



MECHATRONIK

e-mobilio

Get e-xcited
with our e-purchase advisor
for 2025 e-mobility

Our e-mobility ecosystem



Vollmann

Sitaw

IMA

Yourself
Anywhere

Xotigo

STARTUP
PACKAGES



» IAA MOBILITY
2025

Positioning solutions
Drivers localize
by available inertial
learning algorithms,
cameras, or any other

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?

- 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.



Application phase

- 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.



Selection phase

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

» Price:
2,490 € plus VAT



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

» Price:
4,300 € plus VAT



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

» Price:
6,630 € plus VAT

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

IT'S ALL ABOUT MOBILITY



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

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

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

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



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

SUSTAINABLE
TECHNOLOGIES

STARTUP AREA X IAA MOBILITY

YOUR CONTACT PERSON



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» IAA MOBILITY 2025 General terms & conditions, data privacy, instructions

How to participate?

Please fill in the application form to register as a startup. Follow the link [here](#) and send in the pitch documents as well as a presentation of the business model. Only completed forms and documents can be considered for the selection. Please note that the selection is done by the IAA MOBILITY SUMMIT team in corporation with national and international partners from the startup scene. We kindly ask you to register no later than March 1st, 2025.

Participation conditions:

- › Please note that only startups that fulfill the selection criteria for the event and have received the official admission by IAA MOBILITY are allowed to select one of the startup packages offered by the organizer.
- › The allocation of the startups on the Summit is planned and realized by the organizer; participating startups have no influence on the allocation of their booth.
- › In case the requested stand package is already sold out, IAA MOBILITY will offer a different package size which the startup can decline.
- › There are only 100 startup packages on offer in total. In case these are sold we will notify all applicants on time.
- › By registering, you agree to the [exhibition conditions](#), the [organizational & technical guidelines](#) and the [data privacy policy](#) of IAA MOBILITY 2025.