NEW MOBILITY WORLD

Frankfurt/Main, September 10-15, 2019

EXPO
Introduction

The New Mobility World is the global meeting point for pioneers committed to convenient, clean, sustainable, and inclusive mobility around the world.

Since 2015, New Mobility World is the place to connect with thought leaders, entrepreneurs and decision makers from the entire ecosystem of future mobility: representatives from industries such as telecom, energy, and automotive, as well as from mass transit, municipalities, start-ups, academia, and consultancies meet, discuss, and exhibit solutions for our mobility of tomorrow.

As part of the world’s leading mobility event IAA, New Mobility World provides unparalleled exposure to the automotive industry, media, and policy makers. The exhibition area NMW EXPO is home to the leading new players reinventing future mobility – from global tech to fledgling start-up. IAA Conference – the main and high-level dialogue format of IAA – is embedded in the NMW which provides excellent networking opportunities and the opportunity to get inspired by leading experts.

This 2019, New Mobility World will focus on urban mobility, Mobility as a Service, clean and sustainable power, connectivity, and automation.

We invite you to join this powerful global ecosystem and to be part of future mobility.

Dr. Martin Koers  
Managing Director  
VDA

Dirk O Evenson  
Director New Mobility World  
on behalf of VDA
In Review

250+ participating businesses and organizations (+42%*)

1 billion contacts reached via social channels**

200 international speakers

250,000+ attendees (+30%*) at EXPO, FORUM, LIVE

* NMW 17 in comparison to NMW 15
** Pertains to entire IAA
Our topics (1/2)

**AUTOMATION**
- ADAS and automated driving
- Sensor technology and fusion
- Digitization and road safety
- Artificial Intelligence (AI)
- Big Data & data analytics

**CONNECTIVITY**
- Data & transmission standards
- ITS Intelligent transport systems
- Real-time and predictive mapping
- User Interfaces (UI) and Infotainment/ entertainment
- Cloud and edge computing

**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

**URBAN MOBILITY**
- Smart city operating systems for future urban mobility
- Integrated public/private transport systems
- New urban vehicle concepts
- Urban logistics and last mile

**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)

**ADVANCED MATERIALS AND MANUFACTURING**
- Advanced materials
- Additive manufacturing
- Digital products, data privacy, data safety and security
- IoT in manufacturing

**NEW MARKET**
- Business models catering to millennial consumers
- Intangible products, digital services and the future of brands
- Marketing in the age of digital tribes
- Designing the exterior, interior
- Nudging: how to marry what societies want and consumers choose

**GLOBAL ORDER**
- International trade: the future of doing business globally
- What emerging markets offer: unlocking potential and progress
- Business in the age of autocracy: how to square ethics and profits
- New world order: how cities rule the globe
- Conflict materials and sustainable sourcing

**REGULATORY POLICY IN GERMANY AND THE EU**
- Ecology and economics: how does modern industrial politics look like?
- CO2-regulation
- Air pollution control

* IAA Conference Only
Schedule

<table>
<thead>
<tr>
<th>Tue. 09/10</th>
<th>Wed. 09/11</th>
<th>Thu. 09/12</th>
<th>Fri. 09/13</th>
<th>Sat. 09/14</th>
<th>Sun. 09/15</th>
<th>Mon. 09/16–Sun. 09/22</th>
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<tbody>
<tr>
<td>PRESS DAYS</td>
<td>PRESS DAYS</td>
<td>VISITOR DAYS</td>
<td>VISITOR DAYS</td>
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<td>VISITOR DAYS</td>
<td>VISITOR DAYS</td>
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IAA
Sept. 10–22

IAA
Sept. 10–15

IAA Conference
Sept. 11–15
Hallplan

Exemplary illustration.
The NMW EXPO is our over 10,000 m² exhibition space which allows you plenty of room to showcase your business to your partners and potential customers. Book either our “ready-made” stand in our theme park or build your own individual stand.

The exhibition space is open from September 10–15, 2019.

Ask for an individual offer at nmw-expo@evenson.de.
Theme Park – XS Package
approx. 5 m² (only for Start-ups)

Features
Walls, lightwalls, carpet and lightning
- 1 lightwall graphic
- 1 U-shaped high table with 2 stools
- 2 sockets
- 2 exhibitor passes

Service included
- Storage/locker
- Integration in the press and media work of the New Mobility World
- Up to 2 m³ storage of empties as needed

Exemplary illustration.
The terms and conditions of the IAA Cars 2019 apply. All prices are excluding VAT.
Theme Park – S Package
approx. 9 m²

Features
- Walls, lightwalls, carpet and lightning
- 1 counter with 3 sockets
- 1 lightwall graphic
- 1 logo placement
- 1 bar table with 2 stools
- 3 exhibitor passes

Service included
- Storage/locker
- Integration in the press and media work of the New Mobility World
- Up to 2 m³ storage of empties as needed

€10,800

Exemplary illustration.
The terms and conditions of the IAA Cars 2019 apply. All prices are excluding VAT.
Theme Park – M Package
approx. 15 m²

Features
- Walls, lightwalls, carpet and lightning
- 1 counter with 3 sockets
- 1 lightwall graphic
- 1 logo placement
- 1 bar table with 2 stools
- 1 table with 2 chairs
- 4 exhibitor passes

Service included
- Storage/locker
- Integration in the press and media work of the New Mobility World
- Up to 2 m³ storage of empties as needed

€17,000

Exemplary illustration. The terms and conditions of the IAA Cars 2019 apply. All prices are excluding VAT.
Theme Park – L Package
approx. 20 m²

Features
Walls, lightwalls, carpet and lightning
• 1 counter with 3 sockets
• 2 lightwall graphics
• 1 logo placement
• 1 bar table with 2 stools
• 2 tables each with 2 chairs
• 6 exhibitor passes

€21,000

Service included
• Storage/locker
• Integration in the press and media work of the New Mobility World
• Up to 3 m³ storage of empties as needed

Exemplary illustration.
The terms and conditions of the IAA Cars 2019 apply. All prices are excluding VAT.
Your individual stand

Exhibitor with an individual stand at the NMW 17

<table>
<thead>
<tr>
<th>Description</th>
<th>Ground floor €230 / m²</th>
<th>Upper floor* €190 / m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic rent</td>
<td>20 m² minimum rental space</td>
<td></td>
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<tr>
<td>Additional charges</td>
<td>Corner stands (open on 2 sides)</td>
<td>+ 20%</td>
</tr>
<tr>
<td></td>
<td>Peninsula stands (open on 3 sides)</td>
<td>+ 30%</td>
</tr>
<tr>
<td></td>
<td>Island stands (open on 4 sides)</td>
<td>+ 40%</td>
</tr>
<tr>
<td>Services included</td>
<td>Exhibitor passes (according to the booked space)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Integration in the press and media work of the New Mobility World</td>
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* No suspensions from the hall ceiling possible
## Partnerships (Selection)

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

<table>
<thead>
<tr>
<th><strong>Co-Host</strong></th>
<th><strong>Platinum Partner</strong></th>
<th><strong>Gold Partner</strong></th>
</tr>
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<tbody>
<tr>
<td>Exclusive online and on-site branding with top-level visibility on day one, strong integration into NMW communications, high online amount on stand rental costs, power brand an integral part of the IAA’s leading future mobility platform.</td>
<td>High-visibility on-site branding at the escalators in the EXPO area in Hall 5.0, integration into NMW communications, and online visibility enable your brand to stand out among NMW participants.</td>
<td>High-visibility on-site branding in the EXPO area in Hall 5.0, integration into NMW communications, and online visibility enable your brand to stand out among NMW participants.</td>
</tr>
<tr>
<td>€90,000</td>
<td>€32,000</td>
<td>€25,000</td>
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<thead>
<tr>
<th><strong>Silver Partner</strong></th>
<th><strong>Start-up Zone Partner</strong></th>
<th><strong>Supporter</strong></th>
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<tbody>
<tr>
<td>Integration into NMW communications, your logo on the partner wall in EXPO, and online visibility highlight your brand before and during the event.</td>
<td>Give the Start-up Zone your brand’s name and get to know the NMW start-ups during an exclusive Meet and Greet event.</td>
<td>Establish a visible link between your company and the NMW. Your brand will be displayed on the partner wall in EXPO during the event and online.</td>
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<tr>
<td>€12,000</td>
<td>€25,000</td>
<td>€5,000</td>
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For further information and a total list of partnerships and benefits, please contact us at [nmw-partner@evenson.de](mailto:nmw-partner@evenson.de)