



IAA Cargobike Parcours

Sales Brochure January 2024

Meet the pioneers of transformation

September 17 - 22, 2024 at the exhibition grounds in Hanover

The IAA TRANSPORTATION is the leading international platform for buses, logistics, commercial vehicles and the transportation sector. From September 17th to 22nd, 2024, leading players, visionaries and experts from the industry will meet to discuss the current challenges and future opportunities of climate-neutral mobility.

The main theme of the IAA TRANSPORTATION 2024 is charging infrastructure and the big question: What does the industry need to achieve the Paris climate targets?

Cargobikes make a major contribution to reducing CO₂ and decarbonizing the last mile in urban areas. The Cargobike Parcours offers the opportunity to bring your latest vehicle innovations to life. Various obstacles along the course of the circuit provide test conditions that are modeled on real road conditions.

Cargobike Parcours

Your benefits

Arouse emotions

Stand out and present your vehicles in more than just a static way. Driving experiences remain a lasting memory for visitors.

Receive valuable feedback

Get in touch with your target group before and after the ride and receive unfiltered feedback on the product.

Gain qualified contacts

Register interested visitors for a ride and stay in permanent contact with them.

Strengthen your brand profile

Showcase your innovations in an exciting and approachable way. Show that your company is helping to shape the future of mobility.



Review 2022

A successful premiere in numbers



1.500m²

area incl. exhibition booths



9

International exhibitors



more than 3.300
cargobike test drives in total



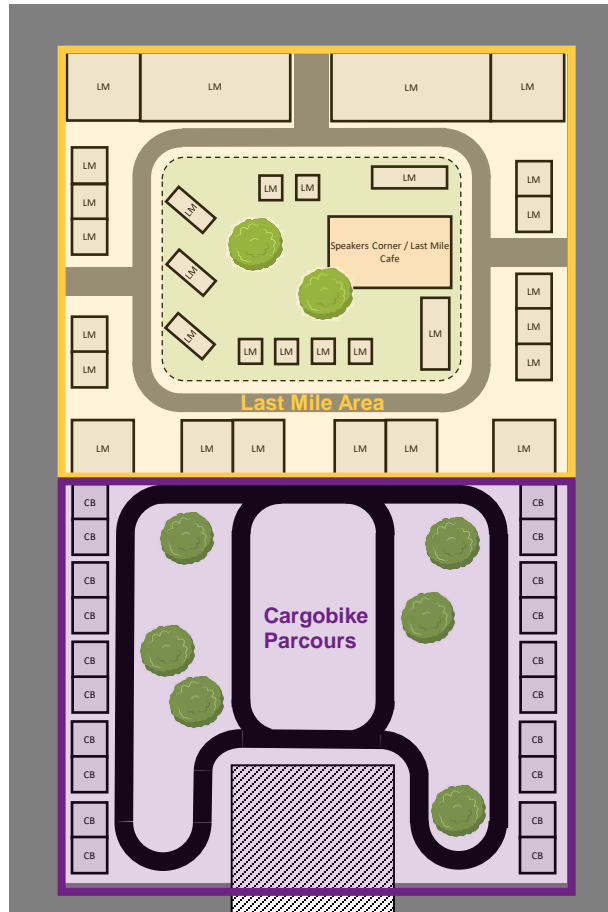
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Visitors rate with "very good" & "good"



Thematic consolidation

Cargobike Parcours & Last Mile Area spatially connected



This year the IAA Cargobike Parcours and the IAA Last Mile Area will be combined. The **joint indoor theme area** brings together the latest innovations in logistics on the last mile in Hall 13.

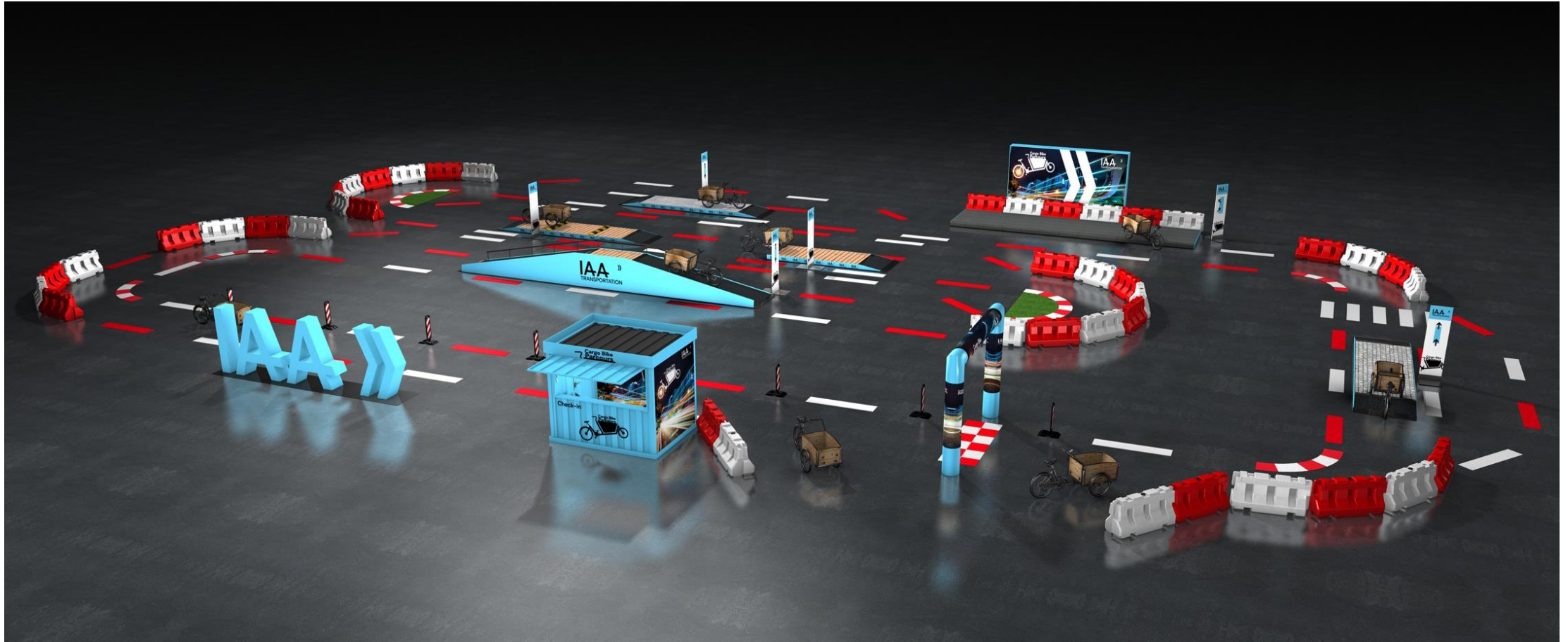
On the **newly designed parcours**, various riding situations and obstacles provide a **test environment similar to road conditions**. In addition to cargobikes, visitors can also test scooters and e-scooters (currently under review).

The Speakers Corner in the adjacent Last Mile Area offers a **stage setting for topic-related keynotes and panels**. Presentation slots can also be optionally booked by Cargobike exhibitors.

*Exemplary planning. The VDA expressly reserves the right to make changes.

The new parcours setup

Extensive testing under real road conditions



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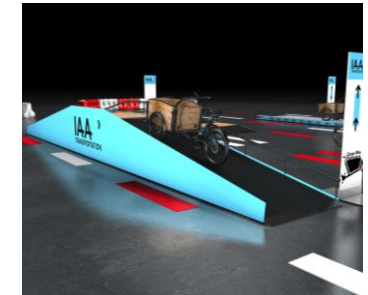
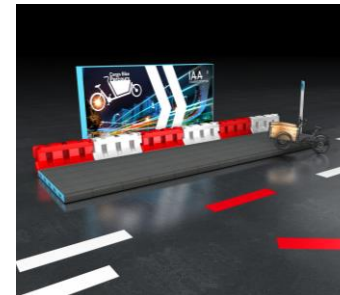
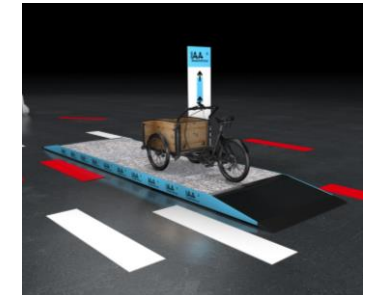
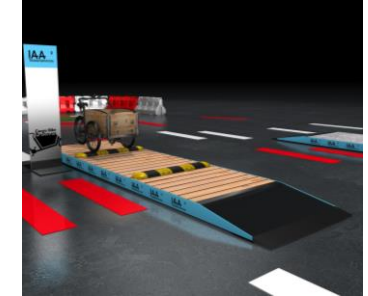
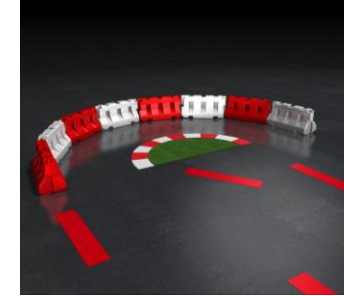
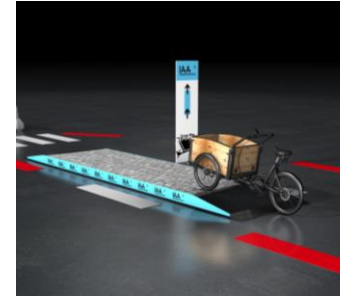
The new parcours setup

Varied driving situations and obstacles

The new IAA Cargobike Parcours consists of six high-quality obstacles **that are modeled on real road conditions**:

- Rough cobblestones
- Speed bumps
- Straight curbside
- Loose gravel
- Lateral curbside
- Gradient and slope

Various curve situations and an acceleration track round off the offer and ensure a unique test experience that remains a lasting memory for visitors.



Cargobike of the Year Award

Testing and award ceremony at IAA TRANSPORTATION

The **International Cargobike of the Year Award**, launched by HUSS-VERLAG in 2019, will once again be presented at the IAA TRANSPORTATION in Hanover in 2024.

The award honors the efforts of cargobike manufacturers in developing innovative and practical bike concepts for professional use and focuses on the trends and tendencies in this fast-growing segment.

A jury of several experts is expected to test all cargobikes participating in the event on **19.09.24**, divided into three classes: Light Cargobikes (<100kg payload), Heavy Cargobikes (>100kg payload) and Bike-Trailers (trailers). The winners will be announced at an awards ceremony in the evening.



IAA Cargobike Parcours

Conditions

Included services:

- 3m x 6m (18m²) stand space for own registration area* located directly on the course incl. 3kW power connection & consumption, as well as 4 exhibitor passes
- Set-up, operation and use of the parcours with cargobikes from 16 - 22.09.2024
- Participation in the International Cargobike of the Year Award 2024 (separate registration required)
- Mandatory entry in the exhibitor directory and other trade fair media, as well as on the format website and in the app



Participation fee:

6.000,00 € (plus VAT)

Optional: Price per additional square meter of registration space (max. 50m²)

143,00 €



*Exhibitors are responsible for organizing the design and the booth building of the registration area.

Speakers' Corners

Book your own stage performance



Included services:

- Bookable slots from September 17 - 20
- Each slot has a length of 45 minutes (net stage time)
- Neutral stage situation without sponsor
- Screen on stage and program screen next to the stage
- 2-3 seats on the stage or lectern
- 25 seats in front of the stage - accessible to all IAA TRANSPORTATION visitors
- Stage placement in the Last Mile Area in Hall 13
- Located in the immediate vicinity of the Cargobike Parcours
- Part of the official IAA Conference program (online and onsite)
- Video recording of the session
- Professional photographer for free content
- **Only bookable for exhibitors**

Speakers' Corners

Prices and available stage times

Deadline
22.03.2024

Time	Tuesday	Wednesday	Thursday	Friday
09.00 – 10.00	-	-	-	-
10.00 – 10.45	3,900.00 €	3,400.00 €	- SOLD -	2,000.00 €
11.00 – 11.45	3,900.00 €	3,400.00 €	- SOLD -	2,000.00 €
12.00 – 12.45	3,900.00 €	3,400.00 €	- SOLD -	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 €	- SOLD -	900.00 €
15.00 – 15.45	3,600.00 €	3,100.00 €	- SOLD -	900.00 €
16.00 – 16.45	3,600.00 €	3,100.00 €	- SOLD -	900.00 €
17.00	-	-	-	-

3 stages planned

- Autonomous & Telematics
- Last Mile & Cargobike
- Charging infrastructure & hydrogen

Interested?

Visit our website and fill out the form

iaa-transportation.com

- Only bookable for exhibitors
- First Come, First Serve
- All prices plus VAT.

Sponsoring Package

Presenting Partner — IAA Cargobike Parcours

Included services (4x available):

- Logo placement on 10x grid covers (1.96m x 0.88m) around the test track
 - Placement of 1x branded inflatable archway (or similar advertising material)* along the test track
- *Production of the archway (or similar advertising material) is not included, this will be produced and provided by the exhibitor at his own expense
- Entry as "Presenting Partner - IAA Cargobike Parcours" in the exhibitor directory, on the website and in the app incl. logo and integration in communication (social media) and PR



Sponsorship price (4x available):

5.000,00 € (plus VAT)



CONTACT



We are pleased if this offer has aroused your interest.

Please feel free to contact us to register or if you have any questions.

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