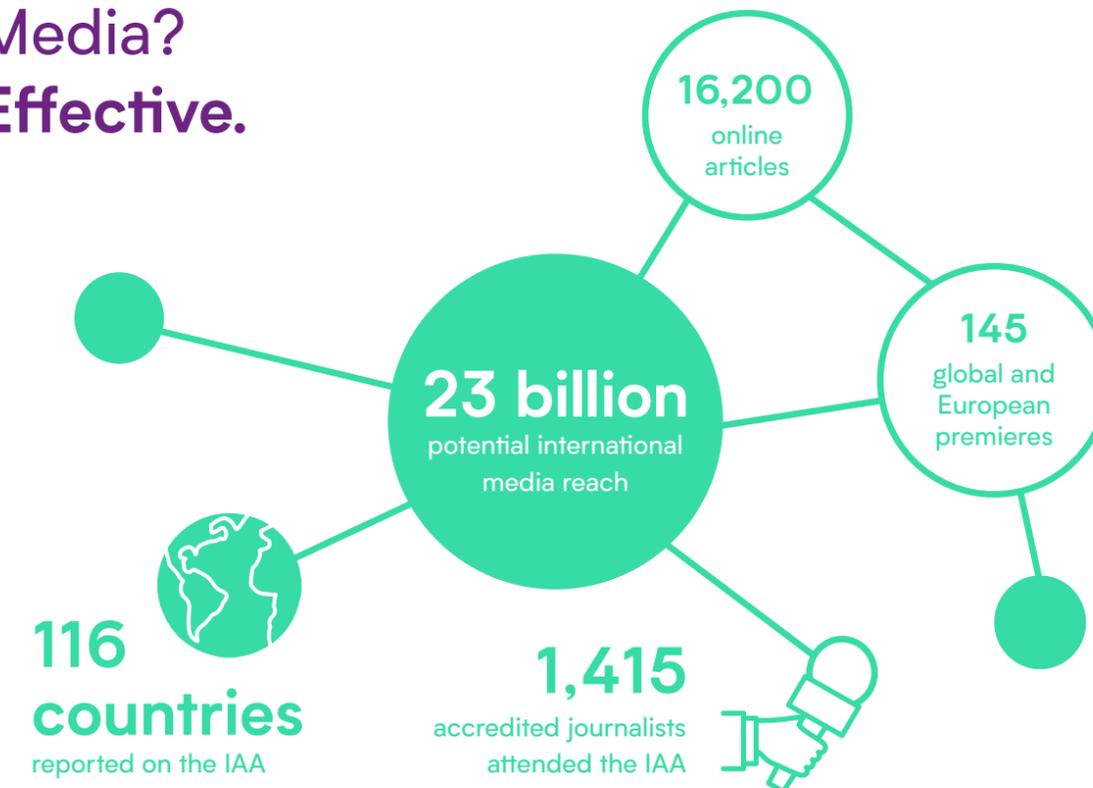
Experience? Valuable.



Exhibitors? Quality.



Media? Effective.



Experiencing Technology

Commercial vehicles have traditionally paved the way for technological innovations and continue to lead the way in many areas.

IAA TRANSPORTATION 2026 showcases innovative technologies, connects relevant stakeholders and serves as the international leading platform actively shaping the sustainable future of the commercial vehicle and transportation industry.

Guiding principle.

The commercial vehicle industry has created the technological conditions necessary to meet political requirements.

IAA TRANSPORTATION demonstrates how individual technologies can be intelligently and sustainably combined.

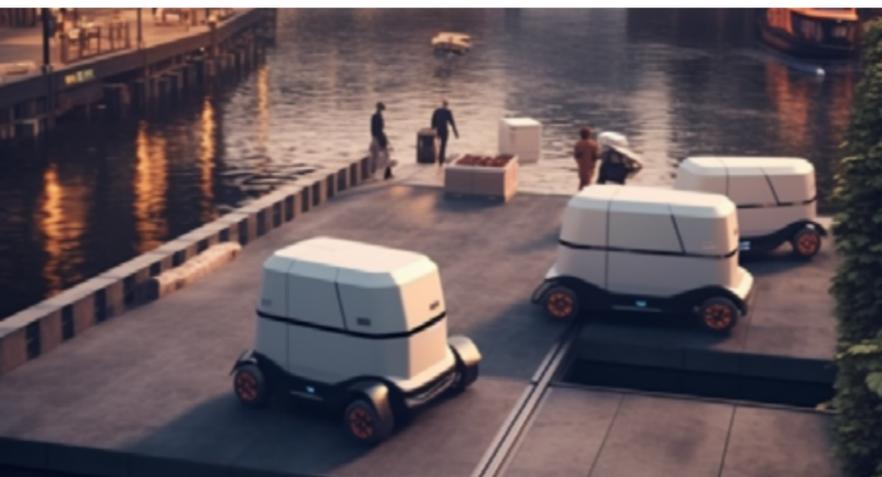
Solution approach.

As a leading international platform, IAA TRANSPORTATION brings together relevant stakeholders and creates a progressive environment for inspiring, cross-sector dialogue.



Why become an exhibitor?

- › **Show what's shaping the future:** Present your innovations and technologies for freight and passenger transport—live and in action!
- › **Everything in one place:** From micromobility to commercial vehicles and buses—along-side leading suppliers, tech innovators, service providers, and dynamic startups.
- › **Cross-industry networking:** Establish valuable contacts with decision-makers from industry, politics, and research.
- › **Space for ideas and inspiration:** Experience the exchange of ideas on sustainable mobility, digitalization, energy, and infrastructure.
- › **Maximum visibility and reach:** Benefit from global media presence and the international appeal of IAA TRANSPORTATION.
- › **Focus on future topics:** From charging infrastructure and urban mobility concepts to realistic feasibility studies.
- › **Rethinking mobility together:** Actively promote the networking of vehicles, energy, and infrastructure.
- › Reducing the asynchrony of vehicles and charging options
- › Megawatt charging
- › Further development of batteries and fuel cells





Present your company or organization at the leading international industry platform for commercial vehicles. Partner with us to spotlight key topics in transport, logistics, and passenger mobility—and set new benchmarks for the future of the industry.



Themes and content

IAA TRANSPORTATION 2026



OEM—Industry in general

- › All types of vehicles (trucks, LCVs, buses, trailers & special bodies, cargo bikes, autonomous vehicles)
- › Drive systems: electric, hybrid, battery & fuel cells, bio & synthetic fuels, combustion engines (EURO 7)
- › Components & accessories
- › Equipment (Supplier Industry Comfort & Design)
- › Maintenance & service

Services

- › Fleet management
- › Insurance & leasing companies
- › Charging/fuel station operators
- › Innovative mobility providers and transport companies
- › Smart-city/smart-country logistics
- › Intermodal transport chain: shipyards, airports, and train stations

Digitization / technology / software

- › AI, autonomous driving and software-defined vehicles
- › Telematics & fleet management
- › Battery management systems
- › Camera & assistance systems
- › Cyber security management system (CSMS)
- › Digitale services (predictive maintenance, IT, big data)

Value chains, vehicle & driving efficiency

- › Energy production and regenerative fuels (electric-power, hydrogen-fuel, biofuel, and synthetic-fuel providers)
- › Sustainable extraction of raw materials/circular economy
- › Batteries & fuel cells (raw materials, cell production, battery packs, stationary battery systems)
- › Charging infrastructure (charging technologies, depot charging, fast charging, megawatt charging, charging route planning, rest stops)
- › Modal split—passenger and freight transport
- › Micromobility (seamless last mile and last mile delivery)
- › Conversion of fleets and depots
- › Smart logistics (optimization of logistics processes)

Government departments / research / institutes / startups

- › Research projects and funding programs for climate protection and traffic
- › AI and 5G
- › Traffic safety
- › Attracting Venture Capital companies as a partner to startup culture

Public sector & associations

- › Involve national and international stakeholders (including environmental organizations, if applicable)
- › B2ESG: Political decision-makers, decision-making ESG organizations, NGOs, authorities
- › Representatives of federal and state governments, cities and regions



Exhibitor Mix

IAA Exhibition

Presentation opportunity for exhibitors from the target groups

- › Heavy-duty and light commercial vehicles
- › Suppliers
- › Trailers and special bodies
- › Vans
- › Transport logistics
- › Cargo bikes
- › Services
- › Digitization and tech
- › Organizations and companies

Guided tours & networking opportunities

IAA Conference

Keynotes and panels on two stages covering topics such as:

- › Infrastructure planning
- › Charging infrastructure
- › Urban mobility design
- › Regenerative fuels
- › AI and autonomous vehicles
- › Conversion of fleets and depot
- › Circular economy
- › Data utilization (blockchain & Catena X)
- › Last Mile Delivery

IAA Experience

Test Drives

Cargobike Parcours

Use Case Area

- › Megawatt charging
 - › ADAS & telematics
 - › H₂ refueling option
-

IAA Startup Area

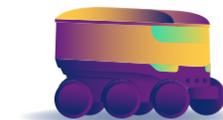
Presentation opportunities for startups

- › Pitch stage
 - › Networking event
-

IAA Drivers and Family Weekend

Program for families and truckers / drivers

- › September 19—20, 2026
- › Exhibitor participation
- › Special exhibitions: classic cars, US trucks, and automania



Formats

How would you like to get involved at IAA TRANSPORTATION?

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

- › National
- › European
- › NGO
- › Political decision-makers
- › Scientific experts

B2C

- › Drivers
- › Students/trainees
- › Families



Visitor
Target Groups



Detailed hall plans from 2024 can be found here:
<https://exhibitors.iaa-transportation.com/hallplan>

Site plan

Deutsche Messe Hannover



per m² (Minimum size: 20 m²)

Exhibition Halls*	Base rent—ground floor:	143.00 €
	For bookings till November 28, 2025:	128.70 €
Variants*	Corner stand open on two sides:	171.60 €
	For bookings till November 28, 2025:	154.44 €
	Peninsula stand open on three sides:	185.90 €
	For bookings till November 28, 2025:	167.31 €
	Island stand open on four sides:	200.20 €
For bookings till November 28, 2025:	181.18 €	
	Upper floor (exhibition stands with multi-story construction):	92.50 €
For bookings till November 28, 2025:	83.25 €	
Open Air Section*	Base rent:	92.50 €
	For bookings till November 28, 2025:	83.25 €

* No stand construction included. All prices plus VAT.



EARLY BIRD

Save 10% by booking before Nov 28, 2025

Obligatory entry in the Exhibitor Directory and other trade fair media (free-based for every exhibitor and co-exhibitor)

750.00 €
plus VAT.

In addition, Deutsche Messe AG will issue a service advance payment invoice (20 €/m² in the halls, 12 €/m² in the outdoor area). This serves as a deposit for future service orders and will be offset against the actual costs later.

Prices Exhibition

Prices for the formats Experience and Conference can be found on pages 11/12 and will be published on the website shortly:

<https://www.iaa-transportation.com/en/exhibitors/register-and-plan-attendance>

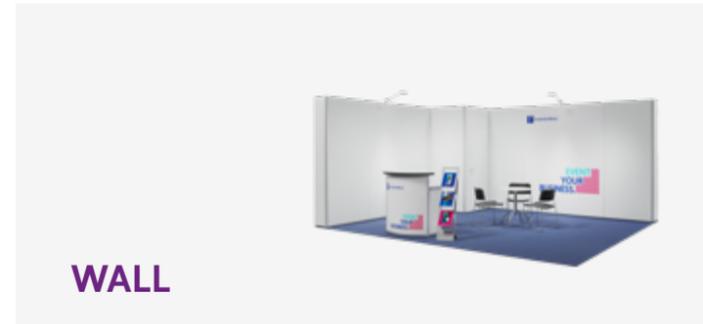
IAA Packages

In collaboration with Deutsche Messe AG, we are pleased to offer you the IAA Packages. Each package includes professional stand construction, essential services and optional catering services. This significantly reduces your organizational workload before and during the IAA, allowing you to focus on what truly matters: building connections, engaging in meaningful conversations, and closing successful business deals.

Choose from WALL, COMFORT, 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.



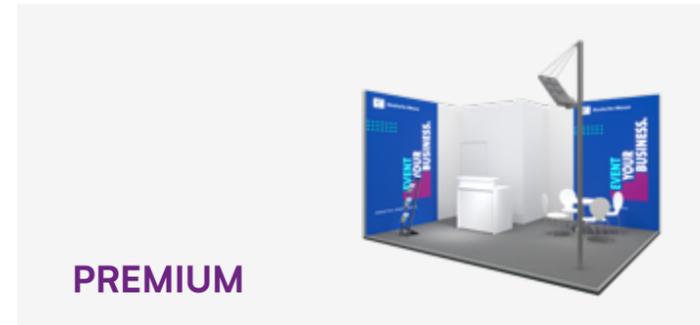
WALL



COMFORT



COMFORT+



PREMIUM

Price Overview

- › **WALL:** Modular Stand Type Slim from the DMAG stand portfolio including extra furnishings:
Package price*: **230.00 € / m²** plus lump sum for services* of **210.00 €**
- › **COMFORT:** Modular Stand Type Creative from the DMAG stand portfolio including extra furnishings:
Package price*: **190.00 € / m²** plus lump sum for services* of **780.00 €**
- › **COMFORT+:** Modular Stand Type Creative from the DMAG stand portfolio including extra furnishings:
Package price*: **190.00 € / m²** plus lump sum for services* of **1,890.00 €**
- › **PREMIUM:** Modular Stand Type Exclusive from the DMAG stand portfolio including extra furnishings:
Package price*: **310.00 € / m²** plus lump sum for services* of **210.00 €**
- › **Optional:** CATERING Package: **420.00 € (fixed price)**

*Details of the included stand construction and package services can be found on our website, or you can contact Deutsche Messe directly.



Prices IAA Packages

Further information can be found in the IAA Packages booklet:
https://www.iaa-transportation.com/dam/jcr:cff79015-3e18-4cbc-86e4-a451aa84d34b/iaa_2026_iaa_packages_en.pdf?mode=view
 Direct booking via Deutsche Messe:
mss@messe.de

Time	Tuesday	Wednesday	Thursday	Friday
09:00 – 10:00 am	—	—	—	—
10:00 – 10:45 am	6,900.00 €	5,900.00 €	4,900.00 €	2,900.00 €
11:00 – 11:45 am	6,900.00 €	5,900.00 €	4,900.00 €	2,900.00 €
12:00 – 12:45 pm	6,900.00 €	5,900.00 €	4,900.00 €	1,900.00 €
01:00 – 01:45 pm	Lunch Break	Lunch Break	Lunch Break	1,900.00 €
02:00 – 02:45 pm	6,400.00 €	5,400.00 €	3,900.00 €	—
03:00 – 03:45 pm	6,400.00 €	5,400.00 €	3,900.00 €	—
04:00 – 04:45 pm	6,400.00 €	5,400.00 €	3,900.00 €	—
05:00 – 05:45 pm	—	—	—	—

IAA Conference Speakers' Corner

Seize the opportunity to showcase your company on a high-visibility open stage—right in the heart of the exhibition halls. With a **45-minute slot (net stage time)**, you will be part of the **official conference program**—visible both on-site and online.

Our **White-Label-Stage** offers you maximum creative freedom without sponsor branding. Benefit from modern **stage and screen technology, video recording** and a **professional photographer**—ideal for your content follow-up.

With **50 open visitor seats** and flexible stage equipment (table or 2–3 seats), you can reach a specialist audience directly at the trade fair.



Prices IAA Conference

Bookable exclusively for exhibitors
at IAA TRANSPORTATION

Product Overview	Exhibitor	Non-exhibitor
<p>Small indoor registration area* (½ container [two exhibitors per container], total duration) <small>Includes two exhibitor passes</small></p>	9,500.00 €	19,500.00 €
<p>Large indoor registration area* (Entire container [exclusive booking of the container], total duration) <small>Includes four exhibitor passes</small></p>	19,000.00 €	29,000.00 €
<p>Participation fee for trucks & buses** (Max. 15x3.5 m, indoor, total duration)</p>	2,550.00 €	3,550.00 €
<p>Participation fee for light commercial vehicles** (Max. 10x3.5 m, indoor, total duration)</p>	1,925.00 €	2,925.00 €
<p>Custom design of interior wall graphics (Registration area) <small>Available only when booking an entire container, graphic file must be delivered by the exhibitor on time, 4C printing</small></p>	2,750.00 €	—
<p>Charging infrastructure for electric vehicles (E.g. charging station or wallbox)</p>	Provision by exhibitor	
<p>Power supply & electricity consumption for charging infrastructure (The exact location will be determined in consultation with DMAG)</p>	Provision via exhibitor shop	

* Partial branding on containers and counters, interior wall paneling, flooring (linoleum), interior lighting, canopy, lockable counter, power connection (3kW) including triple distribution in the counter and WiFi internet connection (16 Mbit/sec, max. five devices per half container), pro rata costs for implementation of the indoor departure terminal (signage, markings, barriers)

** Includes one overnight parking space per vehicle, pro rata personnel costs (hall attendant, fire watch, security service, marshals, gate staff), costs for implementing the test track (signage, markings, routing, safety precautions)

IAA Test Drives

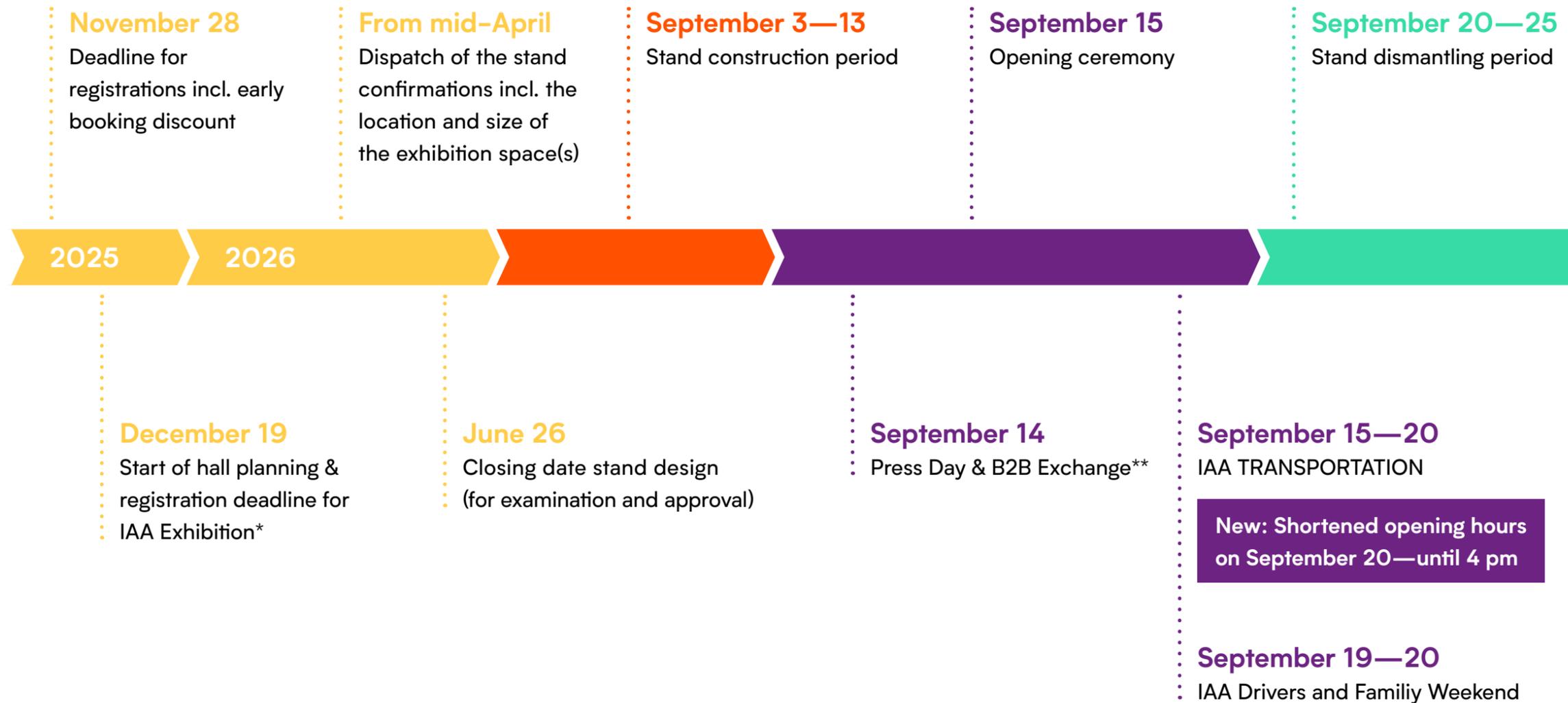
Put your brand onto the road and bring innovation **to life!** With **IAA Test Drives**, you don't just present your vehicles statically—you **evoke emotions** and create unforgettable driving experiences.

Make the most of direct interaction with your target group to gain **valuable first-hand feedback**. **Registered test drives** allow you to make **qualified contacts** and stay in touch with interested visitors.

Put your company in the spotlight and **strengthen your brand profile**—demonstrate how you are shaping the **future of mobility**.



Prices IAA Test Drives



* Registrations are still open—however, please note that availability may be limited in terms of hall location, stand size, and stand design.

** Exhibition stands must be staffed and accessible to visitors from the press day onwards.

A detailed schedule can be found here:

https://www.iaa-transportation.com/dam/jcr:af166986-d6c8-4664-9fbd-dd41e627705e/iaa_2026_time_schedule.pdf?mode=view

Get2fairs — Looking for accommodation?

Get2fairs is Deutsche Messe AG's exclusive incoming service, offering you tailor-made accommodation options at no extra charge.

The get2fairs portfolio includes hotel rooms and private accommodation in Hanover city center, the surrounding area, and the wider metropolitan region.



www.get2fairs.com

Individual mobility planning (bus shuttle, train transfer) to and from the trade fair can be arranged—allowing you to reach the venue from your hotel lobby to the fairground within 30 to a maximum of 90 minutes.

Overnight stays in the region are up to 50% cheaper than comparable hotels in downtown Hanover, including train travel. In addition, there is no bed tax in the Hanover region (except Laatzen) and in the city area.

Customized stays and travel

Individual solutions tailored to your needs

Fair conditions, no markups

Book your accommodation at the best price

Quick and easy access

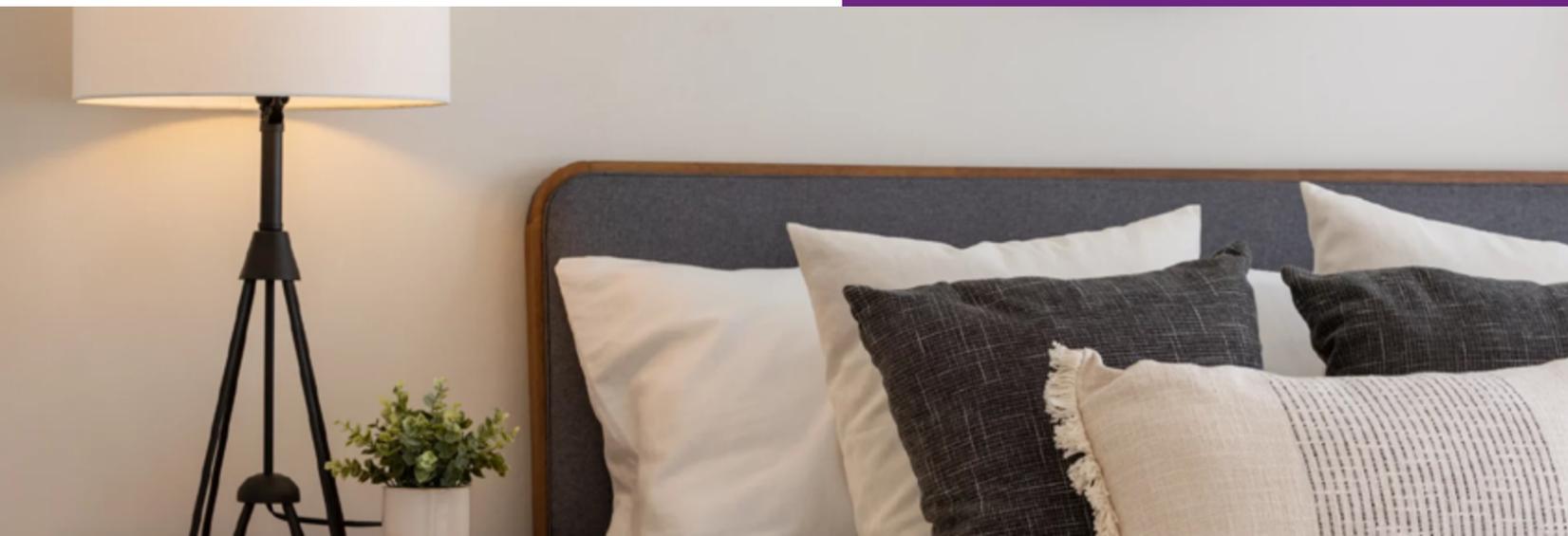
Maximum 30 to 90 minutes from your lobby to the fairground

Get2fairs offers both ready-to-book accommodation options and a personalized concierge service via www.get2fairs.com/en/contact, providing customized solutions for your individual requests.



Arrival & Booking

Reach out to the team at get2fairs today to explore your accommodation options for 2026.





Register now!

www.iaa-transportation.com

Your contact:

Exhibitors Service:

E-mail: transportation@iaa.de
Tel.: +49 30 897842-202
+49 30 897842-209
+49 30 897842-215

Event Organizer:

VDA Verband der Automobilindustrie e.V.
German Association of the Automotive Industry
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