



CONNECTING CAR COMPETENCE.

Marketing Packages

International Suppliers Fair (IZB)

22nd to 24th October 2024

Wolfsburg | Allerpark | Germany

Now available
online at:
www.izb-exhibitor.de



Marketing Opportunities for exhibitors

Optimise your trade fair presence with additional advertising measures. We offer you a wide range of efficient options which you can use to emphasise your company.

Be represented in the most important trade fair media at the IZB!

Book your individual marketing packages for the IZB 2024 now by using the new digital IZB exhibitor area at www.izb-exhibitor.de.

If you have any questions about marketing and advertising opportunities at the IZB, we will of course be happy to help you.

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1.

innovations@IZB

Your presence in the innovationsreport

For the IZB 2024, we are once again offering you the opportunity to present your new and further developed products, systems, and services as well as your trade fair highlights in an optimized form in our innovations report **“innovations@IZB”**. Over the years, this has developed into an excellent source of information for all those who are interested in the automotive industry, and it also serves visitors, exhibitors, and decision-makers alike as an important planning aid for their visit to the IZB.

Book your presence in our innovation report here and secure the chance to be selected as one of the 25 "products to watch" by Automobilwoche and to be considered for the guided themed tours organized for Volkswagen Group at IZB.

1.1 innovations@IZB Basic

- Placement of the innovation in the digital, professionally designed complete edition of “innovations@IZB”
- Publication of the innovation on the IZB website (www.izb-online.com)
- Sending a digital advance version of “innovations@IZB” to decision-makers, representatives of Volkswagen and multipliers
- Consideration for the “Products to watch” shortlist, from which Automobilwoche selects the 25 best innovations at the IZB 2024
- Higher chance of being selected as an exhibitor for guided themed tours (Based on all the innovations submitted, we create a list of suggestions that Volkswagen uses to plan its trade fair tours)

Price: 490 Euros plus VAT

1.2 innovations@IZB Premium

- Placement of the innovation in the digital, professionally designed complete edition “innovations@IZB”
- Publication of the innovation on the IZB website (www.izb-online.com)
- Sending a digital advance version of “innovations@IZB” to decision-makers, representatives of Volkswagen and multipliers
- Consideration for the “Products to watch” shortlist, from which Automobilwoche selects the 25 best innovations at the IZB 2024
- Higher chance of being selected as an exhibitor for guided themed tours (Based on all the innovations submitted, we create a list of suggestions that Volkswagen uses to plan its trade fair tours)

Additional:

- Exclusive presentation (image/text) of the innovation in the Connecting Area, in the immediate vicinity of the IZB live floor
- Your innovation placed above all innovations (among the 10 premium bookers, the innovations are sorted alphabetically)

Price: 3,200 Euros plus VAT (limited to 10 innovations)



2.

Advertisements – print media

Your line to the trade fair audience

Advertising at the IZB is target group-oriented. The direct line to the trade visitors ensures minimum wastage. The Trade Fair Catalogue, the IZB special edition of Automobilwoche and the Trade Fair Catalogue contain all the relevant information about visiting the trade fair.

Book an advertisement in the trade fair catalogue, the IZB special edition of the Automobilwoche magazine or use the opportunity to draw attention to your presence at the trade fair with your logo in the printed trade fair guide.

2.1 Trade Fair Catalogue

The Trade Fair Catalogue contains a list of all registered exhibitors and their addresses, plus much more. It will be distributed on-site at the event venue and will also be available via the IZB website after the event and until the next IZB.

- Advertisement in the trade fair catalogue 2/1-inside page | **Price: 1,200 Euros plus VAT**
- Advertisement in the trade fair catalogue 1/1-inside page | **Price: 800 Euros plus VAT**
- Advertisement in the trade fair catalogue ½-inside page | **Price: 600 Euros plus VAT**
- Advertisement inner-section of the cover page of the trade fair catalogue U2: limited quantity (1x) | **Price: 3,999 Euros plus VAT**
- Advertisement inner-section of the back cover of the trade fair catalogue U3: limited quantity (1x) | **Price: 3,999 Euros plus VAT**
- Advertisement on the back cover of the trade fair catalogue U4: limited quantity (1x) | **Price: 5,999 Euros plus VAT**

2.2 IZB-Specialedition of "Automobilwoche"

In the run-up to the IZB 2024, an exclusive special edition of the trade magazine "Automobilwoche" will be published. Many trade visitors consult this publication when planning their visit to the trade fair.

- Advertisement in the IZB special edition of the trade newspaper "Automobilwoche" 1/1 page bleed format | **Price: 11,800 Euros plus VAT**
- Advertisement in the IZB special edition of the trade newspaper "Automobilwoche" 1/2 page bleed format (horizontal) | **Price: 6,800 Euros plus VAT**
- Advertisement in the IZB special edition of the trade newspaper "Automobilwoche" 1/2 page bleed format (vertical) | **Price: 6,800 Euros plus VAT**
- Advertisement in the IZB special edition of the trade newspaper "Automobilwoche" cover page U4 | **Price: 12,800 Euros plus VAT**

2.3 Logo at the Trade Fair Guide

The Trade Fair Guide is a folded flyer containing a large hall plan that will be handed out at the event and will also be available to all trade fair visitors around the venue. It provides visitors with an important tool for finding their way around the IZB exhibition grounds.

The Trade Fair Guide contains floor plans of all 6 halls. 15 company logos per floor plan can be placed.

- Logo at the Trade Fair Guide: Your logo printed on the floor plan with reference to your stand position
Price: 1,200 Euros plus VAT



3.

Digital advertising opportunities

Your new reach

All relevant information about the IZB and its latest developments are shared on the IZB website, in the IZB newsletter, and on our social media channels. Increase your reach and position your logo in the right place in our newsletter, on our website or on our LinkedIn page.

You can also present yourself as an employer including a job advertisement via our JobAd package (digital and on-site).

3.1 Logo placement on IZB website

- Logo slider on the IZB homepage July to August:
Your logo incl. your stand number and link to your company website (x10)
Price: 3,000 Euros plus VAT
- Logo slider on the IZB homepage September to October:
Your logo incl. your stand number and link to your company website (x10)
Price: 3,500 Euros plus VAT
- Logo slider on the IZB visitor page July to August:
Your logo incl. your stand number and link to your company website (x10)
Price: 1,400 Euros plus VAT
- Logo slider on the IZB visitor page September to October:
Your logo incl. your stand number and link to your company website (x10)
Price: 2,000 Euros plus VAT

3.2 Logo placement at IZB Newsletter

- Logo in the IZB Newsletter August:
Your logo incl. linkage to your company website (x3)
Price: 2,250 Euros plus VAT
- Logo in the IZB Newsletter September:
Your logo incl. linkage to your company website (x3)
Price: 2,500 Euros plus VAT
- Logo in the IZB Newsletter October:
Your logo incl. link to your company website (x3)
Price: 2,750 Euros plus VAT

3.3 Short interview during the trade fair + social media coverage

- 2-min. short interview at the trade fair (limited to 6 interviews per day):
2min interview at your booth - the video will be published on our YouTube channel and made available to you after the trade fair (x18)
Price: 2,000 Euros plus VAT



Ads

3.4 Advertising opportunities on LinkedIn

- LinkedIn posting on the IZB channel:
Text about your company + logo banner in IZB design
Price: 750 Euros plus VAT
- LinkedIn video coverage (companies up to 200km distance):
We conduct an interview at your company which will be published via our channel and is also made available to you
Price: 3,750 Euros plus VAT
- LinkedIn video coverage (companies up to 400km distance):
We conduct an interview at your company which will be published via our channel and is also made available to you
Price: 5,050 Euros plus VAT
- LinkedIn video reporting (companies with a distance of more than 400km):
We conduct an interview at your company which is published via our channel and is also made available to you
Price: on request

3.5 Adversitement at exhibitor PDF briefing

- Advertisement in the exhibitor PDF briefing 1/1- inside page:
The briefing will be sent to all registered exhibitors in the run-up to the trade fair for trade fair preparation
Price: 790 Euros plus VAT
- Advertisement in the exhibitor PDF briefing 1/2- inside page:
The briefing will be sent to all registered exhibitors in advance of the trade fair to prepare for the trade fair
Price: 590 Euros plus VAT

3.6 Job advertisements

- JobAd Package:
1 job advertisement will be displayed on the website in October, on the JobWall at the trade fair, in the IZB Platform + via LinkedIn posting incl. link to your website
Price: 250 Euros plus VAT



4.

On-site advertising opportunities Your visibility at the trade fair

Draw attention to your participation on the IZB exhibition grounds. Make sure you are remembered by trade visitors directly on-site. We offer you various limited advertising spaces (digital and analogue).

Exclusive branding options in the form of branded coffee mugs and other advertising opportunities in the Connecting Area are also available. For example, you can provide the audience on the IZB-Livestage with your giveaways or flyers.

4.1 On-site advertising options at the fair grounds

- 2 floor stickers at hall entrances (height 0.75; width 1.5m; incl. installation and disposal): Bookable for each hall (x6)

Price: 2,000 Euros plus VAT

- 1 advertisement on stopper sign in the east entrance or the west entrance: movable customer stopper with double-sided display, DIN A1 format - advertising price refers to 1 of the display sides only

Price: 1,200 Euros plus VAT

- Digital PDF advertising page (horizontal) on the 65" LED monitors on the exhibition grounds (10 monitors positioned across the grounds at strategically attractive positions): Advertising pages run in a continuous loop one after the other on the screens (x10)

Price: 3,500 Euros plus VAT

- Banner advertising entrance mid 1 or entrance mid 2 (height 1.5m; width 2m): You supply the print data and we will produce the banner and install them

Price: 2,550 Euros plus VAT

- Exclusive giveaway with your company logo: Sustainable microfiber cloth with IZB logo embossing and your company logo (quantity 2,500) will be laid out by us in several places on site

Price 12,000 Euros plus VAT

4.2 Advertising opportunities at the Connecting Area (IZB Livestage)

- Branded coffee cups at the Connecting Area coffee bar: In the Connecting Area, coffee is served from branded cups with your company logo. We produce the cups

Price: 7,500 Euros plus VAT

- Seat Advert IZB-Livestage (seat display in the form of a flyer or give-aways on the seats of the IZB-Livestage audience; you have to provide us with your Ad and we will distribute it) – There are 40 seats at the IZB Livestage

morning of day 1 (22nd October 2024) (x1)

Price: 2,000 Euros plus VAT

afternoon of day 1 (22nd October 2024) (x1)

Price: 2,000 Euros plus VAT

morning of day 2 (23th October 2024) (x1)

Price: 2,000 Euros plus VAT

afternoon of day 2 (23th October 2024) (x1)

Price: 2,000 Euros plus VAT



5.

Side-Events and contact details

On the evening before the IZB, the IZB reception, the official opening ceremony of the trade fair, takes place with VIPs, the patrons, and other important personalities from the industry and administration.

Be there!

5.1 Tickets for the IZB opening reception

Book your ticket and we will send you a link to accredit your participants (for name badge creation required).

Price: 150 Euros plus VAT



Your Contact:

Do you have any questions about the products or the booking process?
Then do not hesitate to get in touch with me. I will be happy to help you.

You are not an exhibitor at the IZB, but would still like to benefit from the IZB and draw attention to your brand? No problem, I will be happy to support you here too.

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International Suppliers Fair (IZB)

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