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## 1. General rules for participation

Important information about the organization, planning and implementation of presentations on the exhibition grounds can be found in our [Organizational & Technical Guidelines](#).

### 1.1 Registration

#### 1.1.1 How can I apply for a stand at the IAA MOBILITY as a startup?

Startups can directly book one of the available startup packages via our [registration portal](#).

Please note that all startup registrations will be reviewed by the IAA MOBILITY team. Only startups that meet the event's selection criteria will receive a confirmation of registration and will be officially admitted as exhibitors.

Selection criteria:

- Founded 2016 or later
- Assignment to at least one [topic area](#)
- Founder(s) hold(s) the majority shares
- No corporate spin-off

#### 1.1.2 Until when can I register at the IAA MOBILITY as a startup?

The registration deadline is **June 30, 2027**.

#### 1.1.3 When will I receive the invoice for the stand that I have booked?

Invoices will be issued from March 2027 onward. Please note that it is not possible to make payments using a credit card.

In Germany and the EU, bank transfers are the most common payment method in the B2B sector. Our IT systems are optimally adapted to bank transfers, which contributes to the efficiency of the processes. Unfortunately, we are currently unable to offer credit card payments in our IT architecture.

We therefore ask for your understanding that we can no longer accept direct credit card payments for events in 2027 and beyond.

For payments by credit card with integrated bank transfer, there are numerous transfer service providers such as Wise ([Wise: dein internationales Konto | Geld ohne Grenzen | Wise Irland](#)), Paysend (<https://paysend.com>), Remitly ([Send or Transfer Money Online with Remitly](#)). In this way, we can integrate your payment into the IT landscape and automatically offset it against the outstanding invoice. Please always state the invoice number when making a payment.

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## 1.2 Stand allocation

### 1.2.1 During which period and timing should my stand be manned?

Exhibitors are under obligation to keep their exhibition stands manned and accessible to visitors during the opening hours from 8:00 a.m. - 6:00 p.m. **September 6 (press day)** and from 9:00 a.m. - 6:00 p.m on **September 7 – 10**. Otherwise, the IAA may charge a contractual **penalty of €1,500** for each day the exhibition stand is unstaffed. This does not affect the IAA's right to assert claims for damages.

## 2. Stand construction and graphic surfaces

### 2.1 Stand construction

#### 2.1.1 Where are the Startup Areas located and how big are they?

Each startup area can accommodate approximately 20–30 startups. More information about the halls will follow.

#### 2.1.2 What are the available stand construction packages and what do they include?

For Startups, we offer cost-effective 'all-inclusive' packages. You will find an overview of the startup packages here: [Startup Area Packages IAA MOBILITY 2027](#)

If you require **additional technical equipment** (such as WIFI) over and above the technical equipment included in the package, you can book this via the exhibitor shop until **June 30, 2027**. Later orders are subject to a surcharge.

If you have any questions about the stand construction and graphic surfaces, you can directly get in touch with our stand construction partner meplan GmbH.

Contact: Ms. Alexandra Stöhr

[alexandra.stoehr@meplan.de](mailto:alexandra.stoehr@meplan.de)

#### 2.1.3 Can I bring my own furniture to the stand?

Since the Startup Packages are complete packages themselves and we thus cannot reduce the costs any further, we would request you to refrain from bringing your own furniture.

After registering in the exhibitor shop, you can use the following link to book additional equipment for your stand through our stand construction partner, meplan GmbH: A link will follow. Registration in the exhibitor shop is mandatory for this process.

Please take note of the elements already included in the Startup Package to avoid double booking. A 30% late booking surcharge will apply to any additional equipment booked within 21 days prior to the event.

#### 2.1.4 Can furniture be removed or relocated?

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Yes, furniture can be removed, rearranged or additionally ordered during the planning phase through our stand construction partner meplan: A link will follow.

### 2.1.5 Can additional sockets be ordered?

Additional sockets can be ordered from meplan (A link will follow) until August 20, 2027.

### 2.1.6 Where can I order an additional monitor?

Additional monitors can be ordered from our stand construction partner meplan: A link will follow.

### 2.1.7 Which file format does the monitor require?

The monitor supports the **MP4** file format. Please test your files and ensure that they work on the monitor before the actual exhibition starts.

### 2.1.8 Is it possible to bring roll-ups or posters?

- **Roll-ups** may be set up on the exhibition stand.
- **Posters** may **only be put up on white surfaces with Tesa Powerstrips**. At the end of the exhibition, everything must be removed without leaving any residue behind. Else, we would have to charge you a cleaning fee for the same.
- **Wooden walls may not be covered or damaged.**

## 2.2 Exhibits

### 2.2.1 Are exhibits allowed at the booth?

In general, exhibits are permitted at the booth. However, they must meet certain requirements and be registered. More information will follow.

### 2.2.2 When can I deliver my exhibit?

Please deliver your exhibit on the second-to-last or last day of setup (September 4 or 5, 2027), as your booth will be set up and the carpet will have been laid by then. Please note that delivery must be handled by our logistics partner, and you must confirm the delivery with your signature **on site**. The IAA MOBILITY team **will not accept your delivery** if you are not present.

## 2.3 Graphic surfaces

### 2.3.1 What are the available graphic surfaces and which ones are included in the stand package?

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Depending on the startup package that you book, graphic printing of your company logo may be included in it.

Logos package S: 2 graphic board logo incl. printing (900 x 450 mm)

Logos package M: 1 graphic board logo incl. printing (2000 x 450 mm)

Logos package L: 1 graphic board logo incl. printing (3000 x 450 mm)

An optional wall graphic (package S: 1000 x 2550 mm; package M & L: 2000 x 2550 mm) can be added for an additional charge of €96 per square meter.

### 2.3.2 What is the difference between the graphic board **logo** and the graphic board **theme**?

Your logo will be displayed on the “graphic board logo,” while the “graphic board theme” will feature the topic category to which you assigned your startup in the run-up to IAA MOBILITY.

If you have not yet informed the IAA MOBILITY team of your topic area, please do so using the [official form](#). You can select one of the key topics of IAA MOBILITY to be printed on the graphic board theme. Both the graphic board logo and the graphic board theme is included in your package.

In your media entry, you can specify multiple topic areas to which you wish to be assigned.

### 2.3.3 When do I need to send my graphic files and in which format?

Please send your graphic file by **July 27, 2027** at the latest to our stand construction partner meplan GmbH.

Please note the following graphic file requirements:

- One separate PDF file per surface/wall
- Maximum resolution: 120 dpi
- Please provide each file with a 15 mm bleed on all sides
- Do not include crop marks (trim marks) in the PDF files

Please note: **A 15 mm bleed is required, but crop marks (trim marks) must not be included in the PDF files.**

Contact: Ms. Alexandra Stöhr

[alexandra.stoehr@meplan.de](mailto:alexandra.stoehr@meplan.de)

### 2.3.4 How much does digital printing on film cost for the large graphic panel?

The price per square meter for printing is €96 and is charged as an additional service. You can decide whether you want to print the entire graphic panel or just a part of it. You will

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receive the printing requirements and further information from our stand construction partner meplan GmbH when you place your order.

Contact: Ms. Alexandra Stöhr

[alexandra.stoehr@meplan.de](mailto:alexandra.stoehr@meplan.de)

### 2.3.5 Is it possible to take the graphic panel with me after the event?

No. The panels will be reused by Messe München after the event.

## 3. Exhibitor shop

### 3.1 When do I get access to the exhibitor shop?

A few days after your stand booking has been confirmed, you will receive access to the exhibitor shop. Registration is essential, as the exhibitor shop is the central platform for organizing and managing your participation in the event. A link will follow.

### 3.2 Where can I provide my media entry (logo, company description, etc.)?

As soon as you have access to the exhibitor shop, you can provide your media entry. This data will be published in the exhibitor directory as well as made available in the IAA App.

### 3.3 Until when can I book additional technical equipment?

If you require **additional technical equipment** (such as WIFI) over and above the technical equipment included in the package, you can book this via the exhibitor shop until **June 30, 2027**. Later orders are subject to a surcharge.

## 4. Exhibitor passes and Ticket Flat Rate

### 4.1 How many exhibitor passes will I receive as an exhibitor at the IAA Summit?

The following exhibitor passes are included in every booked package:

Package S: 2 exhibitor passes, Package M: 4 exhibitor passes, Package L: 6 exhibitor passes.

### 4.2 What does the Ticket Flat Rate included in the Startup Package mean?

In addition to the exhibitor passes, the stand rental includes a Ticket Flat Rate, which you can use to book one-day guest or employee tickets or half-day employee tickets in the exhibitor shop. The Ticket Flat Rate varies depending on the stand space that you have rented. The redeemed online vouchers will be offset against the Flat Rate Ticket fee in the

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final invoice. If this amount exceeds the Flat Rate Ticket fee, you will be charged additionally for the remaining tickets.

### 4.3 How can I redeem the Ticket Flat Rate?

You can redeem the Ticket Flat Rate in the exhibitor shop.

### 4.4 Can I choose not to take the Ticket Flat Rate?

This is not possible since it comes with the entire package.

### 4.5 Will I get the money for the Ticket Flat Rate back if I don't use it or use only a part of it?

No. This is a package price that includes the Ticket Flat Rate.

## 5. Startup Events

Various startup events will take place at the IAA MOBILITY 2027 with the aim of bringing startups, investors, VCs and industry leaders together.

### 5.1 Corporate Reverse Pitches

During the Corporate Reverse Pitches, companies present specific challenges, questions, or innovation needs that they specifically address to startups in order to foster potential collaboration. An interactive Q&A session follows each presentation. After the presentations, time is set aside in the forum's networking area for discussion and in-depth networking. Corporates can apply via the [Call for Corporate Reverse Pitches](#). The pitch is free of charge for exhibitors.

[Find more information in our brochure.](#)

### 5.2 IAA MOBILITY Founders Fight

The IAA MOBILITY Founders Fight is a pitch duel in which two startups compete against each other. Each team has one minute to pitch, one minute to attack and one minute to defend. Experts ask challenging questions to the teams, but in the end, it is the audience who decides the winner. Just like in the real world, the market always has the last word.

The IAA MOBILITY Founders Fight will be one of the innovation highlights at the Yellow Forum on September 9, 2027 with special focus on startups from the mobility, tech and sustainability sectors.

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All startups that are registered as exhibitors in the Startup Area with their own stand or as co-exhibitors at the IAA MOBILITY can apply for the Founders Fight free of charge. Click [here](#) to go to the application: A link will follow.

### 5.3 Startup Get together

On Thursday, September 9, 2027, following the “IAA MOBILITY Founders Fight” and the “Corporate Reverse Pitches,” a startup get together is planned at the Yellow Forum for networking in a relaxed atmosphere.

Note: Please note that this document may be subject to changes and additions and is regularly reviewed and updated as required.