

Stand rentals Summit

Fairground • B2B • September 9–12, 2025

Space limit: 2,000 sqm per exhibitor/brand; minimum size: 25 sqm

**Book
Summit + Open Space
and get a cost advantage of
300.00 per sqm on the
Open Space price**

Rental charges groundfloor (no stand building included)		Per sqm in € plus VAT
Row Stand (1-side open) for bookings before October 31, 2024		315.00 € 299.25 €
Corner Stand (2-sides open) for bookings before October 31, 2024		370.00 € 351.50 €
Peninsula Stand (3-sides open) for bookings before October 31, 2024		405.00 € 384.75 €
Island Stand (4-sides open) for bookings before October 31, 2024		425.00 € 403.75 €
Additional booth level(s): (also for used upper floors of show trucks or similar)		30% of the sqm price for the floor space
Rental charges outdoor areas (no stand building included)		Per sqm in € plus VAT
Outdoor areas for bookings before October 31, 2024		110.00 € 104.50 €
Outdoor areas between halls/loading yards for bookings before October 31, 2024		140.00 € 133.00 €
Other obligatory costs		Per sqm in € plus VAT
Waste disposal fee		7.50 €
Advance payment services (used as deposit for services e.g. electricity, water, etc.)		15.00 €
Communication fee—per exhibitor/co-exhibitor		1,250.00 €
<p>Obligatory for each exhibitor and co-exhibitor. Production and invoicing are carried out by a service provider commissioned by the German Association of the Automotive Industry.</p> <p>The following services are included:</p> <ul style="list-style-type: none"> - Listing with complete address and communication data in the IAA App and the IAA Exhibitor Portal - 5 entries in the List of Products and Services in the IAA App and the IAA Exhibitor Portal - Teaser text in all exhibitor lists (80 characters DE + EN) in the IAA Exhibitor Portal plus company text (1,200 characters DE + EN) in the exhibitor profile in the IAA App and in the IAA Exhibitor Portal - Key visual in the exhibitor profile in the IAA App and in the IAA Exhibitor Portal - Social media links in the IAA App and the IAA Exhibitor Portal - Alphabetical entry with address data, incl. web address in the IAA Visitor Guide - Company logo in all directories and in the exhibitor profile 		
Ticket flat rate		50.00 €
<p>A ticket flat rate of 50.00 € per sqm is included in the stand rental prices and can be used for guest tickets and/or employee tickets.</p>		