» IAA MOBILITY
2023

Important Information I Odeonsplatz

Status 1.5.2023

The *Requirements for presentation in the Open Space* as well as the *Organizational & Technical Guidelines* apply to all locations

Set up:	31.8. – 04.09.2023	daily 06.00 – 22.00 h
Showtime:	05. – 09.09.2023	10.00 – 20.00 h
	10.09.2023	10.00 – 17.00 h
Dismantling:	10.09.2023	expected 18.00 – 22.00 h
	11. – 13.09.2023	daily 06.00 – 22.00 h

Due to a subsequent event, dismantling in some areas of the site will end before the regular end of the dismantling period. Affected exhibitors will be informed about the corresponding areas in the stand confirmation.

Special features of the location

The statue located in the middle of the location must be visible and accessible at all times.

The Bavarian State Ministry of the Interior, Sports and Integration is located at the south-west corner of the square. Along the entire edge of the building, a security area extends 15m into the square. This area cannot be driven on and must be kept permanently free of any material.

For areas along the cycle path, structural measures (e.g. parapet elements, fences or plants) must be taken to ensure that it is not possible to enter the stand area via the cycle path.

Power supply

The availability per m² stand space depends on the total demand of all exhibitors of the location. Main cabling must be planned individually and will be generally installed above ground level. Final setting will be defined after the overall square planning. Cabling for power supply of each stand may be installed through other stand areas.

Water and wastewater supply

Water and wastewater supply are available. Main plumbing must be planned individually and will be generally installed above ground level. Connecting points will be defined by the Site Manager. Final setting will be defined after the overall square planning. Plumbing for main water supply of each stand may be installed through other stand areas. The water main connections offered are of drinking water quality up to the transfer point.

Internet supply

Internet will be available at all locations. Band width details will be defined, must be planned individually and will be generally installed above ground. Final setting will be defined after the overall square planning. Cabling for internet supply of each stand may be installed through other stand areas.

Floor loading

The permissible point load on a base area of 50 cm by 50 cm is 5t (50 kN, soil pressure 200 kN/m²). It must be ensured that the floor load does not exceed an evenly distributed surface load of 10 kN/m². Higher loads may be possible, but must be checked and verified separately.

Floor protection

To protect the historical floors, an individual protection concept has to be developed between the exhibitor and the Site Manager (contact details below). In case a built-in protection is required, the installation must be operated by Messe München GmbH only. Costs will be charged to the exhibitor according to the relative stand size.

Floor anchoring/Flagpoles

Floor anchoring (e.g. pegs) as well as earth works is not permitted in the whole IAA Open Space.

Construction height

Maximum construction and advertising height: 7,50 m
Deviating construction heights are checked individually.

Multistorey construction

Multistorey construction is possible in principle and requires individual assessment.

Particular instructions location

The statue located in the middle of the location must be visible and accessible at all times.

On the eastern side of the square is the Bavarian Ministry of the Interior, Sports and Integration. Along the entire edge of the building, a security area extends 15m into the location. This area cannot be driven over and must be kept permanently free of any material.

Construction areas

In order to achieve the most synchronized appearance possible for the individual locations, the maximum permissible building and advertising heights may not be implemented in full in certain areas for design reasons (e.g. to maintain important lines of sight to existing buildings). The corresponding *construction areas* are shown in the stand sketch of the stand confirmation and replace the general design guidelines. Coordination of the location and course of the construction window is possible from the time of this application.

Stand concept

Dialogue, experience and entertainment are the focus of the presentation for the B2C-audience.

Regarding sustainability and ecology, the stand construction will create a new noticeable benchmark.

Exhibitors obligate themselves to implement their brand performance as certificated CO2-neutral on the balance sheet.

Stand design

The minimum size of possible stand space is 50 sqm, the maximum size is 1.000 sqm per exhibitor/brand.

Stand areas will be designed preferably welcoming, easy to access, open and transparent, to secure the historical sense of the squares as well as the visibility of adjoining exhibitors.

Stand buildings will be notable as urban and fit organically into the cityscape.

Recyclable and/or multi-use material will be the preferential and predominantly used material

Accessibility is of particular importance in the planning of the exhibition areas. Taking into account DIN18040-3 Barrier-free construction, it must be ensured that all relevant exhibition areas and their facilities (including those on upper floors) are accessible to and usable by persons with limited mobility without assistance.

Plan approval

All stand buildings in the Open Space are subject to approval.
The planned stand design should be submitted to the organizer as early as possible and before the start of detailed planning for obligatory coordination with the authorities involved. Stand constructions without official approval may not be implemented on site.

The review and approval of the submitted documents as well as the coordination with the municipal authorities will be carried out exclusively by the organizer or the OpenMesseService (OMS).

Direct contact with the municipal authorities by the exhibitor or the companies acting on his behalf is expressly not desired.
Technical approval documents must be submitted to the organizer for inspection and approval by 30.6.2023 at the latest.

It is strongly recommended to check the site conditions on site.

Advertisement

Advertising measures are only possible within the rented stand areas. Sales activities are governed by the Organizational & Technical Guidelines.

IAA Experience

It is possible to carry out test drives in the immediate vicinity of the location.

Daytime and evening events

Exhibitors may hold individual daytime and evening events within the rented stand areas.

All daytime/evening events are subject to registration and approval. Implementation is only possible after coordination and written approval by Open Messe Service (OMS).

All events must be registered latest 8 weeks before the start of the IAA MOBILITY. Later registered events may not be considered.

The registration form is available in the Exhibitor Shop from May 2023.

Toilets

Mobile toilets are availbale in walking distance.

Surveillance / security

The responsibility for safety for the rented exhibition area rests with the exhibitor. This includes, among other things, ensuring short-term stand closures (e.g. in the event of overcrowding) and the associated queuing management.

In the event of overcrowding of the location, the organizer's request for stand closure must be complied with.

An overall safety concept, as well as a safety concept for each loaction, will be drawn up.

Logistics

The logistical handling will be carried out exclusively within the event area. The coordination of the areas is carried out by the organizer.

Logistics areas are only available to a limited extent. The coordination of the areas is carried out by the organizer.

The current traffic guide will be available from summer 2023.

During the construction and dismantling period as well as during the runtime, no local parking spaces are available.

Waste disposal

Waste disposal during set up and break down as well as during the whole showtime will be organised centrally and executed by Messe München GmbH service partners only. All exhibitors will be charged a mandatory flat-rate fee of 13,00 EUR/sqm plus VAT. The relevant amount will be issued with the admission invoice in advance.

The disposal of production waste (e.g. machine demonstrations or large amount of catering waste), entire stand elements and complete exhibition stands is not covered by this fee.

In addition, the guidelines for waste disposal in the Organizational & Technical Regulations for IAA 2023 apply.

Person in charge for the stand

With the application, at the latest with the beginning of set up, a technical person in charge has to be announced with full name and mobile number. It is required that this person is continuously approachable onsite as well as by phone at any time during set up, breakdown and showtime, to proceed necessary arrangements in case of storm, disturbances or to the point of cessation of business. (Exhibitor-Shop form 1.2a)

Contact organizer

Exhibition planning
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Technical implementation
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