



IAA MOBILITY 2023 STARTUPS

STARTUP AREAS



* All images are for reference only and may differ from the final product.

BE ONE OF 100 STARTUPS AT IAA MOBILITY!

- pre-built stands including all necessary services
- centrally located startup areas ensure high visibility
- direct proximity to the market leaders of the industry
- exclusive events with investors, industry and press

“ IAA MOBILITY allowed us to present our new technologies to an extremely large and high-profile audience. For us, IAA MOBILITY was the kick-off to commercialize our technology.”

Felix Poernbacher, Co-Founder Deep Drive



STARTUP OFFERS



PACKAGE S

- 4 sqm stand area
- incl. mandatory costs
- access to exclusive startup events



PACKAGE M

- 9 sqm stand area
- incl. mandatory costs
- access to exclusive startup events
- incl. display
- showcase your exhibit



PACKAGE L

- 16 sqm stand area
- incl. mandatory costs
- access to exclusive startup events
- incl. display
- showcase your exhibit

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STARTUP OFFERS – Overview

SAVE UP TO
54% WITH
OUR
PACKAGES!

Package	S	M	L
Stand area	4 sqm	9 sqm	16 sqm
Branding	✓	✓	✓
Print on backside	<i>optional</i>	<i>optional</i>	<i>optional</i>
Furniture	1x high table 100cm 2x bar stool LED lighting	1x high table 4x bar stool LED lighting	1x table 2x bench 1x demo desk 1x shelf LED lighting
Display 40"	<i>optional</i>	included	included
Power connection with socket(s)	3 KW, triple socket	3 KW, triple socket	10 KW, triple socket
Carpet	✓	✓	✓
Stand construction (for rent)	✓	✓	✓
Assembly & disassembly by service provider	✓	✓	✓
Exhibitor passes	2	4	6
Waste disposal fee (6,50 € /m ²)	included	included	included
Mandatory communication fee (950,- €)	included	included	included
Package price (plus VAT)	€ 2,290	€ 3,600	€ 5,750

SOLD
OUT

SOLD
OUT

TOPIC AREAS FOR STARTUPS

- AUTOMOTIVE
- CYCLING & MICROMOBILITY
- MaaS & PUBLIC TRANSPORTATION
- SUSTAINABILITY & CIRCULAR ECONOMY
- DIGITAL SOLUTIONS & AI
- SMART CITY INFRASTRUCTURE
- CHARGING INFRASTRUCTURE
- AUTONOMOUS MOBILITY

APPLICATION PROCEDURE

There are 100 available spots for startups. Based on the application form, the IAA team selects the most suitable startups with the help of its partners. In addition to the topic area and criteria, the product, business model and pitch documents will also be considered.

Applicants will receive feedback on their application by March 1st at the latest.

Criteria

- founded 2017 or later
- Assignment to topics and nomenclature
- Founder(s) hold(s) the majority shares
- no spin-off
- successful application and confirmation by IAA MOBILITY





CONTACT US

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IAA MOBILITY 2021 A SUCCESS STORY



407,379

visitors from 95 countries



2,214 tons

compensated CO₂



8,846

test drives



90,299 m²

exhibition space



71%

of visitors under the age of 40



3,500

accredited journalists



75

bike brands



137 billion

potential international media reach



936

international speakers from 32 countries



78 Startups

on 1,500 m²



744

exhibitors from 32 countries



33,800

media clippings

IAA MOBILITY 2023 – Target Groups

1

B2B

Industries:

Automotive, Tech Digital, Software, Cycling, Micromobility, Mobility-Solutions, Project Planners, Urban Planners, Infrastructure, Gaming, Entertainment, VCs, Incubators, Accelerators, Startups, Cooperations

Corporate functions:

Sales, Purchasing, Marketing, Product Management, Design, R&D, Production, Strategy, Digital Tech, HR, M&A, (Young) Professionals, Automotive

Company level:

C-level, decision-makers, division managers, department managers, (young) professionals

SUMMIT & CONFERENCE

2

B2ESG

E = Environmental

S = Social

G = Governance

- > Political decision makers
- > ESG Organizations
- > NGOs
- > Public authorities
- > Representatives of federal & state governments
- > Science

SUMMIT & OPEN SPACE

3

B2C

- > Audience with specific interest in individual mobility and the exhibitors
- > Audience with general interest
- > Open Space audience
- > Incl. Gen Z and Gen Alpha

OPEN SPACE & VIRTUAL

IAA Mobility – Timings 2023



Open Space



Summit

