

Stand Rental Charges per sqm in € plus VAT

1. Inside the exhibition halls

Basic charges for stand areas on the ground floor (No stand building included) - for bookings till November 30, 2023	€ 143,00 € 128,70
for corner stands (open on 2 sides) - for bookings till November 30, 2023	€ 171,60 € 154,44
for peninsula stands (open on 3 sides) - for bookings till November 30, 2023	€ 185,90 € 167,31
for island stands (open on 4 sides) - for bookings till November 30, 2023	€ 200,20 € 180,18
space on upper floors (exhibition stands with multi-story construction) - for bookings till November 30, 2023	€ 92,50 € 83,25

2. Open-air-section

Basic charges for stand surfaces on the ground floor (No stand building included) - for bookings till November 30, 2023	€ 92,50 € 83,25
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3. Obligatory entry in the exhibitor directory and other trade fair media

Chargeable for every exhibitor and co-exhibitor. Production and billing carried out by a service provider commissioned by the German Association of the Automotive Industry (Corussoft GmbH, Berlin).	€ 750,00
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The following services are included in the communication fee:

Exhibitor profile in all digital exhibitor and partner directories (web/app)

- Company name, address, contact details
- Hall + Booth Number
- Homepage, social media links, other web links
- Description
- Multi-media gallery for images, video and PDF
- Assignment of the exhibitor profile to max. 3 product groups
- Exhibitor events (advertising of your events in the IAA program)

Exhibitor profile in all digital hall plans (web/app)

- Company short name
- Hall and booth number
- Stand position and outline in the hall

Exhibitor profile in the Visitor Guide (print catalogue)

- Company short name, address, contact details
- Hall and booth number

Structured onboarding for configuration and access to the profile, online meeting 60 min.