

» IAA MOBILITY 2027

# Startup Packages

Your all-inclusive  
entry to IAA MOBILITY

MUNICH  
SEPTEMBER 7—12, 2027 | PRESS DAY SEPTEMBER 6





**“Exhibiting at IAA MOBILITY 2025 was a major success for us. The prominent stand location, the generous stand size, and the opportunity to showcase our demo vehicle under very attractive conditions were key highlights and contributed significantly to both high-quality lead generation and our overall business success that year.**

Dr. Daniel Dilmetz, Global Account Director, COMPREDICT GmbH

» IAA MOBILITY 2027

# Be one of 100 startups at IAA MOBILITY!

## Benefits



- › As the world's leading platform for mobility, sustainability and tech, IAA MOBILITY offers you high visibility on up to four centrally located Startup Areas with high visitor numbers.
- › The cost-effective all-inclusive turnkey packages guarantee a one-of-a-kind possibility to present yourself at this leading event.
- › Take advantage of your close proximity to the industry leaders. This ensures maximum visibility for your innovations and helps you connect more quickly with leading companies.
- › Take part in exclusive events with industry representatives, investors, and the press.
- › 94% of visitors rated the Startup Areas from good to outstanding.

# How to apply as a startup

## Do you match the participation criteria?



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

## Book your Startup Package



- › Choose one of three startup packages in our [registration portal](#)
- › Reception of admission by IAA MOBILITY team
- › As soon as you receive confirmation of your registration, you will be officially accepted as an exhibitor at IAA MOBILITY

## Get ready for your IAA appearance

- › Update your media entry in the exhibitor shop
- › Plan your appearance on press day
- › Show everyone that you're exhibiting at IAA MOBILITY: Use our customizable media kit for your email banner and LinkedIn header (to be submitted later)
- › Upload your free startup pitch to the IAA App

# Our key topics at IAA MOBILITY 2027

## Mobility

- › Automotive
- › Cycling, Micromobility & LEV
- › Public Transport
- › Integrated Mobility Platforms & Services
- › Intermodality

## Technology

- › Tech Supply
- › Autonomous Driving & ADAS
- › AI at Scale (incl. GenAI and industrial applications)
- › Software-defined Vehicles
- › Industrial & Humanoid Robotics
- › Connected Vehicle (incl. V2X) & Data Ecosystems
- › Semiconductors & Chips
- › Battery Tech
- › Power Drive Technologies incl. H2
- › Cybersecurity
- › Digital In-Car Experience & Services

## Sustainability & Resilience

- › Geopolitics, Manufacturing & Supply Chain
- › Circular Economy
- › Decarbonization
- › Regulation, Liability & ESGs
- › Inclusion
- › Mining and Handling of Raw Materials

## Smart Infrastructure

- › Smart City Mobility
- › Smart Country Mobility
- › Charging (incl. bidirectional charging) and Refueling Infrastructure (incl. energy grid)
- › Road Safety

# Startup Package offers – choose your best participation



## Startup Package S (4 sqm)

- › 4 sqm stand area
- › Incl. mandatory costs
- › Access to various startup events
- › 2 exhibitor passes
- › €200 visitor invitation ticket allowance\*
- › No presentation of exhibits possible

Package price (plus VAT):

**€2,790**



## Startup Package M (9 sqm)

- › 9 sqm stand area
- › Incl. mandatory costs
- › Access to various startup events
- › 4 exhibitor passes
- › €300 visitor invitation ticket allowance\*
- › Presentation of exhibits possible

Package price (plus VAT):

**€4,990**



## Startup Package L (16 sqm)

- › 16 sqm stand area
- › Incl. mandatory costs
- › Access to various startup events
- › 6 exhibitor passes
- › €600 visitor invitation ticket allowance\*
- › Presentation of exhibits possible

Package price (plus VAT):

**€6,990**

# Startup Package S: 4 sqm (2 x 2 m)

Your easy entry option



Conditions in detail:

- › Stand rental
- › 2 exhibitor passes
- › €200 visitor invitation ticket allowance\*
- › Modern sustainable stand construction
- › 1 graphic board logo incl. printing (90 x 45 cm), double-sided
- › 1 graphic board theme incl. printing (100 x 45 cm)
- › Sustainable carpet incl. recycling
- › 1 LED light
- › 1 standing table 100 cm + 2 bar stools
- › 1 triple socket outlet
- › Additional costs incl. stand cleaning, daily waste disposal, and 1 kW power supply
- › Obligatory communication fee
- › Free startup pitch upload in the IAA App
- › No presentation of exhibits possible
- › Optional add-on (additional cost): wall graphic (100 x 300 cm)

**€2,790 plus VAT**

# Startup Package M: 9 sqm (3 x 3 m)

More space for your business



Conditions in detail:

- › Stand rental
- › 4 exhibitor passes
- › €300 visitor invitation ticket allowance\*
- › Modern sustainable stand construction
- › 2 graphic board logos incl. printing (100 x 45 cm)
- › 1 graphic board theme incl. printing (200 x 45 cm)
- › 43" monitor incl. wall mount and steel channel for cable routing
- › Sustainable carpet incl. recycling
- › 3 LED lights
- › 1 standing table + 3 bar stools
- › 1 triple socket outlet
- › 1 lockable counter
- › Additional costs incl. stand cleaning, daily waste disposal, 1 kW power supply, and overnight security
- › Incl. obligatory communication fee
- › Free startup pitch upload in the IAA App
- › Presentation of exhibits possible
- › Optional add-on (additional cost): wall graphic (200 x 300 cm)

**€4,990 plus VAT**

# Startup Package L: 16 sqm (4 x 4 m)

Your product for large exhibits



Conditions in detail:

- › Stand rental
- › 6 exhibitor passes
- › €600 visitor invitation ticket allowance\*
- › Modern sustainable stand construction
- › 3 graphic board logos incl. printing (100 x 45 cm)
- › 1 graphic board theme incl. printing (200 x 45 cm)
- › 43" monitor incl. wall mount and steel channel for cable routing
- › Sustainable carpet incl. recycling
- › 4 LED lights
- › 1 standing table + 3 bar stools
- › 1 triple socket outlet
- › 1 lockable counter
- › Additional costs incl. stand cleaning, daily waste disposal, 1 kW power supply, and overnight security
- › Obligatory communication fee
- › Free startup pitch upload in the IAA App
- › Presentation of exhibits possible
- › Optional add-on (additional cost): wall graphic (200 x 300 cm)

**€6,990 plus VAT**

# General terms and conditions, data privacy, instructions

## Participation conditions



- › Please note that once you have booked a stand package, your startup will be assessed. Only startups that meet the event's selection criteria will receive a confirmation of registration from our exhibitor services team. If your application is not accepted, you will also be notified.
- › The allocation of the startups on the IAA Summit is planned and realized by the organizer.
- › In case the requested stand package is already sold out, IAA MOBILITY will offer a different package size which the startup can decline.
- › There are only 100 startup packages on offer in total. In case these are sold, we will inform all applicants in time.
- › Please note that exhibitors are under obligation to keep their exhibition stands manned and accessible to visitors during the opening hours from 8:00 a.m. to 6:00 p.m. September 6 (press day) and from 9:00 a.m. to 6:00 p.m. on September 7 to 10. Otherwise, the IAA may charge a contractual penalty of €1,500 for each day the exhibition stand is unstaffed. This does not affect the IAA's right to assert claims for damages.
- › By registering, you agree to the exhibition conditions, the organizational & technical guidelines and the data privacy policy of IAA MOBILITY 2027.
- › Bookings are accepted until June 30, 2027.

# Your contact person

Get in touch

Booking inquiries



**Saba ALSHAMARI**

Key Account Manager Tech & Digital

saba.alshamari@messe-muenchen.de  
+49 172 8344783

Product inquiries



**Luise BURGERMEISTER**

Project Manager IAA Summit

luise.burgermeister@messe-muenchen.de  
+49 175 7332708