



CONNECTING CAR COMPETENCE.

Become a
sponsor now!

Premium and sponsorship packages **International Suppliers Fair (IZB) 2026**

www.izb-online.com

status: July 2025

Increase your visibility within the industry!

As a sponsor, you can make the most of the opportunity to showcase your brand in a targeted manner to attract the attention of all trade visitors at the IZB.

The following information tells you all you need to know about the different sponsorship options available for presenting your brand!



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An overview of sponsorship options

| | THE IZB PREMIUM PACKAGE | IZB RECEPTION SPONSOR | SPONSOR PLUS | SPONSOR | LOGO SPONSOR | LOUNGE SPONSORING |
|--|-------------------------|-----------------------|--------------|---------|--------------|----------------------------|
| Exhibitor or lounge area | ✓ | | ✓ | | | ✓ |
| Logo placement: on the Sponsor Wall and in the official Trade Fair Guide (print, IZB app and signs at the event venue) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo placement on the IZB website and in the IZB app | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Presence on the IZB social media channels | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Presence in the IZB newsletter | ✓ | ✓ | | | | |
| Job Ad package (IZB website, IZB app and on the Job Wall at the event venue) | ✓ | | ✓ | ✓ | | |
| Trade visitor tickets for your customers | ✓ | ✓ | ✓ | ✓ | | ✓ |
| VIP parking space | ✓ | | ✓ | | | |
| Accompanying events | ✓ | ✓ | | | | |
| Other exclusive services | ✓ | ✓ | | | | |
| Price in euros plus applicable VAT | 64.500 | 29.900 | 15.800 | 9.950 | 7.490 | Price available on request |

THE IZB PREMIUM PACKAGE – exclusivity with a visible impact

Become an **exclusive premium partner** and shine the ultimate spotlight on your brand on all channels: Be it in our digital communication, at the IZB Reception or on-site at the IZB event venue, **your company will be at the forefront.**



Make the most of the opportunity to showcase your brand at the heart of a gathering between decision-makers, innovative minds and industry leaders – with a presentation sure to leave a lasting impression.

You can find an overview of all premium services on the next page.



THE IZB PREMIUM PACKAGE – exclusivity with a visible impact

| Services | |
|---|--|
| Exclusive exhibition area | ✓ Stand area of 100 m2 in a prominent position (adjustments possible) |
| Digital premium presence | <ul style="list-style-type: none"> ✓ Logo placement on the IZB website and in the IZB app with a link to your company ✓ Exclusive presentation of your company in the IZB newsletter ✓ Mention of and link to your company on the IZB social media channels (x 3) |
| Official IZB Reception | <ul style="list-style-type: none"> ✓ Your company mentioned in the official welcome speech ✓ Logo placement, for example in the official introductory film and on the registration page for the IZB Reception ✓ 10 tickets to the IZB Reception |
| Allocated tickets and VIP benefits for the trade fair | <ul style="list-style-type: none"> ✓ 200 trade visitor tickets for your customers ✓ 2 VIP parking spaces directly in the exhibition grounds |
| Trade fair presence and visibility | <ul style="list-style-type: none"> ✓ Logo placement: on the Sponsor Wall, on trade visitor tickets and in the official Trade Fair Guide (print, IZB app and signs on-site at the event venue) ✓ 1 banner placement (banner to be provided by the sponsor) in the IZB exhibition grounds ✓ 5 Job Ad packages (IZB website, IZB app and on the Job Wall at the event venue) |
| Other exclusive services | ✓ Hotel rooms at the Courtyard Wolfsburg in the Allerpark (up to 6 single rooms for the duration of the IZB, max. 3 nights) |

Become an
exclusive
premium partner
and secure
maximum
visibility

Price: 64.500 euros plus applicable VAT

Limited to 5 packages



IZB RECEPTION SPONSOR – your appearance at the kick-off event



Example: IZB Reception 2024



Example: IZB Reception 2024



Example: IZB Reception 2024

Welcome guests
and decision-
makers as an
exclusive
sponsor of the
IZB Reception

Services:

At the IZB Reception

- ✓ IZB Reception: your company mentioned in the welcome speech, your logo in the introductory film and 5 tickets to the Reception
- ✓ Brand presentation opportunity (by prior agreement)

Before or at the trade fair

- ✓ Logo placement on the Sponsor Wall at the event venue
- ✓ Logo placement in the official trade fair guide: print, IZB app and signs at the event venue
- ✓ Logo placement on the IZB website and in the IZB app with a link to your company
- ✓ Mention of and link to your company on the IZB social media channels and in the IZB newsletter (x 3)
- ✓ 50 trade visitor tickets for your customers

Price: 29.900 euros plus applicable VAT



Example: IZB Reception 2024

SPONSOR PLUS – let your brand take centre stage



Example: Sponsor and partner Wall IZB 2024

Services:

- ✓ Stand area of 15 m2, row stand (adjustments possible)
- ✓ Logo placement on the Sponsor Wall at the event venue
- ✓ Logo placement in the official trade fair guide: print, IZB app and signs at the event venue
- ✓ Logo placement on the IZB website and in the IZB app with a link to your company
- ✓ Mention of and link on the IZB social media channels (x 3)
- ✓ 1 Job Ad packages (IZB website, IZB app and on the Job Wall at the event venue)
- ✓ 50 trade visitor tickets for your customers
- ✓ 2 VIP parking spaces directly in the exhibition grounds

Price: 15.800 euros plus applicable VAT



Example: JobWall IZB 2024

Secure prominent placement and increased visibility with the Sponsor Plus package!



Example: IZB 2024

SPONSOR – presentation with an impact

Make the most of the visible presentation of your company in the trade fair setting and benefit from your appearance in our communication measures



Example: Trade fair guide print IZB 2024



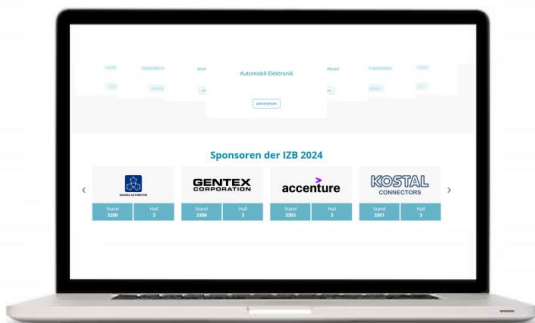
Example: JobWall IZB 2024

Services:

- ✓ Logo placement on the Sponsor Wall at the event venue
- ✓ Logo placement in the official trade fair guide: print*, IZB app and signs at the event venue
- ✓ Logo placement on the IZB website and in the IZB app with a link to your company
- ✓ Mention of and link on the IZB social media channels (x 3)
- ✓ 1 Job Ad packages (IZB website, IZB app and on the Job Wall at the event venue)
- ✓ 50 trade visitor tickets for your customers



Example: Sponsor and partner Wall IZB 2024



Example: Logo placement on IZB website 2024

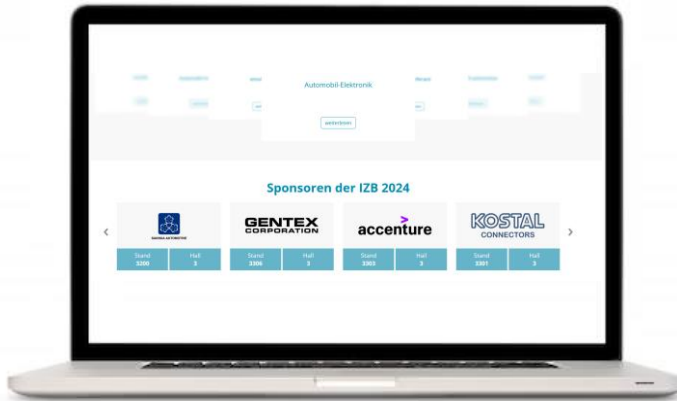
Price: 9.950 euros plus applicable VAT

LOGO SPONSOR – visibility with your trademark

As a logo sponsor, you can present your brand with clear, visible and targeted placement.



Example: Trade fair guide print IZB 2024



Example: Logo placement on IZB website 2024

Services:

- ✓ Logo placement on the Sponsor Wall at the event venue
- ✓ Logo placement in the official trade fair guide: print, IZB app and signs at the event venue
- ✓ Logo placement on the IZB website and in the IZB app with a link to your company
- ✓ Mention of and link on the IZB social media channels (x 3)



Example: Sponsor and partner Wall IZB 2024

Price: 7.490 euros plus applicable VAT

LOUNGE SPONSORING – your meeting area with a brand presence



Example: Lounge presentation

Services:

- ✓ Meeting lounges with different sizes and designs
- ✓ Various visible logo placement options inside the lounge
- ✓ Promotion of the lounge via the IZB LinkedIn profile
- ✓ Logo placement on the Sponsor Wall at the event venue
- ✓ Logo placement in the official trade fair guide: print, IZB app and signs at the event venue
- ✓ Logo placement on the IZB website and in the IZB app with a link to your company
- ✓ Mention of and link on the IZB social media channels and in the IZB newsletter (x 3)

Secure an exclusive meeting lounge as the perfect location for discussions and networking



Price available on request

Don't miss out on our update on new sponsorship packages!

**Coming
Soon**

Would you like to find out more right now?

➡ **Feel free to contact us** – we will be happy to provide you with advice on individual options and tailored sponsorship opportunities.

We look forward to receiving your enquiry!

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