



IAA Startup Area 2024

- + Booth Packages
- Stage Presence
- Networking Event



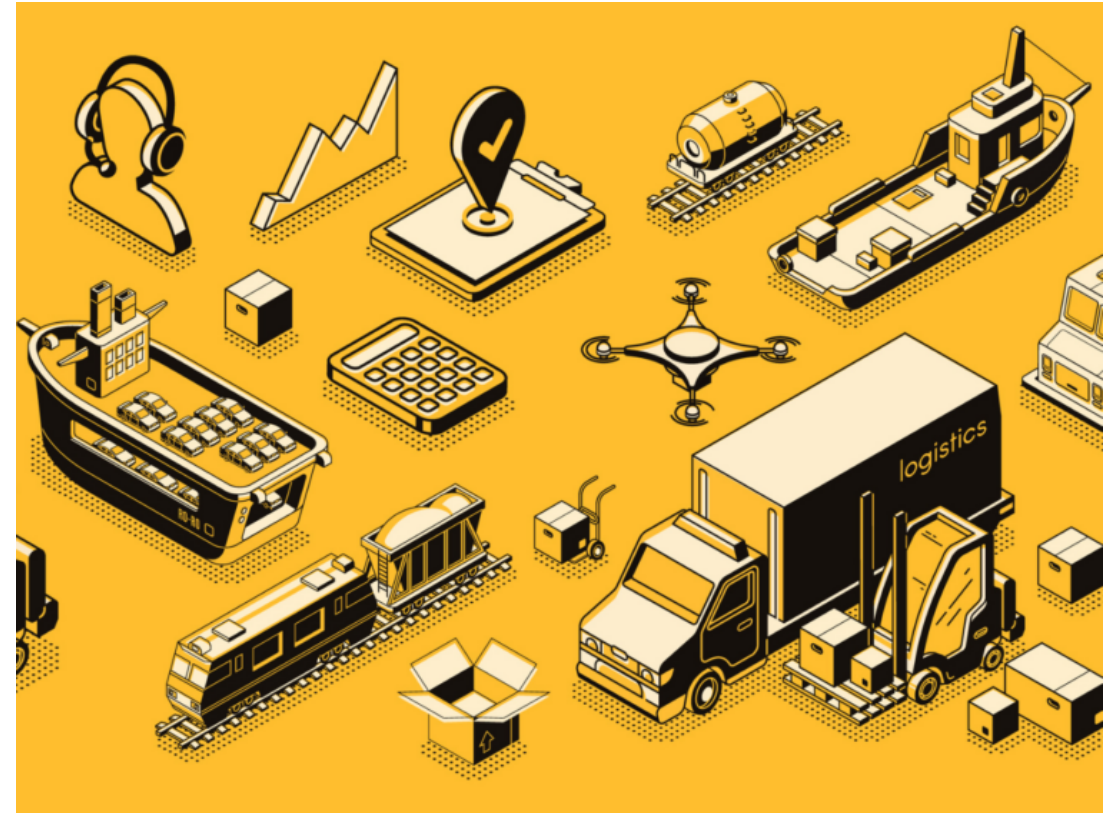
IAA x Startup

The Idea

As a leading platform, our goal is to promote comprehensive collaboration through encounters and exchange. As part of the exhibitor mix, two areas each measuring around 500 m² ensure diversification of the halls and offer networking just as matchmaking opportunities.

With an open and modern booth construction, we create the initial basis for a professional company presentation. Startups just need to move in and fill the booth with life, while a central and attractive placement of the startup areas in the center of the visitor flow ensures visibility.

On top specially adapted formats are intended to expand this presence and further promote the goal of encounters and exchange.



IAA x Startup

Conditions for startups

Startups are defined as follows:

- Company not older than 5 years since founding year
- Companies between 6 - 10 years since their founding year are considered as mature startups
- Offer an innovative and scalable product, service or technology
- Must reflect a mobility, transport or logistics connection
- Companies that have been in existence for 10 years or more since their founding are excluded from this offer



Startup Area



Startup-Packages

We produce so you can move in!

3.390 € plus VAT

SMALL

- 4 m²
 - 2 exhibitor passes
- No presentation of exhibits possible

4.390 € plus VAT

MEDIUM

- 8,75 m²
 - 3 exhibitor passes
- Presentation of exhibits possible

5.390 € plus VAT

LARGE

- 16 m²
 - 4 exhibitor passes
- Presentation of exhibits possible

6.090 € plus VAT

MATURED*

- 16 m²
 - 4 exhibitor passes
- Presentation of exhibits possible
- *applies to startups from 6 years since their founding*

Startup-Package S (2x2m)

Conditions in detail

- incl. stand rental
- incl. 2 exhibitor passes
- modern and sustainable booth construction
- graphic board - logo (190x40cm)
- 40" monitor
- carpeted floor
- basic lighting
- a locker
- 1 standing table + 2 bar stools
- Additional costs included: booth cleaning + daily disposal, 3 KW power connection on 3 sockets, WiFi up to 10 Mbit/s
- incl. obligatory communication contribution
- Elevator pitch possible
- No presentation of exhibits possible

Costs

3.390 € plus VAT



**Image is for reference and may vary from actual product.*

Startup-Package M (3,5x2,5m)

Conditions in detail

- incl. stand rental
- incl. 3 exhibitor passes
- modern and sustainable booth construction
- graphic board - logo (190x40cm)
- 40" monitor
- carpeted floor
- 3x LED long sleeve spotlight
- 1 high table + 4 bar stools
- 2 shelves and 2 product pedestals
- a locker
- Additional costs included: booth cleaning + daily disposal, 3 KW power connection on 3 sockets, WiFi up to 10 Mbit/s, night watch
- incl. obligatory communication contribution
- Elevator pitch possible
- Presentation of exhibits possible

Costs

4.390 € plus VAT



**Image is for reference and may vary from actual product.*

Startup-Package L (4x4m)

Conditions in detail

- incl. stand rental
- incl. 4 exhibitor passes
- modern and sustainable booth construction
- Graphic board - logo (190x40cm)
- 40" monitor
- Carpeted floor
- 3x LED long sleeve spotlight
- a table with two benches
- a locker
- 2 shelves and 2 product pedestals
- Additional costs included: booth cleaning + daily disposal, 3 KW power connection on 3 sockets, WiFi up to 10 Mbit/s, night watch
- incl. obligatory communication contribution
- Elevator pitch possible
- Presentation of exhibits possible

Costs

5.390 € plus VAT



**Image is for reference and may vary from actual product.*

Startup-Package Matured (4x4m)

Conditions in detail

- Scope of services as package L (excl. elevator pitch)

plus

- Guaranteed slot on our Industry Stage on Friday (extent by arrangement)

Costs

6.090 € plus VAT



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Extra Opportunities



Startup Pitches*

3 min on the Industry Stage

Take advantage of the pulse-pounding excitement of our 3-Minute Startup Pitch on the industry stage!

Use one of the limited pitch slots among exciting speaker slots to put your innovative project/company at the center of a concise presentation. Selected startups have three minutes to captivate, inspire and convey the essence of their groundbreaking ideas.

We only offer this opportunity to exhibiting startups that are no more than 5 years old. So, apply for one of the limited slots as soon as you register!



**Offer only applies to S, M, and L startup-packages*

Startup Pitches

Available slots

The pitches start immediately before each speaker slot to ensure undivided attention.

Participation conditions

- Company not older than 5 years since founding year
- Registered IAA exhibitor by booking S, M or L booth package
- Exhibit/prototype integration possible

Time	Tuesday	Wednesday	Thursday
09.00 – 10.00	-	-	-
10.00 – 10.30	9,900.00 €	8,900.00 €	6,900.00 €
	3 min. Startup	3 min. Startup	3 min. Startup
10.45 – 11.15	9,900.00 €	8,900.00 €	6,900.00 €
	3 min. Startup	3 min. Startup	3 min. Startup
11.30 – 11.45	9,900.00 €	8,900.00 €	6,900.00 €
12.00 – 12.45	Lunch Break	Lunch Break	Lunch Break
	3 min. Startup	3 min. Startup	3 min. Startup
13.00 – 13.30	9,900.00 €	8,900.00 €	6,300.00 €
	3 min. Startup	3 min. Startup	3 min. Startup
13.45 – 14.15	9,900.00 €	8,900.00 €	6,300.00 €
	3 min. Startup	3 min. Startup	3 min. Startup
14.30 – 15.00	9,900.00 €	Booked	Booked
	3 min. Startup	3 min. Startup	3 min. Startup
15.15 – 15.45	9,400.00 €	Booked	Booked
	3 min. Startup	3 min. Startup	3 min. Startup
16.00 – 16.30	9,400.00 €	7,900.00 €	Booked
	3 min. Startup	3 min. Startup	3 min. Startup
16.45 – 17.15	Booked	Booked	Booked

Pioneer Link-Up

Networking Event in Hall 18 (Main Stage)

In a casual atmosphere, we invite you to a networking event on Thursday afternoon as an unofficial conference closing.

In collaboration with a partner, we first offer a concise and stimulating panel between startup, OEM and investors, in which we want to include you.

Afterwards, as it shouldn't be missing, there will be informal networking between the stage and the DJ with other exhibitors and external guests over cold drinks.



IAA Innovative Ventures Day

Startups – the not so hidden champions

Welcome to the IAA Innovative Ventures Day – the Friday, curated with you on the Industry Stage. We are dedicated to the collaboration of startups, companies and investors and create a stage for disruptive projects, people and companies. Together with you, we want to identify current challenges and opportunities in the industry and present them on stage in, among others, captivating panels.

Join us to create a dynamic day full of knowledge exchange, deep dives, networking and shared foresight with which you in particular can identify!



CONTACT



We are pleased if the offer has piqued your interest.

To register or if you have any questions, please feel free to contact us.

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