

IAA Experience

— Arena

Hard Facts

Festival stage	10×20 m stage with 2 m overhanging roof
Driving track	600 m long, asphalt, 6 m wide, planked
Special	Drive-through arcade below the grandstand
Grandstand	Approx. 100×14 m visitor bleachers, stadium seating, approx 1,200 seats
South pit boxes	Ten brand boxes (Hall 3 viewing direction), each 9×9 m, covered with fabric on three sides with the option of branding applications and vehicle illumination, floor cover included
North pit boxes	Ten brand boxes (Hall 3 viewing direction), each 9×9 m, covered with fabric on three sides with the option of branding applications and vehicle illumination, floor cover included
Additional branding opportunity	Several LED screens to present a logo around the edge of buildings

Technical Equipment

Video	Highlight LED	200 sq. m LED screen
	Live transmission	Four camera systems for live transmission, 1× wireless steady cam, 1× track camera
	Direction technology	Two screen management systems, four media servers (parallel operation), editing suites, six recording stations
	Intercom system	50 intercom stations for all trades
Lighting technology	Rigging	800 running meters of beams, basic layout
	Ground-level lighting	100 moving lights
	Basic lighting	240 downlights, architecture
	Stage	238 moving lights (including vehicle illumination)
	Display area	100 moving lights
	Stage	220 moving lights
	Audience	170 LED lights, emergency lighting
	Control	Four lighting control desks with backup
Sound equipment	Basic sound system	115 speakers for announcements etc.
	Event PA system	65 speakers, stage area, and audience
	Direction technology	Five digital mixing desks with peripheral equipment
UHF technology	25 radio links for presenting, press conferences, and live entertainment	

Pricing

Brand show	Week days, 10 a.m. to 6 p.m., per hour*	€45,000	All prices exclude VAT *Minimum purchase: seven shows **Minimum purchase: four shows
	Weekend, 10 a.m. to 6 p.m., per hour**	€60,000	
Press conference	Press days (max. one press conference per press day)	€100,000	
Evening event	From 8 p.m., per four hours	€225,000	
Exhibition box	South grandstand, whole event	€40,000	
	North grandstand, whole event	€37,500	

IAA Experience

— Test Drive

Hard Facts

Stage	14×6 m drive-on stage
Driving track	Exhibition grounds plus West Gate exit (Strasse der Nationen)
Registration	On the grounds in front of Hall 10
Handover	Hall 10, with counter areas and parking spaces for vehicle handover and return
Branding opportunities	In Hall 10 and outside area — two vehicle platforms for exclusive hire
Presentation	A presenter is provided (five hours a day)

Technical Equipment

Video	LED	10×4 m outdoor LED screen
	Live transmission	One wireless camera, six mobile cameras (GoPro or similar)
	Direction technology	One screen management system, one media server
	Intercom system	Ten intercom stations for all trades
Sound equipment	Main sound system	1,000 running meters of beams, basic layout
	Basic sound system	Eight speakers for announcements etc.
	Direction technology	One digital mixing desk, two radio links, general direction and feed equipment

Pricing

Per parking space	Whole event	€1,000
Hall 10 registration area with counter	Whole event	€4,500
Exclusive stage with grandstand area	Per 30 min.*	€5,000
Exhibition platform	Whole event (max. two platforms)	€15,000

All prices exclude VAT
* Minimum purchase:
seven shows

IAA Experience

— Offroad Parcours

Hard Facts

Stage	14x6 m drive-on stage; see Driving Experience concept
Modules	One main track, two secondary tracks approx. 180 m in length Four partitions of various difficulty Plateau height between 0.5 and 2.5 m Gradient between min. 10° and max. 35° 13 m seesaw and possible tunnel section Humped section
Optional	Water obstacle and ramps
Registration	On the Offroad Parcours site
Handover	On the Offroad Parcours site
Presentation	A presenter is provided (two hours a day)

Technical Equipment

Video	LED	10x4 m outdoor LED screen (Test-Drive)
	Live transmission	One wireless camera, six mobile cameras (GoPro or similar)
	Direction technology	One screen management system, one media server
	Intercom system	Ten intercom stations for all trades
Sound equipment	Main sound system	Four line array systems for live transmission, eight subwoofers
	Basic sound system	Eight speakers for announcements etc.
	Direction technology	One digital mixing desk, two radio links, general direction and feed equipment

Pricing

Registration for up to two vehicles	Whole event	€17,800
Registration for three or more vehicles	Price per vehicle for the whole event	€7,500
Exclusive stage with grandstand area	Per 30 min.*	€5,000

All prices exclude VAT
*Minimum purchase: seven shows