

## Stand rentals Summit

Fairground • B2B • September 9–12, 2025

Space limit: 2,000 sqm per exhibitor/brand; minimum size: 25 sqm

**Book  
Summit + Open Space  
and get a cost advantage of  
300.00 per sqm on the  
Open Space price**

Rental charges groundfloor (no stand building included)		Per sqm in € plus VAT
<b>Row Stand (1-side open)</b> for bookings before October 31, 2024		<b>315.00 €</b> 299.25 €
<b>Corner Stand (2-sides open)</b> for bookings before October 31, 2024		<b>370.00 €</b> 351.50 €
<b>Peninsula Stand (3-sides open)</b> for bookings before October 31, 2024		<b>405.00 €</b> 384.75 €
<b>Island Stand (4-sides open)</b> for bookings before October 31, 2024		<b>425.00 €</b> 403.75 €
<b>Additional booth level(s):</b> (also for used upper floors of show trucks or similar)		<b>30% of the sqm price for the floor space</b>
Rental charges outdoor areas (no stand building included)		Per sqm in € plus VAT
<b>Outdoor areas</b> for bookings before October 31, 2024		<b>110.00 €</b> 104.50 €
<b>Outdoor areas between halls/loading yards</b> for bookings before October 31, 2024		<b>140.00 €</b> 133.00 €
Other obligatory costs		Per sqm in € plus VAT
<b>Waste disposal fee</b>		<b>7.50 €</b>
<b>Advance payment services</b> (used as deposit for services e.g. electricity, water, etc.)		<b>15.00 €</b>
<b>Communication fee—per exhibitor/co-exhibitor</b>		<b>1,250.00 €</b>
<p>Obligatory for each exhibitor and co-exhibitor. Production and invoicing are carried out by a service provider commissioned by the German Association of the Automotive Industry (jl.medien GmbH). The following services are included:</p> <ul style="list-style-type: none"> <li>– Listing with complete address and communication data in the IAA App and the IAA Exhibitor Portal</li> <li>– 5 entries in the List of Products and Services in the IAA App and the IAA Exhibitor Portal</li> <li>– Teaser text in all exhibitor lists (80 characters DE + EN) in the IAA Exhibitor Portal plus company text (1,200 characters DE + EN) in the exhibitor profile in the IAA App and in the IAA Exhibitor Portal</li> <li>– Key visual in the exhibitor profile in the IAA App and in the IAA Exhibitor Portal</li> <li>– Social media links in the IAA App and the IAA Exhibitor Portal</li> <li>– Alphabetical entry with address data, incl. web address in the IAA Visitor Guide</li> <li>– Company logo in all directories and in the exhibitor profile</li> </ul>		
<b>Ticket flat rate</b>		<b>50.00 €</b>
<p>A ticket flat rate of 50.00 € per sqm is included in the stand rental prices and can be used for guest tickets and/or employee tickets.</p>		

## Stand rentals Open Space (when booking a space at the summit)

(Space limits analogous to Open Space/Summit)

**Book  
Summit + Open Space  
and get a cost advantage of  
300.00 per sqm on the  
Open Space price**

### Basic rent for stand space at the Open Space (no stand building included)

Per sqm in € plus VAT

**Königsplatz / Hofgartenstraße / Residenzhöfe**  
for bookings before October 31, 2024

**207.00 €**  
196.65 €

**Ludwigstraße**  
for bookings before October 31, 2024

**265.00 €**  
251.75 €

**Odeonsplatz / Wittelsbacherplatz / Max-Joseph-Platz**  
for bookings before October 31, 2024

**293.00 €**  
278.35 €

**Additional booth level(s):**  
(also for used upper floors of show trucks or similar)

**50% of the sqm price  
for the floor space**

## Stand rentals Open Space

Munich city center • B2C • September 9–14, 2025

Space limit: 1,000 sqm per exhibitor/brand; Minimum size 50 sqm

### Basic rent for stand space (no stand building included)

Per sqm in € plus VAT

**Königsplatz / Hofgartenstraße / Residenzhöfe**  
for bookings before October 31, 2024

**507.00 €**  
481.65 €

**Ludwigstraße**  
for bookings before October 31, 2024

**565.00 €**  
536.75 €

**Odeonsplatz / Wittelsbacherplatz / Max-Joseph-Platz**  
for bookings before October 31, 2024

**593.00 €**  
563.35 €

**Additional booth level(s):**  
(also for used upper floors of show trucks or similar)

**50% of the sqm price  
for the floor space**

### Other obligatory costs

Per sqm in € plus VAT

**Waste disposal fee**

**15.00 €**

**Advance payment services**

(used as deposit for services e.g. electricity, water, etc.)

**23.00 €**

**Location-related mandatory fees in the Open Space**

In Open Space, additional mandatory costs may arise depending on local conditions (e.g. soil protection). These can be found in the "Important Space Information" documents.

**Communication fee—per exhibitor/co-exhibitor**

**1,250.00 €**

Obligatory for each exhibitor and co-exhibitor. Production and invoicing are carried out by a service provider commissioned by the German Association of the Automotive Industry (jl.medien GmbH).

**Ticket flat rate**

**50.00 €**

A ticket flat rate of 50.00 € per sqm is included in the stand rental prices and can be used for guest tickets and/or employee tickets.