

# Guidelines for First-time Exhibitors at the IAA Commercial Vehicles 2016

## 1. Important documents

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### 1.1. Stand application

- To register for a stand at the 66<sup>th</sup> IAA Commercial Vehicles, please use the **IAA online exhibitors' registration platform** at [registration.iaa.de](http://registration.iaa.de). A stand application (using section "Stands") is sufficient for a simple trade show stand without co-exhibitors. The **minimum rental area** for stands at the IAA is 20 m<sup>2</sup>.
- Additional application documents are required only in certain cases:
  - If you have indicated exhibition items from other manufacturers in section "Exhibitors" of your stand application, please also fill in the PDF-form "[Confirmation from manufacturer](#)".
  - If you wish to register co-exhibitors for your stand, please use the tab "Coexhibitors". Co-exhibitors may be registered free of charge until the stand confirmation is issued. Once your stand has been confirmed, which will be in mid-April, every additional co-exhibitor registration will be subject to an administration fee of 850 €.

### 1.2. Exhibition Conditions

- The Exhibition Conditions form the **basis of the business relations** between the exhibitors and the German Association of the Automotive Industry (VDA) as the organizer of the IAA. They form an integral part of the contract, to which the exhibitor agrees during the registration by clicking on the button "Approve". Therefore it is recommended that IAA exhibitors familiarize themselves both with the Exhibition Conditions and with the "Organizational and Technical Regulations" (see section 1.3 below).
- The Exhibition Conditions cover such items as obligations of the exhibitor, exhibitor qualifications, payment arrangements, cancellation conditions, stand allocation, stand confirmation and liability issues. You can download the Exhibition Conditions [here](#).

### 1.3. Organizational and Technical Regulations

The "Organizational and Technical Regulations" contain **information you will need for organizing, planning, erecting and running your stand**. They are therefore an

ideal reference for organizational and other issues, and contain an extensive index to help you find your way through the information. In addition, the Regulations provide technical data about the exhibition halls and the open-air site, along with notes on conduct while on the trade fair grounds. By applying for a stand, the exhibitor recognises the “Organizational and Technical Regulations” as an integral part of the business relations with the organizer VDA. They provide further information on topics including the following (selection):

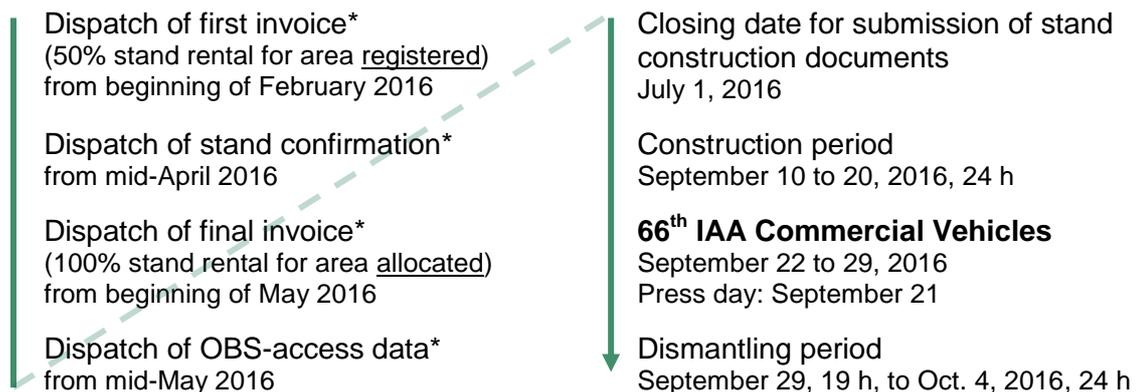
- Information on contact persons
- Organizational & technical issues
- Stand construction requirements & information
- Examination of stand construction documents
- Logistics issues (e.g. entrances)
- Suspensions from ceilings
- Evening events
- Ancillary rooms

\* You can download the “Organizational and Technical Regulations” from the [“Exhibitors” section on iaa.de](#). In addition every exhibitor will be provided with a printed sample free of charge. Please click [here](#) to request another printed copy if you need more (e.g. for your stand constructor).

## 1.4. Important dates

Click [here](#) for a complete list of dates relevant to exhibitors. Please note that some services in the OBS (s. section 2.4) may have separate deadlines. Below we have listed selected key organizational dates:

(\*via e-mail)



## 1.5. Site map/Archive hall plans

[Here](#) we offer you a helpful site map showing how the Hanover exhibition grounds are set out for the 66<sup>th</sup> IAA Commercial Vehicles and which exhibitor groups/products have been planned for the various halls. **Archive plans** of IAA 2014 can be found [here](#).

## 2. Organization/costs

### 2.1. Overview of costs

- Exhibitors are required to pay the following costs to the VDA as the organizer of the IAA:

Item	Costs (before tax)
<u>Stand rental</u> (costs per m <sup>2</sup> allocated)	125.50 € plus open-side surcharge of 20% (two open sides) up to 40% (four open sides) open-air site 81.20 €
Obligatory entry in the trade fair media (see section 2.3)	279 €
Fee for cash sales (optional)	600 €

- In addition, other costs may be incurred – depending on the needs of the exhibitor – to be paid to third parties (selection):
- Electricity
  - Water
  - Hotels/accommodation
  - Stand construction
  - Catering
  - Poss. inspection fees (e.g. structural checks)

### 2.2. Allocation process & examination of stand documentation

- **Stand allocation:** After the closing date for registrations (15.12.2015), the **planning starts for the exhibitions halls** at the IAA Commercial Vehicles. Specific requests indicated in the application, such as stand size and style (open sides, dimensions), are catered for as far as possible. During allocation of stand areas, priority is given to exhibitors who a) have registered for the same stand area as at the previous IAA Commercial Vehicles, or b) registered on time.

For organizational reasons, no location proposals can be issued before the **stand confirmation** is dispatched. During allocation it may not always be possible to accommodate all applicants' requests concerning the size, location and dimensions of their stand. It is always possible that planning will result in a stand size of approx. 10 per cent more or less than that applied for.

Once all the hall planning has been completed (from mid-April), the stand confirmations are sent out to the exhibitors by e-mail. The exhibitors receive, along with the stand

confirmation, an overview of the halls and a detailed plan showing the exact position and dimensions of their stand, plus all the necessary technical information.

After the stand confirmations have been issued, location proposals (for non-allocated areas) may be sent to additional interested exhibitors.

- **Stand approval:** Exhibitors are obliged to send the VDA the plans for their stand **by e-mail by July 1, 2016** ([iaa-standbaugenehmigung@vda.de](mailto:iaa-standbaugenehmigung@vda.de)). The documents required have to be sent **compiled in a single PDF file** in one e-mail with 4 MB maximum. Later submissions are accepted only with the caveat that it may take much longer to process them. We therefore recommend submitting the plans for stand approval as early as possible.

For each stand >100 m<sup>2</sup> within an exhibition hall, for each stand on the open-air site, temporary structures, two-story stands, mobile structures and special constructions a stand design must be submitted to the VDA for examination and approval. This is not required for rented system stands from Deutsche Messe AG. More information can be found in the [Organizational and Technical regulations from page 9](#).

The following documentation is required:

- Rendering of the stand area
- Floor plan, to scale with specifications of stand construction & position of exhibits
- Escape route plans indicating the maximum escape route lengths and widths (green lines)
- At least one elevation with legends, to a suitable scale
- Ceiling plan (only for closed ceilings)

The following information is helpful:

- Type of stand construction
- Building material category for walls and banners (e.g. B1, flame retardant)
- Technical equipment (e.g. smoke alarms, fire extinguishers)

### 2.3. Catalogue/Entry in the trade show media

- The official bilingual (German/English) **IAA Catalogue** of the 66<sup>th</sup> IAA Commercial Vehicles is published by the VDA and compiled by Messe Frankfurt Medien und Service GmbH. The catalogue will appear approx. three weeks before the IAA opens. All exhibitors and co-exhibitors are **required to have an entry in the catalogue and other trade show media** (e.g. exhibitors' directory on [www.iaa.de](http://www.iaa.de)). Messe Frankfurt e-mails all the documentation for the catalogue entry directly to the main contact person given in the stand application (expected in May). You can use a link to access the editing system and write your own entry. Extras over and above the obligatory basic entry are available (e.g. company logo), for which a charge will be made.

[Here](#) you can download an order form to be filled in by hand. Notes to help you fill in the form are available [here](#).

- **Free copy:** Each exhibitor will receive one free copy of the IAA Catalogue upon production of its exhibitor pass to the inspectors in the hall where its stand is located. The hall inspection of Hall 26 is designated for the open-air section. Additional copies can be ordered via “OBS” (see section 2.4 below), for which a charge will be made (26 € per item).

## 2.4. Booking services via OBS

- OBS, Deutsche Messe AG’s online ordering system, is the quick route to the **services** on offer. It is a convenient way to order all services via the Internet (from the middle of May 2016). For example, you can order stand construction elements, electricity, Internet connections, catering services and even a water supply.

Click [here](#) to go to the **OBS login**. A quick-start guide is available [here](#), and a list of current prices for the year 2016 can be found [here](#).

- **Login data** (ID and password) will be sent to the person indicated in the stand application as “Ordering contact”. The login data will be sent to the email address indicated (“pers. e-mail address for the organizer”).

## 2.5. Advertising options

- There are various advertising options for publicizing your company at the IAA, including the following: advertisements on the official IAA website, in the official IAA smartphone app, in IAA publications, and around the trade fair grounds, plus IAA materials for visitor advertising, various sponsoring options, downloading and using the IAA key visual, press conferences and the press pigeon holes.

You can find further information and contact persons [here](#).

- Please note that advertising in addition to the above is permitted only within the exhibitor’s own stand. Any additional unauthorized advertising activities demonstrably taking place on the exhibition grounds outside the stand (e.g. distribution of materials on the grounds), will incur a warning fee.

You will find regularly **updated and additional information and documentation** (e.g. on regulations governing stand construction and dismantling, vehicle entry to the exhibition grounds, etc.) on [iaa.de](#), in the “Exhibitors” section under [“Documents for exhibitors”](#).