

Conditions and Cost overview

Press activities

We are pleased to be able to make you the following offer to hold a press conference, considering the services mentioned.

If you can already let us know when and where you would like to hold your press conference or other press activities, please fill out the [request form](#) and send this to the following address: pressconferences.iaa-mobility@messe-muenchen.de.

With your timely registration, you will help us in our efforts to avoid overlapping activities. We expect to be able to send you the first detailed information regarding the planning status in spring. After several rounds of internal coordination, you will then receive a final plan from us in summer.

1. Option – Press activities at your own stand

You can hold your press conference at your stand on September 6th and 7th, 2021. Please just let us know the desired day and the preferred time by filling out [the request form](#), so that this can be included in the timing of the press conferences.

2. Option – Press activities on the conference stage

As part of the IAA Conference, there will probably be 5 stages in the Summit halls and one stage in the International Congress Center Munich (ICM).

On the press days, up to 25-minute slots for press conferences can be booked on the stages. The press conferences on the stages are integrated into the program and advertised accordingly.

Description	Location	Capacity in row seating <small>(Without taking the Covid 19 situation into account)</small>	Price per 25-minute slot	Bookable on
Expert Stage	Summit halls	300 persons	79,000 €	Monday & Tuesday
Debate Stage	Summit halls	300 persons	79,000 €	Monday & Tuesday
Industry Forum, accessible for vehicles	Summit halls	300 persons	99,000 €	Monday & Tuesday
Mobility-Stage	Summit halls	700 persons	89,000 €	Monday & Tuesday
Summit-Stage	Summit halls	700 persons	89,000 €	Monday & Tuesday
Room 14	ICM	3,000 persons	125,000 €	Monday - on demand -

All prices plus VAT.

The services include a modification period on press day and a rehearsal on Sunday, September 5, 2021. Furthermore, event staff (event manager + 1-2 hostesses) as well as sound and video technicians and the corresponding technology, row seating and cleaning are included. The branding according to the company's own corporate design will be customizable using digital options.

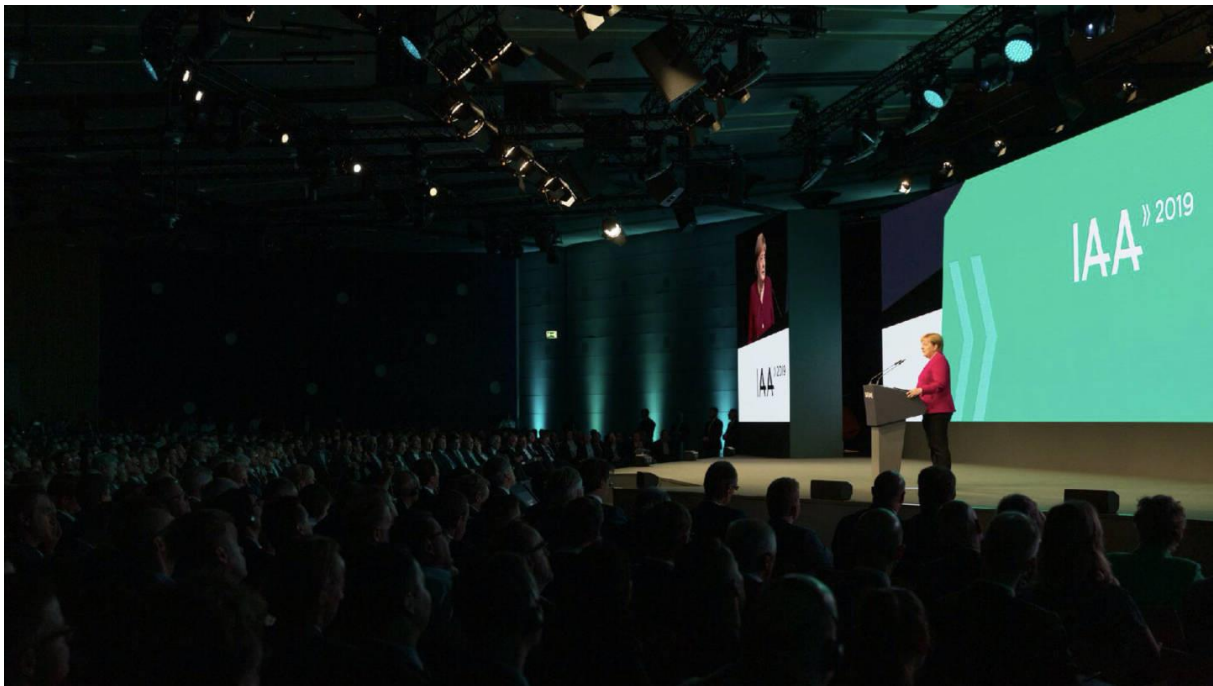
The mentioned conditions are a fixed price. The price stays the same even if the services are not used.

The slots on the stages are timed so that the press conferences on the stages do not overlap.

Only the Industry Forum is planned by the IAA including accessibility for vehicles. Only smaller exhibits can be shown on all other stages.

The companies have the option of upgrading the other stages for accessibility for vehicles at their own expense. Upon request, the costs are at least € 100,000 plus VAT, the service must be booked through the organizer.

The IAA reserves the right to include the demand for press conferences as well as the advancing program planning of the IAA Conference in the press activities and stage planning. The registrations are therefore subject to changes.



(Photo: Conference stage 2019, Opening Ceremony, serves as an illustration)

3. Option – Press activities in the ICM room

In the ICM there are 10 rooms that can be booked for press activities or beyond. With this option you are responsible for the implementation.

Description	Square meters	Capacity in row seating (Without taking the Covid 19 situation into account)	Price per day	Price per set-up & dismantling
Room 01	1,300	1,430	10,900,00 €	5,450,00 €
Room 02 / 03	135	125	2,400,00 €	1,200,00 €
Room 04	200	200	2,900,00 €	1,450,00 €
Room 05	390	410	4,700,00 €	2,350,00 €
Room 11 / 12 / 21 / 22	130	125	2,400,00 €	1,200,00 €
Room 13	770	870	8,900,00 €	4,450,00 €

All prices plus VAT.

The following services are included in the room rental: Basic seating, screen, lectern, sound system, cleaning staff during the event, basic security staff at the ICM, house technic and cleaning (set-up final cleaning, possibly additional cleaning, cleaning after dismantling).

All other services are charged separately.

The technic in the rooms includes the following:

Description	Sound system	Lighting system
Room 01	l'acoustics KIVA Line-Array, digital audio network (Riedel Rocknet), digital audio mixer (Yamaha LS9-32)	Permanently installed lighting system (ADB dimmer, MA lighting control panel, various spotlights for a wide-area stage illumination (1- and 2kW fresnel lens and profile spotlights (halogen))
Room 2 / 3 / 11 / 12 / 21 / 22	Permanently installed sound system (l' acoustics XT-12), permanently installed mixer (Yamaha LS9-16)	Room light that can be switched and dimmed in zones (not continuously dimmable) from panel in room 1
Room 4 / 5	Permanently installed sound system (l' acoustics XT-12), permanently installed mixer (Yamaha LS9-16)	Permanently installed lighting system (MA Lighting control panel, various spotlights for a wide-area stage illumination (fresnel lens and profile spotlights (LED))
Room 13	l'acoustics Beschallung (ARCS), digital audio network (Riedel Rocknet), digital audio mixer (Yamaha LS9-16)	Permanently installed lighting system (ADB dimmer, MA lighting control panel, various spotlights for a wide-area stage illumination (1- and 2kW fresnel lens and profile spotlights (halogen))

The period of use begins at 7:00 a.m. on the first booking day and ends at 7:00 p.m. on the last booking day.

Inquiries about renting the rooms in the ICM should be directed to the Technical Exhibition Service of Messe München (E-mail: tas.iaa@messe-muenchen.de).

ICM location map ground floor:



ICM location map 1. floor:



4. Option – Press activities in Press Center West & East

The two press centers on the exhibition grounds in Munich are also available for your press activities.

The conference rooms have parliamentary seating as standard and contain a microphone system with two microphones as well as a fixed screen. Additional equipment (such as projectors etc.) can be rented separately.

Decription	Square meters	Capacity in parliamentary seating (Without taking the Covid 19 situation into account)	Price for ½ day (9-13 h / 14-18 h)
Press Conference Room West	149	140	1.350,00 €
Press Conference Room East 1	136	140	1.230,00 €
Press Conference Room East 2	78	50	720,00 €

All prices plus VAT.

Floor plan Press Center West, 2. floor:



Floor plan Press Center East, 2. floor:

