



German Association of the Automotive Industry (VDA) | Postfach 8 04 62 | 10004 Berlin, Germany

To the exhibitors of the IAA 2019

IAA

An event organized by the German Association of the Automotive Industry (VDA)

Behrenstraße 35
10117 Berlin
Germany

T +49-30-897842-0
F +49-30-897842-600

info@iaa.de
www.iaa.de

Special promotion — Offroad Parcours at the IAA Experience Arena

Date: February 14, 2019

Dear Sir or Madam,

In order to play a part in shaping the future, you have to be willing to embrace change. We are ready for change and are already envisaging the future of the IAA. We will turn an automotive show into the international platform for mobility. We create lasting moments by turning product presentation into an active and emotional experience for customers. Prepare to be impressed by our ideas.

Higher, further, more exciting: Outdoor and SUV fans are in for a real treat at the IAA once again. We have given the IAA Offroad Parcours a new lease of life, creating a summit that can be climbed. In order to attract attention to the highlight of the IAA, other stagings will feature alongside the Offroad Parcours in the Agora an open-air area in the heart of the IAA 2019.

The stage is all yours: The off-road modules will make every segment look their best, be it city SUVs or off-road vehicles! How do you turn your outdoor or off-road show into your customers' "favorite ride"? By collaborate with popular outdoor and lifestyle brands and booking promotional advertising space and special formats. Get actively involved in the new IAA and register now. We are happy to assist you!

Please do not hesitate to contact Ms. Samar Sreiss (VDA: samar.sreiss@vda.de) and Ms. Maxie Eggebrecht (Mutabor, on behalf of the VDA: maxie.eggebrecht@mutabor.de) if you have any questions.

Yours sincerely,

German Association of the Automotive Industry (VDA)

Jan M. Heckmann
Head of Exhibition Department

Samar Sreiss
Officer, Exhibition Department

German Association of the Automotive Industry (VDA)

Commerzbank AG
IBAN DE69 5008 0000 0097 1893 00
BIC DRESDEFFXXX

Deutsche Bank AG
IBAN DE33 5007 0010 0096 5335 00
BIC DEUTDEFFXXX

Bankhaus LÖbbecke
IBAN DE29 1003 0500 1000 6100 66
BIC LOEBDE33XXX

VAT reg. no.: DE114108668
Tax no.: 27/622/51460 FA Berlin

Conditions and overview of costs Offroad Parcours

We are pleased to offer you the following quotation for participating in the Offroad Parcours at the IAA 2019, taking into account the listed services.

Overview of costs

Registration for up to 2 vehicles , full duration of the event	€17,800
Registration for three or more vehicles , full duration of the event	€7,500
Exclusive moderation, incl. grandstand area , for 30 min*	€5,000

* Minimum quantity: 7 shows throughout duration of the event

All prices subject to VAT.

- ▶ Approx. two to a max. of four vehicles may be registered for the course by each participant (off-road vehicles or SUVs)
- ▶ These conditions do not include the cost of booking an external driver. Please therefore let us know whether you intend to provide your own vehicle drivers or whether you would like us to prepare a quotation for you.

In the unlikely event that an insufficient number of participants registers for the Offroad Parcours, the VDA will distance itself from this offer. All other individually incurred costs, for example in particular for insuring and fueling the vehicles or for the manufacturer's own staff, shall be borne separately by the participating companies and are not included in the above mentioned costs.

Course

The course covering a maximum of 4,000 square meters will be located in the Agora an open-air area of the IAA Experience Arena. The agency "Outdoor-Activities" will construct the course in the IAA's new corporate design. The actual design of the Offroad Parcours will be based on the number of binding registrations received, and in particular on the vehicles involved in the SUV segment.

- ▶ As in previous years, the Offroad Parcours will be open for the duration of the IAA and therefore also on the press days ahead of the event.
- ▶ A sufficient number of tickets for the Offroad Parcours will be provided to the manufacturers. In addition, the tickets collected during the event will be counted at the end of each day and will be returned to the manufacturers the next morning. An interim report will also be prepared, with an overall analysis being made available to every manufacturer after the IAA.

Advertising measures

The VDA will use extensive advertising measures to specifically draw the attention of the general public and visitors to the Offroad Parcours and the participating manufacturers. These currently include:

- ▶ IAA visitors' advertising campaign
 - ▶ IAA app
 - ▶ IAA website
 - ▶ IAA signposts and site signage
 - ▶ IAA visitor flyer (approx. a million copies)
 - ▶ "IAA Aktuell" newspaper
 - ▶ Targeted VDA press releases
 - ▶ IAA press brochure
 - ▶ IAA catalog
-
- ▶ All the participants will have the opportunity to use branded covers at the outside edge of the course (barriers). If needed, we can happily provide the technical specifications. The covers must be made of breathable material.

Registration form Offroad Parcours IAA 2019

German Association of the Automotive Industry (VDA)
 Ms. Samar Sreiss
 Exhibition Department
 Behrenstraße 35
 10117 Berlin, Germany

Please RSVP by **April 30, 2019.**

T +49-30-897842-206
 samar.sreiss@vda.de

Registration

Please fill out the registration form/tick as appropriate:

We hereby submit a **binding*** registration for the Offroad Parcours at the IAA Experience Arena.

	Price subject to VAT	Off-road model	SUV model
Vehicle O1	€17,800		
Vehicle O2			
Vehicle O3	€7,500		
Vehicle O4	€7,500		
Drivers	<input type="checkbox"/> Own drivers	<input type="checkbox"/> 5.500€subject to VAT per drivers of the agency	

Participant's details

Company: _____ Your order number: _____

Contact: _____

Street: _____

Postcode, town/city: _____

E-mail: _____

Phone: _____

Invoice address, if different

Company: _____

Contact: _____

Street: _____

Postcode, town/city: _____

By signing, you confirm your binding registration for the Offroad Parcours at the IAA 2019 and confirm that you have understood and will comply with the information concerning the limitation of liability of the German Association of the Automotive Industry (VDA) on the next page.

Place, date

Signature, company stamp

* The services offered by the VDA shall be rendered subject to full payment prior to the start of the IAA 2019. The following deadlines already apply for cancellations: Up to the end of week 22, cancellation fee of 25 percent of the total sum. | Up to the end of week 26, cancellation fee of 50 percent of the total sum. | From week 27, cancellation fee of 100 percent of the total sum; subject to VAT.

Limitation of liability for the IAA Offroad Parcours

The VDA does not accept any liability for damage to property of or personal injury to the exhibitor resulting from the construction of the Offroad Parcours, from a technical defect in the vehicle and/or from an error by the driver provided and instructed by the exhibitor, or by the driver from an external agency, during a drive on the Offroad Parcours. The VDA makes available only the exhibition area to the exhibitor for conducting drives on the Offroad Parcours on its own responsibility. If the participating visitor (third-party) suffers damage resulting from the construction of the Offroad Parcours, from a technical defect in the vehicle and/or from an error by the driver provided and instructed by the exhibitor, or by the driver from an external agency, during a drive on the Offroad Parcours, the exhibitor undertakes to indemnify the VDA against any claims of a legal nature brought by the third party. Furthermore, the VDA shall be reimbursed for all legal defense costs incurred in this connection. In all other respects the [IAA's Exhibition Conditions](#) shall apply.

The exhibitor is obligated to provide the VDA with evidence of appropriate insurance cover for conducting the drives on the Offroad Parcours prior to the start of the IAA, and by September 6, 2019, at the latest. If such evidence is not provided, the VDA shall be entitled to prohibit the exhibitor from conducting the drives on the Offroad Parcours.

There will probably be a central registration point for visitors interested in the Offroad Parcours. The exhibitor will be responsible for making contact with its customers and for managing its drives (incl. insurance, verifying personal details, tickets, etc.), on the Agora.

The participating visitor must sign a **waiver of liability** indemnifying the exhibitor (which the exhibitor must keep to hand; please send us your form in advance prior to the start of the IAA). The exhibitor is obligated to check whether the visitor is physically and mentally fit to take part on the Offroad Parcours. During the demonstration the vehicle may be operated only by a driver provided and instructed by the exhibitor, or by the driver from an external agency. The vehicles used must have appropriate insurance cover and be registered for road use; otherwise they must be removed from the Offroad Parcours without delay.