Guidelines for First-time Exhibitors at the IAA 2019

1. Important documents and steps

1.1. Stand application

- To register for a stand at the IAA Cars 2019, please use the IAA Online Exhibitor Registration platform at registration.iaa.de. A stand application is sufficient for a simple exhibition stand without any co-exhibitors. A general overview of the exhibition and presentation formats can be found at iaa.de. The minimum rental area for stands at the IAA is 20 sqm.

- Additional application documents are only required in certain cases:
  - 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.
  - If you wish to register co-exhibitors for your stand, please use the tab “Co-exhibitor” 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 from mid of April, every additional co-exhibitor registration will be subject to an administration fee of € 850 (plus VAT).

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 (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. You can download the Exhibition Conditions here.

1.3. Organizational and Technical Regulations

The Organizational and Technical Regulations 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 the Exhibitor’s section on iaa.de/en. In addition, every exhibitor will be provided with a printed sample free of charge. Please click here to request additional printed copies if you need more (e.g. for your stand constructor).

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

1.4. Important dates

Click here for a complete list of dates relevant to exhibitors (see page 2 of document). Please note that some services in the online “Shop for Exhibitor Services” (see section 2.4) may have different deadlines.

Below we have listed selected key organizational dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>from February 2019</td>
<td>Dispatch of first invoice* (50 % stand rental for area registered)</td>
</tr>
<tr>
<td>from mid-April 2019</td>
<td>Dispatch of stand confirmation*</td>
</tr>
<tr>
<td>from May 2019</td>
<td>Dispatch of final invoice* (100 % stand rental for area allocated)</td>
</tr>
<tr>
<td>from mid-May 2019</td>
<td>Dispatch of the access data to the “Shop for Exhibitor Services”**</td>
</tr>
<tr>
<td>June 28, 2019</td>
<td>Closing date for submission of stand construction documents</td>
</tr>
<tr>
<td>August 30, 2019, 00.00 h -</td>
<td>Construction period</td>
</tr>
<tr>
<td>September 9, 2019, 18.00 h</td>
<td></td>
</tr>
<tr>
<td>September 10 — 11, 2019</td>
<td>Press days</td>
</tr>
<tr>
<td>September 12 — 13, 2019</td>
<td>Trade visitor days</td>
</tr>
<tr>
<td>September 12 — 22, 2019</td>
<td>IAA Cars 2019</td>
</tr>
<tr>
<td>September 22, 2019, 19.00 h - October 27, 2019, 24.00 h</td>
<td>Dismantling period</td>
</tr>
</tbody>
</table>

* via e-mail
1.5. Site map / Archive hall plans

Here we offer you a helpful site map showing how the Hanover exhibition grounds are set out for the IAA Cars 2019 and plans of the previous show IAA Cars 2017 can be found 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>Item</th>
<th>Costs (before tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stands inside exhibition halls (costs per sqm allocated)</td>
<td></td>
</tr>
<tr>
<td>Ground floor</td>
<td>€ 166.00</td>
</tr>
<tr>
<td>Other levels in the halls</td>
<td>€ 138.00</td>
</tr>
<tr>
<td>plus supplementary charges</td>
<td></td>
</tr>
<tr>
<td>a) for corner stands (open on two sides)</td>
<td>20 %</td>
</tr>
<tr>
<td>b) for peninsula stands (open on three sides)</td>
<td>30 %</td>
</tr>
<tr>
<td>c) for island stands (open on four sides)</td>
<td>40 %</td>
</tr>
<tr>
<td>d) upper floors of exhibition stands</td>
<td>€ 36.00</td>
</tr>
<tr>
<td>Open-air section (costs per sqm allocated)</td>
<td>€ 93.00</td>
</tr>
<tr>
<td>Obligatory entry in the event media (see section 2.3)</td>
<td>€ 287.00</td>
</tr>
<tr>
<td>Fee for cash sales (optional)</td>
<td>€ 850.00</td>
</tr>
</tbody>
</table>

- Depending on the needs of the exhibitor additional costs may be incurred to be paid to third parties (selection):
  - Electricity
  - Water
  - Hotel costs / accommodation
  - Stand construction*
  - Catering
  - Poss. inspection fees (e.g. structural checks)

* For example, you can find trade fair/stand builders here (under the section "member search" at "Type of Project" select "Booth").

2.2. Allocation process & examination of stand documentation

- Stand allocation: After the closing date for registrations (15.12.2018, 24.00 h CET), the planning starts of the exhibition halls at the IAA Cars. Preferences 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 Cars 2019, and/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 (from mid-April), the stand confirmations are sent out to the exhibitors by e-mail. Along with the stand confirmation, the exhibitors 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, 2018 ([stand-iaa@vda.de](mailto:stand-iaa@vda.de)). The documents required have to be sent compiled in one single PDF file in one e-mail with 4 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 >50 sqm 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 the stand configurator of [FairConstruction/Messe Frankfurt](https://fairconstruction.com). More information can be found in the [Organizational and Technical Regulations](https://iaa.de) on page 9/10.

The following documentation is required:

- Max. 5 rendering 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 type of 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 Cars 2019 is published by the VDA and compiled by Messe Frankfurt Medien und Service GmbH. The catalog will be released approx. three weeks before the IAA and will be offered as an eCatalog as well. All exhibitors and co-exhibitors are **required** to have an [entry in the catalog and other event media](https://iaa.de) (e.g. exhibitors’ directory on [iaa.de](https://iaa.de)). Messe Frankfurt e-mails all the documentation for the catalog entry directly to the main contact person given in the stand application (expected beginning from May 2019). You can use a link 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. Additional copies can be ordered via the “Shop for Exhibitor Services” please see section 2.4 below), for which a charge will be made (€ 26 per copy plus VAT).

2.4. **Booking services via the “Shop for Exhibitor Services”**

- Messe Frankfurt’s own online ordering system, the “Shop for Exhibitor Services”, is the quick route to the services on offer. It is a convenient way to order all services via the Internet (from the middle of May 2019). For example, you can order stand construction elements, electricity, Internet connections, catering services and water supply.

  Click [here](#) to get to the login for the “Shop for Exhibitor Services”. A list of current prices for the year 2019 can be found [here](#).

- **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 current IAA key visual, press conferences and the press pigeon holes.

  You can find further information and contact persons [here](#).

- 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](#) in the exhibitors section under [documents](#).