IAA Experience
Arena
The idea.

Higher, further, more exciting: IAA Experience is made an experience for everyone and an instagammable big picture. The concept: the Urban Off-Road setting as an abstractly staged world.

Located in the open-air area of the Agora at the heart of IAA 2019, this is a real treat for outdoor fans. Alongside the Off-Road driving course, you can feature in this staging either as a cooperating partner or an exhibitor with a novel form of media use.
With the motto of “Urban Off-Road,” the IAA Experience Arena gives you the opportunity to showcase your products live for the duration of the entire event. Direct contact with the visitors is just as important as creating unique and involving interactions which can be extended in social media channels, thereby resulting in broader relevance.

Stage your brand as an adventure that no IAA visitor will forget in a hurry.
Target group.

IAA Experience attracts visitors! And with your involvement, it offers a diverse and active arrangement that will appeal to everyone in equal measure. The following target groups are expected in 2019, in addition to the regular visitors*:

- Millennials
- Urban actives
- Off-Road vehicle and SUV fans
- Families

* The IAA recorded 810,400 visitors in 2017, 59% of which were regulars.
Partnerships.

Cooperative partners from the areas below are currently being sought for the free space around the Off-Road Course. Your own brand partnerships can be incorporated here, too.

1. Motocross, mountain biking, skateboarding
2. Urban sports, e.g. bouldering, parcouring, slacklining
3. Urban lifestyle brands
   from the fields of sport, outdoor, fashion, film, entertainment, etc.
4. System/tech brands
   from the fields of sport, outdoor, fashion, food, film, entertainment, etc.
Urban Off-Road
Off-Road Course.

The Off-Road Course promises to be quite a ride. Steep ramps and descents are not only thrilling for those in the vehicle — they also attract the general public as spectators.
Schematic diagram.
Urban Off-Road and open space.
Urban Off-Road.

Diverse and challenging Off-Road modules offer those in the vehicle and the spectators an intensive experience. City SUVs and Off-Road vehicles can demonstrate their full potential here.
Urban Off-Road.
The conditions
Make your outdoor or off-road show your customers’ “Favorite Ride.” You can boost this effect further by also partnering with popular outdoor and lifestyle brands and booking promotional advertising space and special formats.

**The conditions.**

| Registration for up to 2 vehicles | Full duration of the event | 17,800 euros |
| Registration for three or more vehicles | Full duration of the event | 7,500 euros |
| Exclusive moderation incl. tiered grandstand area | For 30 minutes* | 5,000 euros |

All prices subject to VAT
* Minimum quantity: 7 shows
Contact.

Please do not hesitate to contact us if you have any questions.

All quotations are customizable and are improved by your ideas, which we will happily realize.

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Thank you