

Format
Overview



IAA Conference 2022

People and Goods on the Move

Discover the latest in fossil-free and digital logistics.

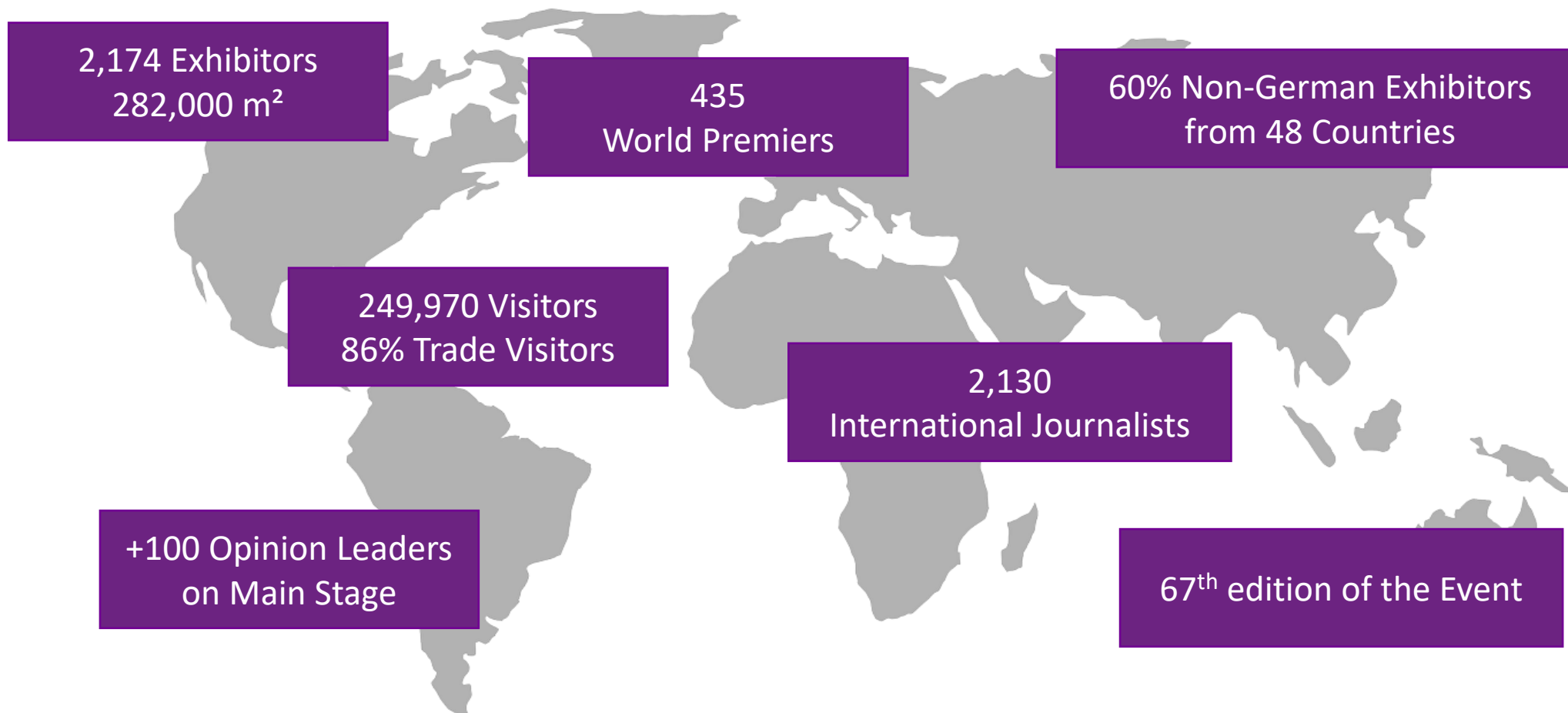
IAA TRANSPORTATION 2022 will become the most advanced platform for commercial vehicles, transport, logistics and buses.

Transport and logistics, vehicles, trailers and bodies, services and the debate on the challenges of international supply chains are the topics of the new IAA TRANSPORTATION – and thus also of the IAA Conference.



Hindsight IAA 2018: Facts and Figures*

The leading event for commercial vehicles, logistics and transport



*the IAA TRANSPORTATION is every two years in alternation with the IAA MOBILITY 2020 unfortunately had to be cancelled due to the COVID situation

IAA Conference 2022 — Overview

3 Components in 1 Conference

Onsite

»» ① Main Stage

- Full IAA topic journey
- Top level industry- and opinion leaders
- 100% curated by IAA TRANSPORTATION team
- Free for IAA visitors
- Sept. 20 – 23

Onsite

»» ② Industry Stage

- Stage rentable for exhibitors
- Program as part of IAA Conference
- Including video recording
- Stage integrated in exhibitor hall
- Available Sept. 19 – 25

Digital

»» ③ IAA Virtual

- Livestream of the main stage program
- Additional virtual only content (curated and sponsored)
- Free access for everyone @ IAA homepage
- Live Sept. 19 – 23 (and later on demand)

1 IAA Conference 2022 — Main Stage

Full onsite focus on one stage (September 20 — 23)

» 1 Stage

- 4 conference days
- 200-250 Seats
- Free for IAA Visitors
- Language: English
- Full Livestreaming



» Topics

- Commercial Vehicles challenges and solutions
- Infrastructure from local to global
- Trade from global to local
- Logistics from long haul to last mile
- Municipal planning for people & goods
- Digitization
- Sustainability

» Speaker

- International opinion leaders of IAA topics
- C-Level, Industry Experts, Politicians and Visionaries
- All kind of companies and company sizes
- we attach great importance to a balanced gender distribution

» Industry

- Commercial Vehicles (light and heavy)
- Bus/Transport companies (people and goods)
- Trailer Manufacturer
- Supplier
- Infrastructure (Energy & Connectivity)
- Tech
- Public Transportation
- Cities & City Planner

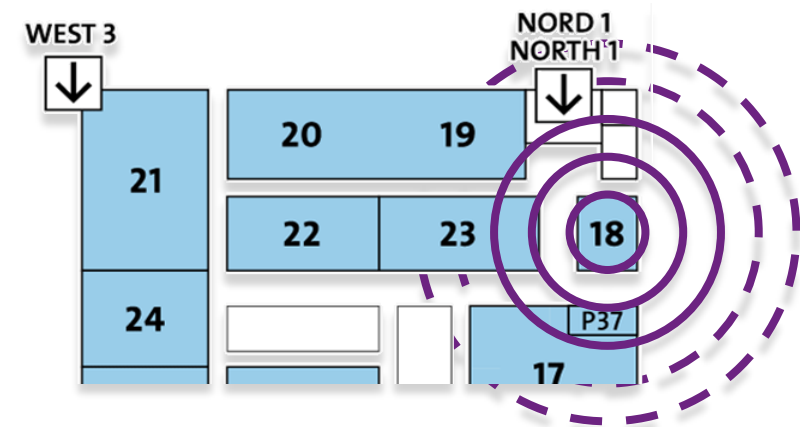
1 IAA Conference 2022 – Onsite

The best location for IAA Conference



Welcome to the H'Up!

- Awarded with the Location Award 2021 as the best hybrid event location
- Conference and network area in Hall 18 right at Entrance North
- Fully Equipped Conference Stage with great LED screen and live streaming technology



1 IAA Conference 2022 – Sponsoring

Your brand in the conference spotlight

1x Main Partner

- Become partner of the IAA Conference and reach our B2B community where experts meet the industry.
- Logo placement around the IAA Conference landscape (on site and online)
- 1 fully self curated session (45 Min) on main stage during a conference day*

4x Topic Partner

- Become an exclusive partner of a topic at the IAA Conference.
- Logo placement for the specific topic day (on site and online)
- 1 keynote speech (15 Min) on main stage during the specific conference day*
- Expected topic days (Sept 20-23):

Trade, Logistic, Infrastructure, Municipal



Costs Main Partnership:

€ 95,000 (plus VAT)



Costs Topic Partnerships:

€ 25,000 (plus VAT)

*topic/content and participants must be coordinated with the IAA team

1 Rent the Main Stage for Soiree or Press Conferences

Soiree – rent the stage for your evening

Do you need a great location for the evening with or without a stage?

- rentable between Sept. 20 to 23 from 6 p.m.
- Stage Equipment and staff included
- Area for catering and products includes



Basic Costs:

€ 21,000 (plus VAT)

Press Conference – rent the stage

- Do you need a stage for the press day (Sept. 19) with 200 seats?
- Stage Equipment, live streaming and staff included
- Press Conference time: 20 minutes (Construction and deconstruction 20 min. each)



Basic Costs:

€ 17,000 (plus VAT)

② Your Industry Stage

For your own Conference Session

For those who want their own session we build the Industry Stage

- Bookable for all exhibitors
- Part of the onsite conference program
- Industry Stage inside an exhibition hall
- Podest for 4 speakers (max.)
- Seats for 40 visitors
- 1 stage screen and 2 side screens for branding and presentation
- video recording of your session included
- Staff included



② Rent the Industry Stage

Your brand in the conference spotlight

Stage booking for press day
on Monday (Sept. 19)
for a 20 min. press conference incl. livestream



20 min.
€ 9,900
(plus VAT)

Stage booking for a conference session
between Tuesday and Friday (Sept. 20 - 23)
30 min. or 60 min. slot excl. livestream*



30 min.
€ 6,900
(plus VAT)

60 min.
€ 9,900
(plus VAT)

Stage booking for a conference session
between Saturday and Sunday (Sept. 24 - 25)
30 min. or 60 min. slot excl. livestream*



30 min.
€ 4,900
(plus VAT)

60 min.
€ 7,900
(plus VAT)

*livestream on request

② Rent the Industry Stage

Fill the form for booking

- Booking acceptance from 08.02.2022
- Please send the completely filled form to Johanna.Otto@vda.de
- Closing date: 2022 June 6
- First come, first serve
- Please [download form here](#) or on our homepage via „Documents“

IAA »
TRANSPORTATION

Registration form IAA Conference 2022 Industry Stage
German Association of the Automotive Industry (VDA) E-mail: Johanna.Otto@vda.de
IA Johanna Otto
Behrenstraße 35
10117 Berlin

Registration

Please register until June 06, 2022 by sending this registration form to the contact person above. Please fill in all fields. The selection of companies for the Industry Stage is based on the application process on page 2. If you are interested in booking more than one session, please use an additional registration form.

Participant's details

Exhibitor/Company: _____ Order number: _____
 Contact: _____
 Address: _____
 Postcode, city: _____
 E-mail: _____
 Phone: _____

Invoice address, if different:

Company: _____
 Contact: _____
 Address: _____
 Postcode, city: _____

Selection of the session on the Industry Stage

On what day would you like to participate?

Tuesday	Topic: Future Logistics (30 min) 8.900€ plus VAT
Tuesday	Topic: Future Logistics (90 min) 8.900€ plus VAT
Wednesday	Topic: Trade & Logistics (30 min) 8.900€ plus VAT
Wednesday	Topic: Trade & Logistics (90 min) 8.900€ plus VAT
Thursday	Topic: Infrastructure (30 min) 8.900€ plus VAT
Thursday	Topic: Infrastructure (90 min) 8.900€ plus VAT

Please use an additional form if you want to book more sessions!

3) IAA Virtual

Virtual extensions for a hybrid experience

IAA Virtual – broadcasting format

Main Stage livestream in English and Mandarin, virtual only content and sponsored sessions

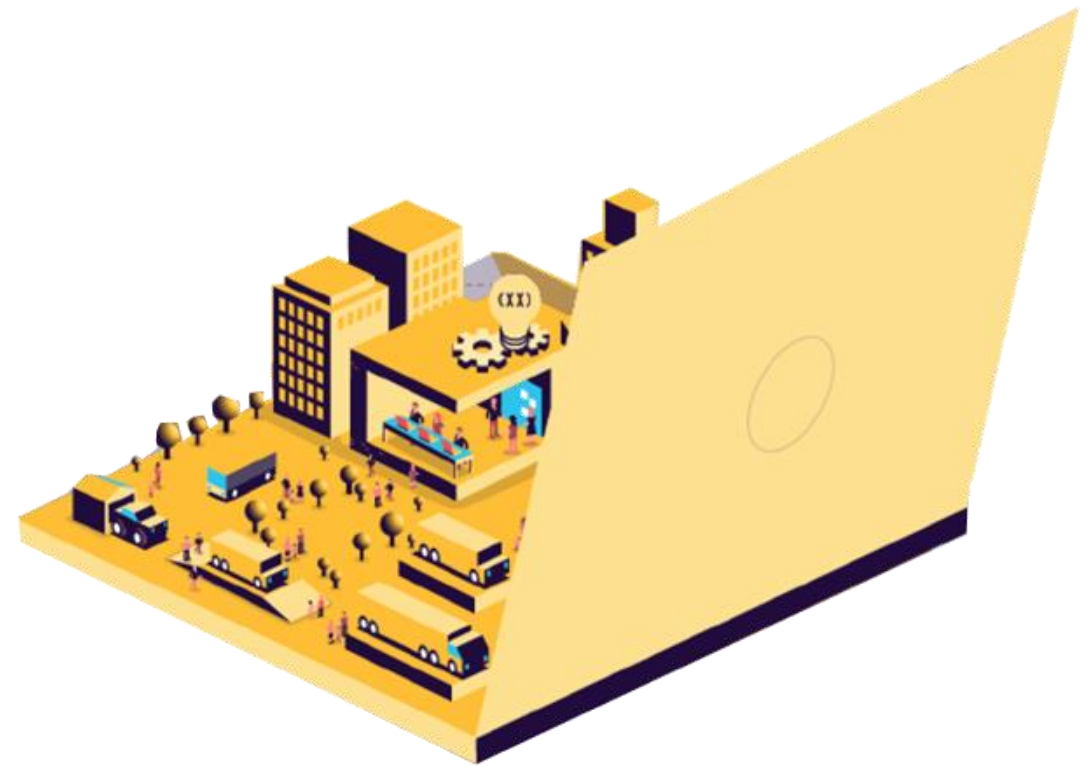
www.iaa-transportation.com

IAA Transportation – event website

Exhibitor directory, full conference program, livestreams and industry news for exhibitors, visitors and press

IAA App – for Android and OS

including full event program, exhibitor directory, fairground map and networking tools



CONTACT



We would be pleased if the offer has aroused your interest.

If you have any questions, please do not hesitate to contact us.

Klaus Vartzbed

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