

Overview of costs and conditions Test Drives

In response to your enquiry, we are delighted to be able to offer you the following services in conjunction with your participation for Test Drives at the IAA MOBILITY 2023.

Cost summary		
offers	exhibitor	non exhibitor
½ container at an arrival or departure point (incl. equipment, entire event)	€13,500	€23,500
1 container at an arrival or departure point (incl. equipment, entire event)	€27,000	€37,000
Exhibition platform on a container at the Summit (only available with exclusive container booking) (incl. set-up/lifting the vehicle, entire event)	€10,000	€10,000
Exhibition platform on a container at the Open Space (only available with exclusive container booking) (incl. static calculation, approval procedure with the responsible agencies. Set-up/lifting of the vehicle, entire event)	on request	on request
Service charge per vehicle* (participating hybrid, hydrogen or fully electric vehicle, entire event) * Includes one night parking space per vehicle, personnel costs (hall attendant, fire guard, stewards, staffing of the gate), integration of vehicles and exhibitor information in the IAA MOBILITY app.	€1,800	€2,800
Charging infrastructure & power consumption (Summit)** (participating hybrid, hydrogen or fully electric vehicle, entire event) ** Includes power connection (11kW) and electricity consumption; the exhibitor must bring wall boxes or similar facilities for charging	€1,750	€1,750
Provision of necessary requested infrastructure (e.g. sensor technology along the test track for demonstrating use cases)	on request	on request

All prices exclude VAT

In the unlikely event that an insufficient number of participants register for the Test Drives, or if it proves financially unviable, the VDA will be left with no option but to withdraw this offer.

All other costs incurred by individual exhibitors, for example costs associated with insurance and refuelling the vehicles, or for the manufacturers' own employees, shall be borne separately by the participating exhibitors and are not included in the aforementioned costs.

Test Drives

The Test Drive arrival and departure points are located at the Summit near the North Entrance of the exhibition grounds (specific location currently under review). In the Open Space areas of the IAA MOBILITY 2023, there are several arrival and departure points (Königsplatz, Ludwigstraße, Wittelsbacher Platz, Apothekenhof, Max-Joseph-Platz). Containers offer manufacturers ample space to register and engage in conversations with IAA MOBILITY visitors. Vehicle pick-up and drop-off will take place in adjacent holding areas in the immediate vicinity of the respective arrival and departure points. The individually routes can be freely chosen by each exhibitor.

The Test Drive arrival and departure points will be in accordance with the IAA MOBILITY design. Arrival and departure points at the Summit and the Open Space will be planned in accordance with the number of binding registrations and the number of participating vehicles.

- At the Summit near the North Entrance of the exhibition grounds (specific location currently under review) will serve as vehicle arrival and departure point.
- In the Open Space areas, several possible locations (Königsplatz, Ludwigstraße, Wittelsbacher Platz, Apothekenhof, Max-Joseph-Platz) will be used for vehicle arrival and departure points and parking lots.
- The Test Drives will open at the Summit on September 4th, 2023 from 8:00 am to 6:00 pm and from September 5th to September 8th, 2023 from 9:00 am to 6:00 pm.
- The Test Drives will open at the Open Space on September 5th to September 9th, 2023 from 10:00 am to 8:00 pm and on September 10th, 2023 from 10:00 am to 5:00 pm.

Promotional activities

The IAA MOBILITY will use extensive and targeted advertising activities to draw the attention of the public and trade fair visitors to the Test Drives and participating manufacturers.

These include:

- IAA visitors' promotion campaign
- IAA app
- IAA website
- IAA signposts and on-site signage
- Potential advertising in the IAA visitor flyer
- Targeted VDA press releases
- IAA exhibitor catalogue

At the outside edges of the course (barriers) and at the arrival and departure points (primarily at the Summit), branded covers with the logos of the participants will be attached. Arrival and departure points (containers) will also be fitted with participants' logos. These branded covers will be organized by the IAA team. You will be contacted and asked to supply your logo.

Registration form: Test Drives IAA MOBILITY 2023

Verband der Automobilindustrie e.V. (VDA)
 Mr Simon Schönberg
 IAA
 Behrenstraße 35
 10117 Berlin

Please RSVP by April 28, 2023.

Tel: +49 30 89 78 42 – 208
 Email: simon.schoenberg@vda.de

Registration

Please fill out the registration form as appropriate:

We hereby submit our **binding*** registration for the Test Drives.

We participate as	exhibitor	non exhibitor
	<input type="checkbox"/>	<input type="checkbox"/>

offers	exhibitor	non exhibitor	selection
½ container at an arrival and departure point at the Summit	€13,500	€23,500	<input type="checkbox"/>
½ container at an arrival and departure point at the Open Space	€13,500	€23,500	<input type="checkbox"/>
1 Container at an arrival and departure point at the Summit	€27,000	€37,000	<input type="checkbox"/>
1 Container at an arrival and departure point at the Open Space	€27,000	€37,000	<input type="checkbox"/>
Exhibition platform on a container at the Summit (only available with exclusive booking of a container)	€10,000	€10,000	<input type="checkbox"/>
Exhibition platform on a container at the Open Space (only available with exclusive booking of a container)	on request	on request	<input type="checkbox"/>
Service charge per vehicle	€1,800	€2,800	Quantity:
Charging infrastructure & energy (Summit)	€1,750	€1,750	Quantity:
Provision of specially requested infrastructure	on request	on request	<input type="checkbox"/>

All prices exclude VAT

Limitation of liability for the IAA Test Drives

The VDA does not accept any liability whatsoever for damage to property or personal injury suffered by the exhibitor as a result of a technical defect in the vehicle and/or from an error on the part of the visitor driving the vehicle, the driver provided and instructed by the exhibitor, or by a driver from an external agency, at any time during a test and/or shuttle drive on the IAA Mobility grounds and/or the city drive, intercity drive or motorway drive. The VDA only makes the exhibition area available to the exhibitor on the exhibition grounds and at the Open Space for conducting test drives at the exhibitor's own responsibility, and provides the IAA app to inform visitors about the participating exhibitors and their specific vehicles. In the event that the participating visitor (third party) suffers damage due to a technical defect in the vehicle and/or due to an error on the part of the visitor driving the vehicle the driver provided and instructed by the exhibitor, or by a driver from an external agency, at any time during a test and/or shuttle drive on the IAA Mobility grounds and/or the city drive, intercity drive or motorway drive, the exhibitor undertakes to indemnify the VDA against claims of any legal nature brought by the third party. Furthermore, VDA shall be reimbursed for all legal costs arising from the defence of any such claims. As public traffic will also be using public roads, road traffic regulations must be observed at all times. In all other respects, the [IAA Mobility 2023 exhibition conditions](#) shall apply.

Analogue to previous events, we will not be setting up a main registration stand for interested visitors. Meeting customers at the arrival and departure points and completing the necessary formalities (incl. insurance, checking driving licence, fitness to drive, ride-sharing tickets, etc.) will take place at your own registration container and the test drives will be conducted at your own risk. As an exhibitor, you are free to decide whether visitors drive themselves or experience the test drive as a passenger.

Participating visitors must sign a waiver of liability vis-à-vis the exhibitor (to be provided by the exhibitor – please send us your form in advance of the IAA MOBILITY by August 04, 2023 at the latest) and provide proof that they hold a valid driving licence (if they will be driving themselves). The exhibitor shall be responsible for ascertaining that the visitor is able and in condition to drive the vehicle themselves. A person familiar with the vehicle must be present in the front passenger seat at all times during test drives. Please also be aware that test vehicles used must have appropriate insurance cover and be approved for use on public roads.