

IAA Exhibition Stand Concept Handoff

Spatial concept, visitor journey and communicative use of the exhibition stand

This document explains how the stand is intended to be understood and maps the available surfaces, stations and artefacts. It provides the basis for developing communication, orientation, voting, conversations and supporting touchpoints.

The concept

At IAA, ElectroFleet is not presented as another vehicle, charging-hardware or energy provider. The stand shows the system that makes electric logistics possible: route, site, charging park, energy, operations and service.

Truck and map of Germany

The slightly raised truck is the visible expression of logistics. The three-dimensional map represents routes, corridors, sites and emerging infrastructure. The intended reading is: infrastructure carries the fleet. The map shows demand and development - not an already existing nationwide ElectroFleet network.

Communication throughout the space

External surfaces and suspended lightboxes create long-distance visibility and invite people in. The inner faces of the four stations explain and guide. The cabin, rear wall, plush-truck wall, hospitality area and conversation tables continue the story. Maps, markers, handouts, QR codes and NFC touchpoints can support orientation and dialogue.

Visitor route and voting

The Welcome Desk and four information stations form a clockwise route. Visitors may follow it independently or with a guide: from their own operational situation, through the integrated system and charging exhibit, and back to the desk. The route ends with voting, an appointment or a conversation. The vote asks where logistics needs additional charging infrastructure.

Independent exploration and personal support

The stand should be understandable without an immediate sales conversation while still offering personal guidance. The Welcome Desk provides orientation, identifies available team members, coordinates pre-booked meetings, arranges spontaneous appointments and guides visitors directly to the conversation areas when required.

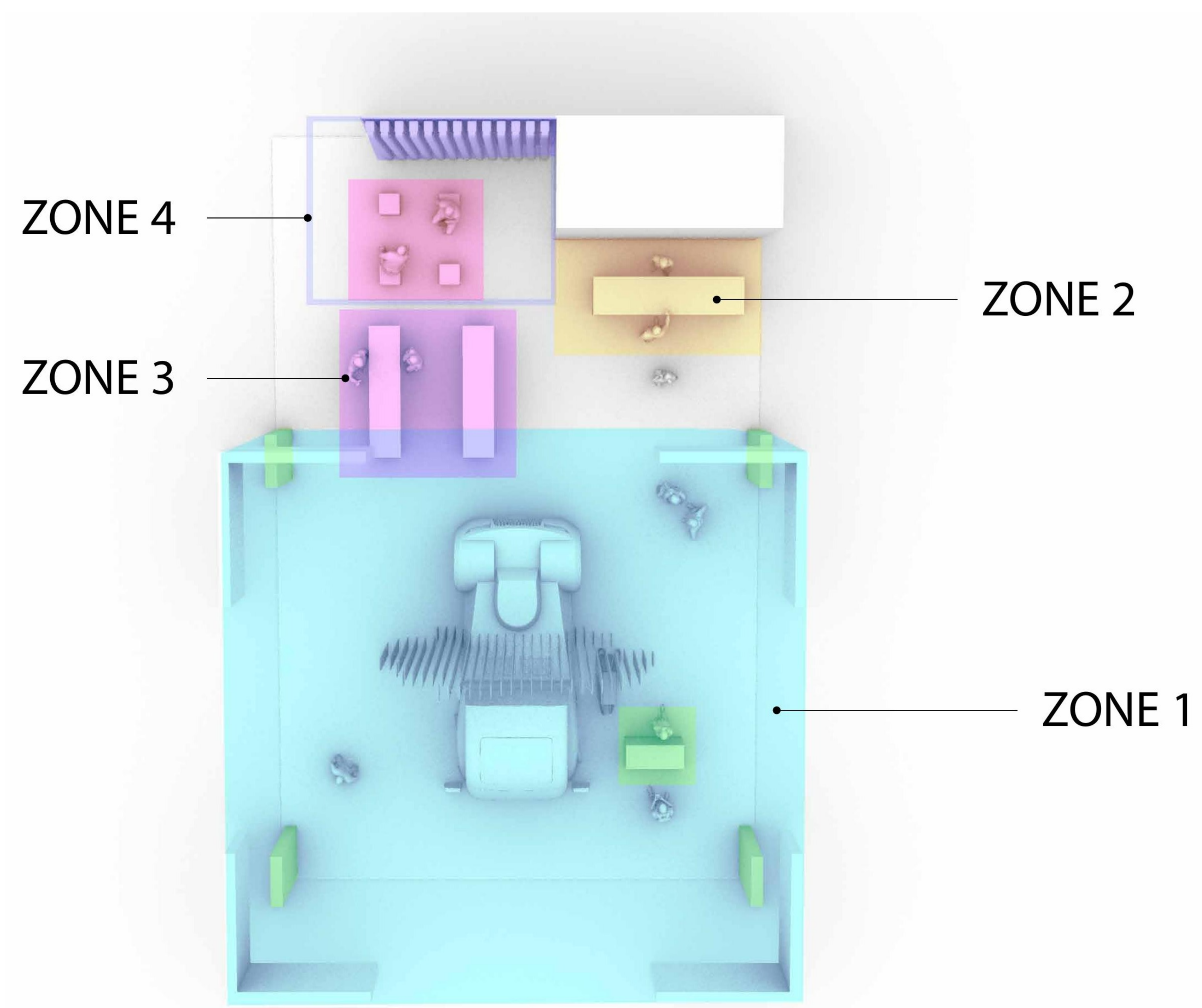
Planning principle

Every surface and artefact needs a clear purpose: attract attention, orient, explain, start a conversation or prompt action. Copy, hierarchy, sightlines, direction of movement, bilingual content, calls to action and transitions must be planned as one coherent system - inside, outside and across all zones.

Communication guardrails

Existing infrastructure, expansion plans and future demand must remain clearly separated. Pricing, TCO and energy statements require approved evidence. Digital functions must be checked technically and for data-protection compliance. The raised truck remains a non-interactive exhibit; doors must not be opened and visitors must not enter the vehicle.

Four zones - one visitor journey



Zone 1 - Orient, understand, vote

The truck, map of Germany, Welcome Desk and four information stations form the entry point. The route may be followed independently or with a guide and leads back to the desk for voting, an appointment or a conversation.

Zone 2 - Hospitality and transition

The Bar Counter serves drinks and snacks and acts as a waiting point and transition to booked meetings. Small communication elements can direct visitors to the route, the vote or an available team member.

Zone 3 - Advise and explore

Two Communication Tables host pre-booked and spontaneous meetings. The practical setup for up to four parallel conversations needs to be checked. Maps, route markers and handouts can make discussions specific and tangible.

Zone 4 - Connect and share

Informal seating offers some distance from the exhibition bustle. The plush-truck wall combines the logistics motif, giveaway and selfie moment and can also serve as a background for content.

Information route in Zone 1

Visitor logic

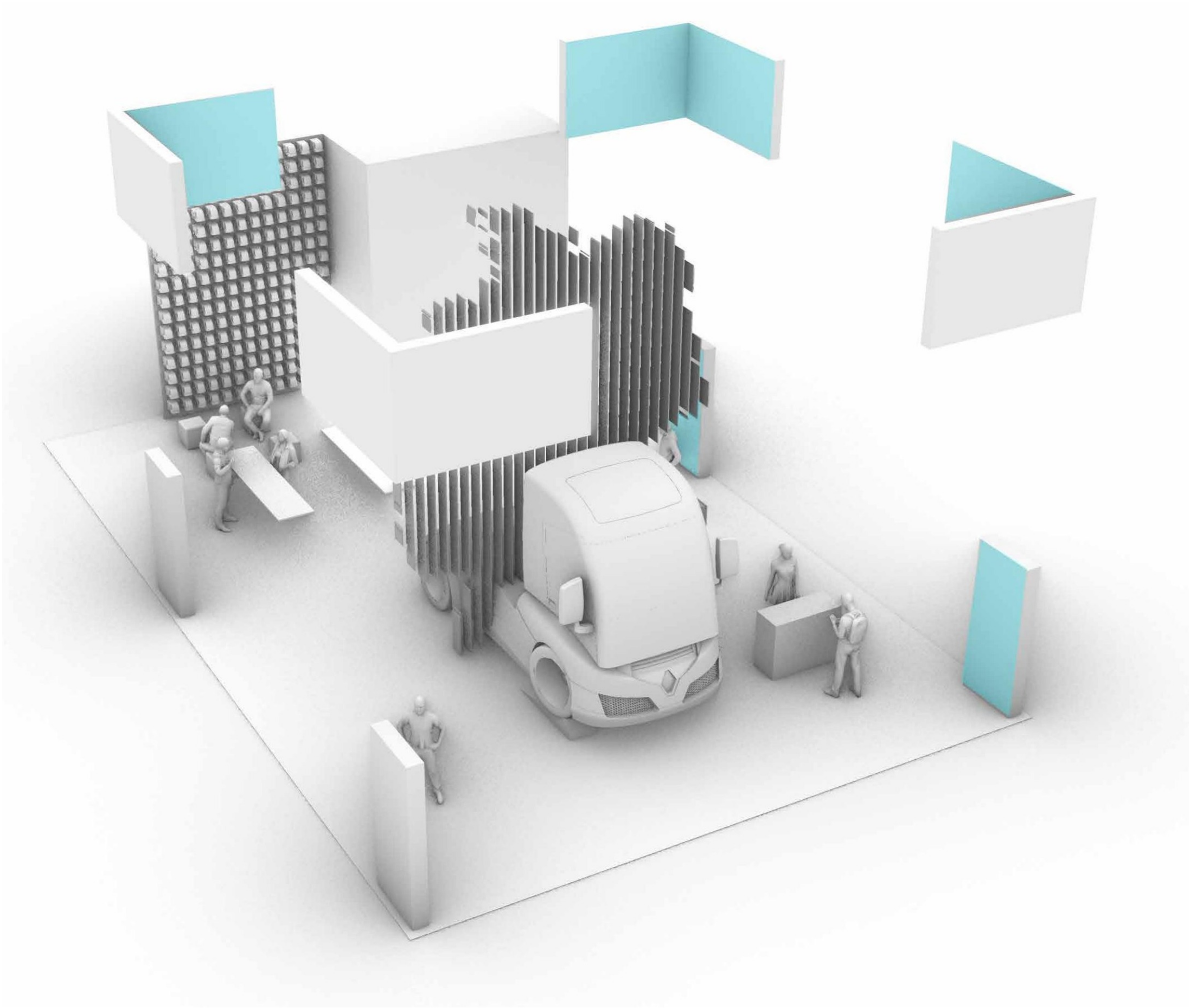
Four freestanding, double-sided illuminated lightboxes create a museum-like route around the truck and map. The inner faces communicate the content; the suspended elements support numbering, direction and orientation.

Station 1 - Starting point

Begin with the operational reality of logistics: Where are the fleet, routes, dwell times and depot today? What is holding electrification back? The question opens the route without immediately explaining the company.

Station 2 - Understand the system

Show route, site, charging park, energy, operations and service as one connected system. ElectroFleet's strength lies in linking these areas, not in an isolated product.



Station 3 - Experience the solution

Integrate the Charging Station for Semi-Trucks as a physical exhibit. Explain not only the hardware but also its role within the charging park and the wider energy and operating system.

Station 4 - Activate

Use one clear question to lead back to the Welcome Desk: Where does your logistics operation need charging infrastructure? Visitors can vote, scan a QR code, book an appointment or begin a personal conversation.

Content for each station

One operational question, one core message, one visual or factual proof point and one clear next action. Plan the content and hierarchy in German and English and design the stations as one connected narrative.

Long-distance visibility and external communication

Suspended lightboxes

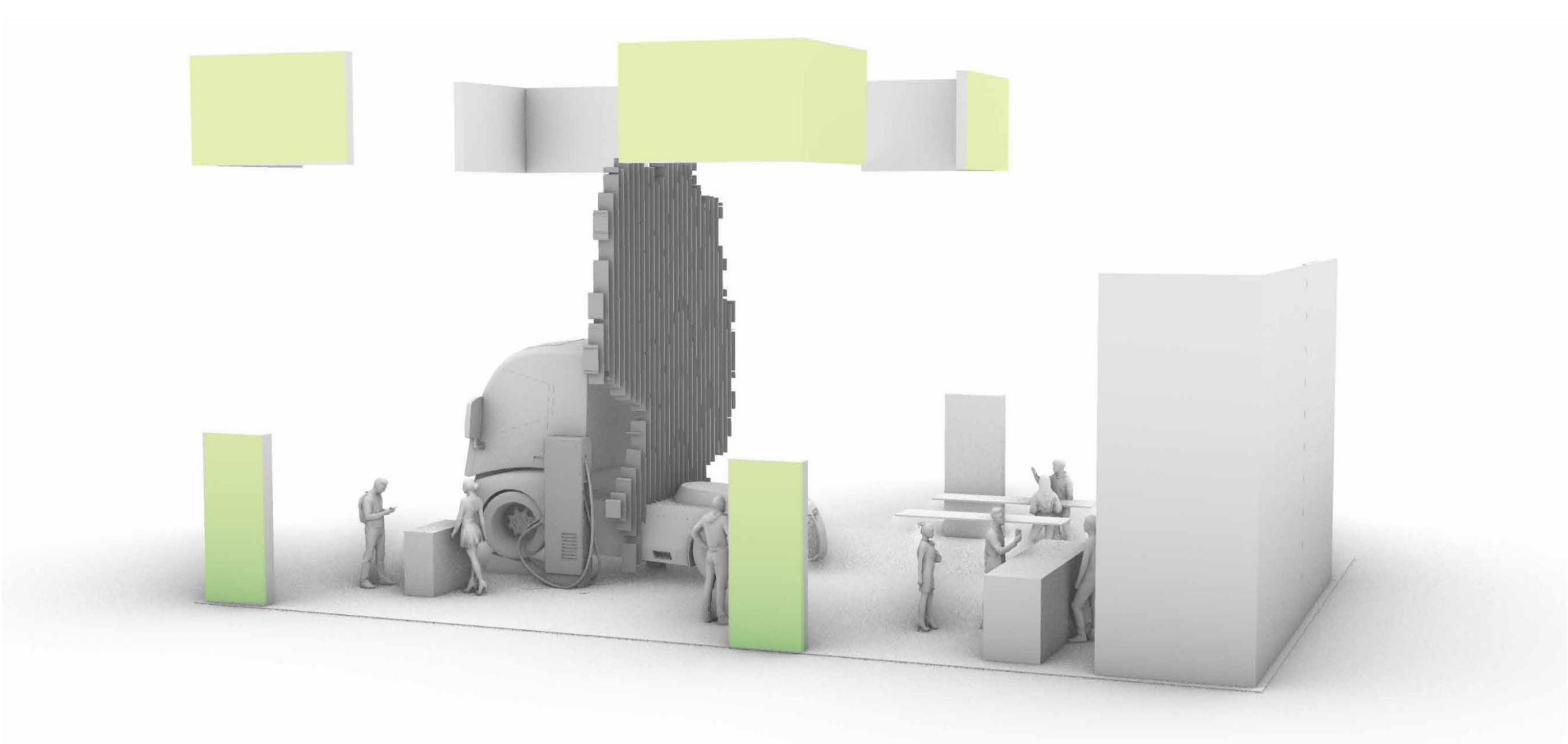
Four double-sided illuminated L-brackets, each measuring 2,500 x 2,500 mm, provide long-distance visibility. They must make the brand, stand topic and invitation clear from every relevant approach direction.

Freestanding lightboxes

Four double-sided illuminated lightboxes measuring 1,000 x 2,500 mm. Outside, short messages, station cues and calls to action lead into the stand; inside, they carry the information-route content.

One spatial system

Plan suspended and freestanding elements together: consistent language, clear numbering and understandable transitions from long-distance visibility into the inner information space.



Copy and visibility

Use large typography, few words and a clear hierarchy. The stand must be recognisable as ElectroFleet and communicate systems expertise for logistics - not merely electric mobility or charging hardware.

QR and image logic

Use QR codes only when their benefit is clear and at a reliably scannable size. Consider long-distance views and exhibition photography so voting, the microsite or appointment booking can also be activated through images.

Every surface has a purpose

Do not fill the printable textiles with decoration alone. Every external and internal surface should attract attention, orient, open up content or lead to an action.

Cabin and rear wall as brand surfaces

Large printable surface

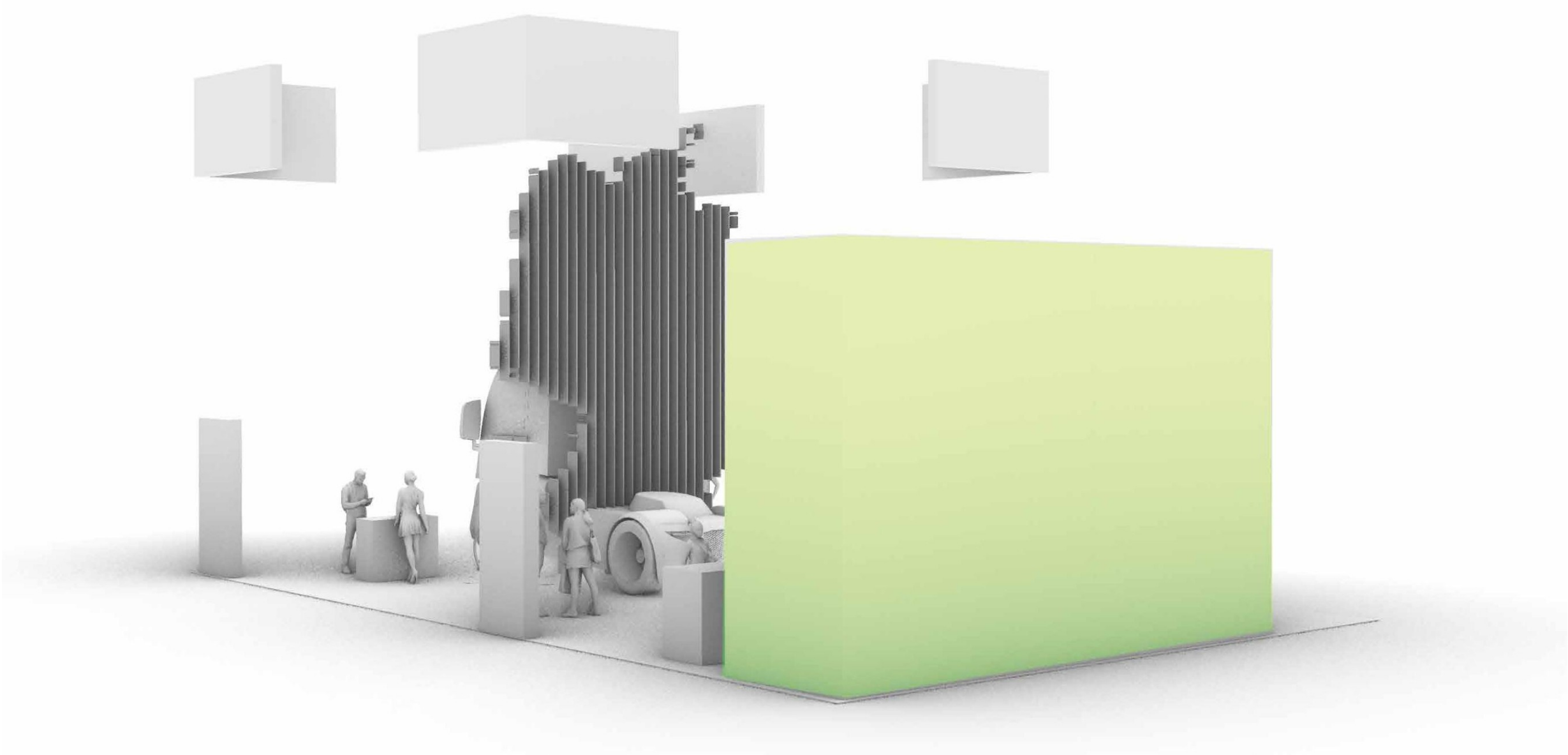
According to the quotation, the printed blackout cabin fabrics cover approximately 75 m². Together with the reverse of the plush-truck wall, they form fully usable communication surfaces; the rear of the stand must not look like back of house.

Communication role

A calm key visual or a large-scale continuation of the map, routes and energy flow can bring the stand together and make it recognisable from multiple viewpoints.

Readable from a distance

Use a small number of large elements. Limit copy and account for viewing distance. Rear and side elevations are part of the stand's first impression.



Orientation

Guide visitors visibly toward the entrance, voting, Welcome Desk and meeting areas. The communication must also work for people who do not approach the stand from the front.

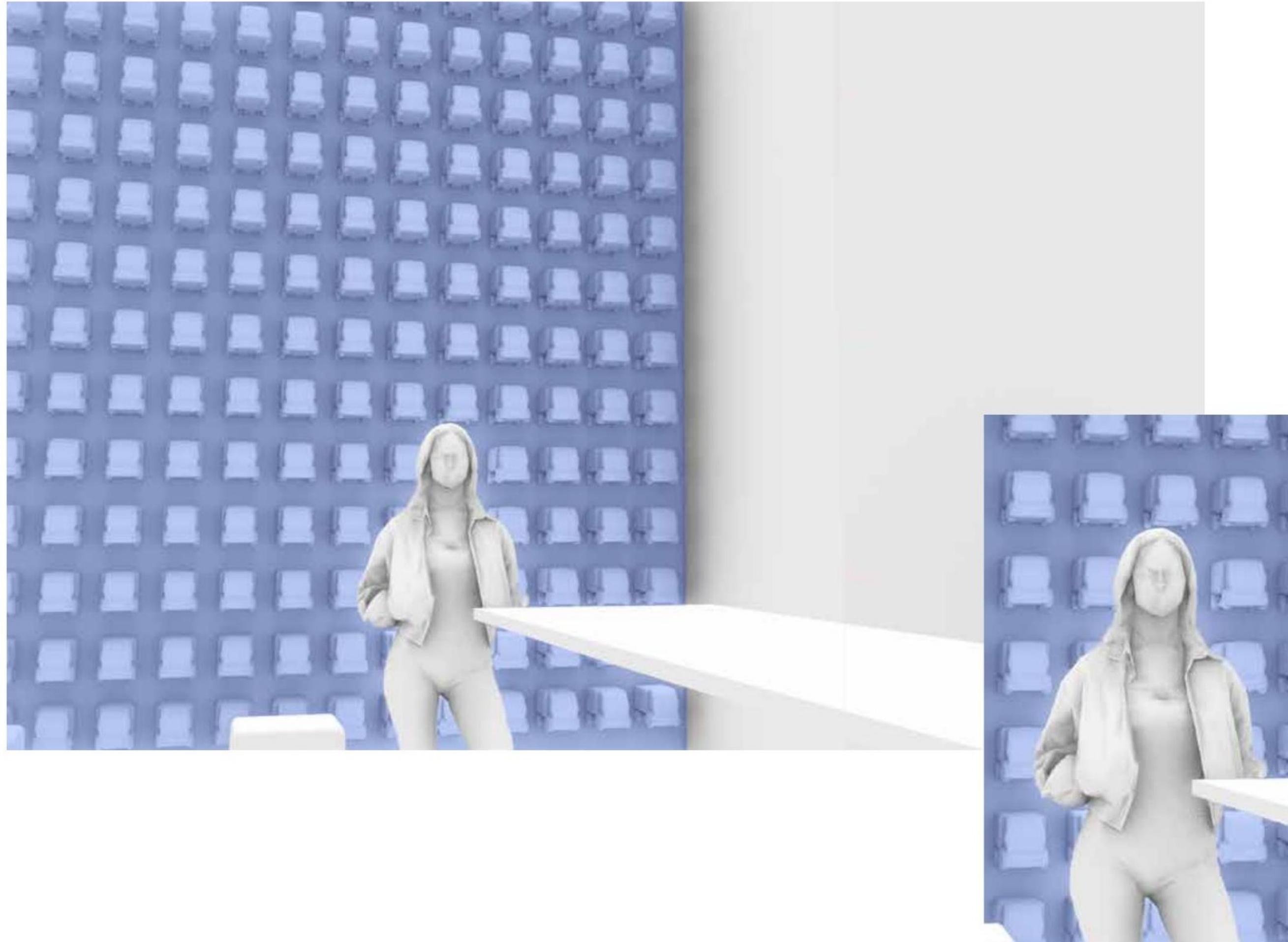
Content guardrail

The map of Germany, routes and light may show connections, demand and expansion. They must not create the impression that ElectroFleet already operates a nationwide charging network.

Artwork preparation

Account for doors, joints, edges, technical access and sightlines at an early stage. Messages must not be split or made unreadable by structural elements.

Plush-truck wall, informal seating and selfie moment



The logistics motif at a smaller scale

Around 220 branded plush trucks are displayed on small transparent supports like a miniature fleet or goods in high-bay storage. The giveaway therefore remains part of the logistics narrative.

Selfie and content

The wall needs good frontal lighting and a recognisable photo position. The motif, a short social prompt and, if appropriate, a hashtag should work without additional explanation.

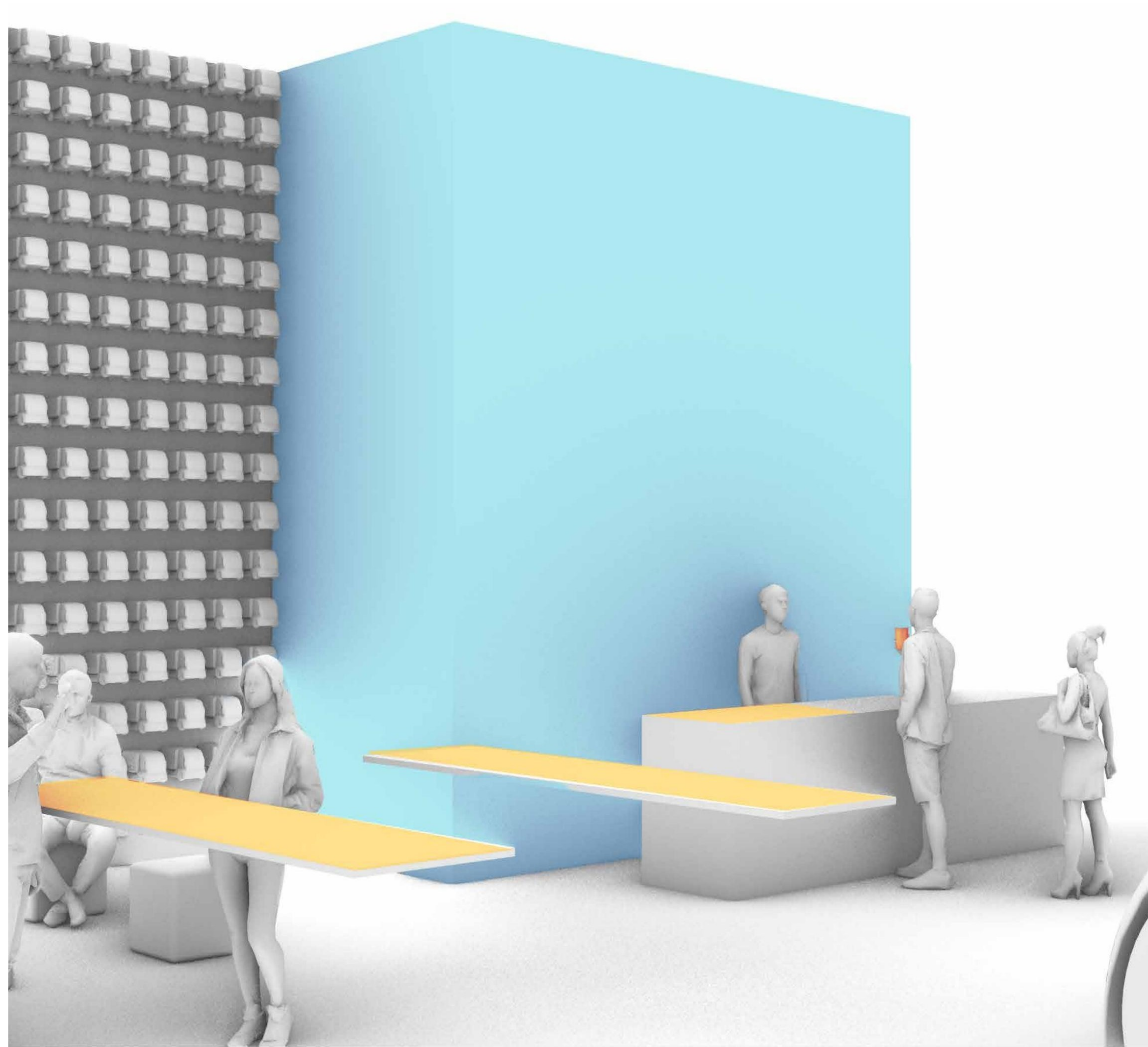
Distribution and interaction

Explain the mechanism visibly and fairly: for example after voting, completing the route or having a qualified conversation. Coordinate stock, distribution and the planned removal on the final event day with the stand team.

Quality of stay

The wall partially shields the informal seating area from the exhibition bustle. Mobile seating should support spontaneous conversations, short breaks and use during evening hospitality.

Hospitality, conversations and digital touchpoints



Zone 2 - Bar Counter

The 3,000 mm Bar Counter with oak top and mirrored frame serves drinks, coffee and snacks and acts as a contact, waiting and transition point. Small cues can direct visitors to the route, voting or their next conversation.

Communication in the details

Reusable cups, napkins, tabletop signs or small displays can continue the stand story and explain the conditions for voting or receiving a plush truck. Materials and tone of voice should match the overall appearance.

Zone 3 - Communication Tables

Two tables, each measuring 2,650 x 600 x 1,100 mm, support consultations. High-quality maps of Germany, route and site markers, conversation cards or short handouts can make content tangible and structure parallel meetings.

Digital and operational transitions

QR codes or NFC can open voting, a microsite, contact sharing or appointment booking. Give each touchpoint one clear function and test technology, data protection, responsibilities, appointment logic and the giveaway process before the event.