

» IAA MOBILITY 2027

Stand Packages

Your all-inclusive
entry to IAA MOBILITY

MUNICH
SEPTEMBER 7—12, 2027 | PRESS DAY SEPTEMBER 6



Your all-inclusive entry to IAA MOBILITY

Key facts



Discover the easiest and most attractive way to join the world's leading platform for mobility, sustainability, and tech.

The IAA MOBILITY stand packages offer a seamless, low-barrier entry: with stand construction, mandatory services, and all essential costs fully included. Simply book, show up, and boost your visibility. Join the IAA Summit with minimal effort and maximum impact.

Key facts

- › Four package types: for every budget and every requirement
- › Two stand sizes: available in 25 sqm and 40 sqm
- › Low barrier participation: everything you need is already included
- › Streamlined preparation: no separate ordering needed for essential services
- › All-inclusive package: cost transparency and planning reliability

The right package for every need

Stand Packages IAA Summit



SMART and SMART+

A budget-friendly, straightforward solution with a clean white base design and all the essentials for a professional Summit presence. Available in two customization options to suit your goals and budget.

Starting from €16,990



PURE

A reliable and clean white stand concept with a stable construction. Our proven best-seller for companies looking for a solid, functional presentation space, that offers room for customization.

Starting from €20,990



PREMIUM

A premium stand with high-quality materials, acoustic wall elements, modern furniture, and a fully circular, sustainable stand system. The ideal choice for a standout presence.

Starting from €21,990

Overview

Stand Packages SMART and SMART+

SMART+ includes full-surface graphics

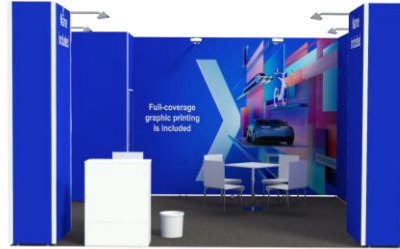


Stand Package SMART 25

- › 25 sqm stand area (row stand)
- › stand construction for rent incl. furniture and 12 sqm graphic print
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 4 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT):

€16,990



Stand Package SMART+ 25

- › 25 sqm stand area (row stand)
- › stand construction for rent incl. furniture and full-surface graphics
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 4 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT):

€20,990



Stand Package SMART 40

- › 40 sqm stand area (corner stand)
- › stand construction for rent incl. furniture and 18 sqm graphic print
- › 48" monitor included
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 6 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT):

€26,990



Stand Package SMART+ 40

- › 40 sqm stand area (corner stand)
- › stand construction for rent incl. furniture and full-surface graphics
- › 48" monitor included
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 6 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT):

€30,990

Services in detail

Stand Packages SMART and SMART+

Package	25 sqm – row stand		40 sqm – corner stand	
	SMART 25	SMART+ 25	SMART 40	SMART+ 40
Stand construction for rent	✓	✓	✓	✓
Cabin with door (lockable)	✓	✓	✓	✓
Branding to the aisle side standard lettering	40 characters (20 per side)	full-surface graphics included	40 characters (20 per side)	full-surface graphics included
Graphic display area (digital printing included)	12 sqm (400 x 300 cm)	50 sqm (full wall surface + door)	18 sqm (600 x 300 cm)	47 sqm (full wall surface + door)
Furniture	1 table, 70 x 70 cm, white 4 chairs, white 1 counter, white 1 bar stool, white 1 trash can, white	1 table, 70 x 70 cm, white 4 chairs, white 1 counter, white 1 bar stool, white 1 trash can, white	1 table, 70 x 70 cm, white 4 chairs, white 1 counter, white 1 bar stool, white 1 trash can, white	1 table, 70 x 70 cm, white 4 chairs, white 1 counter, white 1 bar stool, white 1 trash can, white
Monitor	optionally bookable	optionally bookable	48" incl. stand	48" incl. stand
Power connection incl. consumption	3 kW	3 kW	3 kW	3 kW
Carpet, anthracite	✓	✓	✓	✓
Setup and dismantling	✓	✓	✓	✓
Exhibitor passes	4	4	6	6
Visitor invitation ticket allowance	€50/sqm	€50/sqm	€50/sqm	€50/sqm
Waste disposal fee (€10.00/sqm)	inclusive	inclusive	inclusive	inclusive
Stand cleaning, daily after 7:00 p.m.	inclusive	inclusive	inclusive	inclusive
Communication fee (€1,350/per stand)	inclusive	inclusive	inclusive	inclusive
Package price (plus VAT)	€16,990	€20,990	€26,990	€30,990

Overview

Stand Package PURE



Stand Package PURE 25

- › 25 sqm stand area (row stand)
- › stand construction for rent incl. furniture and 11.1 sqm graphic print
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 4 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT):

€20,990



Stand Package PURE 40

- › 40 sqm stand area (corner stand)
- › stand construction for rent incl. furniture and 18 sqm graphic print
- › 48" monitor included
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 6 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT):

€30,990

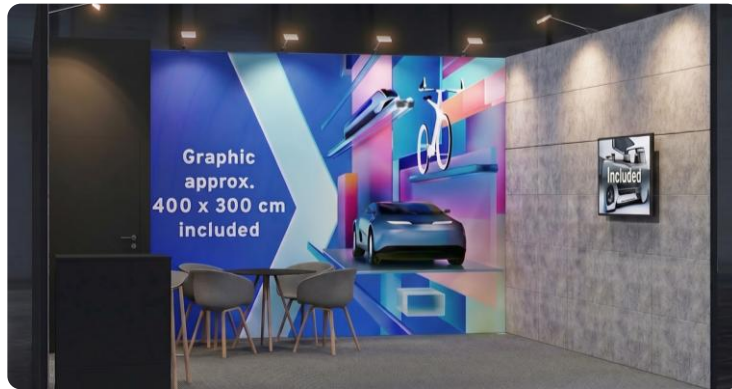
Services in detail

Stand Package PURE

Package	25 sqm – row stand	40 sqm – corner stand
	PURE 25	PURE 40
Stand construction for rent	✓	✓
Cabin with door (lockable)	✓	✓
Branding to the aisle side standard lettering	40 characters (20 per side)	40 characters (20 per side)
Graphic display area (digital printing included)	11.1 sqm (370 x 300 cm)	18 sqm (600 x 300 cm)
Furniture	1 table, 70 x 70 cm, white 4 chairs, white 1 counter, white 1 bar stool, white 1 trash can, white	1 table, 70 x 70 cm, white 4 chairs, white 1 counter, white 1 bar stool, white 1 trash can, white
Monitor	optionally bookable	48" incl. wall mount
Power connection incl. consumption	3 kW	3 kW
Carpet, anthracite	✓	✓
Setup and dismantling	✓	✓
Exhibitor passes	4	6
Visitor invitation ticket allowance	€50/sqm	€50/sqm
Waste disposal fee (€10.00/sqm)	inclusive	inclusive
Stand cleaning, daily after 7:00 p.m.	inclusive	inclusive
Communication fee (€1,350/per stand)	inclusive	inclusive
Package price (plus VAT)	€20,990	€30,990

Overview

Stand Package PREMIUM



Stand Package PREMIUM 25

- › 25 sqm stand area (row stand)
- › stand construction for rent incl. furniture and 12 sqm graphic print
- › 48" monitor included
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 4 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT)*:

€21,990



Stand Package PREMIUM 40

- › 40 sqm stand area (corner stand)
- › stand construction for rent incl. furniture and 21 sqm graphic print
- › 48" monitor included
- › incl. mandatory costs (waste disposal fee, communication fee)
- › 3 kW power connection incl. consumption
- › 6 exhibitor passes
- › Visitor invitation ticket allowance (€50/sqm)

Package price (plus VAT)*:

€33,990

Services in detail

Stand Package PREMIUM

Package	25 sqm – row stand	40 sqm – corner stand
	PREMIUM 25	PREMIUM 40
Stand construction for rent	✓	✓
Cabin with door (lockable)	✓	✓
Graphic display area (digital printing included)	12 sqm (400 x 300 cm)	21 sqm (700 x 300 cm)
Furniture	1 table, 70 x 70 cm, black/oak 4 chairs, fully padded, gray/oak 1 counter, black 1 bar stool, fully padded, gray/oak 1 trash can, black	1 table, 70 x 70 cm, black/oak 4 chairs, fully padded, gray/oak 1 counter, black 1 bar stool, fully padded, gray/oak 2 lounge armchairs, gray/oak 1 lounge sofa, gray/oak 1 side table, Ø 60 cm, black/oak 1 trash can, black
Monitor	48" incl. wall mount	48" incl. wall mount
Power connection incl. consumption	3 kW	3 kW
Carpet, anthracite	✓	✓
Setup and dismantling	✓	✓
Exhibitor passes	4	6
Visitor invitation ticket allowance	€50/sqm	€50/sqm
Waste disposal fee (€10.00/sqm)	inclusive	inclusive
Stand cleaning, daily after 7:00 p.m.	inclusive	inclusive
Communication fee (€1,350/per stand)	inclusive	inclusive
Package price (plus VAT)	€21,990	€33,990

General terms and conditions, data privacy, instructions

Stand Packages

Bookings
accepted
until June 30,
2027



How to order a stand package?

Please apply as an exhibitor for the IAA MOBILITY 2027 Summit. In the process of the application, you can choose a stand construction. Please be aware that the stand packages are only available in size 25 sqm (row stand) and 40 sqm (corner stand). We kindly ask you to choose the stand construction by June 30, 2027 at the latest.

Participation conditions:

Exhibitors who order a stand package after they have ordered a stand space will receive a refund for the stand space and a new invoice for the stand package price which includes the stand space.

For all other issues the [general exhibition conditions](#) and [organizational & technical guidelines](#) for IAA MOBILITY 2027 apply.

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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