

Check list for your attendance at IAA Summit—Fairgrounds

✓ Description	Publication date/deadline	How/where I receive my information	Contact
Stand Confirmation and Invoices			
Stand confirmation, registration by December 31, 2026	Expected from February 2027 onwards	via e-mail from VDA planers	marius.heil@vda.de (A1, A2, B1) lars.schmidt@vda.de (A3, B2, B3)
1. invoice 50% of the stand rent via VDA	From mid January 2027 onwards	via e-mail from mobility@iaa.de with 30 days payment term	mobility@iaa.de
Stand confirmation, registration after December 31, 2026	From end of February 2027 onwards	via e-mail from VDA planers	marius.heil@vda.de (A1, A2, B1) lars.schmidt@vda.de (A3, B2, B3)
2. invoice 100% of the stand rent via VDA	From mid March 2027 onwards	via e-mail from mobility@iaa.de with 30 days payment term	mobility@iaa.de
Invoice of advanced payment for services <i>Calculation of mandatory costs via Messe München GmbH</i>	From end of May 2027 onwards	via e-mail from Messe München GmbH	fangyuan.hong@messe-muenchen.de julia.brunnlieb@messe-muenchen.de
Exhibitor Service, Exhibitor Shop, Exhibitor Directory			
Co-exhibitor application for non joint stands	Free of charge until receipt of stand confirmation	Please find more information here	mobility@iaa.de
Co-exhibitor application for joint stands	Free of charge for entire period	Please find more information here	mobility@iaa.de
Distribution of the access credentials for the Exhibitor Shop by Messe München <i>Electricity, water, internet, stand cleaning, suspensions, parking permits, catering, etc.</i> You can manage and update your entries for the event directories directly in the Exhibitor Shop. <i>Exhibitor & Partner Directory, Website, App</i>	From mid-April 2027 onwards	via e-mail Exhibitor Shop Messe München	shop@iaa.de
Registration exhibitor passes, as well as set-up and dismantling passes	From mid-April 2027	via e-mail Exhibitor Shop Messe München	shop@iaa.de
Stand packages SMART, PURE & PREMIUM <i>Stand packages SMART, PURE & PREMIUM</i> <i>All-inclusive packages including stand construction, furniture and technical equipment as well as tickets and passes for a successful IAA appearance</i>	Until June 30, 2027	Please find more information here	Booking requests: saba.alshamari@messe-muenchen.de Questions concerning the products: alena.kluge@messe-muenchen.de
Start-up packages <i>Special packages including stand construction, furniture and technical equipment as well as tickets and passes for selected start-ups</i>	Until June 30, 2027	Please find more information here	Booking requests: saba.alshamari@messe-muenchen.de Questions concerning the products: luise.burgermeister@messe-muenchen.de

- Beginning of construction period: August 28, 2027 – from 00:00 h – daily 24 h
- End of construction period: September 5, 2027 – until 18:00 h
- Presence on press day (all exhibitors): September 6, 2027 – 08:00–18:00 h

- Beginning of dismantling period: September 10, 2027 – from 18:00 h – daily 24 h
- End of dismantling period: September 16, 2027 – until 18:00 h
- Please find more information: [Exhibition conditions](#)

Help, support & information:
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Networking Tours <i>Direct and efficient access to your potential customers</i>	Until June 30, 2027	Please find more information here	Booking requests: alexandra.seil@messe-muenchen.de Questions concerning the products: alena.kluge@messe-muenchen.de
Meetingrooms in the halls <i>Meet your contacts without any detours: Meeting rooms in the heart of the summit</i>	Until June 30, 2027	Please find more information here	Booking requests: reiner.strauch@vda.de Questions concerning the products: alena.kluge@messe-muenchen.de
Submission Stand Construction Plan for Approval <i>Please note the Organizational & Technical Guidelines</i>	Until June 25, 2027	Organizational & Technical Guidelines as well as the upload area	maris.heil@vda.de (A1, A2, B1) lars.schmidt@vda.de (A3, B2, B3)
Technical orders <i>Electricity, water, internet, stand cleaning, suspensions, parking permits, catering, etc.</i>		via Exhibitor Shop	tas.iaa@messe-muenchen.de
Late payment surcharge for technical orders	For orders submitted after the closing date orders may be subject to late surcharges	via Exhibitor Shop	tas.iaa@messe-muenchen.de
Participation & Presentation			
IAA Conference <i>Be part of the mobility of the future and present your expert knowledge to a global audience of professionals Take part in our stage and forum events</i>	Call for Speaker/Call for Masterclass/ Call for Corporate Reverse Pitch Application until November 30, 2026	For more information on sponsorships and speaking slots here	IAA-Speaker@messe-muenchen.de
IAA Experience <i>Bring the future of mobility to life</i>	From July 1, 2026 until Deadline January 31, 2027	Please find more information here	simon.schoenberg@vda.de helge.brekau@messe-muenchen.de
Evening Events <i>Enhance your event with an evening program</i>	Evening events at your booth can be booked through August 6, 2027. Evening events on one of the conference stages can be booked through June 30, 2027.	More information: Side Events Brochure	Questions about evening events at your booth: alena.kluge@messe-muenchen.de Questions regarding evening events on one of the conference stages: IAA-Speaker@messe-muenchen.de
Professional Events <i>Expand your presence by hosting a professional event as part of the IAA Summit</i>	Professional event at the ICM upon request Professional event on one of the conference stages upon request	More information: Side Events Brochure	Questions regarding professional events at the ICM: alena.kluge@messe-muenchen.de Questions regarding technical sessions on one of the conference stages: IAA-Speaker@messe-muenchen.de

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Press Events <i>Enhance your presence by hosting a press conference on press day (September 6, 2027)</i>	Press event at your booth—register by TBD Press event on one of the conference stages—bookable until June 30, 2027	More information: Side Events Brochure	Questions regarding press events at your booth: presse@iaa.de Questions regarding press events on one of the conference stages: IAA-Speaker@messe-muenchen.de
Additional services			
Sponsoring and Advertising		More information will be available at a later stage	
Media entry		More information will be available at a later stage	info@iaa-media.de
Advertising spaces	From November 2026	More information will be available at a later stage	mediasales.iaa@messe-muenchen.de
myclimate CO ₂ compensation for your IAA appearance		More information will be available at a later stage	
For more relevant information, please refer to the O&Ts and the current Exhibition conditions		Organizational & Technical Guidelines and Exhibition conditions	

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