



IAA MOBILITY 2023

Experience Connected Mobility

» IAA MOBILITY 2023



IAA MOBILITY
is the world's leading platform
for mobility, sustainability and
tech.

IAA MOBILITY is the INTERNATIONAL platform for the mobility of the future.

There visitors can experience what will move us tomorrow, from small vehicles to automobiles and bicycles to new solutions for public transportation.

Always in focus: sustainability and the technologies that will shape mobile life in the future.

As a progressive, CROSS-SECTOR PLATFORM, IAA MOBILITY connects ALL ACTIVITIES OF THE ECO-SYSTEM OF MOBILITY with each other – and with new, attractive target groups.

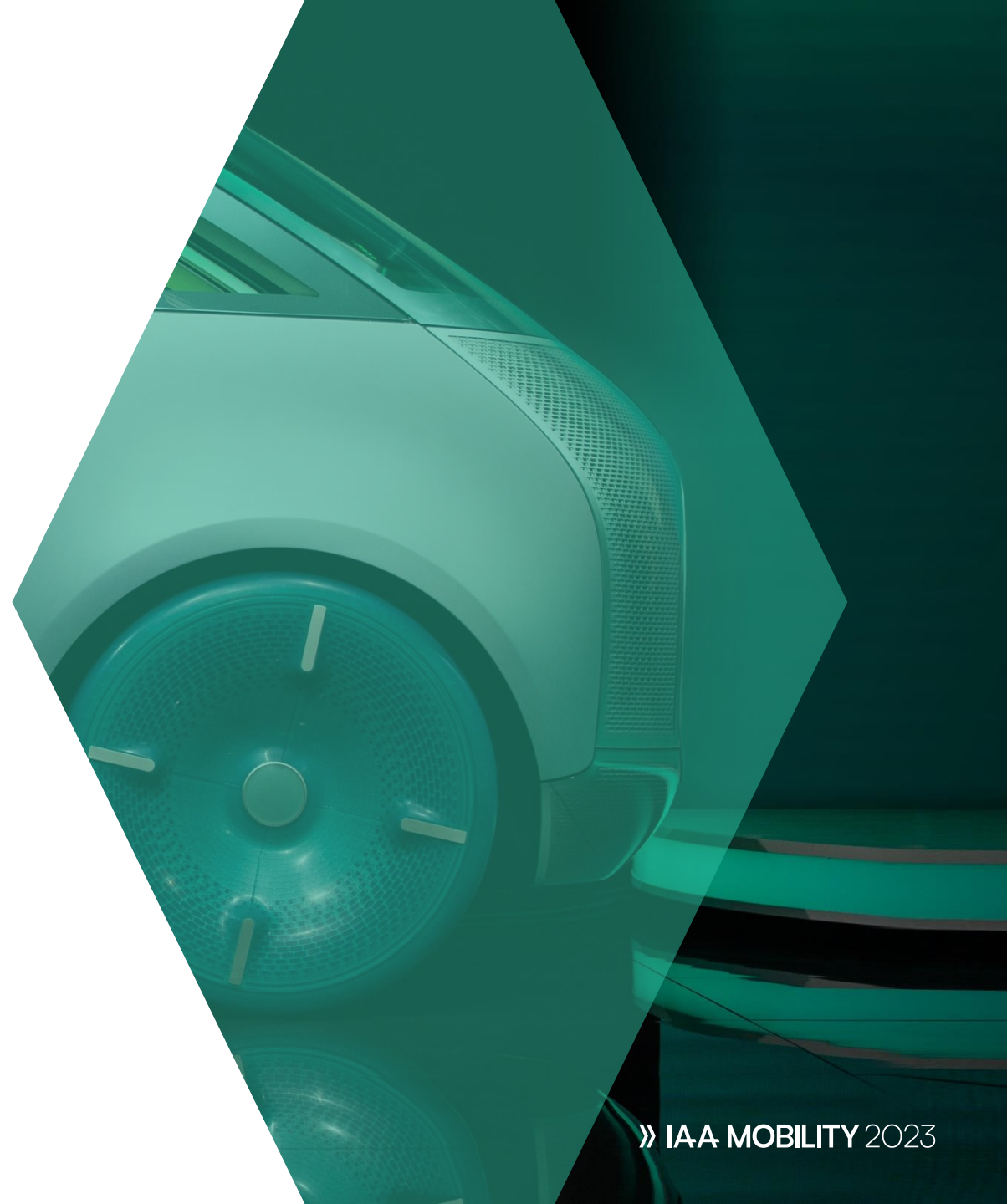
With the motto

EXPERIENCE

CONNECTED

MOBILITY

the exhibitors at IAA MOBILITY 2023 will present the diversity of a mobility of the future that brings people even closer together – sustainably, digitally and intelligently connected.



Connected Mobility – Three Perspectives

01

Experience of
Connected
Mobility



02

Connecting
all mobility
providers from
micromobility to
public transport



03

Connected
mobility through
digitalisation

Lead Topics – IAA MOBILITY 2023



Connected
Mobility



Smart City Infrastructure &
Developing Livable Spaces



Autonomous
Mobility



Urban &
Rural Mobility

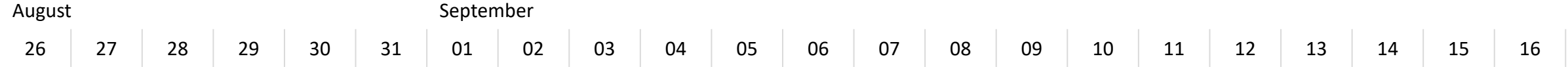


Data & Next Level
User Experience

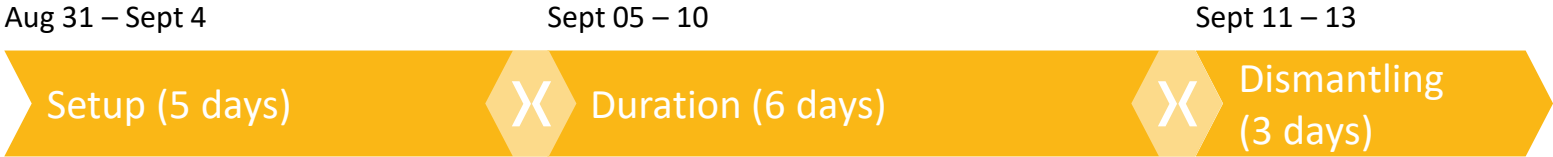


Sustainable Mobility
& Circular Economy

IAA MOBILITY – Timings 2023



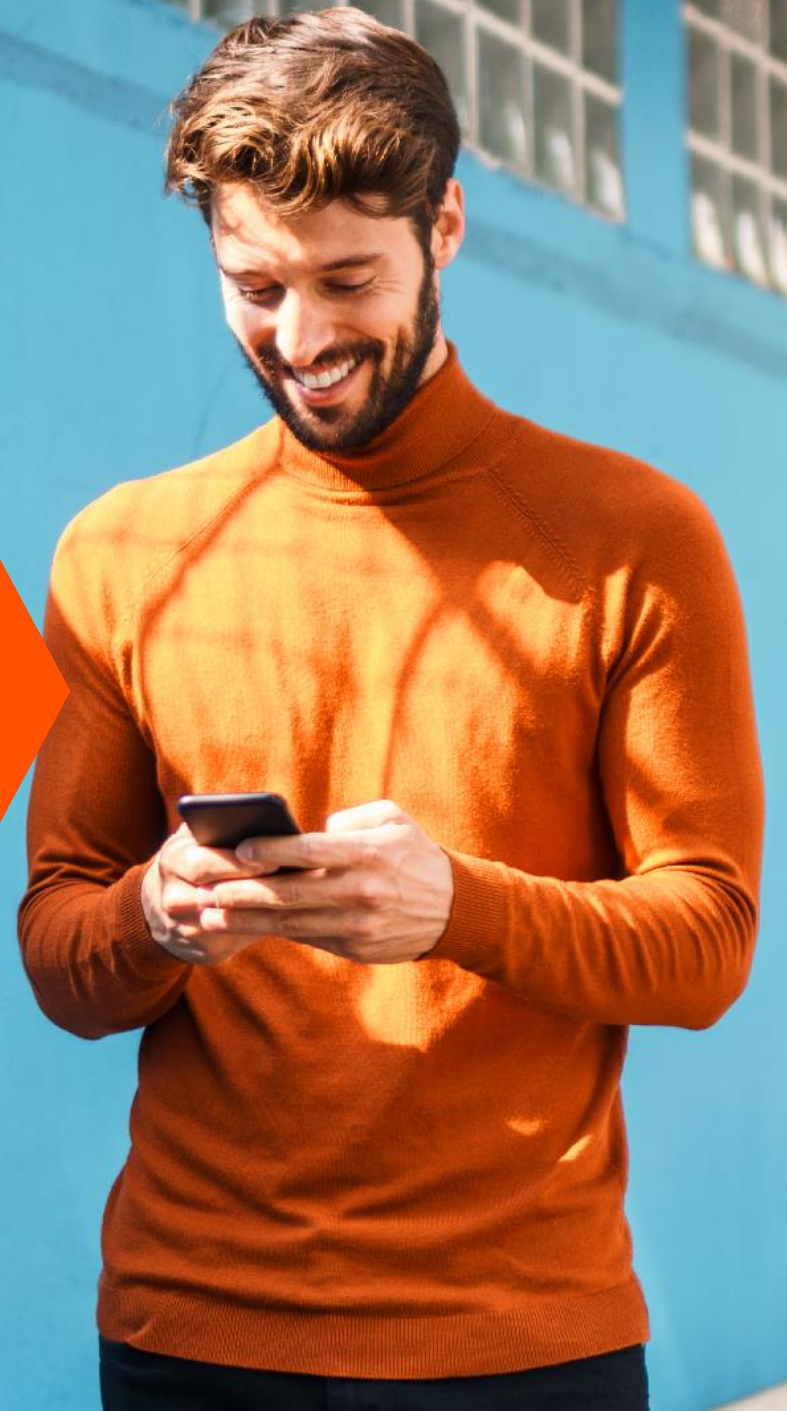
Open Space



Summit



IAA MOBILITY 2021



IAA MOBILITY 2021 – a success story



407,379

visitors from 95 countries



2,214 tons

compensated CO₂



8,846

test drives



90,299 m²

exhibition space



71%

of visitors under
the age of 40



3,500

accredited journalists



75

cycling brands



137 billion

potential international
media reach



936

international speakers
from 32 countries



78 start-ups

on 1,500 m²



744

exhibitors from 32 countries



33,800

media clippings

IAA MOBILITY Target Groups



IAA MOBILITY – Target Groups

1

B2B

Industries:

automotive, tech digital, software, cycling, micromobility, mobility-solutions, smart city infrastructure, gaming, entertainment, VCs, incubators, accelerator, start-ups, urban planning

Departments:

sales, purchasing, marketing, project planning, product management, design, R&D, production, strategy, digital tech, HR, M&A

Company Level:

c-level, decision makers, division managers, department managers, (young) professionals

SUMMIT & CONFERENCE

2

B2ESG

E = environmental

S = social

G = governance

- › policy makers
- › ESG organisations
- › NGOs
- › authorities
- › representatives of federal & state governments
- › science

SUMMIT & OPEN SPACE

3

B2C

- › audience with specific interest in individual mobility and the exhibitors
- › audience with general interest
- › Open Space audience
- › incl. Gen Z and Gen Alpha

OPEN SPACE & VIRTUAL

IAA MOBILITY Formats



IAA MOBILITY – Formats



SUMMIT

Leading industry meeting for all relevant stakeholders and decision-makers in the field of mobility.

CONFERENCE

The core part of IAA Summit with over 400 visionaries and decision-makers on three stages and other dialogue and networking formats.

OPEN SPACE

The IAA Open Space makes future-oriented mobility solutions tangible for everyone. It is the format for everyone who wants to reach a broad audience in addition to trade visitors.

EXPERIENCE

The IAA Experience is the central experience tool for all visitors.

BLUE LANE

Trial of a functional environmental lane in the Munich area.

IAA Summit

FOR MOBILITY PROFESSIONALS

Showcase yourself

Present yourself with the market leaders in various sectors and create innovative solutions together for the entire value chain.

Connect yourself

Gather valuable contacts at decision-maker level, with the press, and with key players: The Summit formats offer you space for meetings and socialising.

Use the expertise of your colleagues

Get direct feedback on prototypes and vehicle studies, automation and technology solutions, and integrate this into your development process.

Share your vision

Discuss your vision with a global audience of experts and use impulses on innovation and transformation for your business and value added.

Participation options

- › exhibition stands
- › integration into comprehensive theme islands
- › integration of exhibitor events
- › international press conferences on world premieres and product launches
- › dialogue areas for exchanges with trade visitors

IAA Summit

PRICES

Our Easy & Pure full packages are the most convenient way to present yourself at the Summit. They already include all services such as booth space, communication charge, power connection, waste disposal fee, assembly and dismantling and personalised artwork spaces, etc.

The rental prices for booth space and, of course, our consulting services apply to more customised solutions. Feel free to get in touch. We will definitely find the right solution with you.

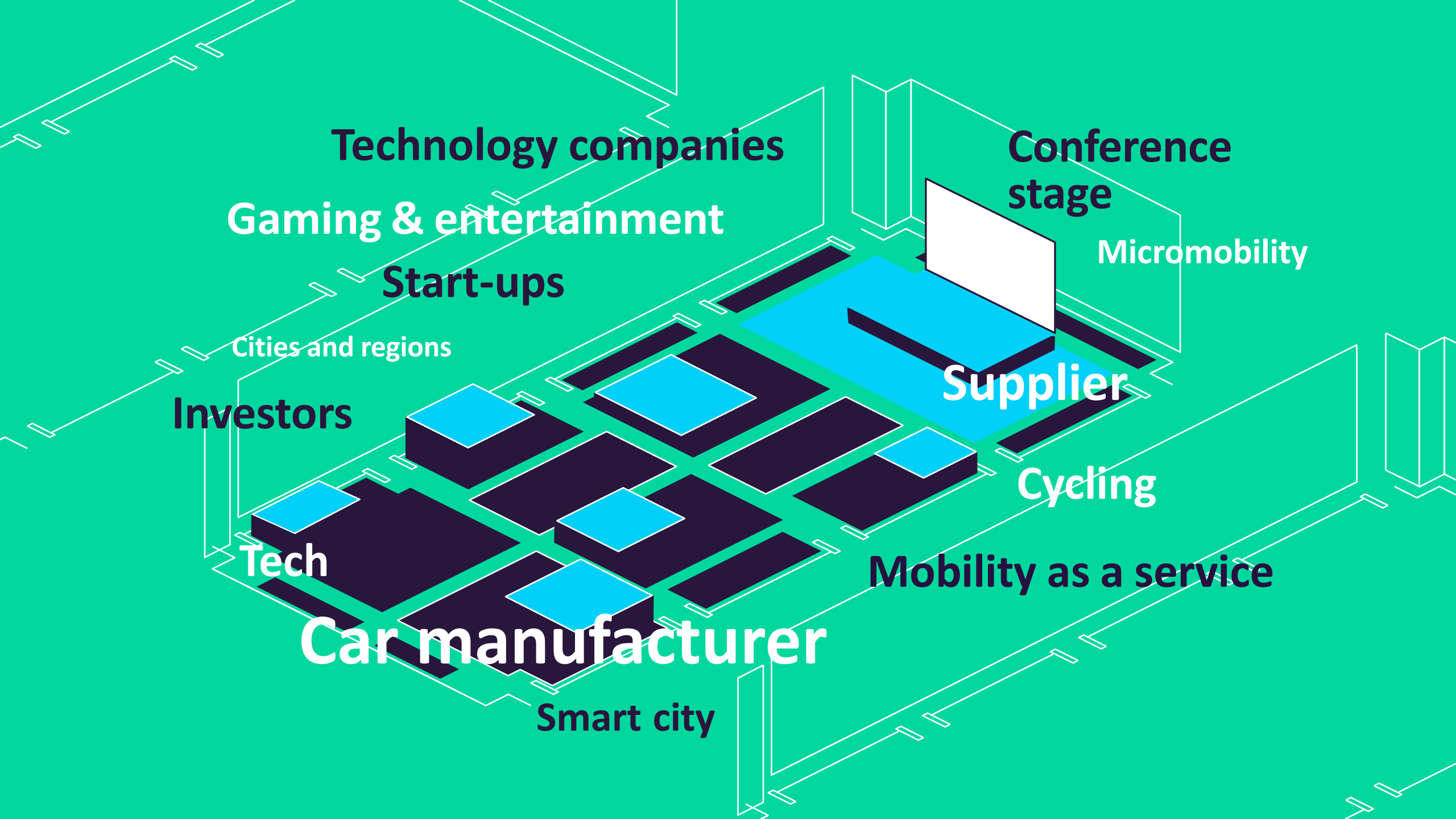
Rental prices at the Summit*

Row stand	€ 315/m ²
Corner stand	€ 370/m ²
End stand	€ 405/m ²
Island stand	€ 425/m ²

EASY & PURE stand packages, incl. assembly

25 m ²	€ 14,990
40 m ²	€ 23,990
60 m ²	€ 34,990

* The booth rent comes with a ticket allowance (€ 50/m²) to invite your guests to IAA MOBILITY.
All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.



Technology companies

Gaming & entertainment

Start-ups

Cities and regions

Investors

Tech

Car manufacturer

Smart city

Conference stage

Micromobility

Supplier

Cycling

Mobility as a service

IAA Conference

FOR VISIONARIES

IAA MOBILITY



500+ Speaker

We attach great importance to a very diverse, international speaker field, coming from small and big companies, from different industries, from politics, from society and science.

Our conference language is English.

150 and more sessions

on our 3 Conference stages and two dialogue areas in the great exhibition halls of the Summit. Expect inspirational keynotes, exciting fireside chats and discussions and take the chance to discuss and connect with opinion leaders about the future of mobility.

92 percent

of all Conference visitors rated IAA Conference 2021 as good or excellent.

And 2023 promises to be even better and more spectacular. Follow our IAA MOBILITY LinkedIn channel, subscribe to our newsletter and stay up to date.



Participation options

- › Diamond Sponsorship
main sponsor of the conference
for the entire duration of the event
- › Stage Sponsorship
large stage branding on the stage during the talks
- › Speaker slots for keynote
or 45-minute panel session
- › Sponsor- and partner-packages
- › Sustainability Lounge
Sponsorship – framework for every curated program
content on all topics of sustainable mobility
- › Visionary Clubhouse
day sponsor or session sponsor

IAA MOBILITY – Conference Topics



Connected
Mobility



Urban &
Rural Mobility



Sustainability &
Circular Economy



Cycling, LEV &
Micromobility Solutions



Autonomous
Mobility



Data & Next Level
User Experience



Smart City Infrastructure &
Developing Livable Spaces



EV's, Future Fuels
& Charging

IAA Open Space

FOR THE PUBLIC



Discover mutual strengths

Together with other exhibitors, you bring the vision of connected mobility, smart cities, and urban mobility to life.

Engage in dialogue

Open Space offers the perfect stage for urban mobility with user relevance – an ideal venue for a dialogue between brands, initiatives and interested parties.

Spark emotions

The unique experience and hands-on testing of your mobility offers create lasting, emotional connections with potential customers.

Showcase yourself in a new environment

Strengthen the perception of your brand in an attractive environment taking in artistic and cultural offerings, food concepts and live entertainment.

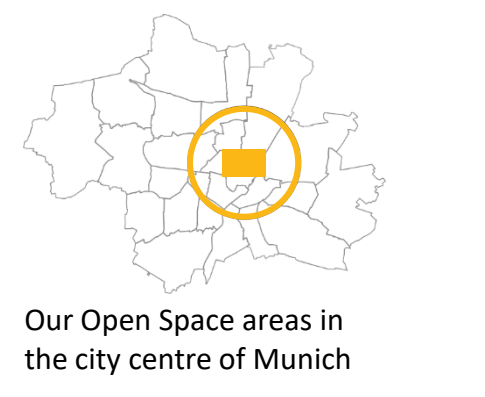
Participation options

The Open Space – A vibrant urban environment is the perfect stage for your innovations and highlights.

- › Own exhibition space on one of the 8 squares in the city centre
- › Sponsoring of the Königsplatz stage
- › Thematic integration into the Citizens Lab
- › Partnership with Family Trail

IAA Open Space

OVERVIEW



Königsplatz

Odeonsplatz & Ludwigstraße

Wittelsbacher Platz

Hofgartenstraße

Residenzhöfe
Kaiserhof
Brunnenhof
Apothekenhof

Max-Joseph-Platz

Marienplatz

IAA Open Space

PRICES



For bookings

Open Space only

Summit & Open Space

Residenzhöfe | Hofgartenstraße
Marstallplatz | Königsplatz

€ 430/m²

€ 180/m²

Ludwigstraße

€ 480/m²

€ 230/m²

Odeonsplatz
(Section Briener Straße to Galeriestraße)
Max-Joseph-Platz | Wittelsbacherplatz

€ 505/m²

€ 255/m²

* The stand rent comes with a ticket allowance (€ 30/m²) to invite your guests to IAA MOBILITY.
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IAA Experience

FOR LASTING EXPERIENCES



Boost your profile

Stage your innovations and your brand accessibly. Show that the future has started for your company a long time ago.

Create experiences

Stand out: Turn theory into practice and intense experiences for customers and experts alike.

Gain valuable feedback

At the IAA Experience, you can enter into discussions with your target audience and gain unfiltered feedback about your offer.

Participation Options

- › Offer test drives and shuttle busses with your mobility solutions
- › Participate in the Cycling and Micromobility Parcours
- › Live demonstration of your company's Future Innovation Use Cases
- › Marketing and sponsorship opportunities at the Experience and along the Blue Lane

IAA Test Drives

PRICES



½ container at an arrival and departure point
1 container at an arrival and departure point
(incl. equipment, whole event)

€ 13,500.00
€ 27,000.00

Exhibition platform on a container at the Summit
(only available with exclusive booking of a container)
(incl. set-up/lifting the vehicle, whole event)

€ 10,000.00

Exhibition platform on a container at the Open Space
(only available with exclusive booking of a container)
(incl. static calculation, approval procedure with the responsible agencies.
Set-up/lifting of the vehicle, whole event)

on request

Service charge*
(participating hybrid, hydrogen or fully electric vehicle, whole event)

€ 1,800.00

Charging infrastructure & power consumption (Summit)**
(participating hybrid or fully electric vehicle, whole event)

€ 1,750.00

Provision of necessary special infrastructure
(e.g. sensor technology along the route for demonstration use cases)

on request

* Includes one night parking space per vehicle, personnel costs (hall attendant, fire guard, stewards, staffing of the gate), inclusion of the vehicles in the app.

** Includes power connection (11kW) and electricity consumption; the guest must bring wall boxes or similar facilities for charging.

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IAA MOBILITY 2023 – Exhibitor Excerpt



LUMINAR

brose

— **EnBW**



SCHAEFFLER

Qualcomm

Mubea
U·MOBILITY



HAMAMATSU

+STROMER-

CATL

Automotive

Suppliers

Tech & Digital

Cycling &
Micromobility

Energy



At IAA MOBILITY 2023, manufacturers and urban planners, suppliers and programmers, developers and designers, top dogs and visionaries will come together to form a strong mobility community.

It is playing a key role in shaping the transformation of mobility.

Innovative technological possibilities are not only raising the expectations of users who want to be sustainable, connected and comfortable on the road. New scope for action is also emerging.

It's time to use this chance – together.



Reach global target groups.

Become a partner of
IAA MOBILITY 2023.

Be there when the
new mobility community comes
together

AT IAA MOBILITY 2023.



contact us



Patrick Keller

Head of Sales, Partnerships and Sponsoring
patrick.keller@messe-muenchen.de



Oliver Jänisch

Business Development & Key Account Manager Automotive
oliver.jaenisch@vda.de



Reiner Strauch

Business Development & Key Account Manager Automotive
reiner.strauch@vda.de



Stefan Fischer

Key Account Manager Cycling & Micromobility
stefan.fischer@messe-muenchen.de



Filip Skrlec

Project Manager Sales, Partnerships & Sponsoring
filip.skrlec@messe-muenchen.de



Daniela Steiner

Sales Manager National
daniela.steiner@messe-muenchen.de



Oliver Schädel

Project Manager Sales, Partnerships & Sponsoring
oliver.schaedel@messe-muenchen.de



Saba Kempkes

Key Account Manager Tech & Digital
saba.kempkes@messe-muenchen.de



Dr. Marina Bode

Key Account Manager Smart City
marina.bode@messe-muenchen.de