



We Deliver

IAA Conference

SEPTEMBER 15—20, 2026
IN HANOVER

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1. Recap of IAA Conference 2024

We delivered



The IAA Conference 2024 was the largest and most successful ever held at an IAA TRANSPORTATION.

Numerous CEOs from all major commercial vehicle sectors — from **manufacturers to suppliers, body and trailer specialists,** and leading **tech companies** — presented and discussed their visions for the future of the transport industry.

Politicians and associations from across Europe made extensive use of the Main Stage to exchange views with industry leaders on regulatory topics.

Experts from around the world showcased the technological progress achieved by their companies and partners.

IAA Conference 2024 in numbers

- › Over 5,000 attendees
- › More than 200 speakers
- › Across 75 conference sessions
- › On 3 stages (XS, M & L)

2. Overview IAA Conference 2026 participation options

The stage is yours

Main Stage

Capacity: 250 pax

Program curation: by IAA Team

Participation option: **Day Sponsorship**

September
15&16

Industry Stage

Capacity: 50 pax

Program curation: Exhibitor sessions

Participation: **Book a slot**

September
15-18

prototype.club stage

Capacity: 25 pax

Program curation: by prototype.club

Participation: **Book a slot**

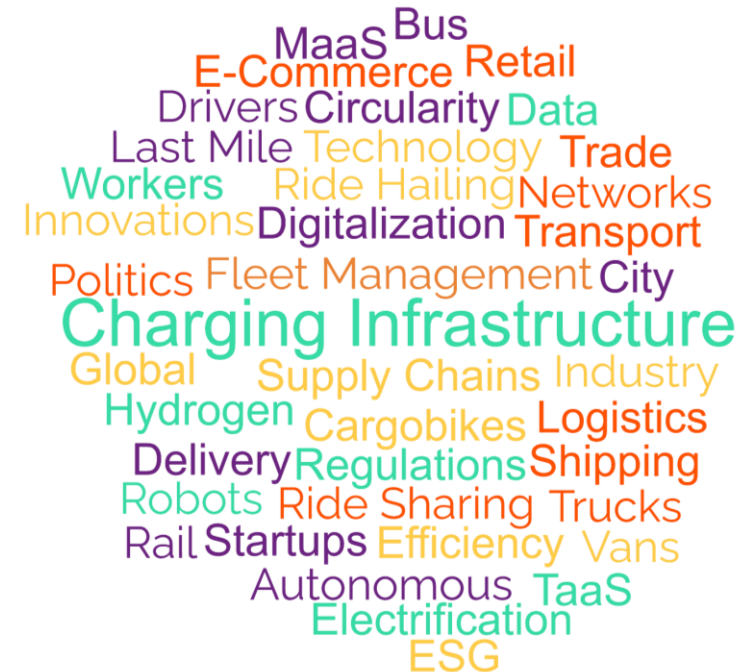
September
15-19

Further options

Pressday (9/14): Rent the Industry Stage

Evening event: Rent the Industry Stage

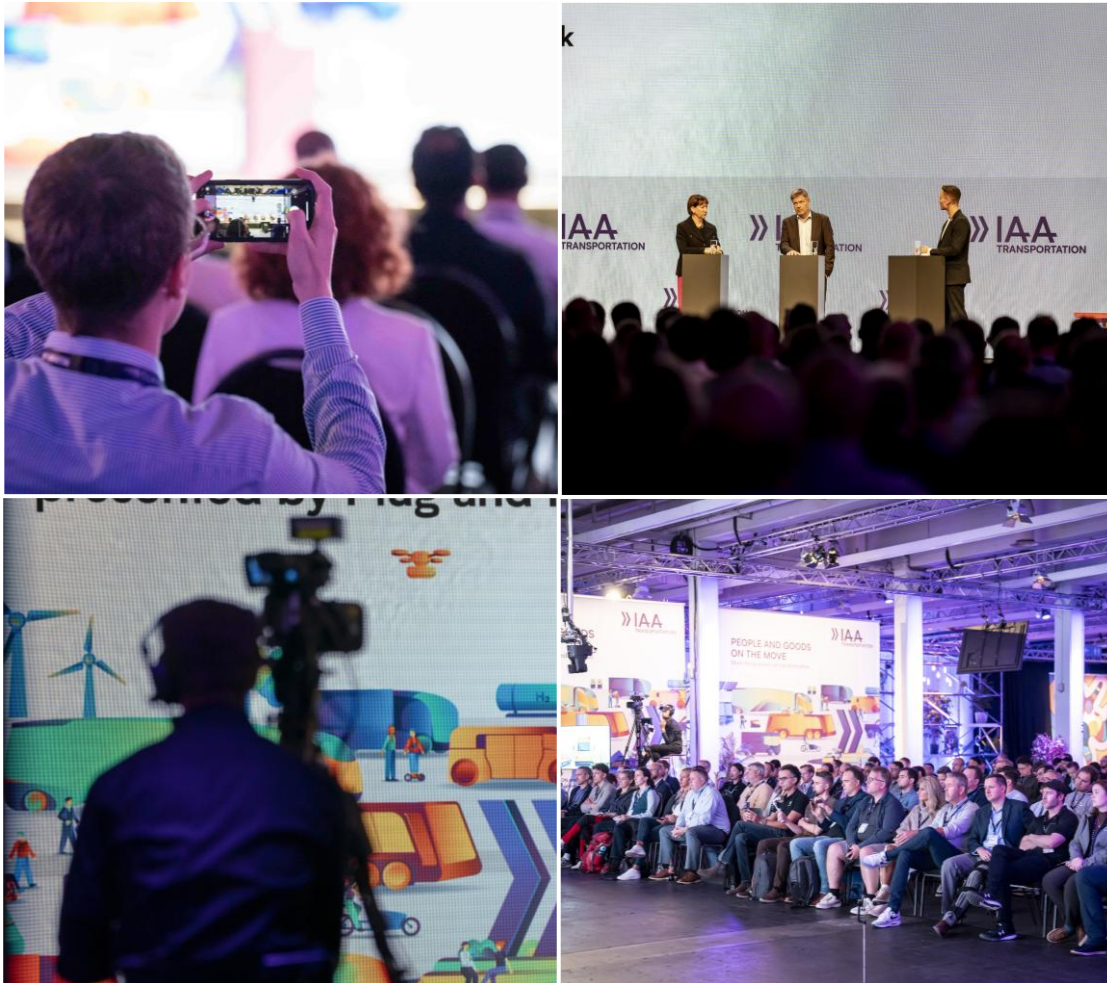
Screen ads: Book the screens



A word cloud of transportation-related terms. The most prominent words are 'Charging Infrastructure', 'Digitalization', 'Transport', 'City', 'Supply Chains', 'Logistics', 'Regulations', 'Shipping', 'Trucks', 'Vans', 'Autonomous', 'TaaS', 'Electrification', 'ESG', 'MaaS', 'Bus', 'E-Commerce', 'Retail', 'Data', 'Technology', 'Trade', 'Networks', 'Hailing', 'Ride', 'Innovations', 'Digitalization', 'Transport', 'Fleet Management', 'Politics', 'Global', 'Industry', 'Hydrogen', 'Cargobikes', 'Delivery', 'Robots', 'Ride Sharing', 'Rail Startups', 'Efficiency', 'Autonomous', 'TaaS', 'Electrification', 'ESG', 'MaaS', 'Bus', 'E-Commerce', 'Retail', 'Data', 'Technology', 'Trade', 'Networks', 'Hailing', 'Ride', 'Innovations', 'Digitalization', 'Transport', 'Fleet Management', 'Politics', 'Global', 'Industry', 'Hydrogen', 'Cargobikes', 'Delivery', 'Robots', 'Ride Sharing', 'Rail Startups', 'Efficiency', 'Autonomous', 'TaaS', 'Electrification', 'ESG'.

3. Main Stage – overview

Settings, atmosphere and additions



MAIN STAGE FACTS

- › September 15 – 16, 2026
- › Stage host guides the program throughout the entire day
- › Hall 18 – high quality industry style
- › Great LED wall for info, video and PowerPoint
- › Up to 5 seats on stage for discussion
- › Speaker desk for keynotes
- › 250 visitor seats
- › Open to all IAA TRANSPORTATION visitors
- › Video recording included
- › Professional photographer included

4. Main Stage – participation opportunities

Exclusive partner of the day



Exclusive day sponsor

- › Logo placement in the screen and program design
- › Mention on website in the conference context
- › Placement of an advertising film (120 Seconds max.) during lunch breaks
- › 1x 30 minutes prime time slot for a self-curated session
- › Video recording of the session for free use
- › Professional pictures of the session for free use
- › 1x social media announcement before the event
- › 1x written C-level interview for website and social media

September 15, 2026

€ 59,000 +VAT

September 16, 2026

€ 49,000 +VAT

Interested? Please contact klaus.vartzbed@vda.de

5. Industry Stage – overview

Settings, atmosphere and additions



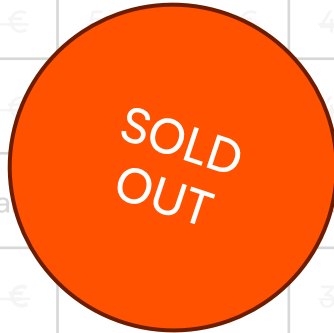
INDUSTRY STAGE FACTS

- › September 15 – 18, 2026
- › Stage host guides the program throughout the entire day
- › Inside an exhibition hall
- › Screen for PowerPoint presentation
- › Up to 4 seats on stage for discussion
- › Speaker bar table for presentations
- › 50 visitor seats
- › Open to all IAA TRANSPORTATION visitors
- › Video recording included
- › Professional photographer included

6. Industry Stage – participation opportunities

Buy your own slot*

Time	Tuesday Sept. 15	Wednesday Sept. 16	Thursday Sept. 17	Friday Sept. 18
09.00 – 10.00	-	-	-	-
10.00 – 10.45	6,900.00 €	5,900.00 €	4,900.00 €	2,900.00 €
11.00 – 11.45	6,900.00 €	5,900.00 €	4,900.00 €	2,900.00 €
12.00 – 12.45	6,900.00 €	5,900.00 €	4,900.00 €	2,900.00 €
13.00 – 13.45	Lunch Break	Lunch Break	Lunch Break	1,900.00 €
14.00 – 14.45	6,400.00 €	5,400.00 €	3,900.00 €	
15.00 – 15.45	6,400.00 €	5,400.00 €	3,900.00 €	
16.00 – 16.45	6,400.00 €	5,400.00 €	3,900.00 €	
17.00 – 17:45	6,400.00 €	-	-	-



Included services

- › White label stage → stage has no sponsor
- › Use your own PowerPoint
- › Screen on stage and program screen at stage
- › Become part of the IAA Conference program
- › 1x 45 minutes time slot for a self-curated session
- › Video recording of the session for free use
- › Professional pictures of the session for free use
- › Stage host will welcome you on stage

! ONLY BOOKABLE FOR EXHIBITORS !

*For exhibitors only – first come, first serve – All prices plus VAT

(!) Slot availability status as of May 2026

After booking your booth via the exhibitor registration, you can book your slot in the “Additional Services” tab at the top.

7. prototype.club Stage – participation opportunities

Additional stage time options on our partner stage



prototype.club



Time	Tuesday Sept. 15	Wednesday Sept. 16	Thursday Sept. 17	Friday Sept. 18	Saturday Sept. 19
09.30 – 9.50	1,900.00 €	1,700.00 €	1,600.00 €	1,200.00 €	-
10.00 – 10.45	3,900.00 €	3,500.00 €	3,200.00 €	2,100.00 €	1,100.00 €
11.00 – 11.45	3,900.00 €	3,500.00 €	3,200.00 €	2,100.00 €	1,100.00 €
12.00 – 12.45	-	-	-	-	-
13.00 – 13.45	3,900.00 €	3,500.00 €	2,900.00 €	2,100.00 €	1,100.00 €
14.00 – 14.45	3,400.00 €	3,300.00 €	2,900.00 €	2,100.00 €	1,100.00 €
15.00 – 15.45	-	-	-	-	-
16.00 – 16.45	3,400.00 €	-	-	2,100.00 €	1,100.00 €
17.00 – 18:00	3,400.00 €	-	-	2,100.00 €	1,100.00 €
18:00 – 21:00	6,400.00 €	-	-	2,100.00 €	1,100.00 €

All prices plus VAT — only bookable via the prototype.club

Included services

- › Part of the official IAA Conference program
- › Screen on stage for presentation
- › 1x 45 minutes time slot for a self-curated session
- › 25 visitor seats

PLEASE CONTACT

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8. More options

Industry Stage rental and Ad Spot during lunch break

Industry Stage rental options

Day	Industry Stage
Press conference Monday, September 14	19,800 €* 20 minutes including showcrew and rehearsal (1h) on Sunday
Evening event September 15-19	14,900 €* Setup from 5:00 p.m Event until 10 p.m (September 15 to 19 possible) including basic show crew, equipment and 1 hour rehearsal slot on Monday
Weekend September 19-20	If you want to rent the stage during the weekend, please contact the IAA Conference Team.

**For exhibitors only – first come, first serve – All prices plus VAT*

Ad Spot during lunch break

- › Playing ad movie on Main Stage and Industry Stage
- › Maximum length per movie: 120 Seconds
- › Format 16:9 (landscape) – audio possible
- › Guaranteed during stage lunch break
- › Limited offer

! ONLY BOOKABLE FOR EXHIBITORS !

1x movie on all stages, on all show days

2,500 € plus VAT

Interested? Please contact klaus.vartzbed@vda.de

Contact

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We are pleased if the IAA Conference has sparked your interest.
If you have any questions, feel free to contact us.