



IAA Conference 2024

- + Stages
- Sponsorings
- Topics

EXCHANGE

Updated May 16, 2024



Discuss your Vision

Your stage for EXCHANGE

IAA TRANSPORTATION is the leading event in the transport sector. Its mission is to connect people from all over the world who want to share and discuss their innovations and visions in this industry.

Under the motto **EXCHANGE**, the **IAA Conference** brings together industry leaders, politicians, disruptors and organizations.

Speakers 2024



Sara Schiffer
General Manager
hylane



Martin Daum
Chairman of the Board of Management
Daimler Truck AG



Dan Priestley
Sr. Manager, Semi
Tesla



Dr. Stefan Hartung
Chairman of the Board of Management
Robert Bosch GmbH



Carsten Intra
CEO
Volkswagen Commercial Vehicles



Andreas Schmitz
CEO
Schmitz Cargobull AG



Caroline Stancell
Executive Director Hydrogen
Europe and Africa
Air Products



Jacob Lee Ørnstrand
Owner
PNO



Karin Radström
CEO Mercedes-Benz Trucks
Daimler Truck AG



Dr. Patrick Plötz
Head of Business Unit Energy Economy
Fraunhofer ISI



Johannes Springer
Director General
5G Automotive Association



Peter Schäfer
CSO Automotive
Infineon Technologies AG

IAA Conference 2024

Discover your stages – Present your topics

Main Stage:

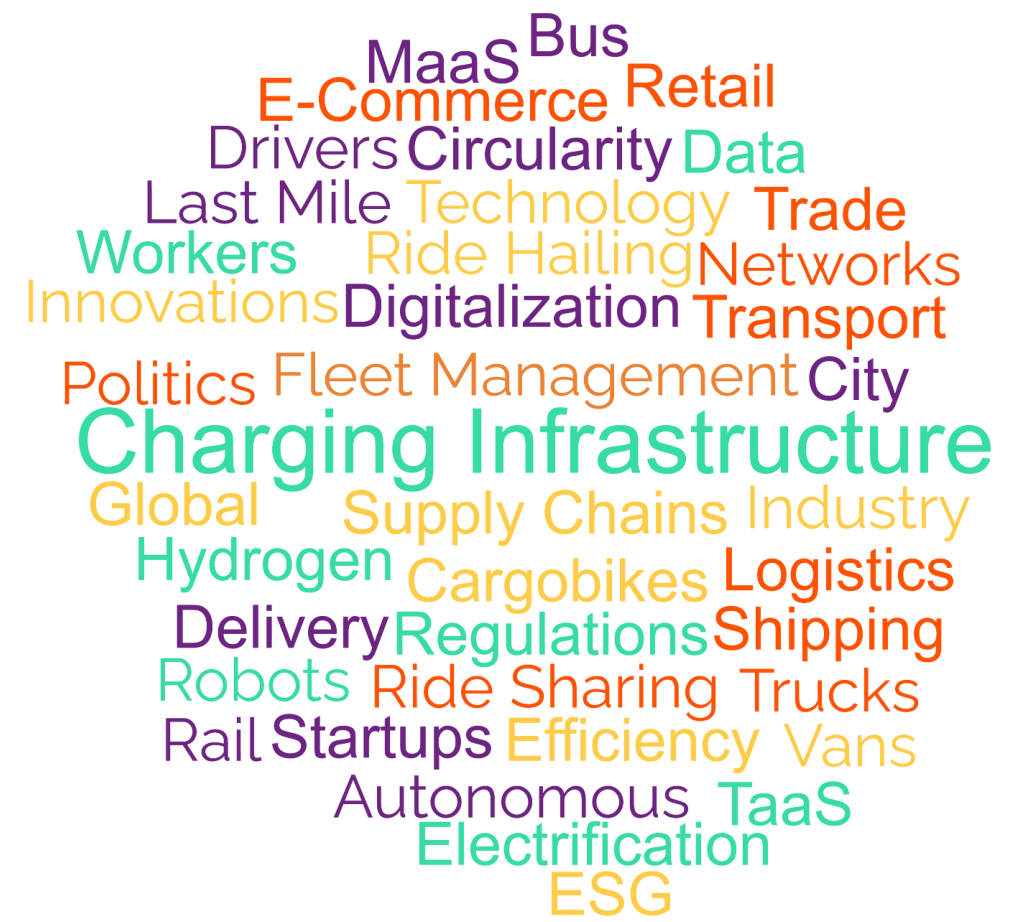
- C-Level discussions / presentations
- Opening ceremony

Industry Stage

- Topics that are important to you
- For exhibitors only

Speakers' Corner

- Deep dives with your experts
- For exhibitors only



Main Stage

For industry leaders and decision makers



- September 17 – 19
- Hall 18 – high quality industry style
- Great LED wall for info, video and PPT
- Up to 7 seats on stage for discussion
- Speaker desk for keynotes
- 300 – 500 visitor seats
- Open to all IAA TRANSPORTATION visitors
- Live stream and video recording
- Professional photographer
- Networking lounge with coffee
- Available for press conference and evening events

Main Stage

Become a Day Sponsor

There will be either 1 exclusive Main Sponsor or 3 Day Sponsors.

List of services

- Logo placement in the screen design
- Logo placement on all conference program displays onsite
- Sponsor mention on website in the conference areas (landingpage, program...)
- Mention in exhibitor directory (website and, if available, print)
- Placement of logo in the visitor guide (printed brochure, if available)
- Placement of advertising film during lunch breaks (max. 5 min.)
- Placement of advertising materials (if available) on visitor seats possible
- 3x stage slots for a sponsor session (1 per day) of 45 minutes each. (day Sponsors get one slot for that day)
- Video recording of the sponsor session is freely available
- Photographs of the sponsor session by photographers are freely available
- Sponsor mention on website in the conference areas (landingpage, program...)
- Min. 1x social media posts before the event
- 1x written C-level interview for website and social media (video is possible)
- This Sponsorship is open for Non-Exhibitors
- **Space possible for your own exhibit next to the stage**

Become a Day Sponsor

Sept. 17: € 100,000 plus VAT

Sept. 18: € 70,000 plus VAT

*Sept. 19: € 50,000 plus VAT

*Startup Afternoon/Evening on Thursday September 19th
(Evening = external Sponsor)

Interested?

visit our Media Hub
and book your Sponsorship

[>> LINK <<](#)

Industry Stage

Book your own conference slot



What's in for you?

- Bookable slots from September 17th to 20th
- Each slot is 30 Min. (net stage time)
- Opening act: 3 Min. quick pitch of a startup before your slot
- Perfect white label solution: stage has no sponsor
- Screen on stage and program screen at stage
- Up to 5 seats on stage or just a desk for presentations
- 90 visitor seats – open to all IAA TRANSPORTATION visitors
- Open stage in one of the exhibition halls
- Part of the official conference program (online and onsite)
- Video recording of the session for free use
- Professional photographer onsite for free content
- Stage host will guide you through the agenda and welcome you on stage
- **Only bookable for exhibitors**

Industry Stage

Prices and Timetable

Time	Tuesday	Wednesday	Thursday	Friday
09.00 – 10.00	-	-	-	-
10.00 – 10.30	9,900.00 €	8,900.00 €	6,900.00 €	Startup Day
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
10.45 – 11.15	9,900.00 €	8,900.00 €	6,900.00 €	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
11.30 – 11.45	9,900.00 €	8,900.00 €	6,900.00 €	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
12.00 – 12.45	Lunch Break	Lunch Break	Lunch Break	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
13.00 – 13.30	9,900.00 €	8,900.00 €	6,300.00 €	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
13.45 – 14.15	9,900.00 €	8,900.00 €	6,300.00 €	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
14.30 – 15.00	9,900.00 €	event	event	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
15.15 – 15.45	9,400.00 €	event	event	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
16.00 – 16.30	event	7,900.00 €	event	
	3 Min. Startup	3 Min. Startup	3 Min. Startup	
16.45 – 17.15	event	event	event	
Evening Event	tbc	tbc	tbc	tbc

SOLD OUT

Waiting list

If the stages are fully booked, we will be happy to put you on a waiting list and try to offer you an alternative.

- **For Exhibitors only**
- **First Come, First Serve**
- **All prices plus VAT**

Interested?

Sign up for our waiting list here

[>> LINK <<](#)

Speakers' Corners

Book your own expert slot



What's in for you?

- Bookable slots from September 17th to 20th
- Each slot is 45 Min. (netto stage time)
- Perfect white label solution: stage has no sponsor
- Screen on stage and program screen at stage
- 2-3 seats on stage or just a desk for presentations
- 25 visitor seats – open to all IAA TRANSPORTATION visitors
- Open stage in one of the exhibition halls
- Part of the official conference program (online and onsite)
- Video recording of the session
- Professional photographer onsite for free content
- **Only bookable for Exhibitors**

Speakers' Corner

Prices and Timetable

Time	Tuesday	Wednesday	Thursday	Friday
09.00 – 10.00	-	-	-	-
10.00 – 10.45	3,900.00 €	3,400.00 €	booked	2,000.00 €
11.00 – 11.45	3,900.00 €	3,400.00 €	booked	2,000.00 €
12.00 – 12.45	3,900.00 €	3,400.00 €	booked	2,000.00 €
13.00 – 13.45	Lunch Break	Lunch Break	Lunch Break	Lunch Break
14.00 – 14.45	3,600.00 €	3,100.00 €	booked	900.00 €
15.00 – 15.45	3,600.00 €	3,100.00 €	booked	900.00 €
16.00 – 16.45	3,600.00 €	3,100.00 €	booked	900.00 €
17.00	-	-	-	-

booked out

Waiting list

If the stages are fully booked, we will be happy to put you on a waiting list and try to offer you an alternative.

- **For Exhibitors only**
- **First Come, First Serve**
- **All prices plus VAT**

Interested?

visit our Booking Portal
and book your Slot

[>> LINK <<](#)

Need a stage?

For press day and evening events

	Main Stage	Industry Stage	Speaker's Corner
Press conference Monday, September 16	23,900 € 20 Minutes Incl. showcrew, equipment, livestream and rehearsal (1h) on Sunday	13,900 € 20 Minutes Incl. showcrew, equipment, livestream and rehearsal (1h) on Sunday	8,900 € 20 Minutes Incl. simple presentation equipment and recording
Evening event September 16-20	29,900 € Setup from 5:00 p.m Event until 10 p.m (September 16 to 18 possible) Including basic show crew, equipment and 1 hour rehearsal slot on Sunday	18,900 € Setup from 5:00 p.m Event until 10 p.m (September 16 to 20 possible) Including basic show crew, equipment and 1 hour rehearsal slot on Sunday	-
Weekend September 21-22	Tbd	Tbd	tbd

Interested?
visit our Booking Portal
and book your Slot
[>> LINK <<](#)

- For exhibitors only
- First Come, First Serve
- All prices plus VAT

Lunch Break Touchpoint

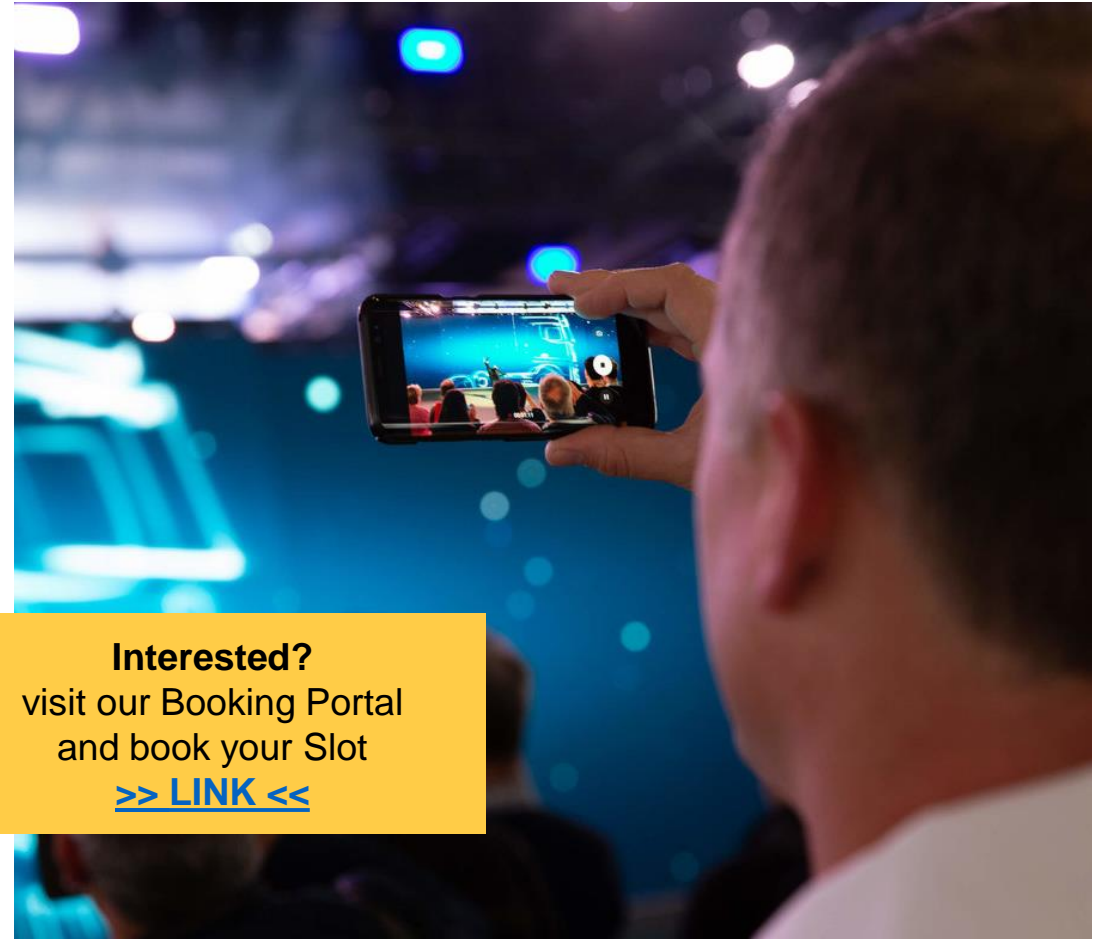
Your advertising movie on our screens

What's included

- Playing ad movie on Main Stage as well as Industry Stage and in all Speakers' Corners
- Maximum length per movie: 3 Minutes
- Format 16:9 - audio possible
- Guaranteed during stage lunch break
- also possible before 9.45 a.m. and after 5 p.m. (if no other program on stage)
- **Only bookable for exhibitors**
- Limited offer for max 5 movies

1x movie on all stages, on all show days
2,000 € plus VAT

Interested?
visit our Booking Portal
and book your Slot
[» LINK «](#)



CONTACT



We are pleased if our offer has caught your interest.

If you have any questions, feel free to contact us.

Klaus Vartzbed

Project Manager | IAA Conference
Verband der Automobilindustrie e.V. (VDA)
Behrenstr. 35 | 10117 Berlin

Telefon: **+49 30 897842 205**

Mail: **klaus.vartzbed@vda.de**