Guidelines for First-time Exhibitors at the IAA Commercial Vehicles 2020

1. Important documents

1.1. Stand application

- To register for a stand at the IAA Commercial Vehicles, please use the IAA Online Exhibitor Registration platform at registration.iaa.de. A stand application (using section “Stands”) is sufficient for a simple stand without any co-exhibitors. A general overview of the exhibition and presentation formats can be found at iaa.de/en.

**The minimum rental area for stands at the IAA is 20 m².**

- Additional application documents are only required in certain cases:

  o If you have indicated exhibition items from other manufacturers in section “Exhibits” of your stand application, please also fill in the PDF-form Confirmation from manufacturer.

  o If you wish to register co-exhibitors for your stand, please use the tab “Co-exhibitors” in the menu bar of the online exhibitor registration. Co-exhibitors may be registered free of charge until the stand confirmation is issued. Once your stand has been confirmed, which will be approx. mid-April 2020, every additional co-exhibitor registration will be subject to an administration fee of € 850.

1.2. Exhibition Conditions

- The Exhibition Conditions form the **basis of the business relations** between the exhibitors and the German Association of the Automotive Industry (VDA) as the organizer of the IAA. They form an integral part of the contract, to which the exhibitor agrees during the registration by clicking on the button **“Submit binding and chargeable registration”**. Therefore, it is recommended that IAA exhibitors familiarize themselves both with the Exhibition Conditions as well as with the Organizational and Technical Regulations 2018 (see also section 1.3 below).

- The Exhibition Conditions cover such items as obligations of the exhibitor, exhibitor qualifications, payment arrangements, cancellation conditions, stand allocation, stand confirmation and liability issues and data protection.
1.3. Organizational and Technical Regulations

The Organizational and Technical Regulations 2018 contain information you will need for organizing, planning, erecting and running your stand. They are therefore an ideal reference for organizational and other issues and contain an extensive index to help you find your way through the information. In addition, the regulations provide technical data about the exhibition halls and the open-air site, along with notes on conduct while on the exhibition grounds. They provide further information on topics including the following (selection):

- Information on contact persons
- Organizational & technical issues
- Stand construction requirements & information
- Examination of stand construction documents
- Contact of hall supervisors
- Logistics issues (e.g. entrances)
- Suspensions from ceilings
- Evening events & ancillary rooms

* You can download the Organizational and Technical Regulations from 2018 here. Approx. after February 2020, additional printed copies can be requested if needed (e.g. for your stand constructor).

By applying for a stand, the exhibitor recognizes the Exhibition Conditions and the Organizational and Technical Regulations 2018 as an integral part of the business relations with the organizer VDA.

1.4. Important dates

The complete list of dates relevant to exhibitors can be found here at iaa.de/en.

<table>
<thead>
<tr>
<th>From Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2020</td>
<td>Dispatch of first invoice* (50% stand rental for area registered)</td>
</tr>
<tr>
<td>mid-April 2020</td>
<td>Dispatch of stand confirmation*</td>
</tr>
<tr>
<td>May 2020</td>
<td>Dispatch of final invoice* (100% stand rental for area allocated)</td>
</tr>
<tr>
<td>May 2020</td>
<td>Dispatch of access link for the entry into the exhibitor directory (event catalog)</td>
</tr>
<tr>
<td>mid-May 2020</td>
<td>Dispatch of Exhibitor-Shop access data*</td>
</tr>
<tr>
<td>June 28, 2020</td>
<td>Closing date for submission of stand construction documents</td>
</tr>
<tr>
<td>September 12, 2020, 00.00 h – September 22, 2020, 18.00 h</td>
<td>Construction period</td>
</tr>
</tbody>
</table>
1.5. Site map / Archive hall plans

An overview of the exhibition grounds and product groups as well as the plans of the previous IAA 2018 can be found here and here.

2. Organization / Costs

2.1. Overview of costs

- Exhibitors are required to pay the following costs to the VDA as the organizer of the IAA:

<table>
<thead>
<tr>
<th>Stand prices — sqm/€</th>
<th>Costs (before tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand rental in halls</td>
<td>€ 131.75</td>
</tr>
<tr>
<td>Early Bird (10% off for bookings before November 15, 2019)</td>
<td>€ 118.58</td>
</tr>
<tr>
<td>Supplementary charges</td>
<td>+ 20%</td>
</tr>
<tr>
<td>+ for corner stands (open on two sides)</td>
<td>+ 30%</td>
</tr>
<tr>
<td>+ for peninsula stands (open on three sides)</td>
<td>+ 40%</td>
</tr>
<tr>
<td>+ for island stands (open on four sides)</td>
<td>€ 85.25</td>
</tr>
<tr>
<td>Early Bird (10% off for bookings before November 15, 2019)</td>
<td>€ 76.73</td>
</tr>
<tr>
<td>+ upper floors spaces (sqm/€)</td>
<td>€ 85.25</td>
</tr>
<tr>
<td>Early Bird (10% off for bookings before November 15, 2019)</td>
<td>€ 76.73</td>
</tr>
<tr>
<td>Open-air section</td>
<td>€ 85.25</td>
</tr>
<tr>
<td>Early Bird (10% off for bookings before November 15, 2019)</td>
<td>€ 76.73</td>
</tr>
<tr>
<td>Obligatory entry in the trade fair media (see section 2.3)</td>
<td>€ 295</td>
</tr>
</tbody>
</table>

- In addition, other costs may be incurred — depending on the needs of the exhibitor — to be paid to third parties (selection):
2.2. Allocation process & examination of stand documentation

- **Stand allocation:** After the closing date for registrations (December 13, 2019, 24:00 h CET), the planning starts of the exhibition halls at the IAA Commercial Vehicles. Specific requests indicated in the application, such as stand size and style (open sides, dimensions), are catered for as far as possible. During the allocation of stand areas, priority is given to exhibitors who a) have registered for the same stand area as at the previous IAA Commercial Vehicles, or b) have registered on time.

For organizational reasons, no location proposals can be issued before the stand confirmation is dispatched. During allocation it may not always be possible to accommodate all applicants’ preferences concerning the size, location and dimensions of their stand. It is always possible that planning will result in a stand size of approx. 10 percent more or less than applied for.

Once all the hall planning has been completed (approx. from mid-April), the stand confirmations are sent out to the exhibitors by e-mail. Along with the stand confirmation, the exhibitors will receive an overview of the halls and a detailed plan showing the exact position and dimensions of their stand, plus all the necessary technical information.

After the stand confirmations have been issued, location proposals (for non-allocated areas) will be sent to additional interested exhibitors.

- **Stand approval:** Exhibitors are obliged to provide the VDA with the plans for their stand by e-mail by June 28, 2020 (stand@iaa.de). Please send the required documents compiled in one single PDF file in one e-mail with 15 MB maximum. Submissions received after this deadline are accepted with the caveat that it may take much longer to process them. We therefore recommend submitting the plans for stand approval as early as possible.

For each >100 m² stand within an exhibition hall, for each stand on the open-air site, temporary structures, two-story stands, mobile structures and special constructions a stand design must be submitted to the VDA for examination and approval. This is not
required for rented system stands from Deutsche Messe AG. More information can be found in the Organizational and Technical Regulations 2018 from page 9.

**The following documentation is required:**
- Max. 5 renderings of the stand area
- Floor plan, to scale with specifications of stand construction & position of exhibits
- Escape route plans indicating the maximum escape route lengths and widths (green lines)
- At least one elevation with legends, to a suitable scale
- Ceiling plan (only for closed ceilings)

**The following information is helpful:**
- Specification including details of stand type, stand construction, materials and presentations
- Technical equipment (e.g. smoke alarms, fire extinguishers, lightening)

2.3. **Catalog/Entry in the event media**

- The official bilingual (German/English) IAA Catalog of the IAA Commercial Vehicles 2020 is published by the VDA and compiled by Messe Frankfurt Medien und Service GmbH. The catalogue will be released approx. three weeks before the IAA. All exhibitors and co-exhibitors are required to have an entry in the catalog and other trade show media (e.g. exhibitors' directory on iaa.de/en). Messe Frankfurt e-mails all the documentation for the catalog entry directly to the main contact person given in the stand application (expected in May 2020). You can use the link sent to you to access the editing system and write your own entry. Extras over and above the obligatory basic entry are available (e.g. company logo), for which a charge will be made.

- **Free copy:** Each exhibitor will receive one free copy of the IAA Catalog upon production of their exhibitor pass to the inspectors in the hall where their stand is located. The hall inspection of Hall 26 is designated for the open-air section. Additional copies can be ordered via the Exhibitor-Shop (please see section 2.4 below), for which a charge will be made (approx. € 26 per copy).

2.4. **Booking services via the Exhibitor-Shop**

- The Exhibitor-Shop, Deutsche Messe AG’s online ordering system, is the quickest route to the services on offer. It is a convenient way to order all services via the Internet (approx.
from the middle of May 2020). For example, you can order stand construction elements, electricity, Internet connections, catering services and water supply.

An overview of costs for services for the year 2020 can be found at iaa.de/en.

- **Login data** (ID and password) will be sent by e-mail to the person indicated in the stand application as “Ordering contact” (“pers. e-mail address for the organizer”).

### 2.5. Advertising options

- There are various advertising options for publicizing your company at the IAA, including the following: advertisements on the official IAA website, in the official IAA smartphone app, in IAA publications, and around the exhibition grounds, plus IAA materials for visitor advertising (pins, banners), various sponsoring options, downloading and using the IAA Co-Branding, press conferences and the press pigeon holes.

  You can find further information and contact persons after October 2019 at iaa.de/en.

- Please note that advertising in addition to the above is permitted only within the exhibitor’s own stand. Any additional unauthorized advertising activities demonstrably taking place on the exhibition grounds outside the stand (e.g. distribution of materials on the grounds), will incur a fine.

You will find **regularly updated and additional information and documentation** (e.g. on regulations governing stand construction and dismantling, vehicle entry to the exhibition grounds, etc.) on iaa.de/en, under “Documents” in the “For exhibitors” section.
**Hinweis:** Der Plan zeigt die Verteilung der Produktgruppen zur IAA 2018. Im Rahmen der Aufplanung zur IAA 2020 sind Änderungen möglich.

**Please note:** The map shows the placement of the different product groups for the IAA 2018. The planning for the IAA 2020 may lead to changes to the map.