

# Sponsoring-Packages for the IAA 2020

## » INFORMATION

The IAA Commercial Vehicles is the world's most comprehensive show for the whole industry, which makes it the international platform for all those who develop, manufacture or use commercial vehicles. Around 2,000 exhibitors attend the IAA. Almost 60 % of the exhibitors are from abroad, coming from about 48 countries. The trade fair draws a quarter of a million visitors, 87 % of which are professional visitors.

In 2020, the IAA takes place in Hanover from September 24<sup>th</sup> to 30<sup>th</sup>. September 23<sup>rd</sup> is the official Press Day, and September 24<sup>th</sup> is Opening and Press Day.

The IAA is not only the perfect platform where exhibitors can present their products but also where visitors can experience and discuss the many diverse formats and activities.

The following sponsoring packages are available to exhibitors and third parties. Please use the bidding form to submit your bid and return the filled in form to the VDA. Each sponsoring package is assigned exclusively to one sponsor.

**Please note:** All prices quoted are before German VAT (19 %). For partial or individual sponsoring please contact us, we are happy to assist you.

## Branding

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### 1. Lanyards for registered visitors and exhibitors

During the IAA 2020, visitors as well as general visitors will be provided with name badges. In the visitor entrance areas to the fairgrounds personalized name badges will be printed in the course of the admission process. The lanyards for the badges will be made available at stations in the entrance area.

The sponsor can choose their lanyards design (Badges with Euro holes). The minimum bid listed below is for a sponsor who has the lanyards **produced and delivered**. Please make sure that the lanyards will be delivered in good time before the first day of the IAA. We are happy to provide you with an offer in case you do not want to have the lanyards produced yourself. These additional costs are not included in your bid.

As a sponsor, you have two options:

1. Exclusive sponsoring for 250,000 Lanyards (Single Sponsor)
2. Partial sponsoring for 125,000 Lanyards (Shared with a 2nd Sponsor)

**Preference will be given to an exclusive sponsor.**

Target group:	Trade visitors, general visitors, exhibitors
Reach/quantity:	ca. 250,000
Time frame:	September 23 <sup>rd</sup> to 30 <sup>th</sup> , 2020
Minimum bid:	as exclusive sponsor: € 38,000 (250,000 units) as partial sponsor: € 25,000 € (125,000 units)

## 2. Lanyards for journalists incl. jackets (exclusive for one sponsor)

The sponsor provides 3,000 lanyards incl. plastic jackets for the press tickets (dimensions 100 mm width x 150 mm height). Distribution takes place by the accreditation staff in the area of the accreditation points or via containers so that journalists can help themselves to a lanyard (containers shall be provided by the sponsor). The lanyards can bear a design chosen by the sponsor; the sponsor is responsible for production, delivery, storage of the lanyards and jackets and for removing any excess items.

Target group:	Journalists/Media representatives
Reach/quantity:	ca. 2,000
Time frame:	September 23 <sup>rd</sup> to 30 <sup>th</sup> , 2020
Minimum bid:	€ 13,000

## 3. Web banner IAA Ticket Shop (exclusive for one sponsor)

Visitors can purchase tickets online at the IAA ticket shop from June 2020. We offer the exclusive right to a sponsor to place a banner in the IAA Ticket Shop which is visible throughout the different steps of the ticket purchasing process.

Sponsors can either place a static or an animated banner. The one-time placement of one banner is included in the price.

Target group:	All visitors of the IAA Ticketshop 2020
Reach/quantity:	ca. 11,000
Time frame:	June until September 30 <sup>th</sup> , 2020
Minimum bid:	€ 5,000

## Distribution

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### 4. Distributing give-aways or bags to journalists (exclusive for one sponsor)

The give-aways or bags are handed out to the accredited journalists in the area of the accreditation counters at the IAA by staff of the sponsor.

The give-aways/bags can be designed by the sponsor; the official Co-Branding of the IAA 2020 must be considered in an appropriate way. The sponsor is responsible for production, delivery, distribution, logistics on site as well as storage and for removing any excess items.

Target group:	International journalists/media representatives
Reach/quantity:	ca. 2,000
Time frame:	September 23 <sup>rd</sup> , 2020
Minimum bid:	€ 4,000

### 5. Handing out give-aways at selected entrances

This sponsoring option offers the distribution of brochures, give-aways, soft drinks, coffee etc. with the branding of the sponsor in defined areas of selected entrances to the fairgrounds. Excluded from this sponsoring are products of the organizer such as specialist press stands, flyers, IAA Aktuell and daily newspapers.

The promotion with the sponsor's own branding are exclusive to the sponsor on the respective day. Priority will be given to a bid for the entire event period. The sponsor oversees production, delivery, storage, distribution logistics, staff as well as cleanliness of the distribution and logistics area. In case of increased short-term security requirements, the promotion may be rescheduled or limited.

Target group:	Trade visitors, general visitors, exhibitors, stand personnel, journalists/media representatives
Reach/quantity:	ca. 300,000
Time frame:	September 24 <sup>th</sup> to 30 <sup>th</sup> , 2020
Minimum bid:	€ 4,000 per day (Partial sponsoring)

## Publication

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### 6. Information sheet press conferences exhibitors (exclusive for one sponsor)

The latest details of the press conferences are listed (with time and venue) on a colored A4 sheet drawn up by the VDA for distribution in the press center and at the accreditation points. Furthermore, the document will be made available as a PDF document at the IAA-website. The sponsor can add a logo/short text measuring max. 190 mm width x 60 mm height.

Target group:	International journalists/media representatives
Reach/quantity:	ca. 2,000
Time frame:	September 23 <sup>rd</sup> and 24 <sup>th</sup> . 2020
Minimum bid:	€ 1,500
Measurements:	Width 277mm x Height 68mm; 300dpi, CMYK

## Events/Cars for organizational purposes

### 7. Evening of the Commercial Vehicle Industry (inside the Münchner Halle/Munich Hall on the fairgrounds; exclusive for one sponsor)

The Evening of the Commercial Vehicle Industry is one of the highlights of the IAA. High-class representatives from politics, business as well as media meet with selected exhibitors for an exclusive evening including dinner and entertainment.

The sponsor's logo will be visible on the menu card as well as on a banner in the exit/entrance area of the Münchner Halle. Furthermore, the sponsor has the option to give out a present or a flyer at the end of the event at the door and to set-up a small information stand. The sponsor receives 5 tickets to the evening event.

Target group:	Representatives from politics and business, exhibitors, journalists
Reach/quantity:	ca. 1,200
Time frame:	September 29 <sup>th</sup> , 2020
Minimum bid:	€ 10,000

### 8. Cars/Vans for organizational purposes

The sponsor supports the organizer by providing him with cars/vans for organizational purposes which will be presented in use to visitors, journalists, service providers, political delegations etc. The sponsor has the option to brand the cars/vans.

The sponsor is responsible for the proper status of the vehicle, transport to and from the fairgrounds, existing comprehensive insurance without excess, and for the branding (optional).

The following vehicles are needed:

- 1 large transporter (3.5-5 t, preferred)
- VIP-Shuttles for up to 8 passengers

Target group:	Trade visitors, general visitors, exhibitors, stand personnel, journalists/media representatives
Time frame:	Depending on agreement September 18 <sup>th</sup> to 29 <sup>th</sup> , 2020
Minimum bid:	0 € (contribution in kind)

## IAA Tech

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The IAA Tech is the place to network with pioneers, technology entrepreneurs and decision-makers from the entire ecosystem of future mobility and logistics. With a shortened duration from September 23<sup>rd</sup> to 25<sup>th</sup>, participating companies can focus on B2B matchmaking and knowledge transfer.

The IAA Tech also offers industry-exclusive sponsorship opportunities within a price range of € 5,000-25,000.

1. Bar sponsor
2. Stage sponsor

Sponsoring options for the »IAA Tech are available from March [here as a Download \[PDF ↓\]](#).

### Your contact for the IAA Tech:

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## IAA Conference

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At the IAA Conference, visitors become part of Europe's most important dialogue and networking platform with exciting talks, stories, debates, keynotes and more. From September 24<sup>th</sup> to 26<sup>th</sup>, the lively discourse on the future of transportation will take place with top-class speakers and participants from the international automotive and commercial vehicle industry, who will share their visions and ideas with visitors on site.

The IAA Conference also offers industry-exclusive sponsorship opportunities within a price range of 5,000-50,000 €.

1. Main sponsor
2. Stage sponsor
3. Daily sponsor
4. Lounge sponsor
5. Goodie Bag Sponsor

Sponsoring options for the »IAA Conference are available from March [here as a Download \[PDF ↓\]](#).

### Your contact for the IAA Conference:

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