



Exposé
June 2022



IAA Last Mile Area



People and Goods on the Move

Discover the latest in fossil-free and digital logistics.

The IAA TRANSPORTATION 2022 becomes the most advanced platform for commercial vehicles, transport, logistics and buses.

Transport and logistics, vehicles, trailers and vehicle bodies, services and the debate on the challenges of international supply chains – these are the topics of the new IAA Transportation.

This includes in particular the route on the last mile, which we are focusing on for the first time with the new Last Mile Area.



IAA Last Mile Area

The challenges of the last mile

Rising consumer and shopping behaviour has led to an increase in the volume of traffic caused by **delivery vehicles**, especially in city centres. Numerous logistics companies, distributors and freight forwarders are on the road every day with their fleets in the cities. On main traffic axes, delivery vehicles represent 25 to 30 percent of total traffic on a working day, according to a study by Oliver Wyman Consulting. The impact on individual mobility, timely delivery and especially emissions is enormous.

Therefore, with the **Last Mile Area**, we would like to give you the opportunity to present **your innovations and trends on the way to climate-neutral logistics** while increasing transport efficiency.



IAA Last Mile Area

Climate-neutral logistics solutions in an urban scenery

For the first time at the IAA TRANSPORTATION 2022, the Last Mile Area will be set up in a themed hall as an urban scenery in which last mile solutions can be presented on dedicated booth spaces. In addition, a small test track offers the opportunity to present smaller vehicles in action.



IAA Last Mile Area

Themed day dedicated to last mile delivery on September, 21st

The stage of the **IAA Industry Forum** will be much influenced by the last mile delivery. As a sponsor you will have the exclusive opportunity to share your vision with the audience.

Here we want to start the dialogue with representatives from the various industries, but also from international governmental and municipal authorities what the challenges and opportunities are.

Demonstrate your inventive expertise and discuss how your innovations will contribute to achieving the challenging climate protection goals.

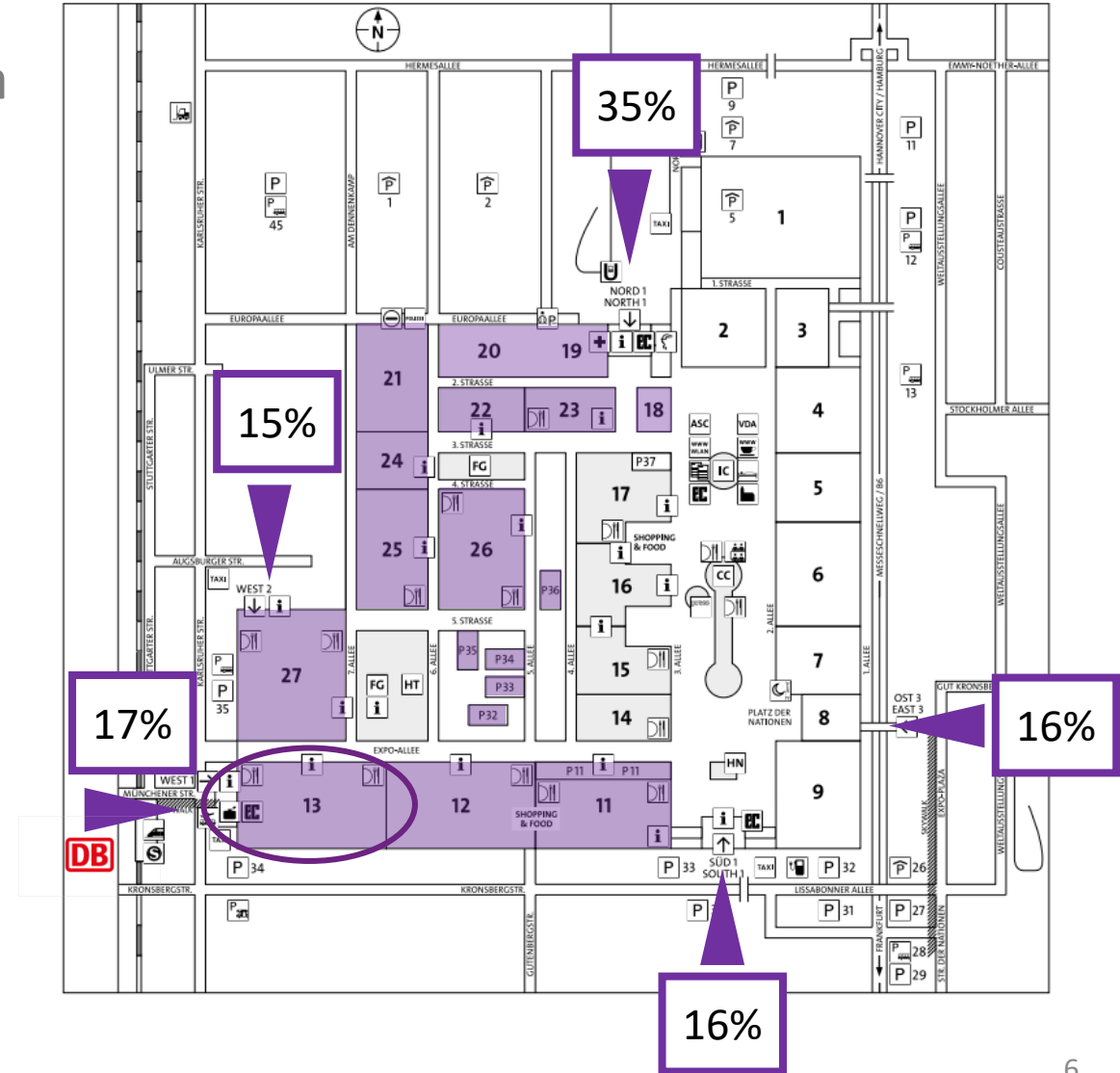
It is planned to cover the following topics on stage of the IAA Industry Forum:

- **Scenarios that could shape the face of logistics in cities (study)**
- **City distribution**
 - from the perspective of city halls
 - from the perspective of logistic providers
 - from a retail perspective
- **Innovations**
 - E-vans
 - Trikes
 - Cargobikes
 - Delivery robots
 - Lockers
- **Technical challenges**
 - Route optimization
 - Battery-as-a-service
 - Airless tires for reduced downtime
 - Data analysis to improve infrastructure planning

IAA TRANSPORTATION 2022

Area Map & Location of the IAA Last Mile Area

19+20	HCVs, Suppliers, Startups
21+24	LCVs, HCVs, Suppliers
22+23	BusArea: Busses, Suppliers
18	IAA Conference
25	Trailers & Bodies, Suppliers, Transport Logistics, Telematics
26	Suppliers
27	Trailers & Bodies, Suppliers
13	LCVs, Vehicle Interior, Last Mile Area, Startups
12	LCVs, HCVs, Suppliers
11	IAA Experience: Test Drives, Indoor Departure Terminal, Plug&Play Campus



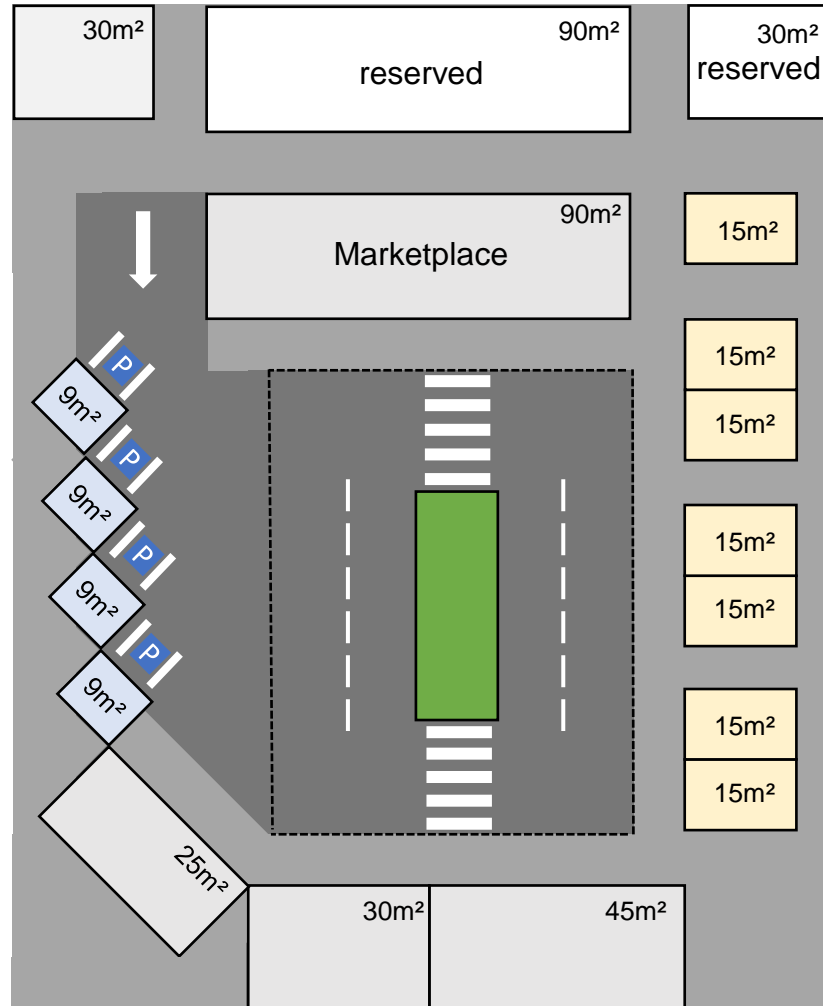
IAA Last Mile Area

Floor plan – hall 13

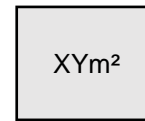


IAA Last Mile Area

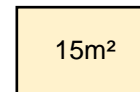
Area planning & bookable options



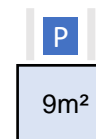
Legend



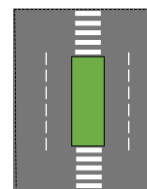
Platinum Sponsorship Packages



Gold Sponsorship Packages



Silver Sponsorship Packages



Test Track

IAA Last Mile Area

Platinum Sponsorship Package

Presentation on IAA Industry Forum at theme day dedicated to last mile delivery on September 21st

15 minutes presentation or panel participation

Presenting sponsor of IAA Last Mile Area

yes

Exhibition booth

25m², 30m², 45m²

Booth building included

no

Exclusive access to the indoor test track

yes

Exhibitor passes

6

Entry in the exhibitor directory and other trade fair media

yes

25m² € 9.490,00
30m² € 10.490,00
45m² € 12.490,00

IAA Last Mile Area

Gold Sponsorship Package

Presentation on IAA Industry Forum at theme day dedicated to last mile delivery on September 21st

10 minutes presentation or panel participation

Presenting sponsor of IAA Last Mile Area

no

Exhibition booth

15m²

Booth building included

Yes, standardised

Exclusive access to the indoor test track

yes

Exhibitor passes

4

Entry in the exhibitor directory and other trade fair media

yes

€ 8.990,00

IAA Last Mile Area

Gold Sponsorship Package

- stand area of 3m x 5m
- incl. 4 exhibitor passes
- modern stand construction with wooden frame and expanded metal plate incl. construction and dismantling
- rips floor carpet
- wall design in brick decor and sandstone look
- 6x LED strips on the stand panels
- 2x pendant lamp
- 4x exhibitor logo as foil cut (3x frame, 1x wall)
- a 50" screen with USB port
- 2x seating groups, table with 4x chairs & 1x bar table with 2x bar stools
- 1x lockable counter
- 1x waste bin
- included additional costs: stand cleaning and daily disposal, power connection with 2x 3-power sockets, Wifi for up to 5 devices (total bandwidth of up to 6 Mbit/s, in the stable 5GHz frequency band)
- obligatory communication fee
- Optional: Instead of the brick décor for wall design, you can print and install an individual wall graphic (180x 180cm) for € 350



€ 8.990,00

IAA Last Mile Area

Silver Sponsorship Package

Presentation on IAA Industry Forum at theme day dedicated to last mile delivery on September 21st

10 minutes presentation or panel participation

Presenting sponsor of IAA Last Mile Area

no

Exhibition booth

9m²

Booth building included

Yes, standardised

Exclusive access to the indoor test track

yes

Exhibitor passes

2

Entry in the exhibitor directory and other trade fair media

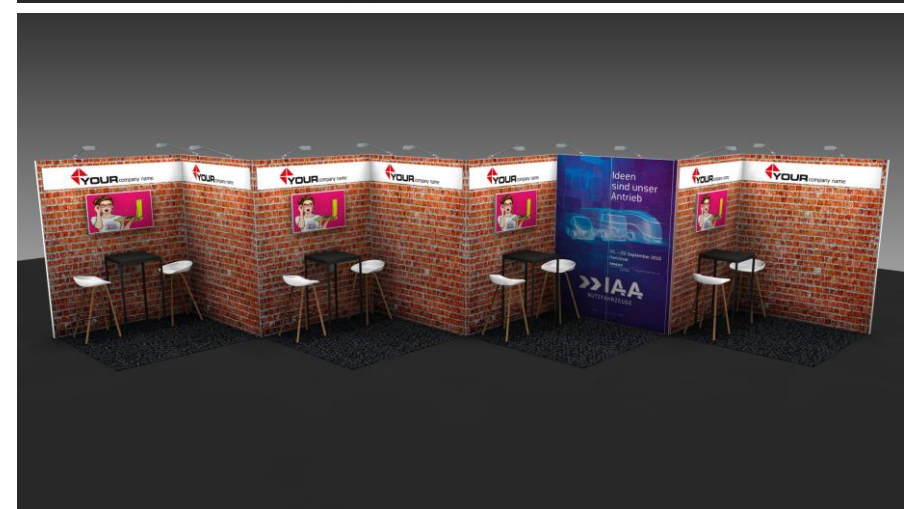
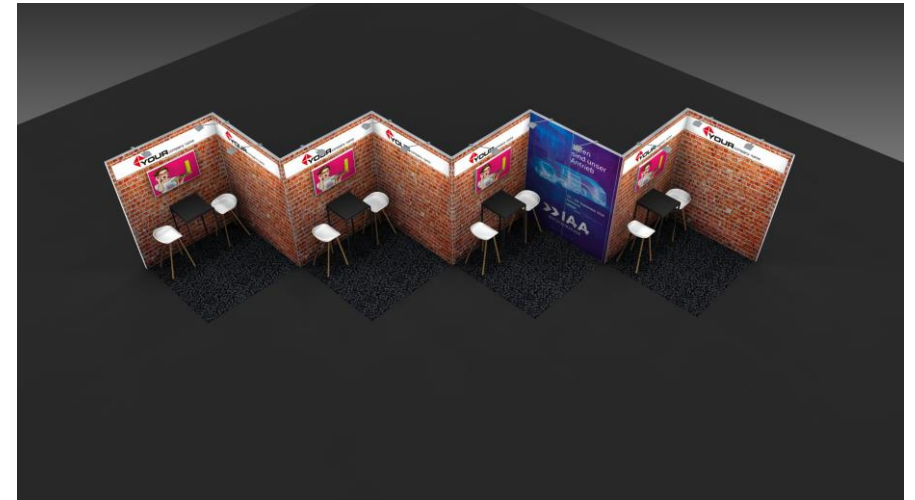
yes

€ 5.490,00

IAA Last Mile Area

Silver Sponsorship Package

- stand area of 3m x 3m
(2m x 2m booth building + 2m x 2,5m space for vehicle/product)
- incl. 2 exhibitor passes
- modern & sustainable stand construction incl. construction and dismantling
- rips floor carpet
- wall design in brick decor and sandstone look
- 3x spotlights wall mounted
- 1,2m² band/banner with exhibitor name or logo graphic 4c
- 40" monitor
- 1x bar table with 2x bar stools
- 1x waste bin
- included additional costs: stand cleaning and daily disposal, power connection with 1x 3-power sockets, Wifi for up to 5 devices (total bandwidth of up to 6 Mbit/s, in the stable 5GHz frequency band)
- obligatory communication fee
- Optional: : Instead of the brick décor for wall design, you can print and install an individual wall graphic (200x 250cm) for € 450



€ 5.490,00

IAA Last Mile Area

Overview Matrix

Benefit	Platinum Sponsorship Package	Gold Sponsorship Package	Silver Sponsorship Package
Presentation on IAA Industry Forum	15 minutes presentation or panel participation	10 minutes presentation or panel participation	10 minutes presentation or panel participation
Presenting sponsor of IAA Last Mile Area	Yes	No	No
Exhibition booth	25m ² , 30m ² , 45m ²	15m ²	9m ²
Booth building included	No	Yes	Yes
Exclusive access to the indoor test track	Yes	Yes	Yes
Exhibitor passes	6	4	2
Entry in the exhibitor directory and other trade fair media	Yes	Yes	No
Price	25m ² € 9.490,00 30m ² € 10.490,00 45m ² € 12.490,00	€ 8.990,00	€ 5.490,00

CONTACT



We would be pleased if this have aroused your interest.

If you have further questions regarding the IAA TRANSPORTATION or the relevant media data, do not hesitate to contact us.

Oliver Jaenisch

Business Development & Sales Manager | IAA
German Association of the Automotive Industry (VDA)
Behrenstr. 35 | 10117 Berlin

Phone: +49 171 169 2837
Mail: oliver.jaenisch@vda.de

Simon Schönberg

Officer | IAA
German Association of the Automotive Industry (VDA)
Behrenstr. 35 | 10117 Berlin

Phone: +49 30 897 842 - 208
Mail: simon.schoenberg@vda.de