Content and Networking Offer for ‘Influencers’ in the Automotive Industry

- IAA Blogger Zone as a **target-group-oriented and needs-based workplace and an exclusive room for networking** – with the exhibitors actively involved
- Provision of a **database offering extensive and exclusive content** (photos, videos and first-hand information) that is available only here
- **Content focus: the future of mobility** with the themes of Connected Car, Automated Driving, eMobility, Urban Mobility and Mobility Services
- **Target group: influencers from the fields of automotive and IT**. They are bloggers, vloggers, persons with responsibility from social media platforms (Facebook, Instagram, YouTube, Twitter, Google+, Snapchat), podcasts, online forums and the exhibitors’ communities.
- **Position** of the IAA Blogger Zone: central, on the trade show grounds in the New Mobility World Hall 3.1
Reach

The branding of the Blogger Zone will reach – alongside the core target group of influencers – the IAA visitors and journalists while they are at the IAA. In 2015 the IAA Cars was attended by a total of 931,700 visitors and 11,388 journalists from 106 countries.

The average age of the IAA visitors was 34.2 years. Once again, the IAA attracted more male visitors (79%). Yet the proportion of female visitors rose tangibly and reached 21%.

Politicians also show great interest in the IAA. In 2015 a total of over 100 walking tours were organized with high-ranking political representatives from many nations and a large number of German states. The participants included ambassadors, ministers from other nations, foreign delegations, state premiers, many ministers from German states, numerous state secretaries from the German government and the states, and several members of the German Bundestag and the European Parliament.
Reach: IAA Communication Channels

Website "www.iaa.de"

- Page Impressions: 4,605,250
- Visits: 5,280,016
- Unique Visitors: 1,572,973

IAA visitors’ newsletter

- Empfänger en: 11,825
- Empfänger dt: 68,760
- Open rate (Eng.): 44.19%

Social media channels

- Empfänger Facebook: 17,180,933 people
- Empfänger Instagram: 12,900
- Empfänger Twitter: 8,000

Reach on Facebook:
17,180,933 people
200,000 post reach
1. Designation as Exclusive Partner

The sponsor of the IAA Blogger Zone has the option of being named as the exclusive partner in all the communication relating to the Blogger Zone – i.e. being designated by “powered by” – and also of greater integration via links to its websites.

- In advance of the IAA, the sponsor will also be offered integration into the following communication channels:
  - IAA website “iaa.de”: logo placement, brief presentation as the exclusive partner of the IAA Blogger Zone and linking
  - “IAA Newsletter”: logo placement and linking
  - “IAA social media communication”: mentioned in three IAA-posts on each of the channels Facebook, Twitter and Instagram about the Blogger Zone, and designation as the exclusive partner; integration of one corporate post on each channel

- Integration of the sponsor’s logo into the communication to the influencers, with designation as the exclusive partner
2. “Powered by” Branding

- Key visual / logo in the public area*
- Moving image material on a screen in the public area*
- Logo in the user-only (influencer) area*
- Sponsor’s information material can be displayed at the reception*
- Promotion of own content via the IAA database.

*May be varied by agreement
3. Logo Placement as Exclusive Partner in Hall Plan and List of Exhibitors with Link to Your Homepage

The official IAA Cars App

1. Market leader: almost 60,000 downloads for the IAA Cars 2015 (iOS and Android) 1st place in “Business” section

2. Always up-to-date: only with the official AA App The organizer continually updates the exhibitor data and the hall plans – directly and exclusively.
Contact

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