Event folder
Introduction

The New Mobility World (NMW) 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 policymakers. 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.

Join this powerful global ecosystem and become a part of future mobility.

Dr. Martin Koers
Managing Director
VDA

Dirk O Evenson
Director New Mobility World
on behalf of VDA
Our 2017 numbers

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

200 international speakers

1 billion contacts reached via social channels**

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

* NMW 17 in comparison to NMW 15
** Pertains to entire IAA
What our participants say:

“We were at the New Mobility World for the first time. During the press days and the trade visitor days, we had good conversations and a very high quality of leads. For us as a white label platform, the investment has fully paid off.”

Armin Fendrich, CEO, Ridecell EMEA GmbH

“We are happy that the New Mobility World really covered all of the relevant topics on the future of mobility.”

Britta Seeger
Board of Directors at Daimler AG, Mercedes-Benz Cars Sales

“The diversity of mobility was on display at the New Mobility World. The first days were very important and valuable for us, because we held intense talks with our partner firms, well-known OEMs, and Tier 1 suppliers.”

Andreas Frisch
Management & Strategy, Paravan GmbH

“We had a very successful stay with high visibility to members, potential members, the press and policy makers.”

Sigrid de Vries, Secretary General, CLEPA

5 out of 6 plan to participate again
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
6 reasons to participate

1. Present your products and solutions at the leading global platform.
2. Reach a global audience at the international meeting point.
3. Enhance your brand awareness and gain unparalleled media exposure.
4. Gain expert knowledge and become inspired by global thought leaders.
5. Forge new partnerships with decision makers of global corporations, start-ups and cities.
6. Meet the pioneers of the entire ecosystem of future mobility.

“All in all, it was the best trade fair that I have experienced so far. It was the first time that almost all my business cards ran out.”

Torsten Scholl CEO, TeleRetail
Meet the mobility pioneers and experts from around the globe

Global leaders ... 

Top 5 countries (not including Germany)

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

... and decision makers ...

63% decision makers among trade visitors*

* Among those outside of Germany it was even 68%

... from all sectors

- Parts and accessories
- Manufacturers
- Organizations
- E-mobility
- Services
- Other
How to participate
What’s new?

Pole position
NMW 19 will take place from September 10–15 and will already be open to attendees on the second press day – one day before the IAA.

Prime location
For the first time, NMW will be situated on the ground level, bringing the event even closer to the visitor flow at the exhibition grounds.

Content hub
IAA Conference – the main dialogue format of the entire event – will be hosted directly at NMW.
As a global leader in mobility, team up with us and become the exclusive Platinum Partner of NMW 19.

Join us as a partner of the IAA Conference, Start-up Lab19 and other formats.

NMW PARTNER

Apply as a speaker at the official IAA Conference program, hosted at NMW. We will curate a diverse and inspirational program full of talks, keynotes, debates, and more.

Create your own branded content via master class or other events on one of our stages.

IAA CONFERENCE

Create your home base and start making powerful connections with other NMW participants and attendees, as well as with all other IAA exhibitors and visitors.

NMW EXPO

Design your own space or become part of a dedicated theme park.
Partnership overview – NMW

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

Co-Host  €90,000
Exclusive online and on-site branding with top-level visibility, a keynote on the opening day, integration into NMW communications, and 5% discount on stand rental costs make your brand an integral part of the IAA’s leading future mobility platform.

Platinum Partner  €32,000
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.

Gold Partner  €25,000
High-visibility on-site branding in the EXPO area in Hall 5.1, integration into NMW communications, and online visibility enable your brand to stand out among NMW participants.

Silver Partner  €12,000
Integration into NMW communications, your logo on the partner wall in EXPO, and online visibility highlight your brand before and during the event.

Supporter  €5,000
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.

Start-up Zone Partner  upon request
Give the Start-up Zone your brand’s name and get to know the NMW start-ups during an exclusive Meet and Greet event.

All prices excluding VAT

For further information contact nmw-partner@evenson.de.
Partnership overview – IAA Conference

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

**IAA Conference Partner**  €50,000
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.

**IAA Conference Day Partner**  €10,000–16,000
Your company will be associated with the topic of the day at the IAA Conference. A keynote, branding, communications, and a brand activation (optional) area guarantee high visibility.

**Audio Partner**  €18,000
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.

**Speaker Area Partner**  €10,000
Brand the networking point where IAA Conference speakers meet and chat with the crowd after their talks.

**Content Partner** starting at  €5,000
For 30 minutes the stage is yours! Your presentation, panel, or workshop becomes part of the IAA Conference.

**Stage Partner**
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.

**Great Auditorium**  €30,000
**Main Stage**  €25,000
**Speakers’ Corner**  €15,000
**Debate Forum**  €15,000

All prices excluding VAT

For further information contact nmw-partner@evenson.de.
IAA Conference

Only those who are ready for change will play a role in shaping the future.

IAA Conference »Beyond Mobility« is the leading forum on the future of mobility. From September 11 – 15, 2019 global experts and industry leaders meet to discuss and develop the big issues of tomorrow.

IAA Conference fosters closer interaction between the automotive industry and other players.

On four different stages, IAA Conference invites trade visitors during the week as well as a larger public audience on the weekend. All stages are located within or are adjacent to the NMW EXPO Hall.

TO STAY TUNED FOR A DRAFT SCHEDULE AND FIRST KEYNOTE SPEAKERS SUBSCRIBE TO OUR NEWSLETTER NEWMOBILITY.WORLD/NEWSLETTER AND BE THE FIRST TO KNOW.

CALL FOR PAPERS
Apply here until March 11
EXPO: your space at NMW

- Benefit from the unique location with IAA Conferences embedded in the NMW EXPO halls.

- Create your home base and start making powerful connections with other NMW participants and attendees, as well as with all other IAA exhibitors and visitors.

- Design your own space or become part of a dedicated Theme Park.
Choose your exhibition space

Theme park

Our ready-made stands can be ordered in varying sizes from XS–L. Additional stand equipment can be ordered through our construction partner.

<table>
<thead>
<tr>
<th>Size (min. m²)</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>XS Stand (Start-ups only)</td>
<td>5 m²</td>
</tr>
<tr>
<td>S Stand</td>
<td>9 m²</td>
</tr>
<tr>
<td>M Stand</td>
<td>15 m²</td>
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<tr>
<td>L Stand</td>
<td>20 m²</td>
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</tbody>
</table>

All prices excluding VAT

→ Contact nmw-expo@evenson.de and book your space now.

Individual exhibitor

Create your own individual exhibition stand, min. 20 m².

**Basic rent**

- Ground floor **€230 / m²**
- Upper floor* **€190 / m²**

**Additional charges**

- Corner stands (open on two sides) +20%
- Peninsula stands (open on three sides) +30%
- Island stands (open on four sides) +40%

* No suspensions from the hall ceiling possible
Schedule

Tue. 09/10  Wed. 09/11  Thu. 09/12  Fri. 09/13  Sat. 09/14  Sun. 09/15  Mon. 09/16–Sun. 09/22

PRESS DAYS

IAA
Sept. 10–22

VISITOR DAYS

PRESS DAYS

NEW MOBILITY WORLD
Sept. 10–15

VISITOR DAYS

PRESS DAY

IAA Conference
Sept. 11–15

VISITOR DAYS
Location at IAA

Messe Frankfurt, Ludwig-Erhard-Anlage 1, 60327 Frankfurt/Main, Germany
Floor plan
Meet the team

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Meet the team

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The terms and conditions of the IAA and NMW 19 apply. All prices are excluding VAT. New Mobility World is a registered trademark and an event of the IAA, the International Motor Show in Germany. evenson is the project office of the NMW on behalf of the German Association of the Automotive Industry (VDA).