It's your turn to lead into a new era of mobility.

Information brochure for exhibitors and partners

September 6 – 12, 2021

Welcome to IAA 2021 in Munich.
Click here to see the concept trailer.

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The future is becoming increasingly diverse and even more complex. Urbanization, climate change, and digitalization are calling our way of life into question and mobility is facing major challenges. It is up to us to break new ground, pose questions, and find answers. Mobility is diversity and the foundation for freedom, prosperity and encounters — whether urban or rural, Asia or Europe, individual or public.

It’s time for a connecting element. We need a holistic view and strong connections. Between experts and industry, between the automobiles and smart devices, between corporations and customers, between railways and roads, and above all between people. Take advantage of the new IAA to establish valuable contacts and connections across topics and industries.

Mobility is not an either-or. Modern mobility is diversity.

Owning
Tradition
Urban
Horsepower
Physical
Today

Sharing.
Pioneering spirit.
Rural.
Body strength.
Digital.
Tomorrow.

Modern mobility connects. This is the new IAA — it takes responsibility for the “and.”
The 2021 IAA is the interface to the mobility of the future, a commitment to constant change, and a unifying platform that shapes the future.

The new 2021 IAA is the premiere of a consistent further development.

It will revolve around the aspiration of shaping mobility holistically and together. The convergence of locomotion and technology, society and its ever-changing requirements. Automobiles with fascinating, efficient innovations, technology, and new digital worlds. Start-ups and established companies. Intelligent transport solutions and visionary thinking. Micromobility, local public transport, bicycle manufacturers, technology companies — everything even air taxis will be part of the IAA. In a nutshell: everything that will shape tomorrow’s mobility and make it a tangible experience. In new formats. In a new concept. In a new place.

» The new IAA is a platform. Become part of a platform that communicates relevant content on mobility in new formats all year round. On site in Munich and digitally — constant radiance for your brand.

» The new IAA is dialogue. Your direct access to a well-founded exchange with the industry and your target groups. The ongoing development of the automobile AND the networking of all modes of transport, to create new mobility concepts, are THE central topics of the hour — Be a part of the conversation.

» The new IAA is diversity. The IAA makes the mobility of the future truly tangible for everyone. It is open to the entire mobility chain — established brands meet determined pioneers. It brings together automobile fans, mobility enthusiasts, and those with the potential to become one. Get in touch with them and reach new target groups — and existing ones even better.
Enjoy the long-term benefits of a new concept, because the new IAA is more than merely a local event held in Munich — it boosts radiance the whole year round with new formats such as a digital platform.

 Greater and more differentiated target group focus with B2B at the Summit and B2C at the Open Space

 **365 days of communication**

 **6 event days**

 **30,000 m²** of outdoor event space at the city’s highlight venues

 **143,000 m²** of indoor event space within the Messe München exhibition grounds

 **Average visitor age** 

 - **34.3 years** (2019 figure)

 **International exhibitors** 

 - **38%** (2019 figure)

 **Digital reach** 

 - **567 million** (during IAA 2019)

 **Bavaria, Europe’s mobility hub**

 **Munich, the capital of artificial intelligence**
Target groups.
The new IAA will reach new target groups – far beyond the classic car show visitor — from loyal fans to critics. Rather than addressing a closed society, we are opening ourselves up to the entire city, to all citizens of all ages, and thus offer you the opportunity to make everyone a participant with interactive concepts.

Experience.
The new IAA offers you not only the space and the formats for unique brand experiences, but also active support. Together with the German Association of the Automotive Industry (VDA), Messe München, the City of Munich, and the Free State of Bavaria, we offer you the opportunity to participate in an emotionally charged supporting program and individual visitor experiences, from which everyone involved (from exhibitor to speaker) will benefit. Whether it is an entertainment program, a one-off use of the city center, or the bundling of multi-layered topics within a single platform.

Broadening of horizons.
We move forward together through exchange. Use the IAA as a platform for inspiration. Whether you inspire the visitors with your innovations, make people think, or benefit from the exchange of inspiring insights, here transformation is lived in both directions.

Influence.
News and messages will be spread here. At the new IAA, the customer journey becomes the content journey. Place your content in front of a broad audience of experts, potential target groups, press, and influencers. We provide the perfect backdrop for your innovations — as well as Instagrammable moments that will turn visitors into brand ambassadors. In the new concept the conditions for exhibit and concept presentations can be better aligned directly to the needs of the press.

Valuable connections.
New ideas, new partners, new effects. The clear added value of live communication lies in the personal encounter. At the IAA you can meet potential target groups, high potentials, customers and inspiring personalities business, politics and the press, and form new partnerships.

Five mind shifts by which we can be measured.

New target groups and new players. We are launching the vision of a new IAA. That is why we are looking for participants who are willing to explore new paths together. This requires courage, which we do justice to, with a platform that includes all future shapers and forward thinkers.
The IAA 2021 is as complex as mobility itself.

Not only do we pick up every mobility enthusiast in terms of content, but we also create three unique formats — Open Space, Blue Lane, and Summit — each with an entirely different focus and all kinds of new opportunities.

The Summit in the halls of the Munich Trade Fair Center, which is thematically and scenically oriented to the needs of the press and B2B visitors. The Blue Lane as a test track for sustainable technologies. The Open Space, which transforms downtown Munich into a mobility experience for B2C visitors.

Did you know? You can also get involved in any of the formats as a sponsor. To find out how, click this link any time from fall 2020: www.iaa.de/en/advertisement

Sustainable footprint

Both the city of Munich and the people who live there should benefit from the IAA in the long term. That’s why we are using environmentally friendly exhibition formats and framework conditions to ensure that new mobility approaches, charging points and other interfaces remain accessible and usable after the IAA.
The Open Space: Mobility meets everybody

Use the new openness and invite people to experience your brand.

Take tomorrow’s innovative mobility to where it will be lived — in the city. The Open Space will take place in the most prominent squares of Munich’s city center: Marienplatz, Wittelsbacherplatz, Odeonsplatz, Residenzhöfe, Marstallplatz, Max-Joseph-Platz, Königsplatz.

In contrast to a static trade fair staging, dialogue and entertainment-focused elements as well as future-oriented products will be in the foreground in the Open Space.

In addition, the showcased mobility solutions will be made tangible directly on site, whether on the Blue Lane or on micro-mobility routes and courses. The IAA visitors will be able to test-drive everything from cars, bicycles, e-scooters and e-bikes to local public transport.

Highly frequented inner city locations will become platforms for urban stagings, new formats, and unique experiences through one-of-a-kind mobility experiences, exciting food concepts, art, culture, and entertainment. Visitors are guaranteed!

As a 360° mobility platform, the IAA’s Open Space involves everyone. Showcase your latest and most efficient vehicles, autonomous means of transport and innovative concepts — away from the trade fair halls.
How can I get involved as a brand?

Parcours
Show! Don’t tell! Make the city your mobility hot spot. Sometimes, you simply need to feel it and give it a go. The closer to life, the better and the more convincing. Help shape the image of urban mobility and let your customers experience how fascinating the future of mobility will be. You can’t get any closer to reality. With your brand on courses and demonstration tracks, you make the future tangible precisely where it needs to be. This makes every customer contact many times more valuable.

Blue Lane
Show that mobility is not a one-way street and how visitors can explore new avenues. Low- and no-emission vehicles and other environmentally friendly solutions and concepts on probably the most sustainable test track and HOV lane in the world. On the Blue Lane visitors can experience your answers and ideas for sustainable mobility. Use the inner-city test track between the Open Space and the Summit for test-drives and let visitors experience tomorrow’s mobility.

Brand pavilion
Unique brand experiences in the heart of the city. Create unforgettable brand experiences close to the customer with entirely new staging possibilities in an urban context. Cover an entire city with individual mobility experiences. Use the brand pavilion within the Open Space, create lasting impressions, increase your reach and convince the visitors with unique staging in a lively and authentic environment.

Additional and off-site locations
Use off-site locations provided by our network of partners or your company’s own nearby locations to showcase your brand somewhere other than within the IAA exhibition space. Achieve greater media coverage through product placements, exhibition space and programs in clubs, museums, cultural venues and public areas.

Stage Areas

The mobility of the future can only work as a concerted effort. This is where every part of the discussion, learning, sharing, fascination and design becomes part of it. You can turn customers, skeptics and enthusiasts into partners in the heart of the city.

Gain attention and new thought impulses. Show, explain and inspire. See, understand and learn. Use the stage areas and turn your audience into partners.
Open Space

Königsplatz
We will provide you with a platform on Königsplatz square. Due to its central location, you are directly connected to perfect arrival and departure points for the test drives, the Blue Lane and the micromobility course. Showcase your highlights in a pulsating urban setting.

Wittelsbacherplatz
Created when Brienner Strasse was extended and with a statue of Prince-Elector Maximilian I in its center, this bustling square is known for hosting popular events and markets. Present your brand to a wide audience.

Max-Joseph-Platz
The Max-Joseph-Platz represents Munich’s southern flair and offers you an opportunity for innovative brand representation. Architecturally, the surrounding area invites you to stroll – invite the visitors to experience your mobility innovations.

Brienner Strasse
This impressive boulevard in Munich is the link between the Open Space hot spots and invites you to impressively stage micromobility solutions. Show how inner-city mobility can be lived tomorrow.

Marstallplatz
In the heart of Munich’s old town, tradition and the future meet here architecturally through the Maximilianhöfe. Use this interesting backdrop to turn your answers to the transformation of mobility into an experience.

Marienplatz
Munich’s most central and best-known square! We invite people to interact with us in the heart of the city with dialogue areas. Present yourself as a brand and get in touch with the industry and citizens.

Hofgarten
With its green spaces, the picturesque Hofgarten offers an ideal environment for communicating topics such as sustainability, carbon reduction, noise reduction, and alternative mobility concepts.

Residenzhöfe
Residenzhöfe live from the characteristic inner courtyards. Use these areas for your individual requirements.

Imperial Courtyard
Exhibition space

Fountain Courtyard
Start-up area and food court
Work spaces
Instagram station or similar

Apothecary Courtyard
Logistics space
Hop-on-hop-off micromobility

The guidelines for space allocation can be found at www.iaa.de/en/documents. From autumn 2020, you will also find the organizational and technical guidelines that apply to the individual Open Space spaces and are part of the exhibition conditions.

On average, more than 27,000 people make their way through Munich city center every hour.
Brand Pavilion

Position your brand highlights and innovations all over the city.

Not only do we put new mobility concepts on the road — we also bring people into contact with innovations and visions. That’s why you can set up your presentation area exactly where the citizens are — in the heart of the city. We are offering a platform for interactive brand stagings in a setting that combines pulsating urbanity with traditional Munich. Offer experiences that inspire and mobility on a maximum of 1,000 square meters of floor space. This is where your brand meets mobility enthusiasts and those who have the potential to become just that. We take our responsibilities seriously: all exhibitors commit themselves to making their Open Space presentations carbon-neutral.

The guidelines for space allocation can be found at www.iaa.de/en/documents. From autumn 2020, you will also find the organisational and technical guidelines that apply to the individual Open Space spaces and are part of the exhibition conditions.

Reach new target groups.

Position your brand as an agile player within the transformation of mobility.
Reach mobility enthusiasts and inspire new target groups.
Make your technology tangible and reduce people’s reservations.
Showcase innovations and inspire your audience.
Dialogue Areas

You develop the mobility of the future and we will provide you with the appropriate experience formats. New technologies and concepts are best experienced in new formats. We design a program and areas that turn visitors into participants. You are free to participate in the design or to link into existing program items. The open dialogue platforms allow you to get in contact with a wide variety of visitor groups on neutral ground. Your highway to innovative experiences. Be a part of the dialogue.

Tailored formats: do you have something to say, show, or experience? We’re all ears — talk to us.

Meet & Greet

Enable encounters with lasting impressions, such as celebrities, testimonials and ambassadors.

Workshops

Explore new avenues together.

Joint formats

Generate added value together with the industry, for example with the Kids’ World.
Mobility Parcours

Mobility that overcomes all obstacles.

Offer action-packed test-drives. Dynamic parkour tracks along Brienner Strasse and between the Odeonsplatz and Marienplatz serve as a platform for people to experience vehicles ranging from e-bikes to e-scooters in all kinds of different situations. As a sponsor, you can make a prominently visible appearance on our brand areas or place your vehicles for maximum interaction in an environment of exhibition and experience areas.

Ready to use: Ready for unforgettable experiences
Trackable: Not only recording success, but also measuring it
Broad target group: Hands-on formats for everyone who enjoys mobility
Educational work: Ignite people’s imaginations, impart knowledge, and break down people’s prejudices

Wow visitors with the IAA mobility course options, exciting test-drives on site, and convenient connections to the digital services of the IAA app.
Blue Lane
With the Blue Lane, we combine the Summit on the exhibition grounds and the Open Space in Munich city center. It will be 12 kilometers of transfer route and proving ground, combining modern mobility with practical use cases. Along the city's most beautiful squares, all visitors can experience new vehicles or public transport directly between the exhibition grounds and the city or even drive test vehicles themselves.

These are the perfect parameters for combining the advantages of the vehicles that driving enjoyment, tailored experiences, and real benefits — all on a priority lane in test operation.

Demonstrate your new technologies and we will provide the Blue Lane as the perfect route for zero-emission and high-occupancy vehicles. The pilot project will be launched in 2021 and is intended to become an established Munich highlight. Get involved now in developing a new, interactive mobility concept. Secure a spot for your products and inspire your target group in the urban environment of the Blue Lane.

Blue Lane

The highway for your highlights.

Bring your innovations on the road. Write to us at iaa@vda.de and learn about your options as an exhibitor on the Blue Lane.
Summit
Exposition
Information and innovation are visualized for the visitors, experts, and press representatives in an authentic manner.

Press
All presentations are purposefully geared to the needs of the trade press and journalists. Press conferences are held on the first day of the IAA at the Summit.

Product sales
With networking and match-making modules, we bring together key accounts, service providers, manufacturers, suppliers, and start-ups with specific needs on demand.

Spectrum
In conference modules, we are expanding the range of participants to include international companies from the supplier, digitisation and mobility sectors.

Exposition
Information and innovation are visualized for the visitors, experts, and press representatives in an authentic manner.

Purpose
Inspire the IAA audience or even your own employees with your participation in the Summit.

Networking
Intensify the synergy effects among the interdisciplinary participants with interactive workshop and meeting formats.

Employer Branding
Don’t just present your products; showcase your company as an attractive employer too — you may find your future employees right there among the audience.

Product presentation
A presentation framework that covers everything from ready-to-use products to concept cars and prototypes or product releases.

The Summit
at a glance
Engage in inspirational dialogue with the who is who of the mobility industry.

The Summit constitutes the core content of the new IAA 2021. Under the motto “Mobility meets Professionals,” the exhibition halls will be the meeting place for the innovators of automobile manufacturers, suppliers, technology companies, mobility service providers and start-ups. Industry and science will work together to present intelligent and sustainable solutions and stimulate dialogue on the further development of new approaches. Rethink mobility — in a circle of journalists, experts, decision-makers and initiators from the entire value chain.

When it comes to world premieres, the eyes of the press, industry and target groups are focused on the IAA. The Summit provides the perfect stage for this, comprising familiar format modules such as press conferences, stage presentations and networking elements, in particular in the B2B sector. The clear focus allows new synergies to be generated and qualitatively valuable contacts to be made. The new hall layout likewise stands for a hand-in-hand mentality.
Overview of the exhibition grounds

200,000 m²
of indoor event space within the Messe München exhibition grounds

One of the world’s largest rooftop photovoltaic systems

220,000 m²
of green space (proportion of exhibition grounds which are green: 21%)

Grounds supplied with heating by means of geothermal power

18 identical level-access halls

West Entrance
East Entrance
North Entrance
Starting point: Blue Lane
Innovative and interdisciplinary — The hall layout of the new IAA.

From the large conference stage to diverse exhibitor locations that bring together the entire spectrum of the value chain. Exhibition booth allocation that goes hand in hand with the new IAA’s practiced openness.

Make your brand the center of attention at the Summit. New mobility, presented in a new layout. We will draw the visitors’ attention in a more innovative, more interactive, and more interdisciplinary way — to all the brands to create a melting pot of mobility.
Brand presentation

Your interface between people and brand

Show your presence on the holistic mobility platform. Demonstrate that your brand counts among the industry’s key players or is an integral part of the supply chain and make a big impression with an unique appearance.

We will offer you an individual space of up to 2,000 square meters, where you can present yourself freely. Make your brand values visible and establish valuable contacts and bonds with customers and new business partners. If you want, our team will support you with a range of prefabricated and customizable stand modules up to customized appearances. Your direct access to pre-filtered trade visitors and a wide range of target groups in the environment of a state-of-the-art exhibition centre.

Use the space to stage your brand. Further information on the booth construction conditions will be available here from fall 2020: www.iaa.de/en/documents.
The content center of the new IAA in terms of content offers you a platform and scope for dialogue and topic leadership. Expand your expertise and your network on the basis of topical and person-to-person dialogue. Engage with the relevant target groups as a supplier, incorporate yourself or a key brand figure as a keynote speaker, appear as a sponsor, or develop your concepts using new ideas.

The conference format enables you to take a pioneering role in future-oriented mobility topics. Join us and a multi-faceted audience in advancing ideas, answers and solutions for the challenges of the future.

Position yourself as a game changer and an opinion leader at the IAA Conference. For more information about your options, contact conference@iaa.de.
Press conferences & activities

Create big images that go around the world.

Benefit from the new IAA as a source of news value. With us, your content will be seen by opinion leaders with large numbers of followers as well as independent accredited media representatives. We provide you with the space and facilities for high-quality press events and the modules for high-quality media technology and visitor management services.

Appropriate settings give you the scope to bring your new products to the forefront in the trade press. For journalists, the IAA press conference is synonymous with world premieres, sensations, announcements, and industry news and is therefore the perfect multiplier for your important topics. Additionally, suppliers are likewise given the opportunity to make an impression and grab the attention of your customers and potential new customers.

Provide insights into your company and prospects for the future of mobility.
App
The new IAA app — THE digital link

Experience mobility that’s both — new and smart.

Have all the IAA content available with a swipe. We put the entire complexity of tomorrow’s mobility into a central app and thus into the hands of the visitors. The digital overview of all relevant processes and stakeholder requirements and at the same time a digital customer journey that leads to your brand.

Work with us to develop a structure that makes all the content for you and your target groups available on demand. We are taking our platform into the digital age and are making it customizable, up to date, and location-based.

Use our digital service to reach the IAA app users. Contact us at iaa@vda.de for more details and for a personal quotation.
Services & Overview
Messe München services

Messe München stands for excellent event-related service. The Messe München Trade Fair Services Team and its partners offer a comprehensive portfolio to all customers and their individual demands: fast, competent and on time — for a perfect IAA experience. Among other things, we can assist you in achieving success with the following services:

**Logistics**
Access a worldwide network of internationally operating logistics partners. Punctual maritime, inland, and airfreight transport guarantees the reliable shipment and handling of all your IAA materials. In addition, expert advice can be provided regarding special shipments, safety and environmental guidelines, and customs arrangements. Our partners will also handle matters on site, including empties handling, interim storage, and the renting of cranes, forklift trucks, and elevating work platforms for booth assembly.

**Travel & accommodations**
Use the comfortable support of our service partners for hotel rooms and contingents for individual numbers of persons. The spectrum ranges from pulsating city locations and hotels right by the exhibition grounds to tailored private accommodations.

**Catering & Events**
Select your catering and event options entirely according to your needs. With our pool of service partners, we can provide you with tailor-made solutions ranging from gala dinners with exotic specialties to authentic, regional cuisine — including the planning and organization of all the workflows.

More services can be found at: www.messe-muenchen.de/en/services
Timeline

Open Space

Setup:
September 2—6

Duration:
September 7—12

Dismantling:
September 13—15

Summit

Setup:
August 27—September 5

Duration:
September 6—12

Dismantling:
September 13—16

Sept. 6 Press & Media Day
Sept. 7 Press & Conference
Sept. 8—10 also open to B2C
Sept. 10—12 Opening Day

August
Sat. 28.
Sun. 29.
Mon. 30.
Tue. 31.
Wed. 1.
Thu. 2.
Fri. 3.
Sat. 4.
Sun. 5.
Mon. 6.
Tue. 7.
Wed. 8.
Thu. 9.
Fri. 10.
Sat. 11.
Sun. 12.
Mon. 13.
Tue. 14.
Wed. 15.
Thu. 16.

September
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Costs

Open Space booth rental

<table>
<thead>
<tr>
<th>Price per m²</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per m²</td>
<td></td>
</tr>
<tr>
<td>€ 100</td>
<td>Residenzhöfe</td>
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<tr>
<td>€ 125</td>
<td>Marstallplatz and Hofgartenstrasse</td>
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<tr>
<td>€ 150</td>
<td>Königsplatz</td>
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<tr>
<td>€ 175</td>
<td>Odeonsplatz, Ludwigstrasse, and Residenzstrasse</td>
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<tr>
<td>€ 200</td>
<td>Wittelsbacherplatz and Max-Joseph-Platz</td>
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</tbody>
</table>

Space is limited to a maximum of 1,000 m² per exhibitor

Additional booth level(s):
50% of the m² price for the floor space

Open Space exhibitors only
Location price + € 150 per m²

Summit booth rental

<table>
<thead>
<tr>
<th>Price per m²</th>
<th>Location</th>
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<tbody>
<tr>
<td>Per m²</td>
<td></td>
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<tr>
<td>€ 250</td>
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</table>

Surcharge for
Corner stand (two sides open) + 20%
Peninsula stand (three sides open) + 30%
Island stand (four sides open) + 40%

Additional booth level(s):
30% of the m² price for the floor space

Space is limited to a maximum of 2,000 m² per exhibitor

Outdoor areas
Summit € 98 / m²
Outdoor areas between halls € 120 / m²

All prices subject to VAT.

Additional mandatory costs for the Open Space and Summit

Communication fee per exhibitor € 950
- Entry of address and communication details in the IAA online catalog and app
- Entries in the list of products and services in the IAA online catalog and app
- Teaser text in all exhibitor lists and company text in the exhibitors’ profile in the IAA online catalog and app
- Key visual in the exhibitors’ profile in the IAA online catalog and app
- Social media links in the IAA online catalog and app
- Alphabetic entry in the IAA visitors’ guide

Flat ticket fee for exhibitors (applies to guest tickets and/or employee tickets and/or conference)
- Summit per m²: € 50
- Open Space per m²: € 30

Waste disposal fee
- Summit per m²: € 6
- Open Space per m²: Costs to be announced at a later date

Click here for prebooking.
Secure an exclusive 5% early-bird discount. Click here for our prebooking offers.
The IAA Sponsoring Team will work with you, to create an individual offer, that is perfectly tailored to your needs.

Stephan Reinders (Stephan.Reinders@vda.de) and Patrick Keller (Patrick.Keller@messe-muenchen.de) look forward to hearing from you.

Interested in sponsoring or partnerships?

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iaa@vda.de

Up-to-date information for exhibitors, journalists, analysts, and visitors can be found at: www.iaa.de
We look forward to seeing you!

Click here for more information.

September 6 – 12, 2021