

» IAA MOBILITY 2027

Registration Guide

Exhibitors



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IAA Summit

Exhibitor Space

» IAA MOBILITY 2027

Login

IAA MOBILITY 2027

September 07 – 12, 2027
Munich
Press Day: September 06, 2027

Contact

Our **Exhibitor Service** team will gladly assist you with any questions regarding your registration.

Stephanie Gläßer
+49 30 897842 202
mobility@iaa.de

Vi Linh Tran-Graef
+49 30 897842 209
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An Event by the VDA
German Association of the Automotive Industry (VDA)
Behrenstraße 35
10117 Berlin
www.vda.de

RETURNING EXHIBITORS

Registration with Existing Login Credentials

Have you already received login credentials for **IAA MOBILITY 2027** or have you already participated as an exhibitor? Then please log in using your existing credentials to continue managing your **company data** and **registrations**.

✓ Reuse existing data

✓ Faster processing

Important: Whenever possible, please use your existing login credentials to avoid **duplicate records**.

Username

IAATest

Password

....

→ Login

[Forgot your password?](#)

NEW EXHIBITORS

Online Registration without Login Credentials

Do you not have your login credentials available or would you like to exhibit at **IAA MOBILITY 2027** for the first time? We would be delighted to welcome you as an exhibitor at **IAA MOBILITY 2027**. Please register first and then complete your **participation option**.

Important: After successful registration, you can directly proceed with your **participation option**.

[Create login](#)

For easy use of the online registration, please use the following browsers:
Google Chrome, Safari or Mozilla Firefox
If you are using Internet Explorer, please make sure that it is Internet Explorer 10 or higher.

Use your existing login data to access the registration portal, create a new registration, or edit existing registrations.

If you have forgotten your login data, you can reset them via "Forgot Password".

Don't have a user account yet? Click "Create Login", register, and then start your registration.

» IAA MOBILITY 2027

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Welcome Page

Welcome to the online registration for IAA MOBILITY 2027

You have successfully logged in and can now manage your **company data** and register your desired **stand space or participation option**.

The registration process is completed step by step directly within the system. To support you, we have provided a detailed guide below.

[Open Step-by-Step Instructions](#) [View Exhibitor Guide](#)

Note: Please have your existing **company and invoicing details** available when completing your registration. This will help you complete the registration process more efficiently.

Overview of Formats

IAA Summit The B2B Hub for Mobility Professionals	IAA Conference The Stage for Visionaries and Experts	IAA Experiences Experience Instead of Just Exhibiting	IAA Open Space Mobility in the Heart of Munich
			
The international B2B platform at the Munich exhibition grounds.	The leading platform for visionary ideas, innovation and mobility debates .	The experiential format for test drives and interactive mobility experiences .	The urban experience area located in Munich city centre.
Learn More	Learn More	Learn More	Learn More

B2B | September 7 – 10, 2027
Press Day: **September 6, 2027**
Munich Exhibition Grounds

B2C | September 7 – 12, 2027
Munich City Centre

Welcome to the Registration Portal!

After logging in, you will be taken to the registration portal homepage.

Here, you can manage your company data, register participation formats, and access an overview of the IAA MOBILITY formats, as well as all important information and documents.

Navigation Area

» IAA MOBILITY 2027

Start Exhibitor data ▼ Stand registrations Further options Co-exhibitors Downloads

Home: Return to the main menu.

Exhibitor Data: Add or edit company addresses and contacts.

Registrations: Register your stand.

Further Options: Book additional participation options.

Co-Exhibitors: Once your stand registration has been submitted and confirmed, you can register co-exhibitors via the "Co-Exhibitors" section.

Downloads: Access important documents such as Exhibition Conditions, stand rental information, and more.

Exhibitor Data

Address

Contacts

Exhibitor data

Company Details

Click the  icon on the right to enter your company information.
The **company data** entered here will be published online in the **exhibitor directory**.
Please ensure that you **do not enter any personal email addresses or telephone numbers**.

Attention

Once you have **submitted a binding registration for at least one stand space**, changes to your company data are **no longer possible**.
In this case, please contact the **Exhibitor Service** at mobility@iaa.de to request any necessary changes.

Exhibitor Name *

KniceTruck

Company *

IAA Test GmbH

Company 2

Street *

Teststraße 35

Street 2

Postal Code *

10117

City *

Berlin

Country *

Germany

Enter Company Information
Complete all mandatory fields marked with an *.

Review Existing Information
If you have exhibited with us before, please review the pre-filled information and update it if necessary.

Publication in the Exhibitor Directory
The company information entered will be published in the online exhibitor directory. Therefore, please do not provide any personal data.

Important: Changes to exhibitor data can only be made before the first binding booking. After that, any modifications can only be requested through Exhibitor Services.

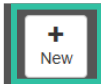
Contacts

Address **Contacts**

Contacts

Contact Information

During the stand registration process, **up to 3 contacts** can be added and included in our email communication.



Here, you can create new contacts via [+ New] or manage your existing contacts. Please note that once your stand registration has been submitted, no changes can be made to the contacts. If you need to make any changes, please contact mobility@iaa.de.

You may enter up to three different contacts.

The Ordering Contact serves as the primary contact person.

Contact Information

*required field

Salutation		
Title		
First name		
Last name		
Telephone		
+ / /		
+Country / Prefix / Number		
Email		
Fax		
+ / /		
+Country / Prefix / Number		
Mobile		
+ / /		
+Country / Prefix / Number		
Department		
Language		

Cancel

 Save

To save your information, click "Save" and then "Next" in the bottom right corner.

You will be able to assign contacts to their respective areas of responsibility later in the stand registration process.

Registration

Select stand registration

Note

A **separate registration** is required for each participation option.

After successful registration, you will automatically receive an email with an overview of your order data.

New Application

B2B AREA AT MESSE MÜNCHEN

Participation Options at the IAA Summit

Select the suitable option for your participation in the [IAA Summit](#), the central B2B area of **IAA MOBILITY 2027** for trade visitors, decision-makers, media representatives and companies from the mobility, technology and industrial sectors.

STAND SPACE

Stand Space at the IAA Summit

Your own space at the [IAA Summit](#) on the Messe München exhibition grounds.

> **Size:** 25 m² to 2,000 m²

> **Included:** stand space only

> **Not included:** stand construction and additional services

Important before placement

The final placement of your stand is at the discretion of the organizer.

Stand Rental

STAND PACKAGES

Stand Construction at the IAA Summit

As an alternative to stand space only, you can book a **stand package**.

> Includes defined stand construction and equipment services

> Suitable for a plannable, efficient appearance

> Final placement by the organizer

IAA Stand Packages

IAA EXPERIENCES

Turn products into experiences

Additional experience formats on the Messe München exhibition grounds.

> ADAS & Telematics

> Test Drives with half or full registration containers

> Number of vehicles bookable directly or later via additional options

For Test Drives, the following applies: maximum of 10 vehicles per exhibitor and the [limitation of liability](#).

Experience Brochures

Once you click [+ IAA Summit], you can start your stand registration for the IAA Summit.

Please note the minimum stand size of 25 m² when submitting your registration.

Binding registrations that have already been submitted cannot be deleted or modified directly in the portal and can be identified by a green check mark.

If you would like to make changes to your registered stand, please contact mobility@iaa.de.

» IAA MOBILITY 2027

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Stand Details

Booth Application

Your order no. *

Please enter the purchase order number of your accounting department. The number will be displayed on the invoice for the stand. If you do not have a purchase order number, write „xx“.

Preferred Location

IAA Summit

Comment for stand positioning

What else should we take into account when allocating your stand space (e.g. dimensions of exhibits, multi-storey stand construction, preferred neighbouring exhibitors, flexibility regarding stand size or stand type, etc.)?

☐ Same stand space as 2025

You request the same stand as in IAA MOBILITY 2025. Please note: If you booked several stands (inside the hall and/or outdoor area) at the previous event, use the comment field to specify which of these stands you wish to register again.

Next ➔

Services

Area (m²) *	Width (m) Optional	Depth (m) Optional
25		

Exhibition Space
Enter the desired exhibition space in square metres (minimum size: 25 m²).

In this step, you will enter the basic information for your desired exhibition space.

Order Number
Enter your internal order number. If no order number is available, please enter "XX".

Preferred Location
This registration is for exhibition space at the IAA Summit.

Stand Placement Comments
Use the comment field to provide any special requirements or stand placement preferences.

Booth Product

Booth Product

» IAA MOBILITY 2027	Row stand (1 side open)	Please note: • Stand space only • Stand construction is not included • Suitable for stands between 25 and 50 sqm Invoicing will be handled by the VDA.	Price: 8,250.00€
	Corner stand (2 sides open)	Please note: • Stand space only • Stand construction is not included • Suitable for stands between 25 and 200 sqm Invoicing will be handled by the VDA.	Price: 9,750.00€
	Peninsula stand (3 sides open)	Please note: • Stand space only • Stand construction is not included • Suitable for stands between 100 and 1.000 sqm Invoicing will be handled by the VDA.	Price: 10,875.00€
	Island stand (4 open sides)	Please note: • Stand space only • Stand construction is not included • Suitable for stands between 150 and 2.000 sqm Invoicing will be handled by the VDA.	Price: 11,375.00€
	 Standpaket SMART25	More impact made easy: Upgrade from the SMART booth with partial graphics to the SMART+ booth with full surface graphics – for a stronger, more visible brand	Price: 16,990.00€

Select the stand product that best suits your desired participation. An overview of the included services and the total package price is displayed directly with the selected package.

Note: Please review the package details carefully before making your selection. Additional mandatory charges may apply depending on the selected stand product.

Click on „Test Drives“ or „ADAS & Telematics Packages“, to access the corresponding information directly.

Then click “Next” to continue with the registration process.

Additional Options

Options for your application

☐	Networking Tour Battery Tech & Charging • You are in the spotlight: 10 minutes for a company presentation including Q&A on all 4 trade visitor days. • Exclusive participation: A maximum of 7 participating exhibitors per tour. • Target audience instead of random visitors: Up to 25 interested trade visitors per tour who have specifically chosen this topic — ideal for personal discussions and detailed product presentations. • Concrete contacts for your follow-up: The contact details of the participating visitors will be made available to the participating exhibitors afterwards. • Greater visibility for your presence at the IAA Summit: Communication of your participation via the IAA MOBILITY channels and in the official program. The registration and participation fees apply to one thematic Networking Tour and are valid across all four trade visitor days. Exhibitors wishing to participate in more than one tour must register separately for each tour. The tours are conducted in English. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	(2,400.00€)
		0.00€
☐	Networking Tour AI, Autonomous Driving & ADAS • You are in the spotlight: 10 minutes for a company presentation including Q&A on all 4 trade visitor days. • Exclusive participation: A maximum of 7 participating exhibitors per tour. • Target audience instead of random visitors: Up to 25 interested trade visitors per tour who have specifically chosen this topic — ideal for personal discussions and detailed product presentations. • Concrete contacts for your follow-up: The contact details of the participating visitors will be made available to the participating exhibitors afterwards. • Greater visibility for your presence at the IAA Summit: Communication of your participation via the IAA MOBILITY channels and in the official program. The registration and participation fees apply to one thematic Networking Tour and are valid across all four trade visitor days. Exhibitors wishing to participate in more than one tour must register separately for each tour. The tours are conducted in English. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	(2,400.00€)
		0.00€
☐	Networking Tour Software Defined Vehicles • You are in the spotlight: 10 minutes for a company presentation including Q&A on all 4 trade visitor days. • Exclusive participation: A maximum of 7 participating exhibitors per tour. • Target audience instead of random visitors: Up to 25 interested trade visitors per tour who have specifically chosen this topic — ideal for personal discussions and detailed product presentations. • Concrete contacts for your follow-up: The contact details of the participating visitors will be made available to the participating exhibitors afterwards. • Greater visibility for your presence at the IAA Summit: Communication of your participation via the IAA MOBILITY channels and in the official program. The registration and participation fees apply to one thematic Networking Tour and are valid across all four trade visitor days. Exhibitors wishing to participate in more than one tour must register separately for each tour. The tours are conducted in English. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	(2,400.00€)
		0.00€

Additional costs for the selected options total: 0.00€

◀ Back

Next ▶

If you would like to expand your participation, you can book additional Networking Tours here.

Information about each topic area is provided directly within the respective option.

The responsible contact person will then get in touch with you to coordinate the further details.

Contact Details

Contacts

Ordering contact

No contact assigned yet.

Select

+ New

Contact person 1

No contact assigned yet.

Select

+ New

Contact person 2

No contact assigned yet.

Select

+ New

Assign the contacts created earlier to your registration. Click “**Select**” to assign an existing contact. If required, additional contacts can be created via [+ **New**].

Ordering Contact
The Ordering Contact serves as the primary contact person.

Contact Person 1 & 2 (optional)
These fields are optional and may be left blank if no additional contact persons are required.

Note: If the Ordering Contact is already acting as the primary contact person, the same individual does not need to be entered again as Contact Person 1 or 2.

Stand Registration Summary

Application - Summary

Booth Application

Your order no. *

xx

Preferred Location

IAA Summit

Comment for stand positioning

What else should we take into account when allocating your stand space (e.g. dimensions of exhibits, multi-storey stand construction, preferred neighbouring exhibitors, flexibility regarding stand size or stand type, etc.)?

Same stand space as 2025

No

Services

Booth Product

Area (m²) *

Width (m) Optional

Depth (m) Optional

25



Standpaket SMART25

[This package contains additional products](#)

More impact made easy:
Upgrade from the SMART booth with partial graphics to the SMART+ booth with full-surface graphics – for a stronger, more visible brand presence.
Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

Price: 16.990.00€

Total: 16,990.00€

Contacts

Ordering contact

Name

Frau Lena Schmidt

Telephone

Email

lena.schmidt@vda.de

Contact person 1

No contact assigned yet.

Contact person 2

No contact assigned yet.

⬅ Back

💾 Save booth application

Here you can review the stand details you have entered and make any necessary corrections.

Once you have completed your review, click [Save Stand Registration].

Invoicing Details

Invoice information

NOTE

Invoice Dispatch and Changes to Invoice Data

Fields marked with * are mandatory.

In accordance with Section 45 of the [Exhibition Conditions](#), invoices will only be sent in electronic form by email with a PDF attachment.

If changes are made to the following invoice data after expiry of the deadline communicated by the organizer, a processing fee may be charged in accordance with Section 24 of the [Exhibition Conditions](#):

> Invoice address

> Invoice recipient

> Purchase order number

> Legal form

The fee for the first change is EUR 150.00 plus VAT. Each additional change will be charged at EUR 250.00 plus VAT.

☒ Electronic invoice per E-Mail

E-Mail of invoice recipient *

☐ Alternative billing address

Save

Next →

Please provide a general and permanently monitored invoicing email address, for example the email address of your accounting department.

If your billing address differs from your company address, please enter the relevant details below.

Afterwards, click “Save” and then “Next”.

Correspondence address

Differing correspondence address

We hereby authorize the company / branch office named below to **accept the stand confirmation and all further documents in our name** and to place **legally binding orders** on our behalf for services pertaining to all available as issuing statements regarding our **event participation**.

☐ Please send correspondence to the following differing address

If you have appointed an agency or another service provider to manage the coordination and organisation of your stand, please provide this information under “Correspondence address”.

After entering your information, always click “Save” first and then “Next”.

Product Groups

2+3)

OK

+
New

✖
Cancel

✖ Remove

Product group *

Description *

Company *

Country *

Germany

4)

Next →

Product groups

Product Groups & Exhibition Goods

Please let us know which products you will be exhibiting. The selection of product groups and exhibition goods helps us classify your registration correctly.

Fields marked with * are mandatory.

How to edit your product groups:

1

Use "+ New" to add product groups or exhibition goods.

2

Select the appropriate product groups from the overview.

3

Confirm your entry afterwards with "✓ OK".

Note for exhibitors of products from third-party companies:

To complete your order, the [Manufacturer Confirmation](#) must be signed, stamped with the company stamp and sent by email to mobility@iaa.de.

1)

Edit

Product Groups

- Group 1 Manufacturers of passenger cars with any type of drive system and complete bodies for passenger cars
- Group 2 Other motor vehicles for passenger transport with a permissible total mass of no more than 3.5 t, minibuses and special vehicles
- Group 3 Vehicles with two or three wheels, single-track motor vehicles, micromobility, L1e to L7e, minimobility, light electric vehicles
- Group 4 Trailers such as caravans with a permissible total mass of no more than 3.5 t for towing behind motor vehicles of Groups 1 - 3
- Group 5 Suppliers for Group 1 vehicles, passenger cars: parts, accessories, preliminary products
- Group 6 Suppliers for Groups 2 and 4, other motor vehicles and trailers: parts, accessories, preliminary products
- Group 7 Suppliers for Group 3, micromobility: parts, accessories, preliminary products
- Group 8 Products for the operation, care, maintenance and repair of Groups 1 - 4
- Group 9 Intelligent Infrastructure such as refueling and charging infrastructure, traffic control, parking solutions, traffic flow monitoring, telecommunications networks and network operation, bidirectional charging, payment systems, energy supply
- Group 10 Urban Air Mobility such as air taxis, transport drones, eVTOLs
- Group 11 Services, including CRM tools, fleet management, software, IT services, consulting, financial services and insurance
- Group 12 Development services: design, vehicle development, testing, approval, quality assurance
- Group 13 Digital services in or for the operation of vehicles in Groups 1 - 3, such as in-car entertainment, AR, VR & XR, software-defined vehicles, AI & generative AI, cybersecurity
- Group 14 Services and products for automated and autonomous driving, driver assistance systems
- Group 15 Mobility providers such as car sharing, carpooling, long-distance buses, bike and scooter sharing, taxi, shuttle and ride-hailing services, as well as public transport providers
- Group 16 Organizations, companies and authorities whose activities are related to mobility topics or the transport industry, including universities, business development agencies and associations

Here you can manage your product groups:

1. Click "Edit".

2. Then click [+ New] to assign your product to the appropriate product group. To remove an assignment, click "Remove".

3. Once you have completed your changes, click "OK".

4. Afterwards, click "Next" to proceed to the next page. Your entries will be saved automatically.

Review and Binding Registration

Approve stand registration

Please check the data you have entered carefully once again.

By clicking on the “**Binding and fee-based registration**” button at the bottom of this page, you confirm your stand registration and submit it to the organizer.

Registrations for the Open Space for which no completed form “IAA 2027: Query on presentations in the Open Space” has been submitted cannot be considered for allocation.

Summary of Your Registration

By clicking the “**Binding and chargeable registration**” button at the end of this page, you confirm that you have taken note of the following documents in their respective current versions and agree to their contents as the basis of the business relationship between you and the organizer.

Basis of Your Registration:

- › [Exhibition Conditions](#)
- › [Organizational and Technical Guidelines for the IAA Summit](#)
- › [Organizational and Technical Guidelines for the IAA Open Space](#)
- › [Site and Use Regulations for the IAA Open Space](#)
- › [Requirements for Presentations in the IAA Open Space](#)
- › [Limitation of Liability for the IAA Test Drives](#)

☐ In addition, you confirm that you have taken note of the [Data Protection Information for the Online Exhibitor Registration](#) as well as the data protection information provided on www.iaa-mobility.com.

Important: A summary of the information you submitted will be sent to you automatically by email after completion of the registration.

By submitting the binding registration, the exhibitor undertakes to participate in the event and to construct an appropriate exhibition stand if exhibition space is allocated.

☐ We hereby register for **IAA MOBILITY 2027** with legally binding effect and subject to a fee. The data entered, as listed above, has been checked and is correct.

Submit binding and fee-based registration

Here you will find a summary of your registration for the IAA Summit.

Please review all information carefully and accept the Exhibition Terms and Conditions, Privacy Notice, and the policy regarding changes to invoicing details.

By clicking [Submit Binding Registration] at the bottom of the page, you confirm your stand registration.

Please note that this is not an enquiry, but a binding booking of exhibition space at IAA MOBILITY.

Registration Confirmation

Confirmation

Thank You for Your Registration

Thank you for your registration for **IAA MOBILITY 2027**. An overview of your registration will be sent to you by email shortly.

You can now register your **co-exhibitors** for stands that have already been approved.

In the “**Further options**” menu, you can select additional services and further participation opportunities.

Thank you for your registration!

Your registration has been successfully received. A summary of your submitted information and your registration confirmation will be sent to you shortly by email.

As a next step, you may register your Co-Exhibitors.

Additional services and participation opportunities can be found under the “Further Options” section.

IAA Summit

Test Drives

» IAA MOBILITY 2027

Booth Product – Test Drives

	1/2 registration container at an arrival and departure point This package contains additional products	For Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 15,000.00€
	Test Drives - 1 registration container at an arrival and departure point This package contains additional products	For Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 30,000.00€
	Test Drives - 1/2 registration container at an arrival and departure point This package contains additional products	For Non-Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 25,000.00€
	Test Drives - 1 registration container at an arrival and departure point This package contains additional products	For Non-Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 40,000.00€

Select the desired „Test Drive product“. Booking is available for both exhibitors and non-exhibitors. The available products and prices will be displayed according to your selection. The size is already predefined here.

Note: Please review the package details carefully. Additional mandatory charges may apply depending on the selected package.

Then click “Next” to continue with the registration process.

Services

Area (m²) *

Width (m) *Optional*

Depth (m) *Optional*

15

Booth Product

	Test Drives - 1 registration container at an arrival and departure point This package contains additional products	For Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 30,000.00€
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Back

Total: 30,000.00€

Next

Registration Options – Test Drives

Options for your application

☐	Test Drives - Service charge for 1 vehicle Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(2,000.00€)
		0.00€
☐	Test Drives - Service charge for 2 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(4,000.00€)
		0.00€
☐	Test Drives - Service charge for 3 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(6,000.00€)
		0.00€
☐	Test Drives - Service charge for 4 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(8,000.00€)
		0.00€
☐	Test Drives - Service charge for 5 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(10,000.00€)
		0.00€
☐	Test Drives - Service charge for 6 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(12,000.00€)
		0.00€
☐	Test Drives - Service charge for 7 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(14,000.00€)
		0.00€
☐	Test Drives - Service charge for 8 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(16,000.00€)
		0.00€

In the next step, select the number of vehicles you would like to register for your Test Drives. The corresponding service fee will be displayed automatically.

Then click “Next” to proceed with the remaining registration steps.

Stand Registration Summary

Application - Summary

Booth Application

Your order no. *

xx

Preferred Location

IAA Summit

Comment for stand positioning

Same stand space as 2025

No

Services

Booth Product

Area (m²) *

Width (m) Optional

Depth (m) Optional

15



Test Drives - 1 registration container at an arrival and departure point

No contact assigned yet.

For Exhibitor

Please select the number of vehicles in the next step.

Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.

Price:

30,000.00€

Total: 30,000.00€

Contacts

Ordering contact

Name

Frau Lena Schmidt

Telephone

Email

lena.schmidt@vda.de

Contact person 1

No contact assigned yet.

Contact person 2

No contact assigned yet.

Save booth application

Here you can review the stand details you have entered and make any necessary corrections.

Once you have completed your review, click [Save Stand Registration].

IAA Summit

ADAS & Telematics

» IAA MOBILITY 2027

Booth Product – ADAS & Telematics

» IAA MOBILITY
2027

ADAS & Telematics Basic package

 This package contains additional products

Upon request, a tent can be set up for an additional fee.
This can be booked accordingly via the “Additional Options” tab.

The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.

Price: **7,500.00€**

ADAS & Telematics Basic package

Please provide the following information to select this booth product:

Area (m²) *

15

Width (m) Optional

Depth (m) Optional

Price

7,500.00€

Cancel

Confirm

Services

Area (m²) *

Width (m) Optional

Depth (m) Optional

15

Booth Product

» IAA MOBILITY
2027

ADAS & Telematics Basic package

 This package contains additional products

Upon request, a tent can be set up for an additional fee.
This can be booked accordingly via the “Additional Options” tab.

The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.

Price: 7,500.00€

« Back

Total: 7,500.00€

Next »

Select the desired „ADAS & Telematics Package“.

The included services and total package price are displayed directly with each package. Complete the required information and confirm your selection.

Note: Please review the package details carefully before making your selection.

Then click “Next” to continue with the registration process.

» IAA MOBILITY 2027

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Registration Options – ADAS & Telematics

Options for your application

☐	ADAS & Telematics - 1x additional vehicle Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(4,450.00€)
		0.00€
☐	ADAS & Telematics - 2 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(8,900.00€)
		0.00€
☐	ADAS & Telematics - 3 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(13,350.00€)
		0.00€
☐	ADAS & Telematics - 4 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(17,800.00€)
		0.00€
☐	ADAS & Telematics - 5 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(22,250.00€)
		0.00€
☐	ADAS & Telematics - 6 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(26,700.00€)
		0.00€
☐	ADAS & Telematics - 7 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(31,150.00€)
		0.00€
☐	ADAS & Telematics - 8 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(35,600.00€)
		0.00€
☐	ADAS & Telematics - 9 additional vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(40,050.00€)
		0.00€
Additional costs for the selected options total:		0.00€
Back	Next	

Select the number of additional vehicles you would like to register for your „ADAS & Telematics Package“. The corresponding additional costs will be displayed automatically.

Then click “Next” to proceed with the remaining registration steps.

IAA Startup

Exhibitor Space

» IAA MOBILITY 2027

Login

IAA MOBILITY 2027

September 07 – 12, 2027
Munich
Press Day: September 06, 2027

Contact

Our **Exhibitor Service** team will gladly assist you with any questions regarding your registration.

Stephanie Gläßer
+49 30 897842 202
mobility@iaa.de

Vi Linh Tran-Graef
+49 30 897842 209
mobility@iaa.de

Sandy Starke
+49 30 897842 215
mobility@iaa.de

Lena Schmidt
+49 30 897842 218
mobility@iaa.de

An Event by the VDA

German Association of the Automotive Industry (VDA)
Behrenstraße 35
10117 Berlin
www.vda.de

RETURNING EXHIBITORS

Registration with Existing Login Credentials

Have you already received login credentials for **IAA MOBILITY 2027** or have you already participated as an exhibitor? Then please log in using your existing credentials to continue managing your **company data** and **registrations**.

✓ Reuse existing data

✓ Faster processing

Important:

Whenever possible, please use your existing login credentials to avoid **duplicate records**.

Username

IAAtest

Password

....

→ Login

Forgot your password?

NEW EXHIBITORS

Online Registration without Login Credentials

Do you not have your login credentials available or would you like to exhibit at **IAA MOBILITY 2027** for the first time? We would be delighted to welcome you as an exhibitor at **IAA MOBILITY 2027**. Please register first and then complete your **participation option**.

Important:

After successful registration, you can directly proceed with your **participation option**.

Create login

For easy use of the online registration, please use the following browsers:
Google Chrome, Safari or Mozilla Firefox
If you are using Internet Explorer, please make sure that it is Internet Explorer 10 or higher.

Use your existing login data to access the registration portal, create a new registration, or edit existing registrations.

If you have forgotten your login data, you can reset them via "Forgot Password".

Don't have a user account yet? Click "Create Login", register, and then start your registration.

» IAA MOBILITY 2027

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Welcome Page

Welcome to the online registration for IAA MOBILITY 2027

You have successfully logged in and can now manage your **company data** and register your desired **stand space or participation option**.

The registration process is completed step by step directly within the system. To support you, we have provided a detailed guide below.

[Open Step-by-Step Instructions](#)[View Exhibitor Guide](#)

Note: Please have your existing **company and invoicing details** available when completing your registration. This will help you complete the registration process more efficiently.

Overview of Formats

IAA Summit
The B2B Hub for Mobility Professionals



The international **B2B platform** at the Munich exhibition grounds.

[Learn More](#)

IAA Conference
The Stage for Visionaries and Experts



The leading platform for **visionary ideas, innovation and mobility debates**.

[Learn More](#)

IAA Experiences
Experience Instead of Just Exhibiting



The experiential format for **test drives and interactive mobility experiences**.

[Learn More](#)

IAA Open Space
Mobility in the Heart of Munich



The urban **experience area** located in Munich city centre.

[Learn More](#)

B2B | September 7 – 10, 2027
Press Day: **September 6, 2027**
Munich Exhibition Grounds

B2C | September 7 – 12, 2027
Munich City Centre

Welcome to the Registration Portal!

After logging in, you will be taken to the registration portal homepage.

Here, you can manage your company data, register participation formats, and access an overview of the IAA MOBILITY formats, as well as all important information and documents.

Navigation Area

» IAA MOBILITY 2027

[Start](#) [Exhibitor data ▼](#) [Stand registrations](#) [Further options](#) [Co-exhibitors](#) [Downloads](#)

- Home: Return to the main menu.
- Exhibitor Data: Add or edit company addresses and contacts.
- Registrations: Register your stand.
- Futher Options: Book additional participation options.
- Co-Exhibitors: Once your stand registration has been submitted and confirmed, you can register co-exhibitors via the "Co-Exhibitors" section.
- Downloads: Access important documents such as exhibition terms and conditions, stand rental information, and more.

Exhibitor Data

Address

Contacts

Exhibitor data

Company Details

Click the  icon on the right to enter your company information.
The company data entered here will be published online in the exhibitor directory.
Please ensure that you do not enter any personal email addresses or telephone numbers.

Attention

Once you have submitted a binding registration for at least one stand space, changes to your company data are no longer possible.
In this case, please contact the Exhibitor Service at mobility@iaa.de to request any necessary changes.

Exhibitor Name *

KniceTruck

Company *

IAA Test GmbH

Company 2

Street *

Teststraße 35

Street 2

Postal Code *

10117

City *

Berlin

Country *

Germany

Enter Company Information

Complete all mandatory fields marked with an *.

Review Existing Information

If you have exhibited with us before, please review the pre-filled information and update it if necessary.

Publication in the Exhibitor Directory

The company information entered will be published in the online exhibitor directory. Therefore, please do not provide any personal data.

Important: Changes to exhibitor data can only be made before the first binding booking. After that, any modifications can only be requested through Exhibitor Services.

Contacts

Address **Contacts**

Contacts

Contact Information

During the stand registration process, **up to 3 contacts** can be added and included in our email communication.



Here, you can create new contacts via [+ New] or manage your existing contacts. Please note that once your stand registration has been submitted, no changes can be made to the contacts. If you need to make any changes, please contact mobility@iaa.de.

You may enter up to three different contacts.

The Ordering Contact serves as the primary contact person.

Contact Information

*required field

Salutation ▼ X

Title ▼ X

First name _____

Last name _____

Telephone

+ _____ / _____ / _____

+Country / Prefix / Number

Email _____

Fax

+ _____ / _____ / _____

+Country / Prefix / Number

Mobile

+ _____ / _____ / _____

+Country / Prefix / Number

Department _____

Language ▼ X

Cancel
Save

To save your information, click "Save" and then "Next" in the bottom right corner.

You will be able to assign contacts to their respective areas of responsibility later in the stand registration process.

Registration

PRESELECTION IAA STARTUP PACKAGE

Participation Options as IAA Startup

First, select your **Startup Package** for **IAA MOBILITY 2027**. **IAA Startup** is part of the **IAA Summit** and is aimed at young companies with innovative solutions in the fields of mobility, technology, sustainability & resilience and smart infrastructure.

REQUIREMENTS

Who can participate

Participation in **IAA Startup** is subject to defined criteria.

› Founded in **2016 or later**

› Allocation to one thematic area of **IAA MOBILITY 2027**

› Founders hold the **majority of shares**

› **No corporate spin-off**

REVIEW & ADDITIONAL OPTION

Admission and ADAS

Final admission and placement are only carried out after review by the organizer.

› Packages are limited

› If fully booked, an alternative package may be offered

› Keep the stand staffed and accessible during opening hours

› In addition, participation in **ADAS & Telematics** is possible

More about IAA Startup

+ IAA Startup

Once you click [+ New], you can start your stand registration for IAA Startup.

Successfully registered stand packages can no longer be removed and can be identified by a green check mark.

If you would like to make changes to your registered stand package, please contact mobility@iaa.de.

» IAA MOBILITY 2027

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Booth Product

Booth Application

Your order no. *

Please enter the purchase order number of your accounting department. The number will be displayed on the invoice for the stand. If you do not have a purchase order number, write „xx“.

Preferred Location

IAA Startup

Comment for stand positioning

☐ Same stand space as 2025

You request the same stand as in IAA MOBILITY 2025. Please note: If you booked several stands (inside the hall and/or outdoor area) at the previous event, use the comment field to specify which of these stands you wish to register again.

Next >

Services

Width (m) Optional

Depth (m) Optional

Booth Product

	IAA Startup Package 4 m² This package contains additional products	Presentation of exhibits not possible. Optional for an additional fee: wall graphic (100 x 300 cm). Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	Price: 2,790.00€
	IAA Startup Package 9 m² This package contains additional products	Presentation of exhibits possible. Optional for an additional fee: wall graphic (100 x 300 cm). Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	Price: 4,990.00€
	IAA Startup Package 16 m² This package contains additional products	Presentation of exhibits possible. Optional for an additional fee: wall graphic (200 x 300 cm). Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	Price: 6,990.00€
	ADAS & Telematics Basic package for startups This package contains additional products	ADAS & Telematics Basic package for startups	Price: 5,000.00€

In this step, you will enter the basic information for your desired exhibition space.

Order Number
Enter your internal order number. If none is available, please enter "XX".

Preferred Location
This registration is for an IAA Startup stand package at the IAA Summit.

Stand Placement Comments
Use the comment field to provide any special requirements or stand placement preferences.

Additional Options

Options for your application

☐

Networking Tour Battery Tech & Charging

(2,400.00€)

• You are in the spotlight: 10 minutes for a company presentation including Q&A on all 4 trade visitor days. • Exclusive participation: A maximum of 7 participating exhibitors per tour. • Target audience instead of random visitors: Up to 25 interested trade visitors per tour who have specifically chosen this topic — ideal for personal discussions and detailed product presentations. • Concrete contacts for your follow-up: The contact details of the participating visitors will be made available to the participating exhibitors afterwards. • Greater visibility for your presence at the IAA Summit: Communication of your participation via the IAA MOBILITY channels and in the official program. The registration and participation fees apply to one thematic Networking Tour and are valid across all four trade visitor days. Exhibitors wishing to participate in more than one tour must register separately for each tour. The tours are conducted in English. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

0.00€

☐

Networking Tour AI, Autonomous Driving & ADAS

(2,400.00€)

• You are in the spotlight: 10 minutes for a company presentation including Q&A on all 4 trade visitor days. • Exclusive participation: A maximum of 7 participating exhibitors per tour. • Target audience instead of random visitors: Up to 25 interested trade visitors per tour who have specifically chosen this topic — ideal for personal discussions and detailed product presentations. • Concrete contacts for your follow-up: The contact details of the participating visitors will be made available to the participating exhibitors afterwards. • Greater visibility for your presence at the IAA Summit: Communication of your participation via the IAA MOBILITY channels and in the official program. The registration and participation fees apply to one thematic Networking Tour and are valid across all four trade visitor days. Exhibitors wishing to participate in more than one tour must register separately for each tour. The tours are conducted in English. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

0.00€

☐

Networking Tour Software Defined Vehicles

(2,400.00€)

• You are in the spotlight: 10 minutes for a company presentation including Q&A on all 4 trade visitor days. • Exclusive participation: A maximum of 7 participating exhibitors per tour. • Target audience instead of random visitors: Up to 25 interested trade visitors per tour who have specifically chosen this topic — ideal for personal discussions and detailed product presentations. • Concrete contacts for your follow-up: The contact details of the participating visitors will be made available to the participating exhibitors afterwards. • Greater visibility for your presence at the IAA Summit: Communication of your participation via the IAA MOBILITY channels and in the official program. The registration and participation fees apply to one thematic Networking Tour and are valid across all four trade visitor days. Exhibitors wishing to participate in more than one tour must register separately for each tour. The tours are conducted in English. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

0.00€

Additional costs for the selected options total: 0.00€

Back

Next

If you would like to expand your participation, you can book additional Networking Tours here.

Information about the respective focus topic is provided directly within each option.

The responsible contact person will then get in touch with you to discuss the next steps.

Contact Details

Contacts

Ordering contact

No contact assigned yet.

SelectNew

Contact person 1

No contact assigned yet.

SelectNew

Contact person 2

No contact assigned yet.

SelectNew

Assign the contacts created earlier to your registration. Click “Select” to assign an existing contact. If required, additional contacts can be created via [+ New].

Ordering Contact
The Ordering Contact serves as the primary contact person.

Contact Person 1 & 2 (optional)
These fields are optional and may be left blank if no additional contact persons are required.

Note: If the Ordering Contact is already acting as the primary contact person, the same individual does not need to be entered again as Contact Person 1 or 2.

Stand Registration Summary

Application - Summary

Booth Application

Your order no. *

xx

Preferred Location

IAA Startup

Comment for stand positioning

Same stand space as 2025

No

Services

Booth Product

Area (m²) *

Width (m) Optional

Depth (m) Optional

9



IAA Startup Package 9 m²
This package contains additional products

Presentation of exhibits possible.
Optional for an additional fee: wall graphic (100 x 300 cm).
Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

Price: 4,990.00€

Total: 4,990.00€

Contacts

Ordering contact

Name

Frau Lena Schmidt

Telephone

Email

lena.schmidt@vda.de

Contact person 1

No contact assigned yet.

Contact person 2

No contact assigned yet.

Save booth application

Back

Here you can review the stand details you have entered and make any necessary corrections.

Once you have completed your review, click [Save Stand Registration].

Invoicing Details

Invoice information

NOTE

Invoice Dispatch and Changes to Invoice Data

Fields marked with * are mandatory.

In accordance with Section 45 of the [Exhibition Conditions](#), invoices will only be sent in electronic form by email with a PDF attachment.

If changes are made to the following invoice data after expiry of the deadline communicated by the organizer, a processing fee may be charged in accordance with Section 24 of the [Exhibition Conditions](#):

> Invoice address

> Invoice recipient

> Purchase order number

> Legal form

The fee for the first change is EUR 150.00 plus VAT. Each additional change will be charged at EUR 250.00 plus VAT.

☒ Electronic invoice per E-Mail

E-Mail of invoice recipient *

☐ Alternative billing address

Save

Next →

Please provide a general and permanently monitored invoicing email address, for example the email address of your accounting department.

If your billing address differs from your company address, please enter the relevant details below.

Afterwards, click “Save” and then “Next”.

Correspondence address

Differing correspondence address

We hereby authorize the company / branch office named below to **accept the stand confirmation and all further documents in our name** and to place **legally binding orders** on our behalf for services pertaining to all available as issuing statements regarding our **event participation**.

☐ Please send correspondence to the following differing address

If you have appointed an agency or another service provider to manage the coordination and organisation of your stand, please provide this information under “Correspondence address”.

After entering your information, always click “Save” first and then “Next”.

Product Groups

2+3)

OK

+
New

✖
Cancel

✖ Remove

Product group *

Description *

Company *

Country *

Germany

4)

Next →

Product groups

Product Groups & Exhibition Goods

Please let us know which products you will be exhibiting. The selection of product groups and exhibition goods helps us classify your registration correctly.

Fields marked with * are mandatory.

How to edit your product groups:

1

Use "+ New" to add product groups or exhibition goods.

2

Select the appropriate product groups from the overview.

3

Confirm your entry afterwards with "✓ OK".

Note for exhibitors of products from third-party companies:

To complete your order, the [Manufacturer Confirmation](#) must be signed, stamped with the company stamp and sent by email to mobility@iaa.de.

1)

Edit

Product Groups

- Group 1 Manufacturers of passenger cars with any type of drive system and complete bodies for passenger cars
- Group 2 Other motor vehicles for passenger transport with a permissible total mass of no more than 3.5 t, minibuses and special vehicles
- Group 3 Vehicles with two or three wheels, single-track motor vehicles, micromobility, L1e to L7e, micromobility, light electric vehicles
- Group 4 Trailers such as caravans with a permissible total mass of no more than 3.5 t for towing behind motor vehicles of Groups 1 - 3
- Group 5 Suppliers for Group 1 vehicles, passenger cars: parts, accessories, preliminary products
- Group 6 Suppliers for Groups 2 and 4, other motor vehicles and trailers: parts, accessories, preliminary products
- Group 7 Suppliers for Group 3, micromobility: parts, accessories, preliminary products
- Group 8 Products for the operation, care, maintenance and repair of Groups 1 - 4
- Group 9 Intelligent Infrastructure such as refueling and charging infrastructure, traffic control, parking solutions, traffic flow monitoring, telecommunications networks and network operation, bidirectional charging, payment systems, energy supply
- Group 10 Urban Air Mobility such as air taxis, transport drones, eVTOLs
- Group 11 Services, including CRM tools, fleet management, software, IT services, consulting, financial services and insurance
- Group 12 Development services: design, vehicle development, testing, approval, quality assurance
- Group 13 Digital services in or for the operation of vehicles in Groups 1 - 3, such as in-car entertainment, AR, VR & XR, software-defined vehicles, AI & generative AI, cybersecurity
- Group 14 Services and products for automated and autonomous driving, driver assistance systems
- Group 15 Mobility providers such as car sharing, carpooling, long-distance buses, bike and scooter sharing, taxi, shuttle and ride-hailing services, as well as public transport providers
- Group 16 Organizations, companies and authorities whose activities are related to mobility topics or the transport industry, including universities, business development agencies and associations

Here you can manage your product groups:

1.

Click "Edit".

2.

Then click [+ New] to assign your product to the appropriate product group. To remove an assignment, click "Remove".

3.

Once you have completed your changes, click "OK".

4.

Afterwards, click "Next" to proceed to the next page. Your entries will be saved automatically.

Review and Binding Registration

Approve stand registration

Please check the data you have entered carefully once again.

By clicking on the **"Binding and fee-based registration"** button at the bottom of this page, you confirm your stand registration and submit it to the organizer.

Registrations for the Open Space for which no completed form **"IAA 2027: Query on presentations in the Open Space"** has been submitted cannot be considered for allocation.

Summary of Your Registration

By clicking the **"Binding and chargeable registration"** button at the end of this page, you confirm that you have taken note of the following documents in their respective current versions and agree to their contents as the basis of the business relationship between you and the organizer.

Basis of Your Registration:

- › [Exhibition Conditions](#)
- › [Organizational and Technical Guidelines for the IAA Summit](#)
- › [Organizational and Technical Guidelines for the IAA Open Space](#)
- › [Site and Use Regulations for the IAA Open Space](#)
- › [Requirements for Presentations in the IAA Open Space](#)
- › [Limitation of Liability for the IAA Test Drives](#)

☐ In addition, you confirm that you have taken note of the [Data Protection Information for the Online Exhibitor Registration](#) as well as the data protection information provided on www.iaa-mobility.com.

Important: A summary of the information you submitted will be sent to you automatically by email after completion of the registration.

By submitting the binding registration, the exhibitor undertakes to participate in the event and to construct an appropriate exhibition stand if exhibition space is allocated.

☐ We hereby register for **IAA MOBILITY 2027** with legally binding effect and subject to a fee. The data entered, as listed above, has been checked and is correct.

Submit binding and fee-based registration

Here you will find a summary of your registration for an IAA Startup stand package.

Please review all information carefully and accept the Exhibition Conditions, Privacy Notice, and the policy regarding changes to invoicing details.

By clicking [Submit Binding Registration] at the bottom of the page, you confirm your stand registration.

Please note that this is not an enquiry, but a binding booking of exhibition space at IAA MOBILITY.

Registration Confirmation

Confirmation

Thank You for Your Registration

Thank you for your registration for **IAA MOBILITY 2027**. An overview of your registration will be sent to you by email shortly.

You can now register your **co-exhibitors** for stands that have already been approved.

In the “**Further options**” menu, you can select additional services and further participation opportunities.

Thank you for your registration!

Your registration has been successfully received. A summary of your submitted information and your registration confirmation will be sent to you shortly by email.

As a next step, you may register your Co-Exhibitors.

Additional services and participation opportunities can be found under the “Further Options” section.

IAA Open Space

Exhibition Space

» IAA MOBILITY 2027

Login

IAA MOBILITY 2027

September 07 – 12, 2027
Munich
Press Day: September 06, 2027

Contact

Our **Exhibitor Service** team will gladly assist you with any questions regarding your registration.

Stephanie Gläßer
+49 30 897842 202
mobility@iaa.de

Vi Linh Tran-Graef
+49 30 897842 209
mobility@iaa.de

Sandy Starke
+49 30 897842 215
mobility@iaa.de

Lena Schmidt
+49 30 897842 218
mobility@iaa.de

An Event by the VDA
German Association of the Automotive Industry (VDA)
Behrenstraße 35
10117 Berlin
www.vda.de

RETURNING EXHIBITORS

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✓ Reuse existing data

✓ Faster processing

Important:

Whenever possible, please use your existing login credentials to avoid **duplicate records**.

Username

IAAtest

Password

....

Login

Forgot your password?

NEW EXHIBITORS

Online Registration without Login Credentials

Do you not have your login credentials available or would you like to exhibit at **IAA MOBILITY 2027** for the first time? We would be delighted to welcome you as an exhibitor at **IAA MOBILITY 2027**.

Please register first and then complete your **participation option**.

Important:

After successful registration, you can directly proceed with your **participation option**.

Create login

For easy use of the online registration, please use the following browsers:
[Google Chrome](#), [Safari](#) or [Mozilla Firefox](#)
If you are using Internet Explorer, please make sure that it is Internet Explorer 10 or higher.

Use your existing login data to access the registration portal, create a new registration, or edit existing registrations.

If you have forgotten your login data, you can reset them via "Forgot Password".

Don't have a user account yet? Click "Create Login", register, and then start your registration.

Welcome Page

Welcome to the online registration for IAA MOBILITY 2027

You have successfully logged in and can now manage your **company data** and register your desired **stand space or participation option**.

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Note: Please have your existing **company and invoicing details** available when completing your registration. This will help you complete the registration process more efficiently.

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The international **B2B platform** at the Munich exhibition grounds.

[Learn More](#)

IAA Conference
The Stage for Visionaries and Experts



The leading platform for **visionary ideas, innovation and mobility debates**.

[Learn More](#)

IAA Experiences
Experience Instead of Just Exhibiting



The experiential format for **test drives and interactive mobility experiences**.

[Learn More](#)

IAA Open Space
Mobility in the Heart of Munich



The urban **experience area** located in Munich city centre.

[Learn More](#)

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Munich Exhibition Grounds

B2C | September 7 – 12, 2027
Munich City Centre

Welcome to the Registration Portal!

After logging in, you will be taken to the registration portal homepage.

Here, you can manage your company data, register participation formats, and access an overview of the IAA MOBILITY formats, as well as all important information and documents.

» IAA MOBILITY 2027

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Navigation Area

» IAA MOBILITY 2027

[Start](#) [Exhibitor data ▼](#) [Stand registrations](#) [Further options](#) [Co-exhibitors](#) [Downloads](#)

- Home: Return to the main menu.
- Exhibitor Data: Add or edit company addresses and contacts.
- Registrations: Register your stand.
- Futher Options: Book additional participation options.
- Co-Exhibitors: Once your stand registration has been submitted and confirmed, you can register co-exhibitors via the "Co-Exhibitors" section.
- Downloads: Access important documents such as Exhibition Conditions, stand rental information, and more.

Exhibitor Data

Address

Contacts

Exhibitor data

Company Details

Click the  icon on the right to enter your company information.
The company data entered here will be published online in the exhibitor directory.
Please ensure that you do not enter any personal email addresses or telephone numbers.

Attention

Once you have submitted a binding registration for at least one stand space, changes to your company data are no longer possible.
In this case, please contact the Exhibitor Service at mobility@iaa.de to request any necessary changes.

Exhibitor Name *

KniceTruck

Company *

IAA Test GmbH

Company 2

Street *

Teststraße 35

Street 2

Postal Code *

10117

City *

Berlin

Country *

Germany

Enter Company Information

Complete all mandatory fields marked with an *.

Review Existing Information

If you have exhibited with us before, please review the pre-filled information and update it if necessary.

Publication in the Exhibitor Directory

The company information entered will be published in the online exhibitor directory. Therefore, please do not provide any personal data.

Important: Changes to exhibitor data can only be made before the first binding booking. After that, any modifications can only be requested through Exhibitor Services.

Contacts

Address **Contacts**

Contacts

Contact Information

During the stand registration process, **up to 3 contacts** can be added and included in our email communication.

+

New

Here, you can create new contacts via [+ New] or manage your existing contacts. Please note that once your stand registration has been submitted, no changes can be made to the contacts. If you need to make any changes, please contact **mobility@iaa.de**.

You may enter up to three different contacts.

The Ordering Contact serves as the primary contact person.

Contact Information

*required field

Salutation

x

Title

x

First name

Last name

Telephone

+ / /

+Country / Prefix / Number

Email

Fax

+ / /

+Country / Prefix / Number

Mobile

+ / /

+Country / Prefix / Number

Department

Language

x

Cancel

Save

To save your information, click "Save" and then "Next" in the bottom right corner. You will be able to assign contacts to their respective areas of responsibility later in the stand registration process.

Registration

Select stand registration

Note

A **separate registration** is required for each participation option.
After successful registration, you will automatically receive an email with an overview of your order data.

New Application

B2C AREA IN MUNICH CITY CENTER

Participation Options at the IAA Open Space

Select the suitable option for your participation in the [IAA Open Space](#), the publicly accessible experience area of **IAA MOBILITY 2027** for end consumers, mobility enthusiasts and innovative brand presentations in Munich city center.

STAND SPACE

Stand Space at the IAA Open Space

- › **Size:** 50 m² to 1,000 m²
- › **Included:** stand space only
- › **Not included:** stand construction and additional services

Space will only be allocated after the [Query Presentation](#) has been completed in full.

Registration for spaces in the IAA Open Space is only possible after prior coordination with the VDA.

[More about the IAA Open Space](#)

Further information: [Requirements for Presentations](#) and [Important Information](#).

PARTICIPATION FORMAT

Citizens Lab

Dialogue and experience format of the **IAA Open Space** at Marienplatz.

- › Designed for exchange and direct interaction with visitors
- › Topics related to mobility, urban life, sustainability and society
- › Final integration by the organizer

[Citizens Lab Brochure](#)

IAA EXPERIENCES

Turn products into experiences

Formats for interaction, demonstration and test drives in the urban space.

- › Cycling & Micromobility
- › LEV offers
- › Test Drives with a maximum of **10 vehicles per exhibitor**

For Test Drives, the [limitation of liability](#) applies.

[Experience Brochure](#)

Once you click [+ New], you can start your stand registration for the IAA Open Space.

Please note the minimum stand size of 50 m² when submitting your registration.

Successfully registered stands can no longer be removed and can be identified by a green check mark.

If you would like to make changes to your registered stand, please contact mobility@iaa.de.

Stand Details

Booth Application

Your order no. *

Please enter the purchase order number of your accounting department. The number will be displayed on the invoice for the stand. If you do not have a purchase order number, write „xx“.

Preferred Location

IAA Open Space

Comment for stand positioning

What else should we take into account when allocating your stand space (e.g. dimensions of exhibits, multi-storey stand construction, preferred neighbouring exhibitors, flexibility regarding stand size or stand type, etc.)?

☐ Same stand space as 2025

You request the same stand as in IAA MOBILITY 2025. Please note: If you booked several stands (inside the hall and/or outdoor area) at the previous event, use the comment field to specify which of these stands you wish to register again.

Next >

In this step, you will enter the basic information for your desired exhibition space.

Order Number
Enter your internal order number. If no order number is available, please enter "XX".

Preferred Location
This registration is for exhibition space at the IAA Open Space.

Stand Placement Comments
Use the comment field to provide any special requirements or stand placement preferences.

Services

Area (m²) *

Width (m) *Optional*

Depth (m) *Optional*

50

Exhibition Space
Enter the desired exhibition space in square metres (minimum size: 50 m²).

Booth Product

Booth Product

» IAA MOBILITY 2027	Open Space/Summit Königsplatz	The combined price only applies when booking spaces in both the Summit and Open Space. Price: 11,350.00€ Please note: • Stand space only • Stand construction is not included • Minimum size: 50 sqm; maximum size: 1.000 sqm The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.
» IAA MOBILITY 2027	Open Space/Summit Hofgartenstrasse	The combined price only applies when booking spaces in both the Summit and Open Space. Price: 11,350.00€ Please note: • Stand space only • Stand construction is not included • Minimum size: 50 sqm; maximum size: 1.000 sqm The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.
» IAA MOBILITY 2027	Open Space/Summit Ludwigstrasse	The combined price only applies when booking spaces in both the Summit and Open Space. Price: 14,950.00€ Please note: • Stand space only • Stand construction is not included • Minimum size: 50 sqm; maximum size: 1.000 sqm The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.
» IAA MOBILITY 2027	Open Space/Summit Residenzhöfe	The combined price only applies when booking spaces in both the Summit and Open Space. Price: 14,950.00€ Please note: • Stand space only • Stand construction is not included • Minimum size: 50 sqm; maximum size: 1.000 sqm The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.
» IAA MOBILITY 2027	Open Space/Summit Odeonsplatz	The combined price only applies when booking spaces in both the Summit and Open Space. Price: 16,250.00€ Please note: • Stand space only • Stand construction is not included • Minimum size: 50 sqm; maximum size: 1.000 sqm The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.
» IAA MOBILITY 2027	Open Space/Summit Wittelsbacherplatz	The combined price only applies when booking spaces in both the Summit and Open Space. Price: 16,250.00€ Please note: • Stand space only • Stand construction is not included • Minimum size: 50 sqm; maximum size: 1.000 sqm The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.

Select the stand product that best suits your desired participation. An overview of the included services and the total package price is displayed directly with the selected package.

Note: Please review the package details carefully before making your selection. Additional mandatory charges may apply depending on the selected stand product.

Click on „Citizens Lab“, „Cycling“, „LEV Packages“ or „Test Drives“, to access the corresponding information directly.

Then click “Next” to continue with the registration process.

Additional Options

Options for your application

☐	Participant at the Family Trail 2027 (1,800.00€) Dedicated Family Trail station, official station signage, digital and print program integration, official sponsor communication. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions. 0.00€
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Additional costs for the selected options total: 0.00€

◀ Back

Next ▶

If you would like to expand your participation, you can book participation in the Family Trail 2027 here.

Further information is available directly within the respective option.

The responsible contact person will then get in touch with you to coordinate the further details.

Contact Details

Contacts

Ordering contact

No contact assigned yet.

Select

+ New

Contact person 1

No contact assigned yet.

Select

+ New

Contact person 2

No contact assigned yet.

Select

+ New

Assign the contacts created earlier to your registration. Click “**Select**” to assign an existing contact. If required, additional contacts can be created via [+ **New**].

Ordering Contact
The Ordering Contact serves as the primary contact person.

Contact Person 1 & 2 (optional)
These fields are optional and may be left blank if no additional contact persons are required.

Note: If the Ordering Contact is already acting as the primary contact person, the same individual does not need to be entered again as Contact Person 1 or 2.

Stand Registration Summary

Application - Summary

Booth Application

Your order no. *

xx

Preferred Location

IAA Open Space

Comment for stand positioning

What else should we take into account when allocating your stand space (e.g. dimensions of exhibits, multi-storey stand construction, preferred neighbouring exhibitors, flexibility regarding stand size or stand type, etc.)?

Same stand space as 2025

No

Services

Booth Product

Area (m²) *

Width (m) Optional

Depth (m) Optional

50

At least: 50m²

At most: 1000m²

IAA MOBILITY 2027

Open Space/Summit Residenzhöfe

The combined price only applies when booking spaces in both the Summit and Open Space.

Price: 14,950.00€

Please note:

- Stand space only
- Stand construction is not included
- Minimum size: 50 sqm; maximum size: 1.000 sqm

The invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.

Total: 14,950.00€

Here you can review the stand details you have entered and make any necessary corrections.

Once you have completed your review, click [Save Stand Registration].

Contacts

Ordering contact

Name

Frau Lena Schmidt

Telephone

Email

lena.schmidt@vda.de

Contact person 1

No contact assigned yet.

Contact person 2

No contact assigned yet.

⏪ Back

Ⓜ Save booth application

Invoicing Details

Invoice information

NOTE

Invoice Dispatch and Changes to Invoice Data

Fields marked with * are mandatory.

In accordance with Section 45 of the [Exhibition Conditions](#), invoices will only be sent in electronic form by email with a PDF attachment.

If changes are made to the following invoice data after expiry of the deadline communicated by the organizer, a processing fee may be charged in accordance with Section 24 of the [Exhibition Conditions](#):

> Invoice address

> Invoice recipient

> Purchase order number

> Legal form

The fee for the first change is EUR 150.00 plus VAT. Each additional change will be charged at EUR 250.00 plus VAT.

☒ Electronic invoice per E-Mail

E-Mail of invoice recipient *

☐ Alternative billing address

Save

Next →

Please provide a general and permanently monitored invoicing email address, for example the email address of your accounting department.

If your billing address differs from your company address, please enter the relevant details below.

Afterwards, click “Save” and then “Next”.

Correspondence address

Differing correspondence address

We hereby authorize the company / branch office named below to **accept the stand confirmation and all further documents in our name** and to place **legally binding orders** on our behalf for services pertaining to all available as issuing statements regarding our **event participation**.

☐ Please send correspondence to the following differing address

If you have appointed an agency or another service provider to manage the coordination and organisation of your stand, please provide this information under “Correspondence address”.

After entering your information, always click “Save” first and then “Next”.

Product Groups

2+3)

OK

+
New

✖
Cancel

Product groups

Product Groups & Exhibition Goods

Please let us know which products you will be exhibiting. The selection of product groups and exhibition goods helps us classify your registration correctly.
Fields marked with * are mandatory.

How to edit your product groups:

1

 Use "+ New" to add product groups or exhibition goods.

2

 Select the appropriate product groups from the overview.

3

 Confirm your entry afterwards with "✓ OK".

Note for exhibitors of products from third-party companies:

To complete your order, the [Manufacturer Confirmation](#) must be signed, stamped with the company stamp and sent by email to mobility@iaa.de.

✖ Remove

Product group *

Description *

Company *

Country *

Germany

1)

Edit

Product Groups

- Group 1 Manufacturers of passenger cars with any type of drive system and complete bodies for passenger cars
- Group 2 Other motor vehicles for passenger transport with a permissible total mass of no more than 3.5 t, minibuses and special vehicles
- Group 3 Vehicles with two or three wheels, single-track motor vehicles, micromobility, L1e to L7e, minimobility, light electric vehicles
- Group 4 Trailers such as caravans with a permissible total mass of no more than 3.5 t for towing behind motor vehicles of Groups 1 - 3
- Group 5 Suppliers for Group 1 vehicles, passenger cars: parts, accessories, preliminary products
- Group 6 Suppliers for Groups 2 and 4, other motor vehicles and trailers: parts, accessories, preliminary products
- Group 7 Suppliers for Group 3, micromobility: parts, accessories, preliminary products
- Group 8 Products for the operation, care, maintenance and repair of Groups 1 - 4
- Group 9 Intelligent Infrastructure such as refueling and charging infrastructure, traffic control, parking solutions, traffic flow monitoring, telecommunications networks and network operation, bidirectional charging, payment systems, energy supply
- Group 10 Urban Air Mobility such as air taxis, transport drones, eVTOLs
- Group 11 Services, including CRM tools, fleet management, software, IT services, consulting, financial services and insurance
- Group 12 Development services: design, vehicle development, testing, approval, quality assurance
- Group 13 Digital services in or for the operation of vehicles in Groups 1 - 3, such as in-car entertainment, AR, VR & XR, software-defined vehicles, AI & generative AI, cybersecurity
- Group 14 Services and products for automated and autonomous driving, driver assistance systems
- Group 15 Mobility providers such as car sharing, carpooling, long-distance buses, bike and scooter sharing, taxi, shuttle and ride-hailing services, as well as public transport providers
- Group 16 Organizations, companies and authorities whose activities are related to mobility topics or the transport industry, including universities, business development agencies and associations

4)

Next →

Here you can manage your product groups:

1. Click "Edit".

2. Then click [+ New] to assign your product to the appropriate product group. To remove an assignment, click "Remove".

3. Once you have completed your changes, click "OK".

4. Afterwards, click "Next" to proceed to the next page. Your entries will be saved automatically.

Review and Binding Registration

Approve stand registration

Please check the data you have entered carefully once again.

By clicking on the “**Binding and fee-based registration**” button at the bottom of this page, you confirm your stand registration and submit it to the organizer.

Registrations for the Open Space for which no completed form “IAA 2027: Query on presentations in the Open Space” has been submitted cannot be considered for allocation.

Summary of Your Registration

By clicking the “**Binding and chargeable registration**” button at the end of this page, you confirm that you have taken note of the following documents in their respective current versions and agree to their contents as the basis of the business relationship between you and the organizer.

Basis of Your Registration:

- › [Exhibition Conditions](#)
- › [Organizational and Technical Guidelines for the IAA Summit](#)
- › [Organizational and Technical Guidelines for the IAA Open Space](#)
- › [Site and Use Regulations for the IAA Open Space](#)
- › [Requirements for Presentations in the IAA Open Space](#)
- › [Limitation of Liability for the IAA Test Drives](#)

☐ In addition, you confirm that you have taken note of the [Data Protection Information for the Online Exhibitor Registration](#) as well as the data protection information provided on www.iaa-mobility.com.

Important: A summary of the information you submitted will be sent to you automatically by email after completion of the registration.

By submitting the binding registration, the exhibitor undertakes to participate in the event and to construct an appropriate exhibition stand if exhibition space is allocated.

☐ We hereby register for **IAA MOBILITY 2027** with legally binding effect and subject to a fee. The data entered, as listed above, has been checked and is correct.

Submit binding and fee-based registration

Here you will find a summary of your registration for the IAA Summit.

Please review all information carefully and accept the Exhibition Terms and Conditions, Privacy Notice, and the policy regarding changes to invoicing details.

By clicking [Submit Binding Registration] at the bottom of the page, you confirm your stand registration.

Please note that this is not an enquiry, but a binding booking of exhibition space at IAA MOBILITY.

Registration Confirmation

Confirmation

Thank You for Your Registration

Thank you for your registration for **IAA MOBILITY 2027**. An overview of your registration will be sent to you by email shortly.

You can now register your **co-exhibitors** for stands that have already been approved.

In the **“Further options”** menu, you can select additional services and further participation opportunities.

Thank you for your registration!

Your registration has been successfully received. A summary of your submitted information and your registration confirmation will be sent to you shortly by email.

As a next step, you may register your Co-Exhibitors.

Additional services and participation opportunities can be found under the “Further Options” section.

IAA Open Space

Citizens Lab

» IAA MOBILITY 2027

Booth Product – Citizens Lab

Booth Product



Citizens Lab Stand Package 7

 This package contains additional products

Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

Price: 9,500.00€



Citizens Lab Stand Package 14

 This package contains additional products

Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

Price: 17,000.00€

Citizens Lab Stand Package 14

Please provide the following information to select this booth product:

Area (m²) *

14

Width (m) Optional

Depth (m) Optional

Price

17,000.00€

Cancel

Confirm

Services

Area (m²) *

Width (m) Optional

Depth (m) Optional

14

Booth Product



Citizens Lab Stand Package 14

 This package contains additional products

Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.

Price: 17,000.00€

Total: 17,000.00€

Back

Next

Select the desired Citizens Lab stand package. The included services and total package price are displayed directly with each package.

After making your selection, a window containing the exhibition space details assigned to the stand package will open. Confirm the selected package.

Your selection will then be transferred to the “Services” section, including a summary of the selected package and the total costs.

Then click “Next” to continue with the remaining registration steps.

IAA Open Space

Cycling

» IAA MOBILITY 2027

Booth Product – Cycling

Booth Product

» IAA MOBILITY 2027	Cycling package (Ludwigstraße)  This package contains additional products	The Cycling Package includes a minimum stand space of 21 sqm and can be extended up to 150 sqm. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 12,900.00€
	Cycling Accessoires Package (Hofgartenstraße)  This package contains additional products	At Hofgarten, directly at Odeonsplatz, you can showcase helmets, locks, bags, apparel, pumps and other accessories in the atmosphere of a vibrant marketplace – right where end consumers browse, try products and make exclusive on-site purchases. As a manufacturer or distributor, this allows you to generate an immediate ROMI and convert product interest directly into sales. You can actively involve your retail partners through staff and revenue sharing – enabling shared stand costs and joint sales.	Price: 9,900.00€

Cycling Accessoires Package (Hofgartenstraße)

Please provide the following information to select this booth product:

Area (m²) *

Width (m) Optional 

Depth (m) Optional 

Price
9,900.00€

Cancel

Confirm

Services

Area (m²) *

Width (m) Optional 

Depth (m) Optional 

Booth Product

» IAA MOBILITY 2027	Cycling Accessoires Package (Hofgartenstraße)  This package contains additional products	At Hofgarten, directly at Odeonsplatz, you can showcase helmets, locks, bags, apparel, pumps and other accessories in the atmosphere of a vibrant marketplace – right where end consumers browse, try products and make exclusive on-site purchases. As a manufacturer or distributor, this allows you to generate an immediate ROMI and convert product interest directly into sales. You can actively involve your retail partners through staff and revenue sharing – enabling shared stand costs and joint sales. Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	Price: 9,900.00€

Total: 9,900.00€

← Back

Next →

Select the desired Cycling Package. The included services and total package price are displayed directly with each package.

After making your selection, a window containing the exhibition space details assigned to the stand package will open. Confirm your selection by clicking “Confirm”.

The selected Cycling Package will then be transferred to the “Services” section, where you will see an overview of your selection and the total costs.

Then click “Next” to continue with the remaining registration steps.

IAA Open Space

LEV packages

» IAA MOBILITY 2027

Booth Product – LEV packages

Booth Product

	LEV package S	1 parking lot in the IAA Open Space Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 2,000.00€
	LEV package M	2 parking lots in the IAA Open Space2 Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 4,000.00€
	LEV package L	3 parking lots in the IAA Open Space2 Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 6,000.00€

Select the desired LEV Package. The included services and total package price are displayed directly with each package.

After making your selection, a window containing the exhibition space details assigned to the package will open. Confirm your selection by clicking “Confirm”.

The selected LEV Package will then be transferred to the “Services” section, where you will see an overview of your selection and the total costs.

Then click “Next” to continue with the remaining registration steps.

LEV package M

Please provide the following information to select this booth product:

Area (m²) *

23

Width (m) *Optional*

Depth (m) *Optional*

Price

4,000.00€

Cancel

Confirm

Services

Area (m²) *

Width (m) *Optional*

Depth (m) *Optional*

23

Booth Product

	LEV package M	2 parking lots in the IAA Open Space2 Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 4,000.00€
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← Back

Total: 4,000.00€

Next →

IAA Open Space

Test Drives

» IAA MOBILITY 2027

Booth Product – Test Drives

Booth Product			
	Test Drives - 1/2 registration container at an arrival and departure point This package contains additional products	For Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions	Price: 15,000.00€
	1 registration container at an arrival and departure point This package contains additional products	For Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 30,000.00€
	Test Drives - 1/2 registration container at an arrival and departure point This package contains additional products	For Non-Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 25,000.00€
	Test Drives - 1 registration container at an arrival and departure point This package contains additional products	For Non-Exhibitor Please select the number of vehicles in the next step. Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	Price: 40,000.00€

Select the desired Test Drive product. Booking is available for both exhibitors and non-exhibitors. The available products and prices will be displayed according to your selection.

Note: Please review the package details carefully. Additional mandatory charges may apply depending on the selected package.

Then click “Next” to continue with the registration process.

Booth Product – Test Drives

Test Drives - 1/2 registration container at an arrival and departure point

Please provide the following information to select this booth product:

Area (m²) *

8

Width (m) *Optional*

Depth (m) *Optional*

Price

25,000.00€

Cancel

Confirm

After making your selection, a window containing the exhibition space details assigned to the package will open. The size is already predefined here. Confirm your selection by clicking “Confirm”.

The selected Test Drive product will then be transferred to the “Services” section, where you will see an overview of your selection and the total costs.

Click “Next” to proceed to the vehicle selection step.

Services

Area (m²) *

Width (m) *Optional*

Depth (m) *Optional*

8

Booth Product



Test Drives - 1/2 registration container at an arrival and departure point

This package contains additional products

For Non-Exhibitor

Please select the number of vehicles in the next step.

Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.

Price: 25,000.00€

Total: 25,000.00€

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Next

Registration Options – Test Drives

Options for your application

☐	Test Drives - Service charge for 1 vehicle Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(3,000.00€)
		0.00€
☐	Test Drives - Service charge for 10 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(30,000.00€)
		0.00€
☐	Test Drives - Service charge for 2 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(6,000.00€)
		0.00€
☐	Test Drives - Service charge for 3 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(9,000.00€)
		0.00€
☐	Test Drives - Service charge for 4 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(12,000.00€)
		0.00€
☐	Test Drives - Service charge for 5 vehicles Invoicing and settlement of the corresponding services will be carried out by VDA e.V. at the times specified in the Exhibition Conditions.	(15,000.00€)
		0.00€

In the next step, select the number of vehicles you would like to register for your Test Drives. The corresponding service fee will be displayed automatically.

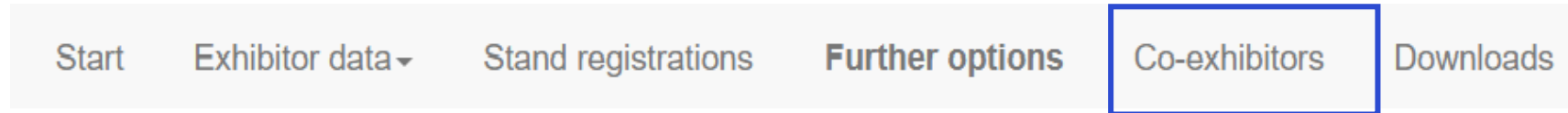
Then click “Next” to continue with the remaining registration steps.

Co-Exhibitors

Registration

» IAA MOBILITY 2027

Navigation Area — Co-Exhibitors



Co-Exhibitors: Once you have registered your stand and received your registration confirmation, you can use this section to register additional Co-Exhibitors.

1) Co-exhibitors

+ New

2) Hauptauftrag auswählen

Veranstaltung: IAA MOBILITY 2027

Auftrags-Nr.: 00003RQ70

✓ versendet

Aussteller-Name: KniceTruck

Stand-Nr.:

Standtyp: Standpaket SMART25

Fläche [m²]: 25

1. Click [+ New] to start the registration process for your Co-Exhibitors.
2. Select the main registration under which you would like to register your Co-Exhibitors. The registration process is the same as for a main exhibitor.

Note: Successfully registered stands can no longer be removed and can be identified by a green check mark. If you would like to make changes to a registered stand, please contact mobility@iaa.de.

Co-Exhibitor Details

Address

Contacts

Co-exhibitor data

Company Details

Please enter your **company name** and **company address**. If required, you can enter different **invoice** or **correspondence addresses** for each individual stand in the sub-category “**Invoice information**”.

Your address is already approved and cannot be changed anymore.

Exhibitor Name *

Testcompany

Company *

Testcompany

Company 2

Street *

Test Street 1

Street 2

Postal Code *

NY 12345

Enter the company details of your Co-Exhibitor here. All fields marked with * are mandatory.

Once you have completed the required information, click “OK” to save the entered data and then click “Next” in the bottom right corner.

Co-Exhibitor Contacts

Address

Contacts

Co-exhibitor contacts

Contact Information

During the stand registration process, **up to 3 contacts** can be added and included in our email communication.



New



I want to copy a contact from the organiser

Here, you can create new contacts via [+ New] or copy an existing contact from the organiser. Please note that once the stand registration has been submitted, no changes can be made to the contacts. If you need to make any changes, please contact mobility@iaa.de.

You may enter up to three different contacts.

The Ordering Contact serves as the primary contact person.

To save your information, click “Save” and then “Next” in the bottom right corner.

Stand Details

Booth Application

Your order no. *

Please enter the purchase order number of your accounting department. The number will be displayed on the invoice for the stand. If you do not have a purchase order number, write „xx“.

Preferred Location

IAA Summit

Comment for stand positioning

What else should we take into account when allocating your stand space (e.g. dimensions of exhibits, multi-storey stand construction, preferred neighbouring exhibitors, flexibility regarding stand size or stand type, etc.)?

☐ Same stand space as 2025

You request the same stand as in IAA MOBILITY 2025. Please note: If you booked several stands (inside the hall and/or outdoor area) at the previous event, use the comment field to specify which of these stands you wish to register again.

Next >

In this step, you will enter the basic information regarding the Co-Exhibitor's participation at the main exhibitor's stand.

Order Number

Enter your internal order number. If none is available, please enter “XX”.

Preferred Location

The registration will be assigned to the previously selected main registration (IAA Summit or IAA Open Space).

Stand Placement Comments

Use the comment field to provide any special requirements or stand placement preferences.

Contact Details

Contacts

Ordering contact

No contact assigned yet.

Select

+ New

Contact person 1

No contact assigned yet.

Select

+ New

Contact person 2

No contact assigned yet.

Select

+ New

Assign the contacts created earlier to your registration. Click “Select” to assign an existing contact. If required, additional contacts can be created via [+ New].

Ordering Contact
The Ordering Contact serves as the primary contact person.

Contact Person 1 & 2 (optional)
These fields are optional and may be left blank if no additional contact persons are required.

Note: If the Ordering Contact is already acting as the primary contact person, the same individual does not need to be entered again as Contact Person 1 or 2.

Stand Registration Summary

Application - Summary

Booth Application

Your order no. *	xx
Preferred Location	IAA Summit
Comment for stand positioning	What else should we take into account when allocating your stand space (e.g. dimensions of exhibits, multi-storey stand construction, preferred neighbouring exhibitors, flexibility regarding stand size or stand type, etc.)?
Same stand space as 2025	No

Contacts

Ordering contact Name Frau Lena Schmidt Telephone Email lena.schmidt@vda.de	Contact person 1 No contact assigned yet.	Contact person 2 No contact assigned yet.
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[← Back](#)

Save booth application

Here you can review the stand details you have entered and make any necessary corrections.

Once you have completed your review, click [Save Stand Registration].

Invoicing Details

Invoice information

NOTE

Invoice Dispatch and Changes to Invoice Data

Fields marked with * are mandatory.

In accordance with Section 45 of the [Exhibition Conditions](#), invoices will only be sent in electronic form by email with a PDF attachment.

If changes are made to the following invoice data after expiry of the deadline communicated by the organizer, a processing fee may be charged in accordance with Section 24 of the [Exhibition Conditions](#):

> Invoice address

> Invoice recipient

> Purchase order number

> Legal form

The fee for the first change is EUR 150.00 plus VAT. Each additional change will be charged at EUR 250.00 plus VAT.

☒ Electronic invoice per E-Mail

E-Mail of invoice recipient *

☐ Alternative billing address

Save

Next →

Please provide a general and permanently monitored invoicing email address, for example the email address of your accounting department.

If your billing address differs from your company address, please enter the relevant details below.

Afterwards, click “Save” and then “Next”.

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Correspondence address

[Stand data](#)[Contacts](#)[Invoice information](#)[Correspondence address](#)[Product groups](#)[Submit](#)

Differing correspondence address

We hereby authorize the company / branch office named below to **accept the stand confirmation and all further documents in our name** and to place **legally binding orders** on our behalf for services pertaining to all available as issuing statements regarding our **event participation**.

☐ Please send correspondence to the following differing address

If you have appointed an agency or another service provider to manage the coordination and organisation of your stand, please provide this information under “Correspondence address”.

After entering your information, always click “Save” first and then “Next”.

Product Groups

2+3)

OK

+
New

✖
Cancel

✖ Remove

Product group *

Description *

Company *

Country *

Germany

4)

Next →

Product groups

Product Groups & Exhibition Goods

Please let us know which products you will be exhibiting. The selection of product groups and exhibition goods helps us classify your registration correctly.

Fields marked with * are mandatory.

How to edit your product groups:

1

Use "+ New" to add product groups or exhibition goods.

2

Select the appropriate product groups from the overview.

3

Confirm your entry afterwards with "✓ OK".

Note for exhibitors of products from third-party companies:

To complete your order, the [Manufacturer Confirmation](#) must be signed, stamped with the company stamp and sent by email to mobility@iaa.de.

1)

Edit

Product Groups

- Group 1 Manufacturers of passenger cars with any type of drive system and complete bodies for passenger cars
- Group 2 Other motor vehicles for passenger transport with a permissible total mass of no more than 3.5 t, minibuses and special vehicles
- Group 3 Vehicles with two or three wheels, single-track motor vehicles, micromobility, L1e to L7e, micromobility, light electric vehicles
- Group 4 Trailers such as caravans with a permissible total mass of no more than 3.5 t for towing behind motor vehicles of Groups 1 - 3
- Group 5 Suppliers for Group 1 vehicles, passenger cars: parts, accessories, preliminary products
- Group 6 Suppliers for Groups 2 and 4, other motor vehicles and trailers: parts, accessories, preliminary products
- Group 7 Suppliers for Group 3, micromobility: parts, accessories, preliminary products
- Group 8 Products for the operation, care, maintenance and repair of Groups 1 - 4
- Group 9 Intelligent Infrastructure such as refueling and charging infrastructure, traffic control, parking solutions, traffic flow monitoring, telecommunications networks and network operation, bidirectional charging, payment systems, energy supply
- Group 10 Urban Air Mobility such as air taxis, transport drones, eVTOLs
- Group 11 Services, including CRM tools, fleet management, software, IT services, consulting, financial services and insurance
- Group 12 Development services: design, vehicle development, testing, approval, quality assurance
- Group 13 Digital services in or for the operation of vehicles in Groups 1 - 3, such as in-car entertainment, AR, VR & XR, software-defined vehicles, AI & generative AI, cybersecurity
- Group 14 Services and products for automated and autonomous driving, driver assistance systems
- Group 15 Mobility providers such as car sharing, carpooling, long-distance buses, bike and scooter sharing, taxi, shuttle and ride-hailing services, as well as public transport providers
- Group 16 Organizations, companies and authorities whose activities are related to mobility topics or the transport industry, including universities, business development agencies and associations

Here you can manage your product groups:

1.

Click "Edit".

2.

Then click [+ New] to assign your product to the appropriate product group. To remove an assignment, click "Remove".

3.

Once you have completed your changes, click "OK".

4.

Afterwards, click "Next" to proceed to the next page. Your entries will be saved automatically.

Further Options

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Further Options – IAA Summit



Futher Options: Book additional participation options.

[Options](#) [My orders](#) [0 Cart](#) [Complete order](#)

Additional Items and Further Participation Options

Here you can select **additional items** for special format orders as well as **further participation options**.

Productcategory:Experiences (0)

Productcategory:NetworkingTours (3)

Productcategory:Meetingraeume (9)

Productcategory.Meetingraeume

Meeting room in the halls - 24 sqm - 1/2 day - from 2.990 € The booking is initially made without a fixed event day. We will contact you afterwards to coordinate your preferred date and confirm availability. Please note that prices may vary depending on the event day. Further information can be found in the brochure. The invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	Ordered 0 Price per unit 0.00€ Quantity 1 Price free Add to cart
Meeting room in the halls - 24 sqm - 1 day - from 4.990 € The booking is initially made without a fixed event day. We will contact you afterwards to coordinate your preferred date and confirm availability. Please note that prices may vary depending on the event day. Further information can be found in the brochure.	Ordered 0 Price per unit 0.00€ Quantity 1

Through the “Further Options” section, you can book additional services for your participation, such as Networking Tours or meeting rooms.

The corresponding costs will be displayed directly on the right-hand side.

Once you have made your selection, click “Next” and follow the remaining registration steps.

Further Options – IAA Open Space

[Start](#)[Exhibitor data](#)[Stand registrations](#)[Further options](#)[Co-exhibitors](#)[Downloads](#)

Futher Options: Book additional participation options.

Additional Items and Further Participation Options

Here you can select **additional items** for special format orders as well as **further participation options**.

Productcategory.Experiences (1)
Productcategory.NetworkingTours (0)
Productcategory.Meetingraeume (0)

Productcategory.Experiences

Participant at the Family Trail 2027	Ordered	0
Dedicated Family Trail station, official station signage, digital and print program integration, official sponsor communication.	Price per unit	1,800.00€
Invoicing and settlement of the corresponding services will be carried out by Messe München GmbH at the times specified in the Exhibition Conditions.	Quantity	1
	Price	1,800.00€
Add to cart		

Through the “Further Options” section, you can book additional services for your participation, such as participation in the Family Trail 2027.

The corresponding costs will be displayed directly on the right-hand side.

Once you have made your selection, click “Next” and follow the remaining registration steps.

Downloads

» IAA MOBILITY 2027

Downloads

Downloads

DOCUMENTS & DOWNLOADS

Download Center

Here you will find all important documents to prepare your participation at **IAA MOBILITY 2027**.

General Documents

› [Exhibitor Brochure](#)

› [Exhibition Conditions](#)

› [Manufacturer Confirmation](#)

› [Data Protection Information](#)

› [Step-by-Step Guide](#)

Documents by Participation Area

IAA Summit

› [Organizational & Technical Guidelines Summit](#)

› [Stand Rental](#)

› [Checklist Summit](#)

› [Time Schedule Summit](#)

IAA Open Space

› [Organizational & Technical Guidelines Open Space](#)

› [Stand Rental](#)

› [Checklist Open Space](#)

› [Time Schedule Open Space](#)

› [Query Presentation](#)

› [Requirements for Presentations](#)

› [Important Site Information](#)

› [Site and Use Regulations](#)

IAA Experiences

› [Limitation of Liability for the IAA Test Drives](#)

› [Open Step-by-Step Guide](#)

In the Downloads section, you will find all important documents to help you prepare for your participation at IAA MOBILITY.

Important: Please read the Organisational & Technical Guidelines for both the [IAA Open Space](#) and the [IAA Summit](#), and make sure to review the respective [Exhibition Conditions](#).

These documents contain important information for the planning and implementation of your participation.