

IAA Summit – Startup Areas 2025

BE ONE OF 100 STARTUPS AT IAA MOBILITY!

- As the world's leading platform for mobility, sustainability and tech, IAA MOBILITY offers you high visibility on 3 centrally located startup areas with high visitor numbers.
- > The cost-effective "all-inclusive" turnkey packages guarantee a one-of-a-kind possibility to present yourself at this leading event.
- > Benefit from the direct proximity to the market leaders of the industry. It provides optimal visibility for innovative services.
- > Take part in exclusive events with investors, industry representatives, and the press.
- 92 startups participated in IAA MOBILITY 2023 and took the opportunity to meet the industry leaders at the Summit.
- > 90% of the visitors rated the startup areas as one of the top areas at IAA MOBILITY 2023 and will revisit them in 2025.



» IAA MOBILITY 2025 How to apply as a startup

When to participate?

- Are you a startup with ties to the mobility sector?
- Do you want to present your innovative solutions and business models?
- Do you want to participate in networking events? Build contacts with VCs, corporates, business angels and many more.



Do you match the participation criteria?



Application phase



Selection phase

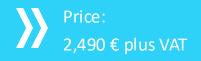
- Founded 2019 or later.
- Must reflect main topics and nomenclature (vehicles & solutions; software & technology; environmental / economic / social; smart infrastructure).
- Founder(s) hold(s) the majority shares.
- No spin-off.
- Offer an innovative and scalable product, service or technology.

- Fill out the online application form.
- Send in the pitch documents and the business model.
- The IAA MOBILITY Summit team & partners collect all applications for evaluation.
- Based on the application form, pitch documents, and business model the IAA MOBILITY Summit team & partners select the 100 startups who can participate.
- Selected startups will be informed and asked for a binding official registration via a provided link.
- Selected startups can book one of the stand packages for a fee.
- Reception of admission by IAA MOBILITY Team.

» IAA MOBILITY 2025 Startup package offers – Choose your best participation



- > 4 sgm stand area
- Incl. mandatory costs
- Access to exclusive startup events
- 2 exhibitor passes
- 200 € ticket flat rate*
- No presentation of exhibits possible





- > 9 sgm stand area
- Incl. mandatory costs
- Access to exclusive startup events
- 4 exhibitor passes
- > 300 € ticket flat rate*
- > Presentation of exhibits possible





- > 16 sqm stand area
-) Incl. mandatory costs
- Access to exclusive startup events
- 6 exhibitor passes
- > 600 € ticket flat rate*
- Presentation of exhibits possible



Pictures are design example only, may differ from the actual product.

4 *ticket flat rate can be used for ordering guest tickets in the exhibitor shop after official admission to the event



Startup Package S: 4 sqm (2 x 2 m)

Conditions in detail:

- Incl. stand rental
- Incl. 2 exhibitor passes
- > 200 € ticket flat rate*
- Modern sustainable booth construction
- 2 graphic board logos (100 x 42 cm)
- Sustainable carpet incl. recycling
- 1 LED
- 1 standing table 100 cm + 2 bar stools

- 1 triple socket outlet
- Additional costs incl. booth cleaning, daily waste disposal and 1 KW power supply
- Incl. obligatory communication fee
- No presentation of exhibits possible

Price: 2,490 € plus VAT

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*ticket flat rate can be used for ordering guest tickets in the exhibitor shop after official admission to the event

IT'S ALL ABOUT MOBILITY



Startup Package M: 9 sqm (3 x 3 m)

Conditions in detail:

- > Incl. stand rental
- Incl. 4 exhibitor passes
- 300 € ticket flat rate*
- Modern sustainable booth construction
- 2 graphic board logos (100 x 42 cm)
- 43" monitor incl. wall mount and steel channel for cable routing
- Sustainable carpet incl. recycling
-) 3 LED
- > 1 standing table 140 cm + 4 bar stools

- 1 triple socket outlet
- 1 x frame element made of black steel (3 x 1 m)
- Additional costs incl. booth cleaning, daily waste disposal, 1 KW power supply and overnight security
- > Incl. obligatory communication fee
- > Presentation of exhibits possible

Price: 4,300 € plus VAT

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Startup Package L: 16 sqm (4 x 4 m)

Conditions in detail:

- Incl. stand rental
- Incl. 6 exhibitor passes
- > 600€ ticket flat rate*
- Modern sustainable booth construction
- 3 graphic board logos (100 x 42 cm)
- 43" monitor incl. wall mount and steel channel for cable routing
- Sustainable carpet incl. recycling
- 4 LED

- 1 sitting table 140 cm +2 sitting banks (140 cm)
- 1 triple socket outlet
-) 1 x frame element made of black steel (3 x 1 m)
- 1 lockable counter
- Additional costs incl. booth cleaning, daily waste disposal, 1 KW power supply and overnight security
- > Incl. obligatory communication fee
- > Presentation of exhibits possible

Price: 6,630 € plus VAT Pictures are design example only, may differ from the actual product.

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