

## **STARTUP AREAS**



\* All images are for reference only and may differ from the final product.

### BE ONE OF 100 STARTUPS AT IAA MOBILITY!

- pre-built stands including all necessary services
- centrally located startup areas ensure high visibility
- direct proximity to the market leaders of the industry
- exclusive events with investors, industry and press

66 IAA MOBILITY allowed us to present our new technologies to an extremely large and high-profile audience. For us, IAA MOBILITY was the kick-off to commercialize our technology." Felix Poernbacher, Co-Founder Deep Drive



## **STARTUP OFFERS**



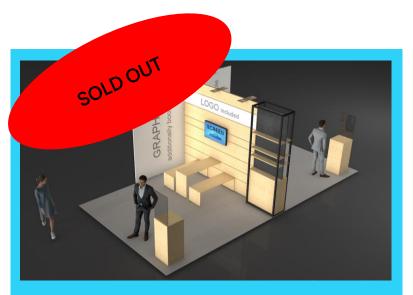
#### **PACKAGE S**

- 4 sqm stand area
- incl. mandatory costs
- access to exclusive startup events



### **PACKAGE M**

- 9 sqm stand area
- incl. mandatory costs
- access to exclusive startup events
- incl. display
- showcase your exhibit



#### **PACKAGE L**

- 16 sqm stand area
- incl. mandatory costs
- access to exclusive startup events
- incl. display
- showcase your exhibit

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» IAA MOBILITY 2023

## **TOPIC AREAS FOR STARTUPS**

- AUTOMOTIVE
- CYCLING & MICROMOBILITY
- MaaS & PUBLIC TRANSPORTATION
- SUSTAINABILITY & CIRCULAR ECONOMY
- DIGITAL SOLUTIONS & AI
- SMART CITY INFRASTRUCTURE
- CHARGING INFRASTRACTURE
- AUTONOMOUS MOBILITY

## **APPLICATION PROCEDURE**

There are 100 available spots for startups. Based on the application form, the IAA team selects the most suitable startups with the help of its partners. In addition to the topic area and criteria, the product, business model and pitch documents will also be considered.

Applicants will receive feedback on their application by March 1st at the latest.

### Criteria

- founded 2017 or later
- Assignment to topics and nomenclature
- Founder(s) hold(s) the majority shares

- no spin-off
- successful application and confirmation by IAA MOBILITY





# **CONTACT US**

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## IAA MOBILITY 2021 **A SUCCESS STORY**



407,379 visitors from 95 countries



0000 ŴŴŴ 8,846 test drives

71% of visitors under the age of 40

75 bike brands

744



936 international speakers from 32 countries



exhibitors from 32 countries

2,214 tons compensated CO<sub>2</sub>

90,299 m<sup>2</sup> exhibition space

3,500 accredited journalists

137 billion potential international media reach



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33,800 media clippings

## IAA MOBILITY 2023 — Target Groups

## B2B

#### Industries:

Automotive, Tech Digital, Software, Cycling, Micromobility, Mobility–Solutions, Project Planners, Urban Planners, Infrastructure, Gaming, Entertainment, VCs, Incubators, Accelerators, Startups, Cooperations

#### **Corporate functions:**

Sales, Purchasing, Marketing, Product Management, Design, R&D, Production, Strategy, Digital Tech, HR, M&A, (Young) Professionals, Automotive

#### Company level:

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

#### **SUMMIT & CONFERENCE**

## **B2ESG**

- E = Environmental
- S = Social
- G = Governance
- > Political decision makers
- > ESG Organizations
- > NGOs
- > Public authorities
- Representatives of federal & state governme nts
- > Science

### 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

#### **SUMMIT & OPEN SPACE**

#### **OPEN SPACE & VIRTUAL**

# IAA Mobility — Timings 2023

