

Pitch Paper
January 2022

IAA Plug & Play Campus



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.

With the new Plug & Play Campus, we are also focusing on infrastructural topics.



IAA Plug & Play Campus

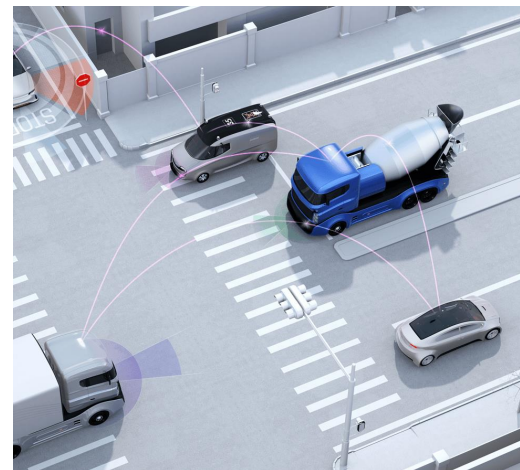
Experiencing Infrastructure

Closely connected to the test drives and directly attached to the new indoor departure terminal is the Plug & Play Campus.

On special demonstration areas that can be accessed by vehicles, you have the opportunity to demonstrate innovative use cases from the field of infrastructure and associated technology to interested visitors.

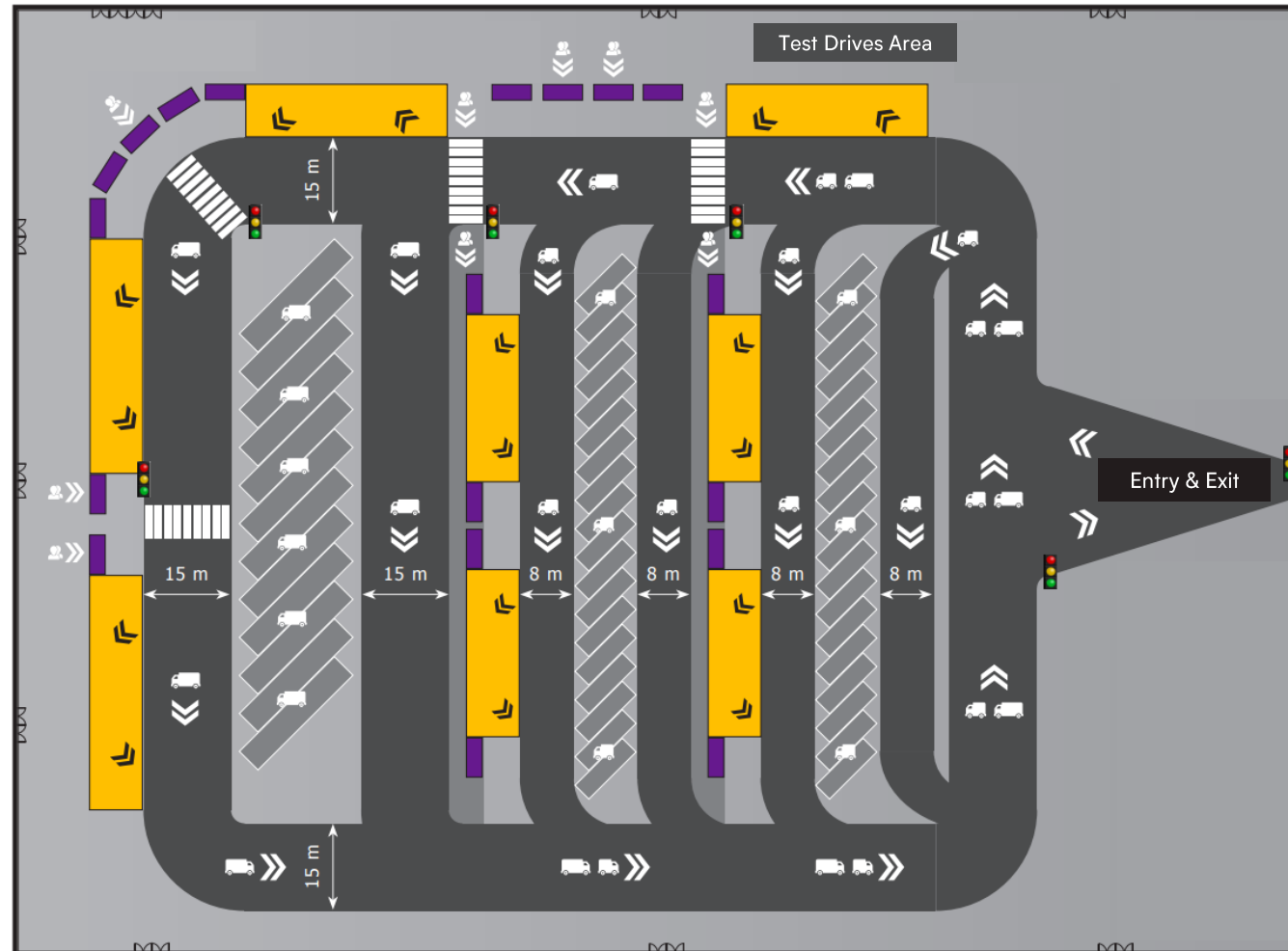
Use cases are conceivable for the following topics, for example:

- Charging infrastructure (DC, HPC, Induction, etc)
- Software solutions (for paying for the charging process, etc)
- 5G-Connectivity between and with vehicles
- Petrol station of the future
- etc.








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Planning & Implementation*



Legend

-  Demonstration areas for use cases (number & m² flexible)
-  Registration areas for test drives (number flexible)
-  Driving lanes for test drives Vehicles in one-way traffic system
-  Visitor guidance and walkways
-  Parking areas for test drives vehicles (light & heavy commercial vehicles, number flexible)

*Example arrangement of areas and routes. The VDA expressly reserves the right to make changes.

Conditions

IAA Plug & Play Campus

» Small Use Case

- 15m² one-storey area

€ 2.070

» Medium Use Case

- 25m² one-storey area

€ 3.450

» Large Use Case

- 50m² one-storey area

€ 6.900

- Integration of the area into the new indoor departure terminal for test drives incl. interaction possibility with vehicles.
- Supply connections are not included and must be booked by the respective exhibitor via the exhibitor shop
- Individual stand size (€ 138 / m²) and multi-storey design possible on request

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Next Steps

» Registration of your use cases

Do you have a use case that you would like to demonstrate at the Plug & Play Campus?

-> Please get in touch with us!

Your benefits:

- Flexible area size
- Area can be approached by (test drive) vehicles
- Interactive demonstration of your products / technologies in combination with vehicles

» Participation in Round Table

Would you like to exchange information about the Plug & Play Campus on a regular basis?

-> Please get in touch with us!

Your benefits:

- Regular dialogue with other interested exhibitors on potential use cases
- Regular updates on the planning progress of the project, as well as the possibility to place ideas and give direct feedback

CONTACT



We would be pleased if the offer aroused your interest.

Please do not hesitate to contact us if you have any questions or would like to register.

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