

IAA Tech

»» Commercial Vehicles

Hanover, Germany

September 24-25, 2020 (+ Press Day on September 23, 2020)

Expo & dialogue platform at the IAA Commercial Vehicles

Expo

»» IDEA & CONCEPT

Idea & Concept

Since 2015 the New Mobility World has been the place to connect with thought leaders, tech entrepreneurs and decision makers from the entire ecosystem of future mobility and logistics.

Representatives from industries such as telecommunication, energy and transportation, as well as from mass transit, municipalities, startups, academia and consultancies **meet, discuss** and **exhibit** solutions for transportation and logistics of tomorrow. Exhibitors can choose between ready-made stands, areas for individual stands or containers.

In 2020 the former New Mobility World is going to be reinvented: Its new name **IAA Tech** underlines the proximity to the IAA, but also the focus on future technology, new players in the ecosystem and the vibe of collaboration.

What's new?

- Ready-made stands are even better value than before.
- A very efficient trade show appearance: two days of focused B2B-Matchmaking (September 24 & 25, 2020).
- More collaboration: workshops, pitches and a curated stage program will connect existing and future business partners.
- No experience in approaching media representatives? The IAA Tech will provide an exclusive schedule for the press day.

Expo

» INDIVIDUAL BOOTHS

Individual Booths

Basic charges (row stand; per sqm): EUR 155

Surcharges:

for corner stand (open on two sides)

+20%

for peninsula stands (open on three sides)

+30%

for island stands (open on four sides)

+40%

Services included:

Exhibitor passes (depending on stand size)

Also bookable:

Catering, presentation slots

Early bird discount until January 31, 2020: 5%



Expo

»» QUICK STARTER BOOTHS

Expo: Option L

All-In-One Solutions

Features included:

- Ready-made booth, 6m (width) x 3 m (depth)
- Peninsula stand (open on three sides)
- Logo on wall
- Screen
- Table with chairs
- 2 stools
- Lockable desk / counter
- 6 exhibitor passes
- 15 minutes stage use included

Early bird discount until January 31, 2020: 5%

Picture right: specimen stand. All prices are excluding VAT.
The terms and conditions of the IAA Commercial Vehicles apply.



Price: EUR 13,500

Expo: Option M

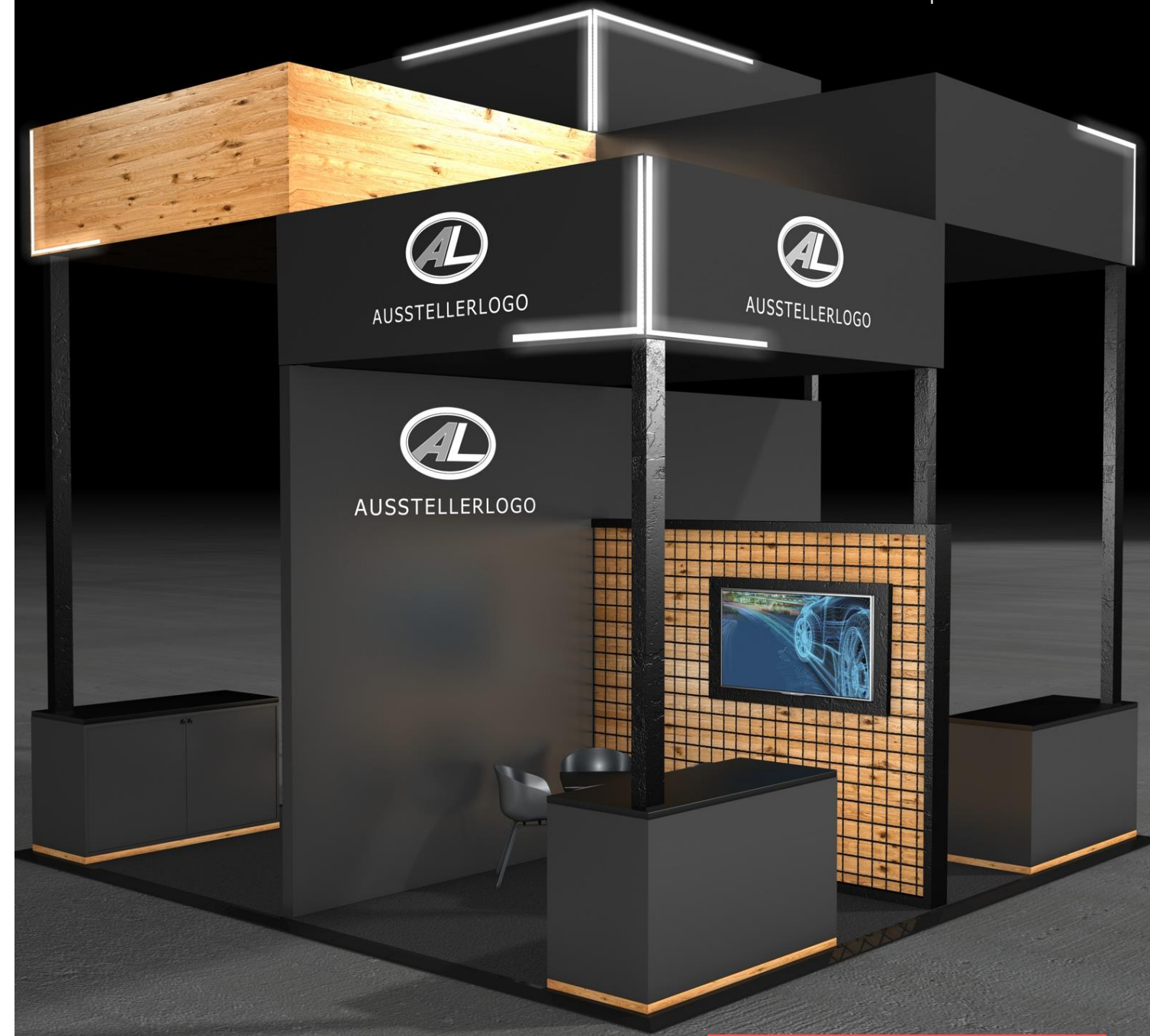
All-In-One Solutions

Features included:

- Ready-made booth, 3m (width) x 3m (depth)
- Corner stand (open on two sides)
- Logo on wall
- Screen
- Table with chairs
- 1 stool
- Lockable desk / counter
- 4 exhibitor passes
- 10 minutes stage use included

Early bird discount until January 31, 2020: 5%

Picture right: specimen stand. All prices are excluding VAT.
The terms and conditions of the IAA Commercial Vehicles apply.



Price: EUR 6,900

Expo: Option S

All-In-One Solutions

Features included:

- Ready-made booth, size approx. 2 sqm
- Logo on wall
- 1 stool
- Lockable desk / counter
- 2 exhibitor passes
- 5 minutes stage use included (within the pitch sessions)
- **This option is for startups only!**

Early bird discount until January 31, 2020: 5%

Picture right: specimen stand. All prices are excluding VAT.
The terms and conditions of the IAA Commercial Vehicles apply.



Price: EUR 2,900

Stage

» PITCHES & PRESENTATIONS

Stage

Pitches & Presentations

The stage will be the center of the IAA Tech.

Findings of workshops, pitches, presentations and press conferences: a curated schedule will guide the audience to your solutions, services, products, ideas and thoughts.

Only partners, exhibitors and sponsors of the IAA Tech will have the opportunity to present on the stage; most of the packages include a stage use. If you need more time to present your company, please feel free to ask us for an individual quote.

On September 23, 2020, the stage will be used for press conferences only.



Meet & Collaborate

» WORKSHOPS & BUSINESS PARTNERING

Meet & Collaborate

Workshops & Business Partnering

Investors, company-builders, corporates, publishers, trade missions etc., that are looking for dedicated meeting spaces next to the exhibition and stage can book a branded container for the complete event period.

3 days of networking, brainstorming, 1-on-1 meetings and coworking in a discrete atmosphere, with the opportunity to present the findings on the stage.

Included features:

- Dedicated container with your corporate branding
- Prime location at the IAA Tech
- Meeting table with 8 chairs
- Screen (inside the container)
- 8 exhibitor passes
- 30 minutes stage use



Price: EUR 17,500

Schedule

»» TIMELINE IAA COMMERCIAL VEHICLES & IAA Tech

Schedule

Timeline IAA Commercial Vehicles & IAA Tech



Contact

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Direct booking via <https://registration.iaa.de>