IAA Cars — the leading event for the international supplier industry

September 12 — 22, 2019
Frankfurt/Main

Information for suppliers
Top reasons why suppliers should exhibit at the IAA:

The IAA is the world’s leading event for mobility. It is an international platform on which the highest number of high-profile world premieres are revealed—many of which are the products of exhibiting suppliers. It is also an event that creates unforgettable experiences for visitors—customers and potential employees for our dynamic sector. No other fair specialized in mobility represents the entire value chain quite like the IAA in terms of outstanding quality and quantity. Suppliers traditionally represent the largest category of exhibitors, placing them at the very core of the event. IAA visitors recognize the value of these achievements.

As an internationally leading event, the IAA is virtually tailor-made for enabling exhibitors to grow their reputation and optimize the perception of their company on the global stage. Thanks to considerable media interest and visitor numbers, suppliers who exhibit at the IAA help raise company awareness among potential customers, specialist circles and the general public. The IAA Cars in Frankfurt is an absolute must for all automotive companies that want to position themselves as high-quality, first-class brands in a global environment. The IAA is not just a showcase, but turns “driving tomorrow” into a tangible experience.

Showcase for suppliers

No other automotive show in the world attracts as much media attention as the IAA Cars. National and international newspapers, trade press, magazines, TV and radio stations report on the IAA—and not only over the entire duration of the event. Thanks to the organizer—the German Association of the Automotive Industry (VDA)—exhibitors’ press releases enjoy particularly high, international reach. The IAA platform is a quick and easy tool for communicating the latest news. The IAA is also the global “family gathering” for the automotive industry. Supplier companies, developers, purchasers, partners and customers meet every other year in Frankfurt. The IAA is not only aimed at car buyers, but also decision makers from all four corners of the world.

A network for suppliers

The IAA is the platform for communicating with customers, journalists, specialists from OEMs and suppliers, and members of the scientific and political communities. The prime objective of exhibitors is to establish contact with customers in person. The IAA meets these exhibitors’ expectations in every aspect.

IAA Conference

Only those who meet up to share and discuss their ideas, knowledge and visions can gain from these insights and progress. This is why we host the IAA Conference—a forum for international experts to exchange ideas. This conference forms the thematic core of the IAA. The IAA Conference is an outstanding tool to give your company a voice, prove your own expertise and find new business partners.

IAA Career

Our sector thrives on fresh talent and outstanding employees. Medium-sized suppliers that are unknown on an international level can particularly benefit from the IAA by impressing high-potential talents with their corporate culture, innovative strength, market positioning and future opportunities. IAA Career is a lively meeting place for high-potential talents in the mobility field, making it the ideal platform for your HR recruitment and personnel development needs.

You can give dynamic talks, provide applicants with valuable tips and insights, and engage in conversation. You can find tomorrow’s employees at the recruiting desk, in the job café or at a speed-recruiting session.

The New Mobility World at the IAA—the cross-industry platform for innovation

Tomorrow’s mobility solutions are not created by one industry alone, but rather by an innovation ecosystem. The New Mobility World (NMW) is a globally oriented B2B platform that reflects the close interaction of the automotive industry and other players, bringing together established companies and start-ups. Suppliers in particular are opening up new business segments in the changing world of mobility. The New Mobility World is the meeting place for pioneers of technology, telecommunications, IT and infrastructure companies, as well as energy and mobility providers, cities, political figures, consultancy firms and financial service providers. The platform includes the EXPO exhibition format, which enables you to showcase future technologies and network with different target groups. The IAA Conference will be held within the framework of the NMW, in which international decision makers and pioneers can enjoy an interactive discussion with customers and partners. The NMW opens on the 2nd press day for trade visitors, in other words, one day before the IAA—so you’ll be in pole position for tomorrow’s mobility.

Other opportunities:

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Besides exhibiting for the full duration of the IAA, suppliers may also make use of the exclusive opportunity to present their products on just four days — namely the press and trade visitor days. This allows exhibitors not only to reach key trade visitors but also to reduce variable costs at the same time. Of course, participating for the entire 13 days of the IAA has clear benefits for suppliers as well.

In the past, actively inviting guests and customers for the second week of the exhibition has proven effective for many exhibitors. Automotive suppliers in particular make use of visits from their employees — particularly trainees — and also students as well as local or national political leaders and even scientists to promote their company’s image. As part of its “VIP Tours”, the German Association of the Automotive Industry (VDA) guides high-profile visitors from the fields of politics and business to the stands of the respective exhibitors.

Invite potential (new) customers, suppliers and other business partners to your exhibition stand with the IAA guest tickets. A personal invitation creates a greater incentive for your visitors to attend and engage in business talks with you. The second week of the exhibition should be used for these invitations.

During the second exhibition week, the VDA organizes guided tours for developers and purchasing delegations of the German vehicle manufacturers. The tours are tailored to the needs of the visitors and are designed according to technology topics.

An attractive stand construction with an open-plan design boosts your corporate image, conveys an inviting atmosphere to your visitors and guarantees a positive perception. Depending on how long you wish to exhibit (four or 13 days), it may be a good idea to customize your stand to the target market and modify your stand design accordingly, e.g. at the end of the trade visitor days.

From the first press day onward, press boxes are available in the IAA Press Centre (CMF), where exhibitors can display their company’s press releases. Exhibitors may also use the IAA homepage (www.iaa.de/en) to publish their press releases online. These electronic press boxes will be available in advance of the IAA and will be updated continuously. With the classic and electronic press boxes, your company’s press releases reach both national and international journalists. Because the IAA website attracts millions of visitors both prior to and during the event, your press releases gain maximum attention.

A wide range of different promotional tools are also available to exhibitors to draw attention to their company and exhibition stand: banner ads on the official website, iaa.de/en, ad displays in the official catalog or other IAA publications as well as in the IAA app. Further advertising opportunities will be regularly updated at www.iaa.de/en/exhibitors/.

In association with one of their partners, the German Association of the Automotive Industry (VDA) offers exhibitors the unique opportunity to publish their professional article in a special IAA supplement called “Automotive Suppliers”.

**IAA Option 2+2**

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**Tips for optimizing your success at the IAA:**

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**IAA Schedule**

- **Sept. 10**: 1st press day
- **Sept. 11**: 2nd press day
- **Sept. 12**: Trade visitor day
- **Sept. 13**: Trade visitor day
- **Sept. 14**: Open to the public
- **Sept. 15**: Open to the public