

» IAA MOBILITY 2023  
04/09 – 10/09

EXPERIENCE CONNECTED MOBILITY

Cycling & Micromobility packages

# IAA MOBILITY 2021 — a success story



**407,379**

visitors from 95 countries



**2,214 tons**

compensated CO<sub>2</sub>



**8,846**

test drives



**90,299 m<sup>2</sup>**

exhibition space



**71%**

of visitors under  
the age of 40



**3,500**

accredited journalists



**75**

bike brands



**137 billion**

potential international  
media reach



**936**

international speakers  
from 32 countries



**78 start-ups**

on 1,500 m<sup>2</sup>



**744**

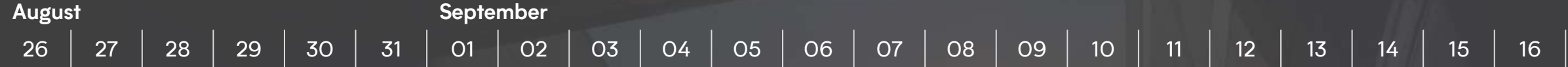
exhibitors from 32 countries



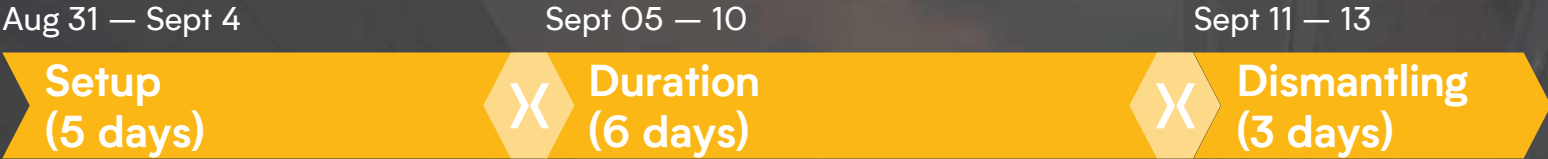
**33,800**

media clippings

# IAA MOBILITY — Timeline 2023

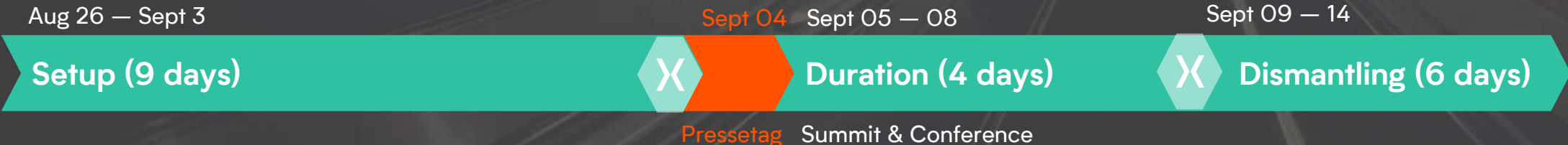



## Open Space = B2C



 Munich: Hofgarten & Ludwigstraße

## Summit = B2B



 Messe München GmbH

# IAA MOBILITY — Zielgruppen

1

## B2B

### Business

C-level, sales, purchasing, marketing, product management, design, HR, (young) professionals, tech (big tech, start-ups, OEM and supplier departments), digital, software, platforms, AI, gaming, entertainment, R&D, production, strategy, micromobility, mobility solutions, VCs, incubators, M&A, collaborations, start-ups

### Working departments:

Sales, Purchasing, Marketing, Projektplanung, Productmanagement, Design, R&D, Production, Strategie, Digital Tech, HR, M&A

### Unternehmenslevel:

C-Level, Decision-Makers, Head of Department, (Young) Professionals etc.

**SUMMIT & CONFERENCE**

2

## B2ESG

E = Environmental

S = Social

G = Governance

- > Politics (International & National)
- > ESG organisations
- > NGOs
- > Associations
- > Authorities
- > Ministries
- > Representatives of Federation
- > Science

**SUMMIT & OPEN SPACE**

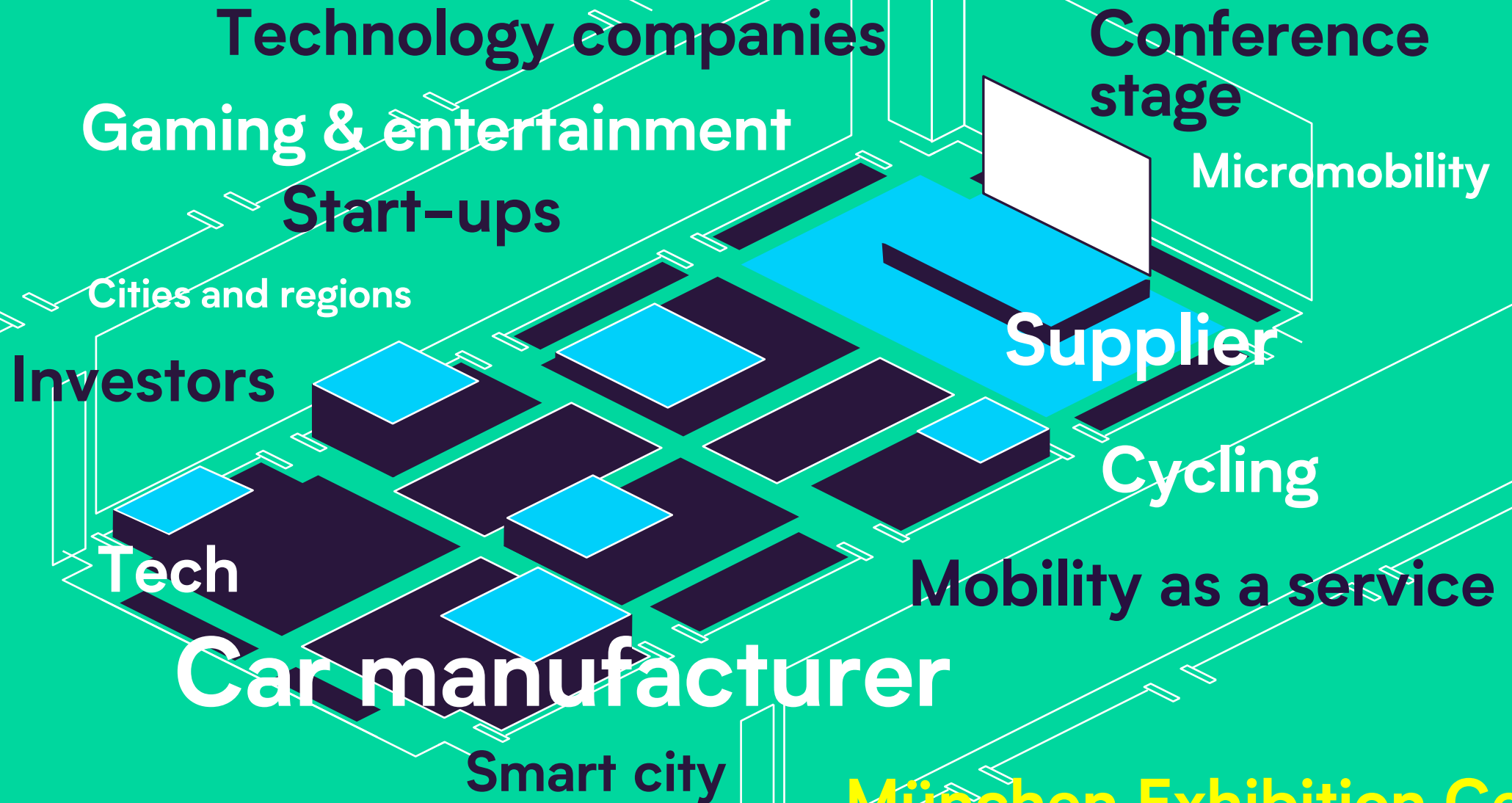
3

## B2C

- > Special interest in mobility
- > Open Space audience
- > Citizens of Munich and around
- > Incl. Gen Z und Gen Alpha

**OPEN SPACE**

# IAA SUMMIT



**München Exhibition Centre**

# Combipackages: B2B/B2ESG Summit & B2C Open Space

	City Special <b>S</b>	City Special <b>M</b>	City Special <b>L</b>	City Special <b>50/50</b>
 Space at Open Space (B2C)	9 m <sup>2</sup>	18 m <sup>2</sup>	27 m <sup>2</sup>	27 m <sup>2</sup>
 Pre-built booth at Summit (B2B)	9 m <sup>2</sup>	9 m <sup>2</sup>	9 m <sup>2</sup>	25 m <sup>2</sup>
 Guest tickets flat rate	100,- €	130,- €	180,- €	200,- €
 Communication fee	950,- €	950,- €	950,- €	950,- €
 exhibitor passes for Summit	3	4	5	6
	<b>6.700,-€</b>	<b>7.700,-€</b>	<b>9.500,-€</b>	<b>17.500,-€</b>

> \* all price exkl.tax



## CONNECTED PAKET

Plenty of room for B2C contacts and B2B synergies. For companies that are driven by cross-industry interaction and customer relations in the same way: the CITY SPECIAL 50/50.

## OPEN SPACE

Space from 25 m<sup>2</sup> starting



## SUMMIT

from 25 m<sup>2</sup> pre-built PURE or EASY booth

PURE or EASY booth-package (25, 40 or 60 m<sup>2</sup>)

or

individuel booth + rental for stand

**+ ADVANTAGE:** 15% discounted package price\*

\* Minimum booking 25 sqm each at the OPEN SPACE and SUMMIT. The stand position at the OPEN SPACE is allocated by IAA MOBILITY and includes the stand space only. The conditions of the PURE or EASY arrangements apply for the SUMMIT if applicable. 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.



## GLOBAL VISIONARY PAKET

the mix of VISIONARY CLUBHOUSE, SUMMIT and OPEN SPACE. The VISIONARY CLUBHOUSE, with approx. 300 sqm centrally located in the heart of the IAA MOBILITY SUMMIT, is part of the most relevant international content and dialog platform for the mobility of the future



## CONNECTED PAKET



## VISIONARY CLUBHOUSE Session

Session (45 min., format of your choice) on the Cycling, E- & Micromobility

Including extra reach via the integration of the content in the official IAA MOBILITY conference program; networking lounge & catering

**+ ADVANTAGE:** 20% package price\* SUMMIT & OPEN SPACE **+ 25% discount\*** VISIONARY CLUBHOUSE SESSION

\* Minimum booking 25 sqm each at the OPEN SPACE and SUMMIT. The stand position at the OPEN SPACE is allocated by IAA MOBILITY and includes the stand space only. The conditions of the PURE or EASY arrangements apply for the SUMMIT if applicable. 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.

OVERVIEW

# IAA Open Space





# Pakete B2C: Cycling only – Open Space Sponsoring



Space at Open Space (B2C)

25 m<sup>2</sup>

40 m<sup>2</sup>

60 m<sup>2</sup>

80 m<sup>2</sup>

100 m<sup>2</sup>

5kw Power

5kw Power

5kw Power

10kw Power

10kw Power

Disposal

Disposal

Disposal

Disposal

Disposal



included

Communication

Communication

Communication

Communication

Communication

3 Exhibitor passes

4 Exhibitor passes

5 Exhibitor passes

6 Exhibitor passes

7 Exhibitor passes

750€  
Ticket flat rate

1200€  
Ticket flat rate

1800€  
Ticket flat rate

2400€  
Ticket flat rate

3000€  
Ticket flat rate



„Presented by“  
Programmslot

1

1

2

2

3



Ribbon with logo  
integration

1

1

2

2

3



Hofgarten

9.900,-€

12.800,-€

19.700,-€

23.500,-€

30.500,-€



Ludwigstraße

11.200,-€

14.800,-€

22.700,-€

27.500,-€

35.500,-€

› \* alle Preise exkl. MwSt

# CYCLING ACTIVATION AREA

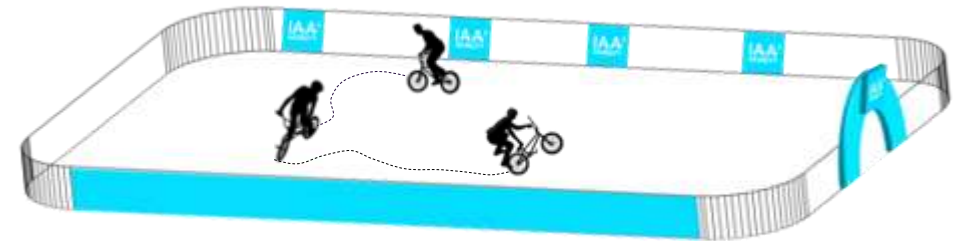
300qm Aktivierungsfläche für maximalen Cycling-Spaß. Auf der Open Space Cycling Activation Area werden vielseitige Programmpunkte mit Themenschwerpunkt: Cycling & Micromobility, Entertainment, Try-Outs über den gesamten Veranstaltungszeitraum bespielt.

Die Programmpunkte sind vielseitig — von Mountain Bike Kids Trails, über Seniorenfahrtsicherheitstraining, Ride Outs zu BMX Stunt Shows — hier ist für alle Open Space Besucher etwas dabei.



## Key Facts

- Konzept  
Vielseitige Entertainment- und Trainingsangebote rund um das Thema Cycling
- Verortung  
Ludwigstraße
- Größe & Aufbau  
300qm bezaunte Fläche, Flächenbespielung und Umbauten analog den Programmpunkten
- Zeitraum  
Gesamter Veranstaltungszeitraum (05.-10. September 2023), wechselnde Bespielung





**YOU CAN REACH**

**US AT**

**STEFAN FISCHER**

Key Account Manager Cycling & Micromobility

IAA MOBILITY / Messe München

[stefan.fischer@messe-muenchen.de](mailto:stefan.fischer@messe-muenchen.de)

**DANIELA STEINER**

Sales Manager Germany

Messe München

[daniela.steiner@messe-muenchen.de](mailto:daniela.steiner@messe-muenchen.de)

<http://iaa-mobility.com/registration>