

Exposé
January 2022

IAA Bus Area



People and Goods on the Move

Discover the latest in fossil-free and digital logistics.

The IAA TRANSPORTATION 2022 becomes the most advanced platform for commercial vehicles, transport, logistics and buses.

Transport and logistics, vehicles, trailers and vehicle bodies, services and the debate on the challenges of international supply chains – these are the topics of the new IAA Transportation.

For the first time, the new Bus Area puts innovations and trends from the passenger transport sector in the focus of the event.



Bus Area

A dedicated theme world for bus transport

From (autonomous) people movers to minibuses, city buses to coaches – the entire vehicle spectrum will be presented to interested visitors in a dedicated theme world for passenger transport. All types of drive are welcome: whether hydrogen, fully electric or hybrid.

Companies from the supply chain, the areas of vehicle technology, infrastructure, charging technology and digital services will also present their latest innovations, so that the entire spectrum of the bus industry is represented.



Bus Lounge

The hotspot to network and exchange knowledge

The Bus Lounge, newly integrated into the hall, offers a range of gastronomic offerings as well as the ideal atmosphere for networking and exchanging ideas.

Whether **Company Session** or **Master Class** – a lecture situation* integrated into the lounge offers you the opportunity to reach the target group interested in the bus industry with your topics.

*Ground-level lecture situation incl. basic technical equipment (screen, microphones, sound)



Exemplary visuals

Bus Stop & Hall Portal...

...enable driving experiences & increased visibility

The themed area already starts at the forecourt of hall. On the forecourt, a characteristically designed **bus stop** enables it participants, to exhibit their vehicles on **exclusive outdoor stand areas** and carry out **test drives**.

Furthermore, it represents the start and terminus of the **shuttle bus service** for visitors, circulating across the fairgrounds.

To increase the visibility of the bus area and enhance the curiosity of visitors, the adjoining hall entrance is going to be redesigned to an impressive **portal**.



Driving Experiences

Vehicle innovations for live experience



The bus stop on the forecourt of the bus hall, constitutes the starting point of the shuttle bus service for visitors. Those buses circulate across the fairgrounds and stop at various points.

During test drives the latest vehicle innovations and technologies can be experienced live and in action by visitors. The test drives can start from outdoor vehicle stand spaces directly next to the bus area.



Autonomous (small) vehicles demonstrate the future of driverless passenger transport.

Depending on the application, test tracks can be implemented in the vicinity of the bus hall. An integration at other areas or within the shuttle bus traffic will be evaluated.

Focus on Bus Transport

Target group approach & involvement before and during the event

»» Before the IAA TRANSPORTATION

- Press articles in relevant specialist magazines (print & online) such as Huss-Verlag and in the News Room on the IAA TRANSPORTATION website, as well as the various IAA TRANSPORTATION social media channels.
- Presentation of the Bus Area and all related activities during the Media Workshop.
- Promotion of the Bus Area and all related activities in the visitor area on the IAA TRANSPORTATION website.

»» During the IAA TRANSPORTATION

- Specific IAA theme days are addressed specifically to municipal decision-makers among others and include the bus transport sector. The theme days have a special impact on the programme of the IAA Conference and highlight individual topics.
- Presentation of the "Bus of the Year 2022" Award in cooperation with Springer Verlag.
- Various driving experience formats on the exhibition grounds and on public roads.

→ IAA TRANSPORTATION creates the right setting for the presentation of your brand in the Bus Area

Conditions

Bus Area

Stand rental charges

Stands inside the Bus Area halls per m²

Basic charges for stand areas (No stand construction)	138,00 €
for corner stands (open on 2 sides)	+ 20%
for peninsula stands (open on 3 sides)	+ 30%
for island stands (open on 4 sides)	+ 40%
for space on the upper floors of the exhibition stands with multi-story construction	89,50 €

Stands in the open-air section for vehicle demonstration per m² (in the vicinity of the bus hall, usable as a starting point for test drives)	89,50 €
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The stand rental charges are quoted not including VAT.

 Please use the [online registration portal](#) to participate.

Conditions

Bus Area

Participation charges Bus Lounge & Shuttle bus service

Lecture slot in the Bus Lounge

(Lecture situation at ground level incl. basic equipment — screen, microphone, sound)

tbd

Participation at the IAA Shuttle bus service for visitors on the fairgrounds

(Drivers, branding as well as fuels must be organised by the exhibitor, Possibility of limiting the max. amount of vehicles)

For exhibitors of the bus area

2.500,00 €

For non-exhibitors

17.500,00 €

Participation at the IAA Airport Shuttle bus service for visitors

(Drivers, branding as well as fuels must be organised by the exhibitor, Possibility of limiting the max. amount of vehicles)

For exhibitors of the bus area

2.500,00 €

For non-exhibitors

17.500,00 €

Demonstration of autonomous (small) vehicles

(depending on the individual application)

on request

CONTACT



We would be pleased if the offer aroused your interest.

If you have further questions regarding the registration or about the bus area, do not hesitate to contact us.

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