IAA Conference

» Beyond Mobility

The leading forum for the mobility of the future
September 11—15, 2019
A new approach

Only those who are ready for change will play a role in shaping the future. We are taking a new approach by creating IAA Conference, the leading platform for creators and thinkers, decision makers and stakeholders of future mobility.

Building on the success of NMW FORUM and IAA expert events, we bring together the greatest minds from all over the world, from industry to academia, from policy makers to visionaries.

Guiding Theme “Beyond mobility”

We will discuss how automation and connectivity, sustainable power and propulsion, smart city solutions and Mobility as a Service will drive our way to a more sustainable, inclusive and convenient mobility. These megatrends not only change how we get about, but also how we live, work and interact. As such, IAA Conference’s scope reaches significantly beyond mobility.

We invite you to debate these and more topics to come in panels, develop joint solutions in workshops, and present innovations to fellow trailblazers, unconventional minds, and people who are simply keen to expand their knowledge.

Join our “must attend” forum for decision makers, pioneers, and future visionaries in Frankfurt in September 2019.
Some of our 200+ international speakers of 2017

Dr. Angela Merkel  
Chancellor of Germany

Steve Mollenkopf  
CEO of Qualcomm

Sheryl Sandberg  
COO of Facebook
Multiple VIP guests in 2017, including ...

**Violeta Bulc**
European Commissioner for Transport

**Brigitte Zypries**
former German Minister for Economics and Energy

**Cem Özdemir**
Chairman of the Committee on Transport

**Tarek Al-Wazir**
Hessian Minister of Economics
Dr. Dieter Zetsche
Chairman of Daimler AG

Winfried Kretschmann
Prime Minister of Baden-Wuerttemberg

Volkmar Denner
CEO of Bosch

Maroš Šefčovič
VP of the European Commission
Meet the mobility pioneers and experts from around the globe

Global leaders …

Top 5 countries (excluding Germany)

1. China
2. The Netherlands
3. USA
4. France
5. Japan

… and decision makers …

63% decision makers among trade visitors*

* Among those from outside of Germany it was even 68%

... from all sectors

- Manufacturers
- Organizations
- E-mobility
- Services
- Parts and accessories
- Other

Meet the mobility pioneers and experts from around the globe
Prime location for prime content

IAA Conference takes place in the New Mobility World Hall (Hall 5) on two floors, directly accessible from the central Agora plaza and entrance Congress Center.
The stage is yours

Four stages ensure captive audiences and cater to different presentations

Main Stage
Broader cross-sectoral topics
Approx. 220 pax

Debate Forum
Interactive formats
Approx. 150 pax

Speakers’ Corner
Deep-dives into detailed content
Approx. 80 pax

Great Auditorium
Speaker upon invitation only
Approx. 800+ pax

* exemplary illustration
Pole position: one day ahead
IAA Conference opens its doors on the second press day to attendees — a full day before IAA opens to the public! The first conference day starts in the early afternoon.
Our topics (1/2)
Driving the global debate about mobility and beyond

Automation
- ADAS and automated driving
- Sensor technology and fusion
- Digitization and road safety
- Artificial Intelligence (AI)
- Big data and data analytics

Connectivity
- Data and transmission standards
- Intelligent Transport Systems (ITS)
- Real-time and predictive mapping
- UX, UI, VR, gesture control; infotainment/entertainment; design
- Cloud and edge computing
- IoT, infrastructure, 5G

Clean and Sustainable Mobility
- Electric and alternative powertrains
- Batteries, supercapacitors and fuel cells
- Charging, fueling and infrastructure
- Mobility and future energy strategies
- Solutions to climate change and air quality
- Future storage technologies
- Electric mobility as part of future energy solutions

Urban Mobility
- Smart city operating systems for future urban mobility
- Integrated public/private transport systems
- Smart cities, urban infrastructure and new urban vehicle concepts
- Urban logistics and last mile
- Beyond transit data: sensors and data in the urban environment

Mobility as a Service
- Mobility service providers
- Intermodal mobility platforms and unified ticketing providers
- Bike, scooter and other light vehicle sharing services
- Car and ride sharing, on-demand shuttle and taxi services
- Fleet management
## Our topics (2/2)
Driving the global debate about mobility and beyond

<table>
<thead>
<tr>
<th>Advanced Materials and Manufacturing</th>
<th>New Market</th>
<th>Global Order</th>
<th>Regulatory Policy in Germany and the EU</th>
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<tbody>
<tr>
<td>Advanced materials</td>
<td>Business models catering to millennial consumers</td>
<td>International trade: the future of doing business globally</td>
<td>Ecology and economics: how does modern industrial politics look like?</td>
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<td>Additive manufacturing</td>
<td>Intangible products, digital services and the future of brands</td>
<td>What emerging markets offer: unlocking potential and progress</td>
<td>CO₂-regulation</td>
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<tr>
<td>Digital products, data privacy, data safety and security</td>
<td>Marketing in the age of digital tribes</td>
<td>Business in the age of autocracy: how to square ethics and profits</td>
<td>Air pollution control</td>
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<td>IoT in manufacturing</td>
<td>Designing the exterior, interior</td>
<td>New world order: how cities rule the globe</td>
<td>Conflict materials and sustainable sourcing</td>
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<td>Nudging: how to marry what societies want and consumers choose</td>
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Tailored for you: become a Content Partner and curate your own session

For 30 minutes the stage is yours! Your presentation, panel, master class or workshop becomes part of the IAA Conference.

Costs starting at €5,000 (excl. VAT)

Included:

- A 30-minute slot on stage*
- Integration and communication in the IAA Conference program
- Logo on the IAA Conference stage during the slot

* booking of multiple slots possible
Join us in creating a world-leading program as Curation Partner

We invite selected Curation Partners to be actively involved in the creation of the stage program. The involvement can vary from shaping individual sessions, i.e. a panel discussion, to shaping an entire conference day with program on various stages.

You can suggest topics, speakers and formats and we are happy to get in touch with you to cooperate in conceptualizing the program.
Boost your impact even further — at the New Mobility World

The IAA Conference is located at the New Mobility World, the global meeting point for pioneers and visionaries committed to convenient, clean, sustainable and inclusive mobility around the world. Create a lasting impact and expand your presence to the NMW:

**NMW Expo**

Create your own home base right where the IAA Conference takes place. Start making powerful connections with other speakers and attendees, as well as with all other IAA exhibitors and visitors.

**NMW Partner**

Expand your visibility for the audience beyond your stage time. Brand an IAA Conference stage, the NMW Lounge or Start-up Zone. Become a partner of NMW and get maximum exposure throughout the entire NMW hall.
# IAA Conference: Partnership Overview

Partnerships give you maximum visibility and reach through our communications and on-site at the event.

<table>
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<th>IAA Conference Partner</th>
<th>IAA Conference Day Partner</th>
<th>Audio Partner</th>
<th>Content Partner</th>
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<tbody>
<tr>
<td>Let your brand shine at the IAA Conference. A keynote, your exclusive brand activation area near the Main Stage, your logo on lanyards and visibility in communications guarantee brand exposure to all conference visitors.</td>
<td>Your company will be associated with the topics of the day at the IAA Conference. A keynote, branding, communications, and a brand activation (optional) area guarantee high visibility.</td>
<td>Become the Audio Partner and get carried around by all IAA Conference attendees with your logo on the audio receivers as well as at the entrances to the auditoriums of all conference stages.</td>
<td>For 30 minutes the stage is yours! Your presentation, panel, or workshop becomes part of the IAA Conference.</td>
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<td>€50,000</td>
<td>€10,000 — 16,000</td>
<td>€18,000</td>
<td>starting at €5,000</td>
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<th>IAA Conference Stage Partner</th>
<th>Speaker Area Partner</th>
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<td>The stage will be branded with your logo during all IAA Conference days, visited by decision makers, and thought leaders. Present your company’s vision of future mobility with a keynote.</td>
<td>Brand the networking point where IAA Conference speakers meet and chat with the crowd after their talks.</td>
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| **Main Stage**

€25,000  
**Sold!**  
**Speakers’ Corner**

€15,000  
**Debate Forum**

€15,000  
**Speaker Area Partner**

€10,000 |
Contact information

For inquiries please contact us at

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