



IT'S ALL ABOUT
MOBILITY



» IAA MOBILITY 2025

- › Summit and Conference September, 9. — 12. 2025, exhibition ground Munich
- › Open Space and Experience September, 9. — 14. 2025, city center Munich





Step-by-Step Registration Guide for IAA MOBILITY

MAIN PAGE



English ▾

IAA MOBILITY 2025

September 8 - 14, 2025 in Munich

If you have any questions regarding your stand registration, please contact:

Stephanie Gläßer Vi Linh Tran-Graef
+49 30 897842 202 +49 30 897842 209
mobility@iaa.de mobility@iaa.de

Sandy Starke Katharina Schötz
+49 30 897842 215 +49 30 897842 218
mobility@iaa.de mobility@iaa.de

An event by VDA

German Association of the Automotive Industry (VDA)
Behrenstr. 35
10117 Berlin
www.vda.de

Online registration with login data

You have exhibited with us before and received your login data already?

Then use our online registration for exhibitors. The forms are already filled in for you.

Username

Password

[Forgot your password?](#)

Here you can log in with the existing account data or with the account data sent to you.

Online registration without login data

You do not have your access data at hands or you would like to exhibit at the IAA for the first time?

Then we look forward to welcoming you as an exhibitor at the IAA MOBILITY 2025. Please create a login first.

Please enter your registration information into the online form.

[Create login](#)

If you do not have an account yet, you can register here.

For easy use of the online registration, please use the following browsers:

[Google Chrome](#), [Safari](#) or [Mozilla Firefox](#)

If you are using Internet Explorer, please make sure that it is Internet Explorer 10 or higher.

» IAA MOBILITY 2025

INTERNAL AREA

Start Exhibitor data ▾ Stand registrations Co-exhibitors Downloads

Welcome to the online registration for the IAA MOBILITY 2025! You are logged in now.

In the next steps you can enter your company details and register your stand space.

Here you will find an overview of this year's formats:

[more information about the IAA SUMMIT \(Munich Exhibition Grounds\)](#)

[more information about the IAA CONFERENCE](#)

[more information about the IAA OPEN SPACE \(Munich City Center\)](#)

[more information about the IAA EXPERIENCE](#)

Here you can find more information about this year's formats.

» IAA MOBILITY 2025

IAA SUMMIT



The central B2B platform for all **mobility professionals**. It is also the ideal place for decision makers from the entire mobility industry to convene and position their companies as trailblazers of the mobility of the future.

IAA CONFERENCE



The IAA Conference brings together Fortune 500 CEOs, policymakers, and **visionaries** across multiple stages as well as other dialogue and networking formats.

IAA OPEN SPACE



Sustainable **mobility solutions** are made accessible **to everyone**. This is the format for everyone who wants to be visible to trade visitors and the general public — festival space, product showroom, and test course in one.

IAA EXPERIENCE



The **interactive part** of IAA MOBILITY, where Summit experts and Open Space visitors test out how climate-neutral mobility of the future will feel: cars, bicycles, public transport, and much more.

» 1 PRESS DAY + 4 B2B DAY (MON-FRI) AT THE MESSE MÜNCHEN TRADE FAIR CENTER «

» 6 B2C DAYS (TUE-SUN) IN DOWNTOWN MUNICH «

IT'S ALL ABOUT MOBILITY

„Start“

Here you come back to the main menu.

Here you can add or change your address and/or contacts.

„Exhibitor data“

„Stand registrations“

Here you can register your stand or participate in the test drives.

After you have registered your stand and received a confirmation of registration, you can register further co-exhibitors via this "tab".

„Mitaussteller“

„Downloads“

Here you will find all important documents, e.g. exhibition conditions, stand rentals, etc.

EXHIBITOR DATA

Start Exhibitor data ▾ Stand registrations Co-exhibitors Downloads

Address Contacts

Exhibitor data

Click **Edit** on the right site and enter your company details here.

The company data entered here will be published online in the exhibitor directory.

Please ensure that you **do not enter any personal email addresses or telephone numbers here.**

Attention:

Once you have **bindingly registered at least one stand area, changes to your company data are no longer possible.** In this case, please contact the **Exhibitor Service** at mobility@iaa.de to have the changes made.

Exhibitor name *

KniceTruck

Company *

IAA Test GmbH

Company 2

Street *

Teststraße 35

Street 2

Postal code *

10117

City *

Berlin

Country *

Germany

You can start the registration in the "Exhibitor data" tab. There click on Edit (the pencil icon) to fill in all fields marked with * accordingly.

If you have already been an exhibitor, you only have to cross-check the information if necessary and enter any changes.

Please note that your information will be published in the exhibitor directory, and we therefore recommend that you do not provide any personal data here.

It is also important that changes to the exhibitor data can only be made by the exhibitor before the first stand booking.

Subsequent changes can only be made by the Exhibitor Service: mobility@iaa.de.

CONTACTS

Address

Contacts

Contacts

When registering your stand, you can add a **maximum of 3 contacts** that we can include in our email communication.



New

Here you can create new contacts [+ New] or manage your previously created contacts. Please note that you will not be able to make any changes to the contacts once you have registered your stand.

If you have any change requests, please contact the Exhibitor Service at mobility@iaa.de

You can store up to 3 different contacts in your stand registration.

The ordering contact is the main contact person here.

To save your data, click on "Save" and then click on "Next" in the bottom right.

The assignment of contacts to your area of responsibility will be offered to you later in the stand registration process.

Contact Information

*required field

Salutation *
-- select salutation --

Academic Title

First name *

Name *

Telephone *
+ / /

Fax
+ / /

Mobile phone
+ / /

E-mail *

Language of correspondence *
-- select language --

Cancel Save

» IAA MOBILITY 2025

STAND REGISTRATION

Select stand registration

Here you can **add (+ New)** or **edit** your stand registrations. Each new stand requires a new stand registration.
After successfully registering, an automatically generated email with an overview of your order will be sent to you.

New Application

Registration of a stand space

Here you can register your stand space and choose between a stand space at the **IAA Summit (Munich Exhibition Grounds)** or in the **IAA Open Space (Munich City Center)**.

Note on registrations in the IAA Open Space:

In order for a **registration for the IAA Open Space** to be considered for the allocation of space, the exhibitor must provide proof of fulfillment of the requirements for presentation in the Open Space by means of the following mandatory stand space query. For this purpose, **please fill out our online form** (forwarding to an external query) "[IAA 2025: Query on presentations in the Open Space](#)" to inform us of your registration for the Open Space and a specific space request.

Registrations for the Open Space for which no completed form "IAA 2025: Query on presentations in the Open Space" has been submitted cannot be considered for allocation. Exhibitors' preferences regarding stand size and location will be accepted on the basis of the specifications for presentation in the Open Space of the IAA MOBILITY 2025.

[+ New](#)

Once you click on [+New], you can make your booth registration for Summit and/or Open Space.

Please note that when registering for the [Open Space](#), [presentation requirements](#) must be observed.

Please note the minimum size of 25m² in the Summit & 50m² in the Open Space.

Test Drive Summit

Register here for your IAA Test Drives at the IAA Summit (Munich Exhibition Grounds).

[Further information is available here.](#)

[+ 1/2 registration container Exhibitor](#) [+ 1/2 registration container Non-Exhibitor](#)

[+ 1 registration container Exhibitor](#) [+ 1 registration container Non-Exhibitor](#)

Test Drive Open Space

Register here for your IAA Test Drives at the IAA Open Space (Munich City Center).

[Further information is available here.](#)

[+ 1/2 registration container Exhibitor](#) [+ 1/2 registration container Non-Exhibitor](#)

[+ 1 registration container Exhibitor](#) [+ 1 registration container Non-Exhibitor](#)

If you would like to participate in the test drives in the Summit or in the Open Space, you can make your booking [here](#).

If you want to book a combination of Summit & Open Space, you have to create both spaces separately

STAND REGISTRATION

Booth Application

<p>Your ordering no. *</p>	<p>Here you can enter your order number. If not available, please enter "XX".</p>
<p>Please enter the purchase order number of your accounting department. The number will be displayed on the invoice for the stand. If you do not have a purchase order number, write „xx“.</p> <p>Preferred Location*</p> <p><i>Hier finden Sie weitere Informationen zu unseren diesjährigen Formaten</i></p>	<p>Please select here whether you would like to book a booth in the Summit or the Open Space.</p>
<p><input type="checkbox"/> Same stand as IAA 2023</p> <p>You request the same stand as in IAA MOBILITY 2023. Please note: If you booked several stands (inside the hall and/or outdoor area) at the previous event, use the comment field to specify which of these stands you wish to register again.</p> <p>Comment</p>	<p>Do you still have placement preferences that should be taken into account when allocating the stand? Then use the comment field.</p>
<p>What shall we consider for the stand assignment (e.g. measurements of the exhibits, multi-level construction, wishes for neighbouring stands, flexibility in stand size/stand type, etc.)?</p> <p><input type="checkbox"/> No public relations</p> <p><small>We do not want the company we have registered to be named in the public relations work in the run-up to the IAA MOBILITY.</small></p>	<p>If you do not want your company to be named in the run-up to the IAA MOBILITY, please tick the box.</p>

[← Back](#) [Next →](#)

STAND REGISTRATION

Row stand (1 side open) Early Bird

Please provide the following information to select this booth product:

Area (m²) *



25

At least: 25m²

At most: 2000m²

Width (m) *Optional*



Depth (m) *Optional*



Price

7,481.25€

Cancel

Confirm

After your selection, a window will open with an overview of the selected stand size, the stand type and the total price.

You will need to confirm these in order to continue. Please note that mandatory costs may be added to the selected stand product.

After that, click on "Continue".

STAND REGISTRATION

Contacts

Ordering contact

No contact assigned yet.

Select + New

Ordering Contact: Main point of contact, will have access to the exhibitor shop of Messe München (MMG)

Contact person 1

No contact assigned yet.

diesjährigen Formaten.

Select + New

Contact person 1: receives access to the exhibitor shop of Messe München (MMG) and information mailings in CC

Contact person 2

No contact assigned yet.

Select + New

Contact person 2: receives information mailings in CC

< Back

» IAA MOBILITY 2025

STAND REGISTRATION

Application - Summary

Booth Application

Your ordering no. *
XX

Preferred Location
Summit

Same stand as IAA 2023
No

Comment

No public relations
No

Services

Booth Product

Area (m ²) *	Width (m) Optional	Depth (m) Optional
25		

At least: 25m²
At most: 2000m²

Row stand (1 side open) Early Bird	suitable for stand sizes between 25 - 50 sqm	Price: 7,481.25€
------------------------------------	--	------------------

Total: 7,481.25€

Contacts

Ordering contact Name [elle] Katharina Schötz Telephone +49 30 E-mail katharina.schoetz@vda.de	Contact person 1 No contact assigned yet.	Contact person 2 No contact assigned yet.
---	---	---

Save booth application

You will then be shown a summary of your stand registration.

Check all information and click on "Save stand registration".

» IAA MOBILITY 2025

STAND REGISTRATION

Further presentation options

In addition to your stand space registration, you can also participate in **other presentation formats to present your company** in the best possible way.

[An overview of all formats is available here.](#)

We will be happy to contact you after receiving **your non-binding expression of interest** and provide further information accordingly.

Select your options by using the edit icon on the right-hand side.



Exhibitor name KniceTruck
IAA Conference: Call for speaker, sponsorship, press conference, after work events No
IAA Summit: Stand events, sponsorship, networking tours, stand construction packages No
IAA Citizens Lab: Call for content, sponsorship, evening event No
IAA Family Trail: Participation, sponsorship No
IAA Experience: ADAS, LIDAR & Telematics, innovation cases, shuttle bus No

Further presentation options

Exhibitor name
KniceTruck

IAA Conference: Call for speaker, sponsorship, press conference, after work events
IAA Conference - Join us and a multi-faceted audience in advancing ideas, answers and solutions for the challenges of the future.

IAA Summit: Stand events, sponsorship, networking tours, stand construction packages
The IAA Summit inspires with stand celebrations, exciting networking tours, attractive sponsoring options and customizable stand construction packages.

IAA Citizens Lab: Call for content, sponsorship, evening event
The place for a collaborative dialog on mobility and living space development in urban and rural areas.

IAA Family Trail: Participation, sponsorship
With the Family Trail, our interactive treasure hunt in the Open Space, young mobility fans will get their fun.

IAA Experience: ADAS, LiDAR & Telematics, innovation cases, shuttle bus
Bring the future of mobility to life

If you are interested in one of the further presentation options, you can let us know here via "Edit".
The respective contact person will then contact you.

Cancel

OK

» IAA MOBILITY 2025

STAND REGISTRATION

Invoice information

Fields marked with * are mandatory.

In accordance with Section 64 of the [Exhibition Conditions](#), invoices will only be sent in electronic form (by email with pdf attachment).

If changes are made to the information provided by the exhibitor regarding the invoice address, invoice recipient, purchase order number and/or legal form after 20 December 2024, the organizer will charge a processing fee of € 150 (plus VAT) for each invoice change for the first change in accordance with Section 34 of the Exhibition Terms and Conditions. A fee of € 250 (plus VAT) will be charged for each subsequent change.

Your invoice for the stand rental includes 19 % German VAT. Please be informed that despite recent changes of the VAT law across the EU and in Germany, we are still liable to pay 19 % German VAT to the tax authorities for the letting of areas for trade fair stands at the IAA. Compared to other trade fair companies, VDA in essence only provides trade fair stand areas without extensive inclusive services. For more information, please refer to the document German VAT in our download section.

Electronic invoice per E-Mail

E-Mail of invoice recipient *

Alternative billing address

Save

Next →

Then please enter your electronic billing address or a "alternative billing address".

Click on "Save" and then on "Next".

» IAA MOBILITY 2025

STAND REGISTRATION

Differing correspondence address

We hereby authorize the company / branch office named below to **accept the stand confirmation and all further documents in our name** and to place legally binding orders on our behalf for services pertaining to all available media as well as issuing statements regarding our event participation.

Please send correspondence to the following differing address

Save

Next →

If you do not have a different correspondence address, you can simply click on "Continue".

Otherwise, please click on "Save" and then on "Next".

» IAA MOBILITY 2025

STAND REGISTRATION

Product groups

Fields marked with * are mandatory.

Please let us know **which products you will be exhibiting**. In order to categorize your exhibits, you will find an overview of the product groups below.

Use **(+ New)** to add new product groups / exhibits and "Remove" to delete them.

Once you have finished editing, please select "Save".

Note for exhibitors who exhibit products from third-party companies: to complete the order, the manufacturer's certificate with signature and company stamp must be scanned and sent by e-mail to mobility@iaa.de.

The screenshot shows a web form for adding a new product group. At the top left is a button with a plus sign and the word "New". At the top right is a button with a checkmark and the word "Save". Below these is a "Remove" button. The main form area contains four fields, each with an asterisk indicating it is mandatory: "Product group" (a dropdown menu with "-- select product group --"), "Exact description" (a text input field), "Manufacturer" (a text input field), and "Country of Manufacture" (a dropdown menu with "-- select country --").

Product groups

- Group 1 Passenger cars with any type of drivetrain and complete bodies for passenger cars
- Group 2 Other motor vehicles for passenger transport with a maximum permissible mass not exceeding 3.5t (minibuses) and special vehicles
- Group 3 Vehicles with two or three wheels, single-track motor vehicles, micromobility, L1e to L7e, minmobility, light-electric-vehicles
- Group 4 Trailers (e.g. caravans) with a maximum permissible mass of not more than 3.5t to be towed behind motor vehicles of groups 1-3
- Group 5 Suppliers of Group 1 (passenger cars), parts, accessories, intermediate products
- Group 6 Suppliers of Group 2 and 4 (other motor vehicles & trailers), Parts, accessories, preliminary products
- Group 7 Suppliers of Group 3 (micromobility), Parts, accessories, intermediate products
- Group 8 Products for the operation, care, maintenance and repair of groups 1 - 4
- Group 9 Smart infrastructure (refueling & charging infrastructure, traffic control, parking solutions, traffic flow monitoring, telecommunications networks and network operations, bidirectional charging, payment systems, energy supply)
- Group 10 Urban Air Mobility (air cabs, transport drones, eVTOLs)
- Group 11 Services, including CRM tools, fleet management, software, IT services, consulting, financial services, insurance
- Group 12 Development services (design, vehicle development, testing, authorization, quality assurance)
- Group 13 Digital services in or for the operation of vehicles in groups 1-3 (e.g. in-car entertainment, AR, VR & XR, software-defined vehicles, AI & generative AI, cybersecurity)
- Group 14 Services and products for automated and autonomous driving, driver assistance systems
- Group 15 Mobility providers (car sharing, carpooling, long-distance bus services, bike and scooter sharing, cab, shuttle ride-hailing services) and public transport providers
- Group 16 Organizations, corporations and public bodies, whose activities are related to mobility or the transport industry (including universities, business development agencies, associations)
- Group 17 Online media and technical publications related to mobility topics
- Group 18 Model cars, accessories and clothing designed for vehicle users
- Group 19 Classic cars (historic vehicles, accessories, lifestyle and restoration)

Here you can manage your exhibits.

To do this, click on "Edit" and then on [+New] to add new product groups to your collection and delete them again with "Remove".

When you are done with your edit, please click on "Save".

After that, you can go to the next page with "Next" and your entry will be saved accordingly.

» IAA MOBILITY 2025

STAND REGISTRATION

Approve stand registration

Please check the data you have entered carefully once again.

By clicking on the **"Binding and fee-based registration"** button at the bottom of this page, you confirm your stand registration and submit it to the organizer.

Registrations for the Open Space for which no completed form "IAA 2025: Query on presentations in the Open Space" has been submitted cannot be considered for allocation.

Summary of your registration

With confirmation of this registration (by clicking on the button **"Binding and chargeable registration"** at the end of this page)

- We have taken note of the [Exhibition Conditions](#), [Organizational & Technical Regulations for the Open Space](#) and [the Fairgrounds](#), the [Limitation of liability for the IAA Test Drives](#) and [Requirements for the Presentation in the Open Space](#) in the currently valid version as the basis of the business relationship between us and the organiser and declare our agreement with the contents.
- We declare that we have taken note of the [Data protection information](#) for the online exhibitor registration as well as the data protection disclaimer of the website www.iaa-mobility.com.

Notice:
You will receive the following information automatically by e-mail after your registration.
By registering, the exhibitor undertakes to participate in the exhibition and to set up an exhibition stand in the event that an exhibition stand is allocated.

- We herewith register for the IAA MOBILITY 2025 with legally binding effect and subject to a fee. The data entered, as listed above, has been checked and is correct.

Submit binding and fee-based registration

Exhibitor data

Here you can find the summary of your registration.

Please check them carefully and then accept the terms and conditions, organizational and technical guidelines, etc
Then agree to our privacy policy.

Your registration for the IAA MOBILITY 2025 will then be legally binding and subject to charges.