



27 to 29 October 2026

Wolfsburg | Allerpark

Europe's leading trade fair for the automotive supply industry

International Suppliers Fair (IZB)

Offer | Participation in the special exhibition CROSS INDUSTRY AREA

Patrons



VOLKSWAGEN GROUP

Main media partner





New markets. New applications. New business potential.

With the Cross Industry Area, the IZB 2026 is creating a curated presentation space covering around 70 m² for companies offering technologies, materials, components or services that are relevant across different industries and unlock new business potential.

The area focuses on the following industries:



Circular Economy



**Health & Medical
Technology**



**Security &
Defence**



Urban Technology

The growing technological connection between these industries and the automotive industry is opening up new markets precisely at their interfaces.

The Cross Industry Area of the IZB 2026 focuses on bringing together companies whose solutions have only been used in separate industries to date. It aims to create space for new cooperations, applications and business models.

Your advantages as an exhibitor.

Bring innovations to the market more rapidly

Benefit from tried-and-tested technologies and best practices from other industries.

Develop new solutions thanks to cross-industry exchanges

Meet experts from different industries and work together to develop intelligent approaches that are often not possible within one single industry.

Access new customers and business areas

Use targeted cooperations to access new target groups, to expand your network and to create additional sales potential.

Strengthen competitive advantages on a sustainable basis

Gain new perspectives, increase your flexibility and react to changes in dynamic markets more rapidly.

Grow more efficiently and be fit for the future

Adopt successful strategies from other industries, optimise your processes and create sustainable innovations with real added value.



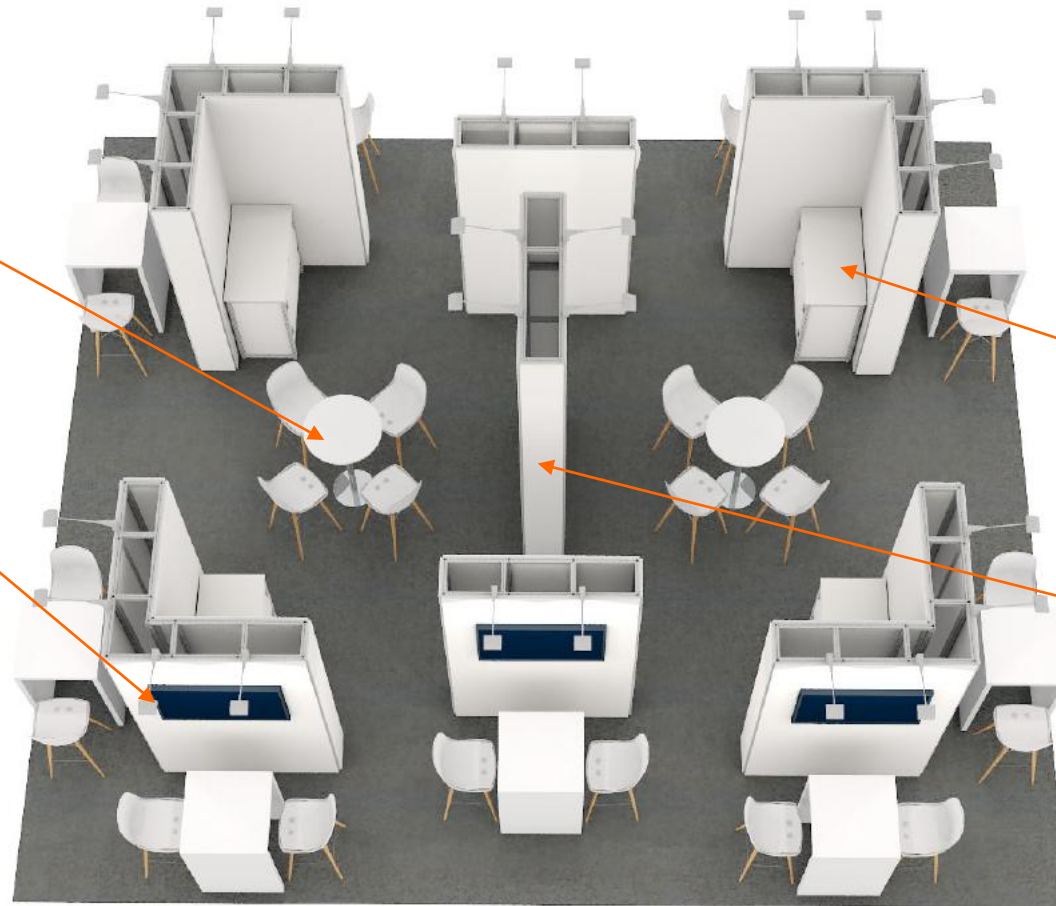
CROSS INDUSTRY AREA

The Cross Industry Area boasts an ideal location directly next to the Connecting Area, the central networking area of the IZB. This location offers maximum visibility and the conditions for high-quality discussions.

Collaboration Area

A central shared space – ideal for contacts and conversations

Presentation space for exhibitors



Limited to
10
exhibitors*

Lockable sideboards

Attracts attention from afar

Large graphic display stand
Height: 3.5 m
Width: 1.5 m

*Select by the event organiser

Subject to change

CROSS INDUSTRY AREA – Offer for exhibitors

Complete
package:

EUR 7,500*

*Participation in the
exclusive panel
discussion (subject to
availability)*

Become an exhibitor in the Cross Industry Area:

- ✓ Presentation space in the Cross Industry Area
- ✓ Full-surface fabric graphic and logo placement (similar to as shown)
- ✓ 42" monitor for your own presentation (wall-mounted)
- ✓ Power connection & lighting included
- ✓ 1 high bridge table with 2 barstools
- ✓ Lockable sideboard
- ✓ Use of collaboration area and workshop room (subject to availability)
- ✓ Media coverage of the Cross Industry Area
- ✓ 20 tickets for visitors to the IZB
- ✓ 2 exhibitor passes



Example, area may differ

Interested? Find out more at:
izb@wolfsburg-ag.com



CONNECTING CAR COMPETENCE.

Wolfsburg AG | International Suppliers Fair (IZB)

Major-Hirst-Str. 11
38442 Wolfsburg

Germany

Contact

Phone: +49 5361 8971312

E-mail: izb@wolfsburg-ag.com

Website: www.izb-online.com

Ready to join the IZB 2026?

