

Sponsorship Packages for the International Suppliers Fair 2021

Wolfsburg | Germany

www.izb-online.com

Become a Sponsor Now!

Organiser:

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CONNECTING CAR COMPETENCE.



IZB 2021 LIMITED SPONSORSHIP PACKAGES

With its Sponsorship Packages, Wolfsburg AG gives you the opportunity to promote and present your company as part of the IZB 2021.

Becoming a sponsor of the International Suppliers Fair (IZB) is a highly effective means of increasing the visibility of your brand or company. The following packages offer you a range of ways in which you can add to the success of your appearance at the IZB. We offer the following limited Sponsorship Packages:

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Sponsor of the IZB Opening Event	Page	7
Social media sponsor	Page	8

We also offer individual Sponsorship Packages.

We look forward to receiving your enquiry.

Your IZB-Team



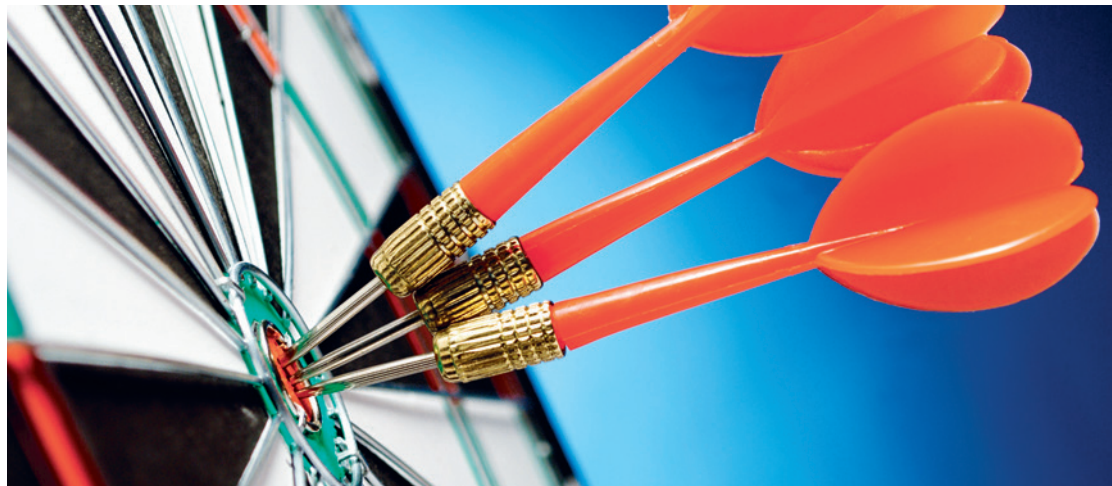
STRATEGIC POSITIONING NOW IT'S YOUR TURN

The Development of the IZB.

The IZB began in 2001 as a regional exhibition and has since established itself as Europe's leading trade fair for the automotive supplier industry. Increasing numbers of both exhibitors and visitors emphasise the successful development of the IZB over recent years.

THE DEVELOPMENT OF THE IZB

	Exhibitors	IZB visitors (trade)	Exhibition area (net area 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



SPONSOR PLUS THE PERFECT POSITIONING

Our „Sponsor Plus“ sponsorship package gives you the optimum chance to tailor the presentation of your brand or products to the needs of top-level visitors and exhibitors.

With „Sponsor Plus“ you are able to increase your public profile and underline the direct presence of your company in the industry.

IZB Presence/Integration of Company Logo

- Integration of company logo in the logo display panel*
- Integration of the company logo in the Trade Fair Guide (inside pages)**
- Integration of company logo in the sponsor page of the IZB Trade Fair Catalogue*
- Stand area of 15m², row (increase of the area and stand construction against payment possible)***
- One page advertisement in the IZB Trade Fair Catalogue*
- One advertisement on the Job Wall of the IZB Job Fair

Allotment of Tickets

- 50 IZB guest tickets
- 1 VIP parking space on the IZB grounds

Internet Presence

- Logo placement and link on the www.izb-online.com partner page

Price: 15,000 Euros plus VAT.

* Integration subject to approval before the print material deadline

** Integration is only possible for registered exhibitors of the IZB 2021

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



SPONSOR A TARGETED PRESENCE

This targeted Sponsorship Package enables you to increase public awareness of your company and grab the attention of your target audience, either in addition to or independent of your trade fair presence.

IZB Presence/Integration of Company Logo

- Integration of company logo in the logo display panel*
- Integration of company logo in the Trade Fair Guide (inside pages)**
- Integration of company logo in the sponsor page of the IZB Trade Fair Catalogue*
- One page advertisement in the IZB Trade Fair Catalogue*
- One advertisement on the Job Wall of the IZB Job Fair

Allotment of Tickets

- 50 IZB guest tickets

Internet Presence

- Logo placement and link on the www.izb-online.com partner page

Price: 8,000 Euros plus VAT

* Integration subject to approval before the print material deadline
** Integration is only possible for registered exhibitors of the IZB 2021



LOGO PARTNER MAKING AN IMPRESSION THAT COUNTS

Why not take advantage of the IZB trade fair media and use them as an effective communication tool to include your company logo as an eye-catcher and increases public awareness of your company.

IZB Presence/Integration of Company Logo

- Integration of company logo in the logo display panel*
- Integration of company logo in the Trade Fair Guide**
- Integration of company logo in the sponsor page of the IZB Trade Fair Catalogue*

Internet Presence

- Logo placement and link on the www.izb-online.com partner page

Price: 4,500 Euros plus VAT

* Integration subject to approval before the print material deadline
** Integration is only possible for registered exhibitors of the IZB 2021



SPONSOR OF THE IZB OPENING EVENT STRAIGHT TO THE POINT

The official opening of the IZB is a top-class event not to be missed, attracting guests from the regional and national industry.

As a sponsor of the Opening Event, you have an ideal opportunity to show your appreciation for multipliers while at the same time presenting your company at this top-notch event.

IZB Presence

- Integration of company logo in the logo display panel*
- Integration of company logo in the Trade Fair Guide (inside pages)**
- Integration of company logo in the sponsor page of the IZB Trade Fair Catalogue*
- One page advertisement in the IZB Trade Fair Catalogue*

Allotment of Tickets

- 50 IZB guest tickets
- 5 tickets to the Opening Event

The IZB Opening Event

- Your company mentioned as sponsor in the welcoming speech made by the board of directors
- Your company named in the introduction film or a comparable communication medium
- Logo placement on the registration website
- Possibilities for promotion at the event location****
- Organisational development of the event is conducted by the Wolfsburg AG
- Your statement in the IZB image film*****

Internet Presence

- Logo placement and link on all www.izb-online.com pages
- Logo placement and link on the www.izb-online.com partner page

Price: 25,000 Euros plus VAT

* Integration subject to approval before the print material deadline

** Integration is only possible for registered exhibitors of the IZB 2021

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

**** By prior agreement with the event venue

***** Provided that your topic can be integrated into the general theme of the event



SOCIAL MEDIA SPONSOR PLAY THE MEDIA CARD

Social media sponsoring opens up a whole new world of opportunity for our exhibitors.

Present your company perfectly in the run-up to the IZB trade fair and increase your brand awareness and visitor numbers in a targeted manner.

Social media

- Placement of hashtags containing the name or products of the sponsor
- Links to the social media profiles of the sponsor (company/people)
- Advertising banner at www.izb-online.com (displayed in September and October 2021)*
- Ad box in the IZB app (displayed in September and October 2021)*
- Broadcasting a push message with content agreed in advance via the IZB App*
- Integration of your video (max. 8 minutes long) on the IZB YouTube channel*
- Post on the IZB social media channels LinkedIn, Twitter and Instagram*
- One feature in the IZB podcast series (duration: approx. 5–8 minutes)*

IZB ticket allocations

- 50 IZB guest tickets (digital)

Online presence

- Logo placement and links on the www.izb-online.com partner page

Price: 6,500 Euros plus VAT

* *Integration subject to approval before the print material deadline*

Organiser:

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We are happy to be of assistance if you require further details:

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