

» IAA MOBILITY 2023
04/09 – 10/09

EXPERIENCE CONNECTED MOBILITY

Cycling & Micromobility packages

IAA MOBILITY 2021 — a success story



407,379

visitors from 95 countries



2,214 tons

compensated CO₂



8,846

test drives



90,299 m²

exhibition space



71%

of visitors under
the age of 40



3,500

accredited journalists



75

bike brands



137 billion

potential international
media reach



936

international speakers
from 32 countries



78 start-ups

on 1,500 m²



744

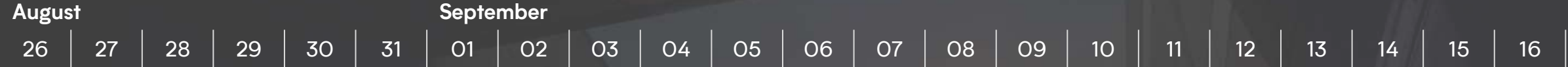
exhibitors from 32 countries



33,800


media clippings

IAA MOBILITY — Timeline 2023




Open Space = B2C



 Munich inner City
Hofgarten & Ludwigstraße

Summit = B2B



 Munich Exhibition Center

Sept 04 Press & Media Day Sept 05 – 08 Summit & Conference

IAA MOBILITY — Zielgruppen

1

B2B

Business

C-level, sales, purchasing, marketing, product management, design, HR, (young) professionals, tech (big tech, start-ups, OEM and supplier departments), digital, software, platforms, AI, gaming, entertainment, R&D, production, strategy, micromobility, mobility solutions, VCs, incubators, M&A, collaborations, start-ups

Working departments:

Sales, Purchasing, Marketing, Projektplanung, Productmanagement, Design, R&D, Production, Strategie, Digital Tech, HR, M&A

Unternehmenslevel:

C-Level, Decision-Makers, Head of Department, (Young) Professionals etc.

SUMMIT & CONFERENCE

2

B2ESG

E = Environmental

S = Social

G = Governance

- > Politics (International & National)
- > ESG organisations
- > NGOs
- > Associations
- > Authorities
- > Ministries
- > Representatives of Federation
- > Science

SUMMIT & OPEN SPACE

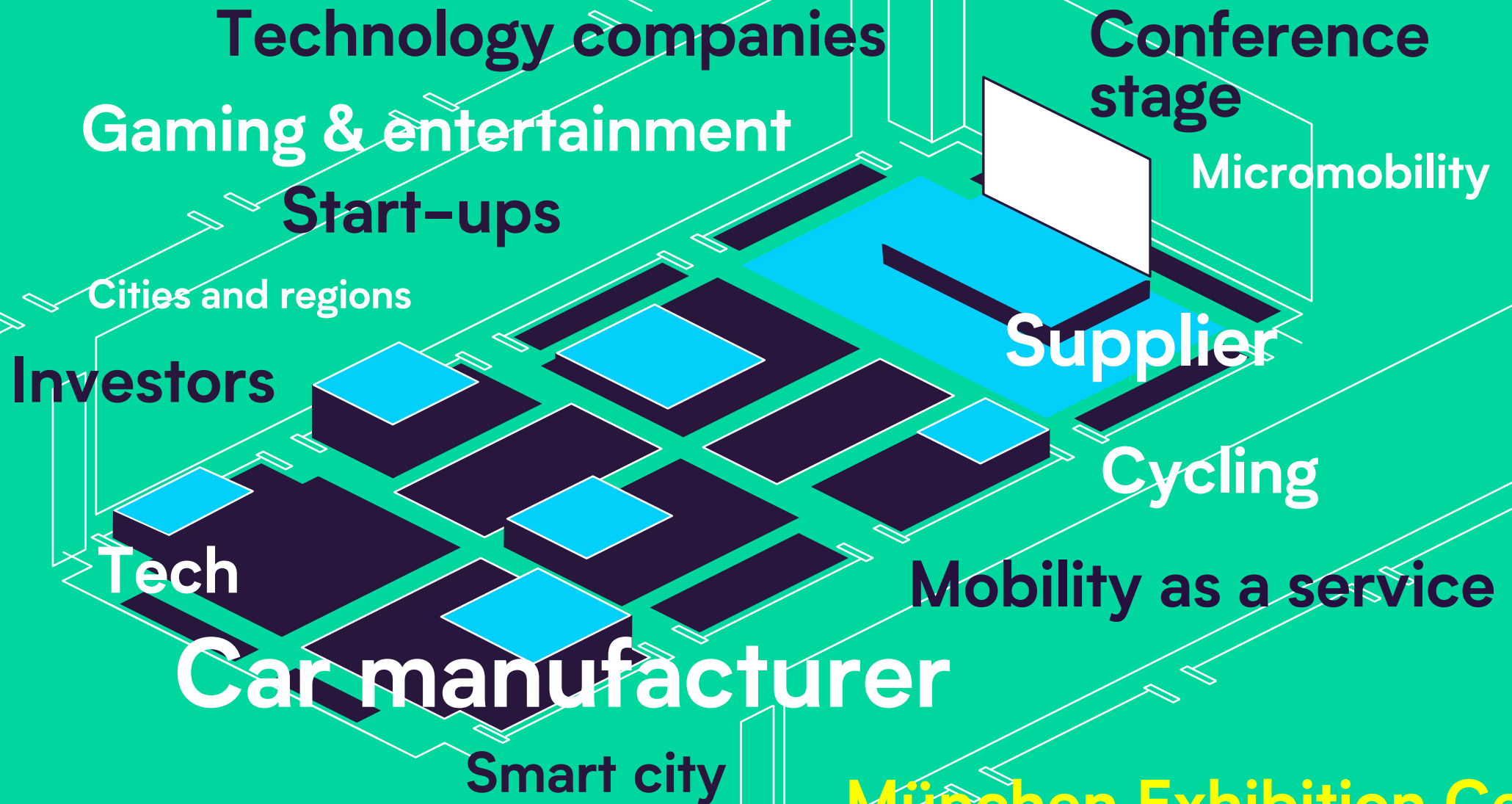
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B2C

- > Special interest in mobility
- > Open Space audience
- > Citizens of Munich and around
- > Incl. Gen Z und Gen Alpha

OPEN SPACE

IAA SUMMIT



München Exhibition Centre

Combipackages: B2B/B2ESG Summit & B2C Open Space

	City Special S	City Special M	City Special L	City Special 50/50
 Space at Open Space (B2C)	9 m ²	18 m ²	27 m ²	27 m ²
 Pre-built booth at Summit (B2B)	9 m ²	9 m ²	9 m ²	25 m ²
 Guest tickets flat rate	100,- €	130,- €	180,- €	200,- €
 Communication fee	950,- €	950,- €	950,- €	950,- €
 exhibitor passes for Summit	3	4	5	6
	6.700,-€	7.700,-€	9.500,-€	17.500,-€

> * all price exkl.tax



CONNECTED PAKET

Plenty of room for B2C contacts and B2B synergies. For companies that are driven by cross-industry interaction and customer relations in the same way: the CITY SPECIAL 50/50.

OPEN SPACE

Space from 25 m² starting



SUMMIT

from 25 m² pre-built PURE or EASY booth

PURE or EASY booth-package (25, 40 or 60 m²)

or

individuel booth + rental for stand

+ ADVANTAGE: 15% discounted package price*

* Minimum booking 25 sqm each at the OPEN SPACE and SUMMIT. The stand position at the OPEN SPACE is allocated by IAA MOBILITY and includes the stand space only. The conditions of the PURE or EASY arrangements apply for the SUMMIT if applicable. All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/ material costs.



GLOBAL VISIONARY PAKET

the mix of VISIONARY CLUBHOUSE, SUMMIT and OPEN SPACE. The VISIONARY CLUBHOUSE, with approx. 300 sqm centrally located in the heart of the IAA MOBILITY SUMMIT, is part of the most relevant international content and dialog platform for the mobility of the future



CONNECTED PAKET



VISIONARY CLUBHOUSE Session

Session (45 min., format of your choice) on the Cycling, E- & Micromobility

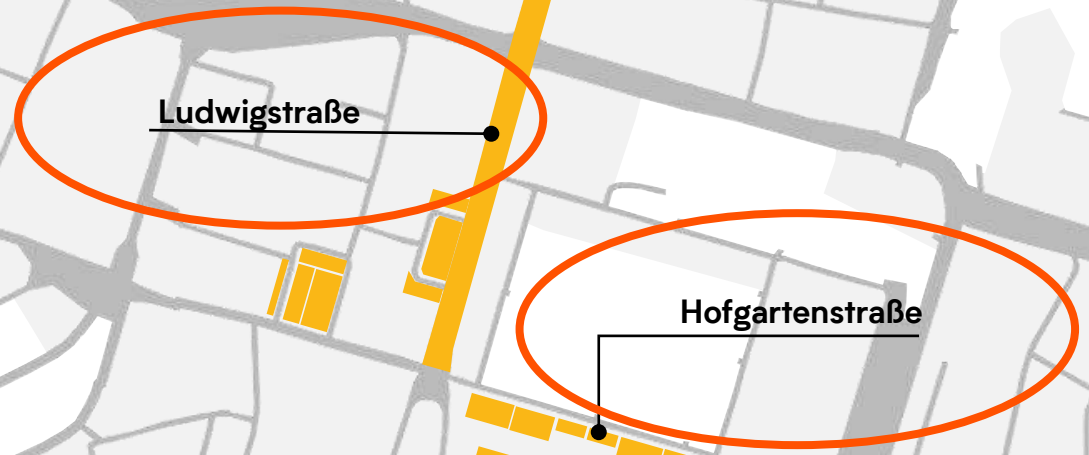
Including extra reach via the integration of the content in the official IAA MOBILITY conference program; networking lounge & catering

+ ADVANTAGE: 20% package price* SUMMIT & OPEN SPACE **+ 25% discount*** VISIONARY CLUBHOUSE SESSION

* Minimum booking 25 sqm each at the OPEN SPACE and SUMMIT. The stand position at the OPEN SPACE is allocated by IAA MOBILITY and includes the stand space only. The conditions of the PURE or EASY arrangements apply for the SUMMIT if applicable. All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/ material costs.

OVERVIEW

IAA Open Space



Pakete B2C: Cycling only – Open Space Sponsoring



Space at Open Space (B2C)

25 m²

40 m²

60 m²

80 m²

100 m²

5kw Power

5kw Power

5kw Power

10kw Power

10kw Power

Disposal

Disposal

Disposal

Disposal

Disposal



included

Communication

Communication

Communication

Communication

Communication

3 Exhibitor passes

4 Exhibitor passes

5 Exhibitor passes

6 Exhibitor passes

7 Exhibitor passes

750€
Ticket flat rate

1200€
Ticket flat rate

1800€
Ticket flat rate

2400€
Ticket flat rate

3000€
Ticket flat rate



„Presented by“
Programmslot

1

1

2

2

3



Ribbon with logo
integration

1

1

2

2

3



Hofgarten

9.900,-€

12.800,-€

19.700,-€

23.500,-€

30.500,-€



Ludwigstraße

11.200,-€

14.800,-€

22.700,-€

27.500,-€

35.500,-€

› * alle Preise exkl. MwSt

CYCLING ACTIVATION AREA

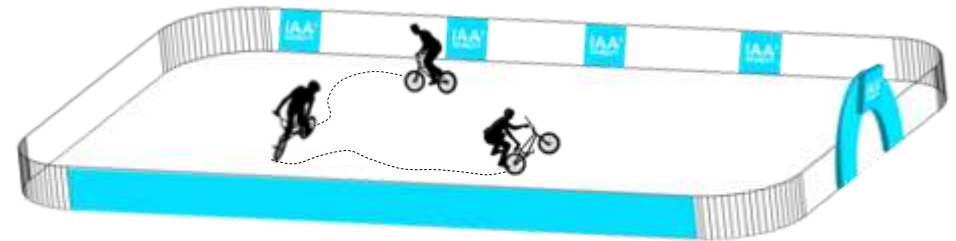
300qm Aktivierungsfläche für maximalen Cycling-Spaß. Auf der Open Space Cycling Activation Area werden vielseitige Programmpunkte mit Themenschwerpunkt: Cycling & Micromobility, Entertainment, Try-Outs über den gesamten Veranstaltungszeitraum bespielt.

Die Programmpunkte sind vielseitig — von Mountain Bike Kids Trails, über Seniorenfahrtsicherheitstraining, Ride Outs zu BMX Stunt Shows — hier ist für alle Open Space Besucher etwas dabei.



Key Facts

- Konzept
Vielseitige Entertainment- und Trainingsangebote rund um das Thema Cycling
- Verortung
Ludwigstraße
- Größe & Aufbau
300qm bezaunte Fläche, Flächenbespielung und Umbauten analog den Programmpunkten
- Zeitraum
Gesamter Veranstaltungszeitraum (05.-10. September 2023), wechselnde Bespielung





YOU CAN REACH

US AT

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