

Stand rentals IAA Summit

Fairground • B2B • September 7–10, 2027

Press & media day: September 6, 2027

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

**Book IAA Summit +
IAA Open Space
and get a cost advantage of
320.00 € per sqm on the
IAA Open Space price**

Rental charges groundfloor at the IAA Summit (no stand building included)

Per sqm in € plus VAT

Row Stand (1-side open)	330.00 €
Corner Stand (2-sides open)	390.00 €
Peninsula Stand (3-sides open)	435.00 €
Island Stand (4-sides open)	455.00 €

Additional booth level(s):

(also for used upper floors of show trucks or similar)

**30% of the sqm price
for the floor space**

Rental charges outdoor areas at the IAA Summit (no stand building included)

Per sqm in € plus VAT

Outdoor areas	110.00 €
Outdoor areas between halls/loading yards	145.00 €

Other obligatory costs at the IAA Summit

Per sqm in € plus VAT

Waste disposal fee	10.00 €
Advance payment services (used as deposit for services e.g. electricity, water, etc.)	15.00 €

Communication fee—per exhibitor/co-exhibitor

1,350.00 €

Chargeable for each exhibitor and co-exhibitor.

Invoicing by Messe München GmbH.

The following services are included:

- Stand placement in all floor plans with (if necessary abbreviated) company name (without logo) & stand number
- Listing in the alphabetical exhibitor directory (company name, ZIP code, city, country, hall + stand)
- Exhibitor profile (company name, street, ZIP code, city, country, company phone, company e-mail, website, social media links, hall + stand)
- Key visual
- Teaser text in all directories (80 characters)
- Company description in the exhibitor profile: 1,200 characters, German + English
- 5 entries in the product categories at 85.00 € each
- Contact form
- Company logo in all directories and in the exhibitor profile
- New: 1 product presentation

Ticket flat rate

50.00 €

A ticket flat rate of 50.00 € per sqm is included in the stand rental prices and can be used for guest tickets to invite third parties and/or employee tickets.

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Stand rentals IAA Open Space (when booking a space at the IAA Summit)

Space limit IAA Open Space: 1,000 sqm per exhibitor/brand; minimum size: 50 sqm
Space limit IAA Summit: 2,000 sqm per exhibitor/brand; minimum size: 25 sqm

Rental charges for stand space in the IAA Open Space (no stand building included)

Per sqm in € plus VAT

Königsplatz / Hofgartenstraße	227.00 €
Ludwigstraße / Residenzhöfe	299.00 €
Odeonsplatz / Wittelsbacherplatz / Max-Joseph-Platz	325.00 €
Additional booth level(s): (also for used upper floors of show trucks or similar)	50% of the sqm price for the floor space

Stand rentals IAA Open Space

Munich city center • B2C • September 7–12, 2027

Space limit: 1,000 sqm per exhibitor/brand; minimum size: 50 sqm

Rental charges for stand space in the IAA Open Space (no stand building included)

Per sqm in € plus VAT

Königsplatz / Hofgartenstraße	547.00 €
Ludwigstraße / Residenzhöfe	619.00 €
Odeonsplatz / Wittelsbacherplatz / Max-Joseph-Platz	645.00 €
Additional booth level(s): (also for used upper floors of show trucks or similar)	50% of the sqm price for the floor space

Other obligatory costs in the IAA Open Space

Per sqm in € plus VAT

Waste disposal fee	16.50 €
Advance payment services (used as deposit for services e.g. electricity, water, etc.)	23.00 €
CO₂ Audit	650.00 €

There are additional costs associated with certifying the carbon footprint and the climate protection contribution to be made through the brand's presence in IAA Open Space. These costs vary depending on the number of tons of CO₂ calculated and amount to 23.00 € per ton.

Location-related mandatory fees in the IAA Open Space

In IAA Open Space, additional mandatory costs may arise depending on local conditions (especially soil protection). These can be found in the "Important Space Information" documents.

Communication fee—per exhibitor/co-exhibitor

1,350.00 €

Chargeable for each exhibitor and co-exhibitor.
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Ticket flat rate

30.00 €

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