



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)

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Special promotion — Test Drive 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.

Nothing beats direct, personal experience when it comes to sparking enthusiasm for something. This applies to your brand's highlights, too. Give your visitors the opportunity to experience them directly, be it with a Test Drive, a quarter-mile speed test, or cruising around the city. An on-board camera captures the experiences and broadcasts them on the stage, at the open area F10, which is easy to spot and easy to reach. This turns the IAA Test Drive into the ultimate entertainment — including for those who only want to spectate.

The stage is all yours: On-board camera formats and stage presence are ideal for moderating one-of-a-kind live experiences and for creating involving interactions which are shared in social media channels, thereby resulting in increased relevance. See for yourself — book some stage presence and appear as an IAA partner. We are happy to assist you!

Get actively involved in the new IAA and register now.

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)

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Conditions and overview of costs Test Drive

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

Overview of costs

Per parking space , full duration of the event	€1,000
F10 registration point , incl. counter (2 manufacturers per container*), full duration of the event	€4,500
Exclusive stage , incl. grandstand area, for 30 min**	€5,000
Exhibition podium on container and exclusive container space , duration of the event	€15,000

* Exclusivity possible

All prices subject to VAT.

** Minimum quantity: 7 shows throughout duration of the event

- ▶ In the unlikely event that an insufficient number of participants register for the Test Drive, the VDA will distance itself from this offer.
- ▶ All other individually incurred costs, for example for insuring, fueling, and taking care of 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.

Test Drive and course

The Test Drive will be located in the open area F10, with a space of 4,000 square meters, which is easy to spot and easy to reach. Containers with the option of exhibition podiums offer the manufacturers space for the initial contact with the IAA visitors and their registration. Vehicle handover and return take place in a separate part of F10. This is also where the vehicles depart from. After a "lap of honor," they leave the IAA grounds by crossing the open-air area in front of hall 12 and exiting via the Tor West gate, to head off on a real driving experience. Tailored courses on all roads and of various lengths are possible. For example, city-based, cross-country, and expressway drives can all be offered from the exit located on Straße der Nationen.

Individual Test Drives can be stopped in the stage area in order for the drivers to be interviewed or to be integrated into the show. In addition, Test Drives can be followed and moderated on the LED wall thanks to the on-board cameras in the vehicle.

The Test Drive will sport the IAA's new corporate design. The actual design of the open area F10 will be based on the number of binding registrations received — and in particular on the vehicles involved.

- ▶ The open area F10 will be used for the vehicles and for registration (hall 10 is also available, if needed).
- ▶ The Test Drive will start at 10 a.m. on September 12, 2019. On the subsequent days, it will begin at 9 a.m. The Test Drives are scheduled to end an hour before the IAA closes each day (i.e. the final departure will be at approximately 6 p.m.).
- ▶ As a rule, no vehicles will be moved on the press days (September 10+11, 2019). In exceptional cases, however (e.g. refilling and cleaning the vehicles), the Test Drive vehicles may be driven in and out.

Advertising measures

The VDA will use extensive advertising measures to specifically draw the attention of the general public and visitors to the Test Drive 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 will happily provide the technical specifications. The covers must be made of breathable material.
 - ▶ The counters can feature advertising both inside and out. More details will follow in due course.

Registration form Test Drive 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 Test Drive at the IAA Experience Arena.

	Price subject to VAT	Selected
Per parking space (participating vehicle), full duration of the event	€1,000	Quantity
F10 registration point , incl. counter, full duration of the event	€4,500	<input type="checkbox"/>
Exclusive stage , incl. grandstand area, for 30 min**	€5,000	Quantity
Exhibition podium on container and exclusive container space , full duration of the event	€15,000	<input type="checkbox"/>

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 Test Drives 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.

** Minimum quantity: 7 shows throughout duration of the event

Limitation of liability for IAA Test Drives

The VDA does not accept any liability for damage to property of or personal injury to the exhibitor resulting from a technical defect in the vehicle and/or from an error by the visitor operating the vehicle during the test drives on the IAA grounds or during the drive inside or outside the city or on the freeway, or from an error by the driver provided and instructed by the exhibitor, or by the driver from an external agency. The VDA makes available only the exhibition area to the exhibitor and the section of the test route on the trade show grounds for conducting test drives on its own responsibility. If the participating visitor (third party) suffers damage resulting from a technical defect in the vehicle and/or from an error by the visitor operating the vehicle during the test drives on the IAA grounds or inside or outside the city or on the freeway, or from an error by the driver provided and instructed by the exhibitor, or by the driver from an external agency, 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.

As in previous years, we will probably not set up a central registration point for interested visitors. You will be responsible for contacting customers and managing the test drives (incl. insurance, verifying the driver's license, fitness to drive, tickets, etc.) at your own stand and for conducting the test drives. As an exhibitor, you are free to decide whether the visitors themselves will drive or participate in the test drives only as passengers.

The participating visitor must sign a **liability waiver** indemnifying the exhibitor (which the exhibitor must keep to hand; please send us your form prior to the IAA, and by September 6, 2019, at the latest) and prove that he/she possesses a **driver's license** (if the visitor him/herself is driving). The exhibitor is obligated to check whether the person is physically and mentally fit to drive the vehicle him/herself. During the test drives, a person who is familiar with the vehicle must be present in the vehicle. We wish to draw your attention to the fact that the test vehicles used must have appropriate insurance cover and be registered for road use.