

EXPERIENCE
CONNECTED
MOBILITY

CYCLING AND
MICROMOBILITY
PARCOURS



SALES BROCHURE

» IAA MOBILITY 2023

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Create emotions

Stand out: demonstrate your newest cycling and micromobility products in action. Create lasting emotions on the diversified parcours at the Summit.

Boost your profile

Stage your innovations and your brand accessibly. Show that the emission-free future of mobility has already started for your company.

Gain valuable feedback

Before and after the testing on the parcours, you can enter into direct discussion with your target audience and gain unfiltered feedback about your products.

Participation options

- › Offer testings with your emission-free cycling and micromobility innovations e.g. (e-)bikes, cargobikes, scooters, etc
- › Marketing and sponsorship opportunities along the Cycling and Micromobility Parcours

Important information



› General conditions

- › Participation is open to all zero-emission cycling and micromobility vehicles e.g. (e-)bikes, cargobikes, scooters, etc.
- › All vehicles must have [a liability insurance](#)



› Procedure of testing

- › Welcome visitors to your own registration area directly at the course, where your vehicles are parked. After a briefing, the visitor proceeds to the entrance of the parcours and the test ride can begin.
- › IAA [visitor drives the vehicle himself](#) and in agreement with the exhibitor can choose the duration of the testing on the parcours itself
- › After completing the test ride, the visitor returns the vehicle to your registration area at the parcours



› Usage times

- › [During the regular opening times of the IAA Summit](#)
04.09. 8:00 am - 6:00 pm; 05.09. - 08.09.23, 9:00 am to 6:00 pm



Location at the Summit

Parcours area

Option 1: INDOOR – integration in one of the Summit halls

Option 2: OUTDOOR - loading yard between the halls

Both options are currently under review

*The organizer explicitly reserves the right to make changes.

Conditions & prices

Participation in the parcours from 04. – 08.09.2023

- › 4m x 6m (24m²) stand space for own registration area* located directly at the parcours incl. 3 kW power supply & consumption
- › Access to the parcours for your vehicles
- › Entry in the list of participants & promotion via the IAA communication channels

Participation price:

5.500,00 € (plus VAT)

Optional services:

Price per additional square meter of registration space (max. 50m²)

**89,50 €
(plus VAT)**





Sponsoring package

Maximum visibility with sponsorship package

4x Presenting partner

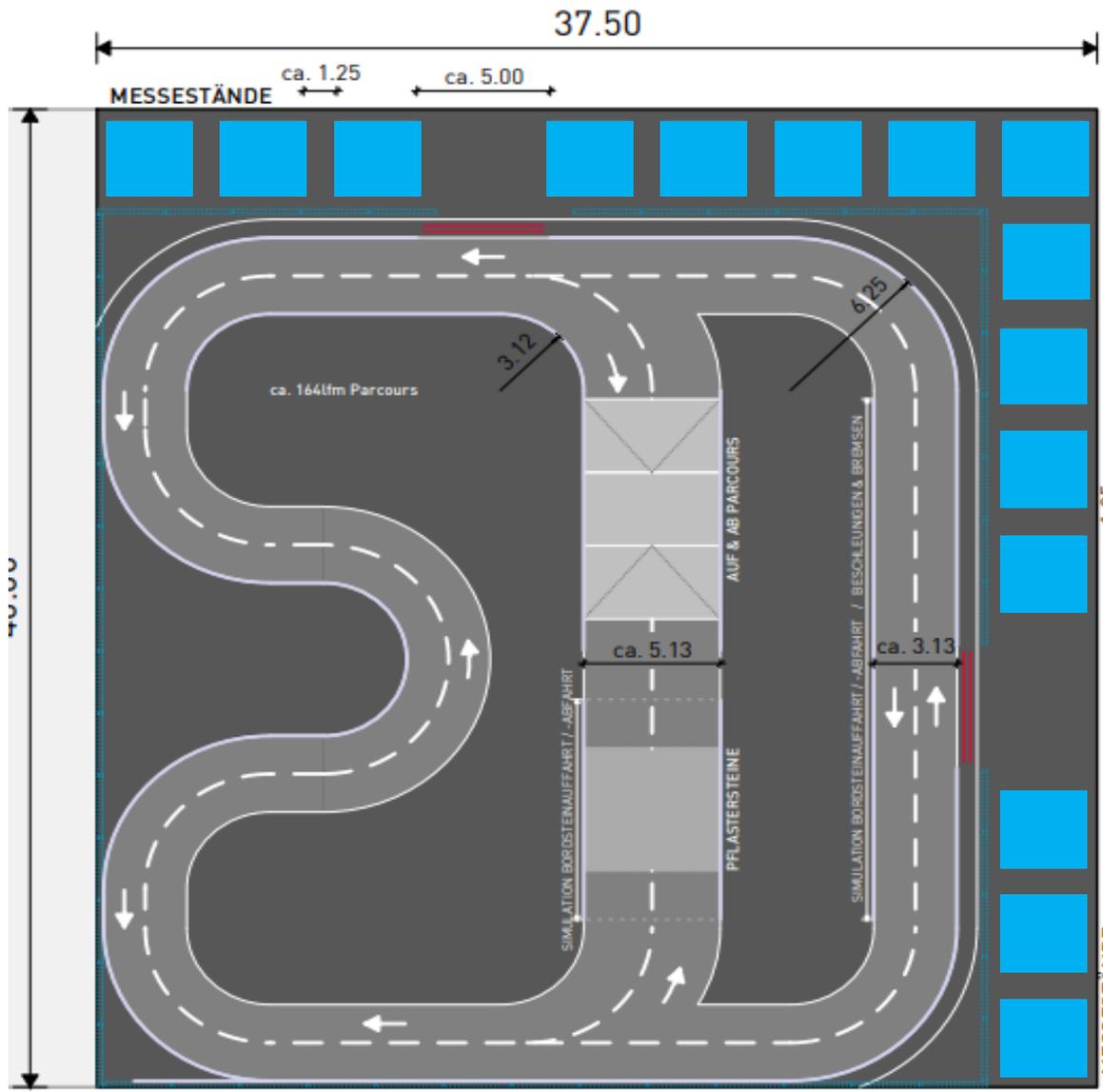
- › Placement of branded covers on 10 barrier grids along the course of the track.
- › Set up of an inflatable branded archway in the course of the track
- › (covers and archway are to be provided by the partner)
- › Inclusion as "Presenting Partner - IAA Cycling and Micromobility Parcours" on the event website, in the app and the visitor flyer incl. logo and integration in communication and PR.

Costs per Presenting Partner:

10.000,00 € (plus VAT)

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Standfläche 1.500m²

Exemplary Parcours layout

Legend

-  Exhibitor registration areas (amount flexible)
-  Separated test course with various obstacles and driving situations



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