

IAA 2021: Requirements for presentations in the Open Space

With the Open Space, the IAA 2021 brings the innovative mobility of tomorrow to where it can be lived, right in the middle of Munich's urban space.

The Open Space offers all visitors a unique mobility experience in downtown Munich. The main focus of the exhibitors is on concepts and offers for new and sustainable mobility. In all vehicle and mobility presentations, the focus is on emission-free solutions. This makes the IAA an event that expands the ideas of the visitors and shapes a positive future picture of innovative mobility.

In contrast to classic brand presentations, the exhibitors address the general public with elements that focus on dialogue and entertainment. Stand structures are rethought in an urban way and fit into the cityscape as organically as possible. In combination with the classic buildings of the inner-city squares, striking instagrammable looks are created.

The following requirements apply to the reservation of the limited spaces:

- The focus is on presentations and discussions of innovative and sustainable mobility concepts. The presentations clearly focus on future technologies and emission-free drive systems. To the extent that the technical development of completely emission-free drive technologies is not yet fully developed and is not yet ready for the market, show cars and concept cars as well as, to a lesser extent, modern low-emission drives with new filter technologies can be presented.
- Regarding sustainability and ecology, a new benchmark is being set in the area of exhibition and stand construction. For example, when designing and realizing the brand presence, attention is paid to a long service life and a high degree of recyclability, as well as recyclable and reusable materials.
- **The exhibitors are obliged to balance their presentations CO2-neutrally.**
- The content concepts of the brand appearances are expected to be queried within the scope of the application for a special use permit for the Munich city center by the end of 2020.
- Minimum area: 50m²/maximum area: 1,000m² floor space per exhibitor/brand
- It is possible to divide the maximum area into several partial areas in different places, but it must not exceed 1,000m².
- When designing the structural elements, the focus is on the architectural integration into the cityscape.
- Interactive visitor concepts with an experience factor in combination with high-quality individual brand presentations are given priority.
- The exhibition areas of the open space are freely accessible to all visitors. Certain areas may have limited access based on a digital ticketing concept.
- Regarding the internationality of the IAA, the focus is on a balanced mix between international and German exhibitors, ideally also per square.



- The use of local synergies or existing cooperations (e.g. with local cultural sites) will be considered as best as possible during the placement.
- Participation in possible overarching IAA offers (such as Kids World, Water Refill Stations, cultural events) is favored.
- The placement is based on the conceptual orientation of the exhibitors (e.g. the direct connection to the Blue Lane for carrying out test drives), but also to avoid duplication of content (e.g. similar offers for children or several e-scooters in the immediate vicinity).

Further Information:

- Registrations are made in coordination with the organizer based on the location list of the IAA and the requirements for the presentation for the open space.
- If there are several interested parties for the same area, the decision is made by the organizer based on a points system.
- Commitments/reservations of the spaces to the exhibitors are made successively according to the first-come-first-serve principle.
- As part of the Call for Pre-Booking, preferences for desired space can be coordinated with the exhibitor before the official registration period begins. The pre-reservation of the areas is expected to take place by the end of September.
- The binding stand confirmation, including the final information on stand size, proportions and technical details, will be issued at a later date (probably April 2021).
- The organizer reserves the right to reject or admit exhibitors only in certain areas due to their focus.



Points system for the allocation of areas with several interested parties:

1. Contentual Conception	Points*
1a The focus is on presentations and discussions of innovative and sustainable mobility concepts. The presentations clearly focus on future technologies and emission-free drive systems. (25 points)	
1b Contents are conveyed with interactive concepts and experience factors for B2C visitors:	
predominantly (15 points)	
partly (10 points)	
not at all / unclear (0 points)	
Total For admission to the Open Space at least 25 points must be achieved	
2. Experience	Points*
2a Driving activities (of all approved vehicle categories and forms of mobility) for visitors are part of the brand presence. (20 points)	
2b Additional experience formats are offered on the stand area (e.g. simulators, shows, etc.). (5 points)	
Total	
3. Design	Points*
The open design refers to the architecture of the square and ensures the visibility of neighbouring buildings and exhibitors. (15 points)	
Total	
4. Overall IAA	Points*
4a The exhibitor enriches the IAA by using synergies with local cultural sites or existing locations. (10 points)	
4b The exhibitor takes part in the comprehensive offers of the IAA (see above). (10 points)	
4b The exhibitor takes part in the IAA Summit and the IAA Open Space. (10 points)	
Total	
Total score (of which at least 25 points in part 1, max. possible points 110)	



*Points are awarded by the organizer. The score will be awarded in full upon fulfillment.

Exhibitors with a higher total score will be given priority.