

Overview of Costs and Conditions

Blue Lane

In response to your enquiry, we are delighted to be able to offer you following services in connection with your participation in the Blue Lane at IAA MOBILITY 2021.

Cost summary

Arrival and departure points, full duration of the event €25,000
 (1x Summit & 1x Open Space, (2 manufacturers per container) incl. counter)

Container with exhibition platform at the Summit, full duration of the event €34,500
 (Exclusive container, incl. vehicle set up/take down)

Service charge*, full duration of the event €1,500
 (per participating hybrid, hydrogen or all-electric vehicle)

* Includes one overnight parking space per vehicle, personnel costs (hall attendant, fire guard, ushers, gate staff), integration of vehicles into the app incl. bookable test and shuttle runs.

Charging infrastructure & energy (Summit)**, full duration of the event €1,250
 (per participating hybrid, hydrogen or all-electric vehicle)

** Includes charging points for overnight charging (11kW), additional central charging points for intermediate charging during the day, and power consumption; wallboxes or similar for overnight charging must be provided by the exhibitor; charging station partner for intermediate charging during the day tbd.

Provision of specially requested infrastructure tbd/on request
 (e.g. sensor technology along the test track for demonstrating use cases)

All prices exclude VAT

In the unlikely event that an insufficient number of participants register for the Blue Lane, or if it proves financially unviable, the VDA will be left with no option but to withdraw this offer.

All other costs incurred by individual exhibitors, for example costs associated with insurance and refuelling the vehicles, or for the manufacturers' own employees, shall be borne separately by the participating exhibitors and are not included in the above costs.

Blue Lane

The Blue Lane arrival and departure points are located at the Summit in the highly visible and accessible parking lots P3 & P4 at the North Entrance of the exhibition grounds. In the Open Space areas at IAA Mobility 2021, there are several arrival and departure points (Arcisstraße, Ludwigstraße, Apothekenhof, Wittelsbacher Platz, Operngarage). Containers (at the Summit with optional exhibition platforms for a single vehicle) offer manufacturers ample space to register and engage in conversations with IAA Mobility visitors. Vehicle pick-up and drop-off will take place in adjacent holding areas in the immediate vicinity of the respective arrival and departure points.

The 12-km Blue Lane Road between the Summit and the Open Space offers a wide variety of road and traffic conditions and guarantees a unique driving experience for visitors.

The Blue Lane arrival and departure points will match the new IAA Mobility design. Arrival and departure points at the Summit and the Open Space will be planned in accordance with the number of binding registrations and the number of participating vehicles.

- At the Summit, parking lots P3 & P4 at the North Entrance of the exhibition grounds will serve as vehicle arrival and departure points and holding areas.
- In the Open Space areas, several locations (Arcisstraße, Ludwigstraße, Apothekenhof, Wittelsbacher Platz, Operngarage) will be used for vehicle arrival and departure points and stopping areas.
- The Blue Lane Road will open at the Summit on September 7, 2021 at 09:00 and at the Open Space at 14:00. On all other days, it will open at 09:00 at all locations. Blue Lane Road closes at the same time as the Summit (i.e. the last departure from the Summit will be at approx. 18:00) and the Open Space (i.e. i.e. the last departure from the Open Space will be at approx. 20:00). On September 12, the Blue Lane Road will close at 17:00 at all locations.
- On press days (September 6 & 7, before 14:00), you can offer rides on Blue Lane Road starting at 09:00 only from the arrival and departure point at the Summit. On September 6, Blue Lane Road will close at 17:00.

Promotional activities

The VDA will use extensive and targeted advertising activities to draw the attention of the public and trade fair visitors to the Blue Lane and participating manufacturers.

These include:

- IAA visitors' promotion campaign
- IAA app
- IAA website
- IAA signposts and on-site signage
- Potential advertising in the IAA visitor flyer
- Targeted VDA press releases
- IAA catalogue

At the outside edges of the course (barriers) and at the arrival and departure points (primarily at the Summit), branded covers with the logos of the participants will be attached. Arrival and departure points (containers) will also be fitted with participants' logos. These branded covers will be organized by the IAA team. You will be contacted and asked to supply your logo.

Registration form: Blue Lane 2021

Verband der Automobilindustrie e.V. (VDA)
 Mr Simon Schönberg
 IAA
 Behrenstraße 35
 10117 Berlin

Please RSVP by April 30, 2021.
 Tel: +49 30 89 78 42 – 208
 Email: simon.schoenberg@vda.de

Registration

Please fill out the registration form as appropriate:

We hereby submit our **binding*** registration for the Blue Lane.

	Price subject to VAT	Selection
Arrival and departure points , full duration of the event (1x Summit & 1x Open Space, (2 manufacturers per container) incl. counter)	€25,000	<input type="checkbox"/>
Container with exhibition platform at the Summit , full duration of the event (Exclusive container, incl. setting up/taking down of the vehicle)	€34,500	<input type="checkbox"/>
Service charge , full duration of the event (per participating hybrid, hydrogen or all-electric vehicle)	€1,500	Quantity: _____
Charging infrastructure & energy (Summit) , full duration of the event (per participating hybrid or all-electric vehicle)	€1,250	Quantity: _____
Provision of specially requested infrastructure (e.g. sensor technology along the route for demonstrating use cases)	tbd/on request	

Participant information

Company: _____ Order no. _____

Contact: _____

Street: _____

Postal code, City: _____

Email: _____

Telephone: _____

Where appropriate, alternative billing address

Company: _____

Contact: _____

Street: _____

Postal code, City: _____

By signing below, you confirm your binding registration for the Blue Lane at the IAA 2021 as well as your acknowledgement of and compliance with the information on the limitation of liability of the German Association of the Automotive Industry (VDA) and Messe München GmbH on the next page.

Place, date _____ Signature, company stamp _____

* The services offered will be provided by VDA after full payment before the start of the IAA 2021. The following deadlines apply to cancellations: By the end of the 21st calendar week (29 May), 25 percent cancellation fee on the total amount. | Until the end of the 26th calendar week (3 July), 50 percent cancellation fees on the total amount. | From the 27th calendar week (10 July), 100 percent cancellation fees on the total sum, plus VAT.

Limitation of liability for the IAA Blue Lane

The VDA does not accept any liability whatsoever for damage to property or personal injury suffered by the exhibitor as a result of a technical defect in the vehicle and/or from an error on the part of the visitor driving the vehicle, the driver provided and instructed by the exhibitor, or by a driver from an external agency, at any time during a test and/or shuttle drive on the IAA Mobility grounds and/or the city drive, intercity drive or motorway drive. The VDA only makes the exhibition area available to the exhibitor on the exhibition grounds and at the Open Space for conducting test drives at the exhibitor's own responsibility, and provides the IAA app to enable visitors and exhibitors to book the test and shuttle drives. In the event that the participating visitor (third party) suffers damage due to a technical defect in the vehicle and/or due to an error on the part of the visitor driving the vehicle the driver provided and instructed by the exhibitor, or by a driver from an external agency, at any time during a test and/or shuttle drive on the IAA Mobility grounds and/or the city drive, intercity drive or motorway drive, the exhibitor undertakes to indemnify the VDA against claims of any legal nature brought by the third party. Furthermore, VDA shall be reimbursed for all legal costs arising from the defence of any such claims. As public traffic will also be using the Blue Lane, road traffic regulations must be observed at all times. In all other respects, the [IAA Mobility 2021 exhibition conditions](#) shall apply.

Analogue to previous events, we will not be setting up a physical registration stand for interested visitors. Visitors will be required to book test drives and shuttle rides via the IAA Mobility app. Meeting customers at the arrival and departure points and completing the necessary formalities (incl. insurance, checking driving licence, fitness to drive, ride-sharing tickets, etc.) will take place at your own stand and the test drives will be conducted at your own risk. As an exhibitor, you are free to decide whether visitors drive themselves or experience the test drive as a passenger.

Participating visitors must sign a waiver of liability vis-à-vis the exhibitor (to be provided by the exhibitor – please send us your form in advance of the IAA by August 20, 2021 at the latest) and provide proof that they hold a valid driving licence (if they will be driving themselves). The exhibitor shall be responsible for ascertaining that the visitor is able and in condition to drive the vehicle themselves. A person familiar with the vehicle must be present in the front passenger seat at all times during test drives. Please also be aware that test vehicles used must have appropriate insurance cover and be approved for use on public roads.