

Guidelines for presentations in the Open Space

With the Open Space, the IAA MOBILITY brings the innovative mobility of tomorrow to where it can be lived: right in the middle of Munich's urban space. A unique mobility experience awaits visitors to Munich city center.

Particularly important for the exhibitors' presentations is the focus on concepts and offers for new and sustainable mobility. All vehicles and mobility types on show demonstrate emission-free solutions. This makes the IAA an event that expands the ideas of the visitors and shapes a positive future picture of innovative mobility.

In contrast to classic brand presentations, the exhibitors address the general public with elements that focus on dialogue and entertainment. Stand structures are rethought in an urban way and fit into the cityscape as organically as possible. In combination with the classic buildings of the inner-city locations, striking instagrammable looks and an ideal happening character are created.

The following guidelines apply to the allocation of the limited available space:

- As a prerequisite for the allocation of stand area, exhibitors answer basic questions about the concept of the planned brand presentation as part of the obligatory [Query on Presentations in the Open Space](#). The information provided by the exhibitors also serves to prepare the general approvals of the municipal authorities.
- The focus is on presentations and discussions of innovative and sustainable mobility concepts.
- The presentations clearly focus on future technologies and emission-free drive systems. To the extent that the technical development of completely emission-free drive technologies is not yet fully developed and is not yet ready for the market, show cars and concept cars as well as, to a lesser extent, modern low-emission drives with new filter technologies can be presented.
- Regarding sustainability and ecology, a new benchmark is being set in the area of exhibition and stand construction. For example, when designing and realizing the brand presence, attention is paid to a long service life and a high degree of recyclability, as well as recyclable and reusable materials.
- The exhibitors are obliged to balance their presentations CO₂-neutrally.
- The design of the presentations clearly focuses on architectural integration into the cityscape.
- The use of local synergies or existing cooperations (e.g. with local cultural sites) will be considered as best as possible during the placement.
- Interactive visitor concepts with an experience factor in combination with high-quality individual brand presentations are preferred. Participation in overarching IAA formats (e.g. IAA Experience / Test Drive, Family Trail, stages or other cultural activities) is expressly desired.

- Under the sign of the internationality of the IAA MOBILITY, the focus is on a balanced mix between international and German exhibitors, ideally also per location.
- The allocation of the exhibitors is based on the conceptual orientation of the exhibitors (e.g. the direct connection to the Blue Lane for carrying out test drives), but also to avoid duplication of content (e.g. similar offers for children or several e-scooters in the immediate vicinity).
- Minimum area: 50m²
- Maximum area: 1,000m² floor space per exhibitor/brand

- The division of the maximum area into several sub-areas on different locations is possible, but must not exceed 1,000m² in total.
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- Regarding the internationality of the IAA, the focus is on a balanced mix between international and German exhibitors, ideally also per square.

Further Information:

- The exhibition areas of the open space are freely accessible to all visitors. Certain areas may have limited access based on a digital ticketing concept.
- Registrations for the locations in the Open Space are made in coordination with the VDA on the basis of these *Guidelines for the presentation in the Open Space*.
- Preferences for desired areas can be coordinated with the VDA as part of the registration process.
- In case of multiple interested parties for the same stand area, the decision is made by the organizer based on a points system.
- Commitments/reservations of the spaces to the exhibitors are made successively according to the first-come-first-serve principle.
- The binding stand confirmation, including the final details of stand size, proportion and technical details, will be sent out as soon as possible after the exhibitor has accepted the allocation proposal.
- The organizer reserves the right to reject or admit exhibitors only in certain areas due to their content focus.

Points system for the allocation of stand areas in case of multiple interested parties:

| 1. Contentual Conception | Points* |
|--|----------------|
| 1a The focus is on presentations and discussions of innovative and sustainable mobility concepts. The presentations clearly focus on future technologies and emission-free drive systems. (25 points) | |
| 1b Contents are conveyed with interactive concepts and experience factors for B2C visitors: | |
| predominantly (15 points) | |
| partly (10 points) | |
| not at all / unclear (0 points) | |
| Total For admission to the Open Space at least 25 points must be achieved | |
| 2. Experience | Points* |
| 2a Driving activities (of all approved vehicle categories and forms of mobility) for visitors are part of the brand presence. (20 points) | |
| 2b Additional experience formats are offered on the stand area (e.g. simulators, shows, etc.). (5 points) | |
| Total | |
| 3. Design | Points* |
| The open design refers to the architecture of the square and ensures the visibility of neighbouring buildings and exhibitors. (15 points) | |
| Total | |
| 4. Overall IAA | Points* |
| 4a The exhibitor enriches the IAA by using synergies with local cultural sites or existing locations. (10 points) | |
| 4b The exhibitor takes part in the comprehensive offers of the IAA (see above). (10 points) | |
| 4b The exhibitor takes part in the IAA Summit and the IAA Open Space. (10 points) | |
| Total | |
| Total score (of which at least 25 points in part 1, max. possible points 110) | |

*Points are awarded by the organizer. The score will be awarded in full upon fulfillment.

Exhibitors with a higher total score will be given priority.