

Please download the pre-booking documents before filling them out.

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# IAA 2021: Open Space – Call for Pre-Booking

In the Open Space B2C meets brand-experience, dialogue and entertainment. Presentations and discussions of innovative and sustainable mobility and vehicle concepts will be paramount. For all vehicle and mobility presentations the focus will be on emission-free solutions.

The Open Space offers a unique possibility to present mobility experiences on the most frequented squares in the center of Munich. Whether cars, e-bikes or e-scooters, the latest vehicles and mobility services can be experienced here: Mobility meets Everybody.

Brand presentations will be interpreted in an urban way and will fit into the city scape organically. In interaction with the classical buildings of the inner-city squares instagrammable looks can be created.

For the first time the IAA offers the opportunity to coordinate exhibition spaces with the organizer before the registration. On the base of the [Requirements for presentations in the Open Space](#) the preferences concerning location and size of the exhibition spaces will be accepted at an early stage to be able to consider them in the course of the allocation process. There is no claim to implementation of the individual preferences.

The space request includes the following steps:

- 1. From now until August 28, 2020:** Application of space by using this PDF. By submitting the preferences, the exhibitor will not yet register for the IAA 2021 and no exhibition contract will be concluded. There is no claim to allocation.
- 2. From August 31, 2020 until the opening of the IAA registration portal** (approx. by the end of September 2020): Allocation of a possible area after coordination with the organizer on the base of the IAA location list and the [Requirements for presentations in the Open Space](#).
- 3. Up to 4 weeks after the opening of the IAA registration portal:** Binding registration of the coordinated area incl. signing of the exhibition contract.

If all steps (1-3) of the space request are made in time, the exhibitor will receive the pre-booking discount of 5% of the stand rental for the area requested within this process.

After the expiration of the pre-booking period, the remaining spaces will be allocated in the course of the further planning after consultation with the organizer.

**The binding stand confirmation will be sent upon the signing of the exhibition contract and the authorization for special use of the squares by the City of Munich approx. in April 2021. Due to technical requirements changes may still be necessary until then.**

▶ Please use the following form for your individual request:



# IAA 2021: Open Space – Call for Pre-Booking

German Association of the Automotive Industry (VDA)  
Exhibitor Service  
Email: [iaa@vda.de](mailto:iaa@vda.de)

Please RSVP until  
August 28, 2020

## Request for a space

Please fill out the registration form/tick as appropriate:

### Company & contact details

Company

Street

Postal code, city

Country

Title

First and last name

Email

Mobile phone number



### Preferred stand size

(50 – 1.000 m<sup>2</sup>)

[▶ General plans and information on stand rental prices](#)

### Preferred location *(in case of multiple answers please prioritize):*

Königsplatz

Wittelsbacherplatz

Odeonsplatz – Ludwigsstraße

Odeonsplatz – Residenzstraße

Max-Joseph-Platz

Marstallplatz

Kaiserhof

Brunnenhof

Will the presentation focus on  
emission-free solutions and/or on  
innovative and sustainable mobility  
concepts?

Yes  No

Detailed explanations:

**Will the content be conveyed to B2C visitors by interactive concepts and experience factors?**

- Mainly  
 Partly  
 Not known yet

Detailed explanations:

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**Will driving experiences for visitors be part of the brand presentation?**

- Yes  No

If yes, please specify the number of vehicles:

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**Will further experience offers be included in the stand concept?**

- Yes  No

If yes, please explain:

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**Will existing stand constructions be used or will it be possible to consider the specific architecture of the location within an individual new concept?**

- Yes  No

Detailed explanations:

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**Is there an existing cooperation with local cultural sites, locations or other partners?**

- Yes  No

Detailed explanations:

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**Will the participation in general IAA offers be considered?**

- Yes  No

Detailed explanations:

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**Are there any further preferences or specifications on conceptual approaches?**

- Yes  No

Detailed explanations:

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**Will the brand also be presented in the IAA Summit?**

- Yes  No

▶ Please also fill in the document [IAA 2021 Summit – Call for Pre-Booking](#).

I hereby confirm that I have taken note of the [Requirements for presentations in the Open Space](#), that I comply with the above-mentioned items and will take them into account in the implementation of the stand presentation. Furthermore, I confirm that the information we have provided accurately reflects the status of our plans.

I have taken note of and agree with the Conditions of the request for a space.

**Conditions of the request for a space:**

- (1) Due to the limited number of available areas for brand presentations in the Open Space and in order to optimize the allocation and design of the entire exhibition area by the organizer, it is necessary to obtain an overview of the number of exhibitors and their preferences in terms of location and stand size in good time. Only then it will be possible for the organizer to consider the preferences and to create a mobility experience in the Open Space.
- (2) Space requests are possible henceforth.
- (3) With the space request the exhibitor announces the intent to register an area in the Open Space. The exhibitor will not yet register for the IAA 2021 and no exhibition contract will come into existence. There is no claim to allocation.
- (4) The request for a space must be submitted in writing until August 28, 2020 with this document. From August 31, 2020 until the opening of the IAA registration portal the reservation of the space agreed with the organizer on the basis of the IAA location list and the [Requirements for presentations in the Open Space](#) will occur. Preferences with regard to stand size and location will be taken into account best possible. The binding registration and conclusion of the exhibition contract will take place within four weeks from the activation of the registration portal. There is no claim to the implementation of the preferences.
- (5) Provided that all steps of the space request according to section (4) are made in time, the exhibitor will receive the pre-booking discount of 5% on the stand rental for the space requested within this process.
- (6) If the exhibitor decides not to register for the IAA 2021 within the specified deadlines or not to register at all, no exhibition contract is concluded. The claim to the requested space and to the pre-booking discount expires.

**Data protection:**

I agree that the German Association of the Automotive Industry (VDA) and the Messe München GmbH may use my

- (1) personal data for the purpose of requesting space and evaluating my answers and, if necessary, subsequently contacts me electronically or by telephone and
- (2) contacts me regularly for information and promotional purposes by e-mail, post or telephone, in particular for information about the IAA and related products and services.

This consent is voluntary and can be revoked at any time with effect for the future. If you have any questions regarding data protection and the exercise of your rights under the Data Protection Act, [datenschutz@vda.de](mailto:datenschutz@vda.de). Further information can be found here: <https://www.iaa.de/de/pkw/datenschutz>

Place, date

Signature, company stamp