



# IAA Mobility Business Club House

# The Business Club House

by IAA MOBILITY

Networking | Socialising | Inspiration | Exchange

# Business Club House – The idea.

Networking, socialising and know-how-transfer are one of the main functions of any trade show.

The opportunities to participate at the IAA MOBILITY Summit go far beyond a classic brand presentation at a trade fair booth.

**We offer our customers the possibility to present themselves on this exclusive area which facilitates networking, socialising and knowledge exchange regardless of an exhibition booth.**



The 300 sqm stand area — centrally located in Hall A2 — creates an inspiring and relaxed environment to engage with new topics.

Ideal for trade show visitors who want to step away from the hustle and bustle and learn something new.

Ideal for companies who want to develop or intensify industry contacts in more intimate surroundings and position themselves as thought leaders on specific topics.

# The key facts.

- 300 sqm generous stand area centrally located in the Summit hall A2
- The area is exclusive for your company for the duration of your respective time slot
- All programme items are listed in the official IAA MOBILITY conference and event programme and guarantee a high visibility
- Interested companies can book slots for their specific topics and formats or, in consultation with the IAA MOBILITY, receive support in designing an attractive format
-  Duration per Slot: 1,5 hours
- The Business Club House includes a conference speakers' corner and a networking area
- Time period for booking slots:
  - 8.9. — 10.9. (B2B)
  - 10.9. (afternoon) — 12.9. (B2C)

## Conference Speakers' Corner

→ Stage for any Conference format (Panel, Keynote or Interview), Morning Briefings, Press Events or Product Presentations

## Networking Lounge

→ Networking Lounge for Meet & Greet and Reception to develop and intensify your industry contacts or your individual format

# The packages and pricing.

## Our packages are as follows:

- Stand construction, incl. technical equipment, event support and catering will be organised by the IAA Summit team and is included in the package pricing.
- exclusive use of the Business Club House area
- All programme items are listed in the official IAA MOBILITY conference and event programme and guarantee a high visibility
- seating area up to 50 pax (as of 15<sup>th</sup> of June)
- 1,5 hours' slot
- 3 Hostesses
- small catering for up to 30 pax (e. g. small breakfast, finger food during lunchtime etc. depending on time slot booked)
- branding opportunities such as banners, roll-ups, small screen next to the reception after consultation with the IAA MOBILITY  
(production costs for branding are not included)

## Pricing

- Exhibitor 9.990 € per slot
- Non-Exhibitor 14.990 € per slot



# The look & feel of the Business Club House area\*.

> \*final design to be awaited



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Some ideas for your presentation opportunities

# The ideas for the Speakers' Corner.

## Interview

→ Companies hand the stage over to (self-selected) experts and interview them on mobility topics

## Morning Briefing

→ At the beginning of a trade fair day, selected industry representatives present their personal trend highlights and combine this with a talk format on relevant topics of their own choice

## Inspiration Infusion

→ Inspiration at its most efficient. In 10-minute infusion sessions, speakers and brands can provide input on mobility-related topics

### Visitor benefit:

- New insights
- Networking
- Information about specific trends

Further conference formats can be developed individually by the organizer.



# The ideas for the Networking Lounge.

## Table Captain Session

→ Companies provide a table captain (a well-known expert from their company / network) to host the small session

## Background Talks

Interested visitors can get deeper and more detailed insights into a product or solution, e. g. in the aftermath of a presentation in the speakers' corner

## Meet the Employer

→ Brands can provide personal insights into their companies via employees who interested visitors can get to know. These face-to-face exchanges not only convey information, but also position the brand as an employer

### Visitor benefit:

- New and more detailed insights
- Networking
- Information about companies

Further networking formats can be developed individually by the organizer.

# Contact

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