

Premium Packages for the International Suppliers Fair (IZB)

Wolfsburg | Allerpark | Germany

www.izb-online.com

2020



CONNECTING CAR COMPETENCE.

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THE IZB 2020 LIMITED PREMIUM PACKAGES

Stay ahead of the game – book your exhibition area before everyone else and before the official start of the registration period. Book your premium package today and make the most of the early opportunity to perfectly position your company at the next International Suppliers Fair (IZB) in Wolfsburg.

For the next IZB 2020, we have combined our best services for your trade fair success to create three attractive premium packages.

The benefits for you: As one of our partners, you can already book these packages now. You can therefore immediately secure your prominent exhibition area at one of the most important showcase events for the automotive supplier industry in Europe. On top of this, your company will be explicitly named at the Opening Event, you will be a sponsor of the IZB Congress and you will receive ticket allocations, hotel rooms, parking spaces and many other both attractive and valuable benefits. You can find out more about the top advantages awaiting you on the following pages.

ACHIEVE A STRATEGIC POSITION: THE IZB – ONE STEP AHEAD ON THE ROAD TO SUCCESS

The figures confirm the fact that in 2018, the International Suppliers Fair (IZB) yet again underlined its importance as Europe's leading trade fair for the automotive supplier industry. The last IZB recorded an impressive total of 838 exhibitors, around 50,000 trade visitors and an increased exhibition area covering 38,000m². The fact that the event certainly lives up to the "international" part of its name was confirmed by the 34 different countries represented by the companies that exhibited at the trade fair in 2018.

We not only want to, but also have firm plans to continue to demonstrate this high level of quality at the next IZB in 2020:

- with exhibitors who showcase their visions and abilities
- with visitors who want to experience innovations and developments
- with future-oriented focus topics and an ambitious programme of accompanying events
- and above all with the best opportunities for our premium partners to present their products and services to top-class experts and professionals in the automotive supplier industry both before and during the event

THE DEVELOPMENT OF THE IZB

	Exhibitors	Trade visitors	Exhibition area (net size in m ²)	Countries
2001	128	13,500	6,000	6
2003	286	24,500	13,000	10
2004	509	38,000	22,000	17
2006	609	42,000	30,000	22
2008	680	46,000	33,000	22
2010	729	48,000	35,000	24
2012	776	49,000	36,000	28
2014	821	51,000	36,000	29
2016	800	50,000	36,800	32
2018	838	50,000	38,000	34

Premium Package 1

"Exclusive, select, comprehensive and convincing!"



Premium Package 1 offers you all of the benefits available to an IZB exhibitor and partner. Its most important advantage is the chance to immediately secure your exhibition area and to send us your requests with regard to the position of your stand. This package represents more than just an exclusive partnership; it is a truly all-inclusive offer. It is a statement of the strength that emerges when successful partners work together. We will use all of the strategically important positions available at the IZB to show experts and professionals in the automotive supplier industry just how much we value your participation in our event. **Booking our Premium Package 1 also automatically makes you a Main Sponsor of the IZB Congress.** Make the most of our top quality services so that you can fully focus your energy and attention on your successful participation in the IZB 2020.

AN OVERVIEW OF PREMIUM PACKAGE 1

	Services
Trade fair marketing / integration of your company logo	
– Logo wall*	✓
– Advertisements*	✓
– Posters*	✓
– Billboards*	✓
– Front of the IZB admission ticket*	✓
– Front page of the IZB Trade Fair Guide*	✓
– Logo in the inner section of the IZB Trade Fair Guide**	✓
– Front page of the IZB Trade Fair Catalogue*	✓
– Sponsor page of the IZB Trade Fair Catalogue*	✓
– Banner placement (banner to be provided by the sponsor) in the IZB exhibition grounds	✓
– A stand area of 100m ² (can be increased to up to 250m ² for an extra fee)***	✓
– Consideration of your requests with regard to the position of your stand	✓
– Reverse of the exhibitor pass*	✓
– Advertisement in the IZB Trade Fair Catalogue (2/1 page)*	✓
– Advertisement in the IZB Trade Fair Catalogue (1/1 page)*	–
– Job Fair advertisement (6 ads)	✓
– Advertisement on the reverse of admission tickets and admission ticket vouchers	✓
– Your promotional video shown in the main entrance area (Hall 1) of the trade fair	✓
– A prominent advertising space in the walkway between Hall 2 and Hall 3 (6 banner segments = 12 running metres)***	✓
	Services
IZB ticket allocations	
– Guest tickets (400 tickets)	✓
– VIP parking spaces in the IZB exhibition grounds (up to 3 spaces)	✓
– Tickets for the IZB Grand Opening Event (10 tickets)	✓
	Services
The IZB Grand Opening Event	
– Your company mentioned in the welcome speech delivered by a member of the Board of Wolfsburg AG	✓
– Your company named in the introduction film	✓
– Logo placement on the tickets for the Opening Event*	✓
– Promotion opportunities****	✓

	Services
Online presence	
– Logo placement and links on all www.izb-online.com pages	✓
– Logo placement and links on the www.izb-online.com partner page	✓
– Logo placement in the IZB newsletter	✓
– Your promotional video at izb-online.com (film to be provided by the sponsor in the required format)	✓
– Presentation of your company in the IZB newsletter	✓
– Your logo and a link to your website in the IZB-App	✓
	Services
General	
– Hotel rooms (up to 6 single rooms for the duration of the IZB, max. 2 nights)	✓
	Services
The IZB Congress*****	
– Main Sponsor	✓
– Integration of your company logo into all printed material for the Congress and on the Congress website	✓
– Tickets for the IZB Congress (2 tickets)	✓
– An exhibition area covering 9m ² in the congress area including stand construction, stand labels and furniture*****	✓
– A full-page advertisement in the congress programme*	✓
Price (plus VAT)	150,000 Euros

* Integration subject to approval before the print material deadline

** Integration only possible for registered exhibitors of the IZB 2020

*** Please note that only a limited amount of space is available, meaning that stand space will only be assigned according to availability.

**** By prior agreement with Wolfsburg AG

***** Limited, allocated based on the order in which requests are received

Premium Package 2
"Top quality for top customers"



Make the most of top quality for your company with Premium Package 2. Book now and secure an exhibition area covering 50m² for your stand. When you book this package, we will also consider your requests with regard to the position of your stand to the best possible extent and will present your logo on important communication and advertising material used both at and in the run-up to the IZB. **Booking our Premium Package 2 also automatically makes you a Main Sponsor of the IZB Congress.** This package offers you premium quality that will help you to shine the spotlight on your company at the IZB.

AN OVERVIEW OF PREMIUM PACKAGE 2

	Services
Trade fair marketing / integration of your company logo	
– Logo wall*	✓
– Advertisements*	✓
– Posters*	✓
– Billboards*	✓
– Front of the IZB admission ticket*	✓
– Front page of the IZB Trade Fair Guide*	✓
– Logo in the inner section of the IZB Trade Fair Guide**	✓
– Front page of the IZB Trade Fair Catalogue*	✓
– Sponsor page of the IZB Trade Fair Catalogue*	✓
– Banner placement (banner to be provided by the sponsor) in the IZB exhibition grounds	–
– A stand area of 50m ² (can be increased to up to 250m ² for an extra fee)***	✓
– Consideration of your requests with regard to the position of your stand	✓
– Reverse of the exhibitor pass*	–
– Advertisement in the IZB Trade Fair Catalogue (2/1 page)*	–
– Advertisement in the IZB Trade Fair Catalogue (1/1 page)*	✓
– Job Fair advertisement (4 ads)	✓
– Advertisement on the reverse of admission tickets and admission ticket vouchers	–
– Your promotional video shown in the main entrance area (Hall 1) of the trade fair	✓
– A prominent advertising space in the walkway between Hall 2 and Hall 3 (4 banner segments = 8 running metres)***	✓
	Services
IZB ticket allocations	
– Guest tickets (300 tickets)	✓
– VIP parking spaces in the IZB exhibition grounds (up to 2 spaces)	✓
– Tickets for the IZB Grand Opening Event (7 tickets)	✓
	Services
The IZB Grand Opening Event	
– Your company mentioned in the welcome speech delivered by a member of the Board of Wolfsburg AG	–
– Your company named in the introduction film	✓
– Logo placement on the tickets for the Opening Event*	–
– Promotion opportunities****	–

	Services
Online presence	
– Logo placement and links on all www.izb-online.com pages	✓
– Logo placement and links on the www.izb-online.com partner page	✓
– Logo placement in the IZB newsletter	–
– Your promotional video at izb-online.com (film to be provided by the sponsor in the required format)	–
– Presentation of your company in the IZB newsletter	✓
– Your logo and a link to your website in the IZB-App	✓
	Services
General	
– Hotel rooms (up to 4 single rooms for the duration of the IZB, max. 2 nights)	✓
	Services
The IZB Congress*****	
– Main Sponsor	✓
– Integration of your company logo into all printed material for the Congress and on the Congress website	✓
– Ticket for the IZB Congress (1 ticket)	✓
– An exhibition area covering 9m ² in the congress area including stand construction, stand labels and furniture*****	✓
– A full-page advertisement in the congress programme*	✓
Price (plus VAT)	100,000 Euros

* Integration subject to approval before the print material deadline

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Premium Package 3
"Join our exclusive group of premium partners"



As a premium partner of the IZB, you can make the most of a multitude of advantages and our special attention. This is precisely what we offer you with our Premium Package 3, which also gives you the chance to secure an exhibition area covering 30m² right now. **Booking our Premium Package 3 also enables you to position your company as a Main Sponsor of the IZB Congress.** We are delighted to welcome you to the IZB as an important partner! We underline this fact by offering you a multitude of additional benefits in our Premium Package 3.

AN OVERVIEW OF PREMIUM PACKAGE 3

	Services
Trade fair marketing / integration of your company logo	
– Logo wall*	✓
– Advertisements*	✓
– Posters*	✓
– Billboards*	✓
– Front of the IZB admission ticket*	✓
– Front page of the IZB Trade Fair Guide*	✓
– Logo in the inner section of the IZB Trade Fair Guide**	✓
– Front page of the IZB Trade Fair Catalogue*	✓
– Sponsor page of the IZB Trade Fair Catalogue*	✓
– Banner placement (banner to be provided by the sponsor) in the IZB exhibition grounds	–
– A stand area of 30m ² (can be increased to up to 250m ² for an extra fee)***	✓
– Consideration of your requests with regard to the position of your stand	✓
– Reverse of the exhibitor pass*	–
– Advertisement in the IZB Trade Fair Catalogue (2/1 page)*	–
– Advertisement in the IZB Trade Fair Catalogue (1/1 page)*	✓
– Job Fair advertisement (2 ads)	✓
– Advertisement on the reverse of admission tickets and admission ticket vouchers	–
– Your promotional video shown in the main entrance area (Hall 1) of the trade fair	✓
– A prominent advertising space in the walkway between Hall 2 and Hall 3 (2 banner segments = 4 running metres)***	✓
	Services
IZB ticket allocations	
– Guest tickets (200 tickets)	✓
– VIP parking spaces in the IZB exhibition grounds (1 space)	✓
– Tickets for the IZB Grand Opening Event (5 tickets)	✓
	Services
The IZB Grand Opening Event	
– Your company mentioned in the welcome speech delivered by a member of the Board of Wolfsburg AG	–
– Your company named in the introduction film	✓
– Logo placement on the tickets for the Opening Event*	–
– Promotion opportunities****	–

	Services
Online presence	
– Logo placement and links on all www.izb-online.com pages	✓
– Logo placement and links on the www.izb-online.com partner page	✓
– Logo placement in the IZB newsletter	–
– Your promotional video at izb-online.com (film to be provided by the sponsor in the required format)	–
– Presentation of your company in the IZB newsletter	✓
– Your logo and a link to your website in the IZB-App	✓
	Services
General	
– Hotel rooms (up to 2 single rooms for the duration of the IZB, max. 2 nights)	✓
	Services
The IZB Congress*****	
– Main Sponsor	✓
– Integration of your company logo into all printed material for the Congress and on the Congress website	✓
– Ticket for the IZB Congress (1 tickets)	✓
– An exhibition area covering 9m ² in the congress area including stand construction, stand labels and furniture*****	–
– A full-page advertisement in the congress programme*	✓
Price (plus VAT)	75,000 Euros

* Integration subject to approval before the print material deadline

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