

Stand rentals IAA Summit

Fairground • B2B • September 7–10, 2027

Press & media day: September 6, 2027

Space limit: 2,000 sqm per exhibitor/brand; minimum size: 25 sqm

**Book IAA Summit +
IAA Open Space
and get a cost advantage of
320.00 € per sqm on the
IAA Open Space price**

Rental charges groundfloor at the IAA Summit (no stand building included)

Per sqm in € plus VAT

Row Stand (1-side open)	330.00 €
Corner Stand (2-sides open)	390.00 €
Peninsula Stand (3-sides open)	435.00 €
Island Stand (4-sides open)	455.00 €

Additional booth level(s):

(also for used upper floors of show trucks or similar)

**30% of the sqm price
for the floor space**

Rental charges outdoor areas at the IAA Summit (no stand building included)

Per sqm in € plus VAT

Outdoor areas	110.00 €
Outdoor areas between halls/loading yards	145.00 €

Other obligatory costs at the IAA Summit

Per sqm in € plus VAT

Waste disposal fee	10.00 €
Advance payment services (used as deposit for services e.g. electricity, water, etc.)	15.00 €

Communication fee—per exhibitor/co-exhibitor

1,350.00 €

Chargeable for each exhibitor and co-exhibitor.

Invoicing by Messe München GmbH.

The following services are included:

- Stand placement in all floor plans with (if necessary abbreviated) company name (without logo) & stand number
- Listing in the alphabetical exhibitor directory (company name, ZIP code, city, country, hall + stand)
- Exhibitor profile (company name, street, ZIP code, city, country, company phone, company e-mail, website, social media links, hall + stand)
- Key visual
- Teaser text in all directories (80 characters)
- Company description in the exhibitor profile: 1,200 characters, German + English
- 5 entries in the product categories at 85.00 € each
- Contact form
- Company logo in all directories and in the exhibitor profile
- New: 1 product presentation

Ticket flat rate

50.00 €

A ticket flat rate of 50.00 € per sqm is included in the stand rental prices and can be used for guest tickets to invite third parties and/or employee tickets.