

IAA MOBILITY

Sustainability Lounge

presented by PwC

Inspiration | Dialogue | Networking

Sustainability Lounge - The idea.

We are the world's leading platform for mobility, sustainability, technology and digitalisation. We fully assume social responsibility and bring together experts, professionals and the public.

In line with our promise, we see the Sustainability Lounge as the central content hub at the new IAA MOBILITY for a future-driven and sustainable mobility.

The 330 sqm Sustainability Lounge is located in the heart of the IAA Summit and offers partners, non-exhibitors and exhibitors - in addition to their trade expo booth - to position themselves in the Sustainability Lounge, to convince and consult and advise interested IAA visitors of their services, products and "Thought Leadership" in all aspects of sustainable mobility.

The area is curated by the IAA team in cooperation with the independent expert, Dr. Hans-Peter Kleebinder, Institute for Mobility at the University of St. Gallen. The Sustainability Lounge is co-hosted by PwC as presenting partner.

Sustainability Lounge - The approach.

We offer exhibitors and non-exhibitors the unique opportunity to become a partner of the Sustainability Lounge at IAA MOBILITY as a co-host.

As a partner and co-host, you position yourself as a Thought Leader and Knowledge Partner in all aspects related to "Sustainable Mobility" with high visibility for networking and connecting with your specific target group.

The 330 sqm stand area – centrally located in Hall B3 – creates an inspiring and relaxed environment to engage with new challenges and market players.

Ideal for trade show visitors who want to learn and gain new insights in the lifecycle of a sustainable future in mobility.

Ideal for companies who want to show their market potential and know-how in sustainable mobility solutions in an exceptional and topic-focussed setting.

Sustainability Lounge – Presenting Partner.

As official Cooperation Partner of IAA MOBILITY, PwC is the Presenting Partner of the Sustainability Lounge

"Since the new mobility is only future-oriented when driven by Sustainability, we are proud to be the Presenting Partner of the IAA Sustainability Lounge to rethink mobility with innovators, decision-makers and experts".

The technological innovations in mobility are enormous. Artificial intelligence, more powerful energy storage and mobile phone infrastructure, digital platforms and new legal frameworks will lead to a fundamentally new understanding and experience of individual and mass mobility."

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Sustainability Lounge - Key facts & Partnerships

- 330 sqm centrally located in the Summit hall B3
- The area is exclusive for your company for the duration of your respective time slot
- Duration per Slot: 1,5 hours
- Formats: Keynote, Panels, Insider Talks, Fireside Chats, Meet your Boss, Media Talks, Deep-Dives
- High Visibility and reach by listing your content in the official IAA MOBILITY conference programme
- Interested companies can book slots for their specific topics and formats with support from the IAA MOBILITY Team in designing an attractive format hosted by your company

- The Sustainability Lounge includes a conference arena, networking lounge with bar, full hospitality and technical services
- Time period for booking slots:
08.9. – 12.09.2021

Conference Arena

Stage for any Conference format (Panel, Keynote or Interview), Morning Briefings, Press Events or Product Presentations

Networking Lounge

Networking Lounge for Meet & Greet and Reception to develop and intensify your industry contacts or your individual format

Sustainability Lounge - Packages & Pricing.

Packages:

- **Exclusive** branding partner during the booked timeslot of the Sustainability Lounge
- Listing of all programme items **in the official IAA MOBILITY conference** guarantee a high visibility
- **Stand construction**, incl. technical equipment, event support and catering (Käfer-Catering).
- Seating area up to 50 pax
- 1,5 hours' slot as Co-Host of the Sustainability Lounge
- 3 Hostesses and Technical Support
- Catering service for up to 50 pax
- **Awareness:** branding opportunities individually upon consultation excl. production costs.

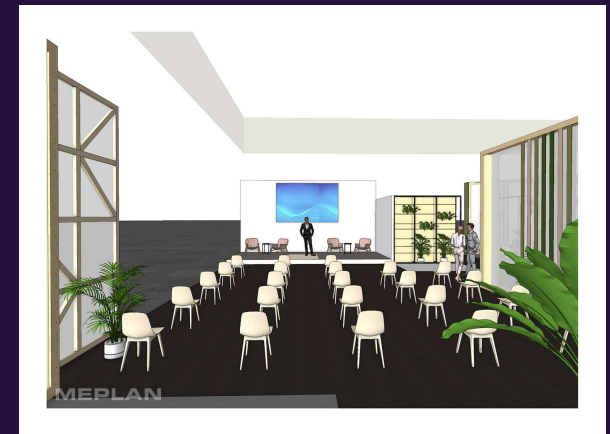
Pricing:

- IAA MOBILITY Exhibitor: **9.990 €**
- Non-Exhibitor: **14.990 €**



Sustainability Lounge - Look & Feel*.

› *final design to be confirmed



Conference Arena. Formats

(Morning) Briefing

At the beginning of a trade fair day, selected industry representatives present their personal trend highlights and combine this with a talk format on relevant topics related to the future of sustainable mobility.

Interview

Companies hand the stage over to (self-selected) experts and interview them on mobility topics

Fireside Chats

A strong focus on controversial statements, opinions and discussion - either in a 1:1 format or with different market players as roundtable

Specials Formats for the Sustainability Lounge.

Insider Talks

Visitors get deep insights in sustainable solutions a product or solution, e. g. in the aftermath of a presentation in the speakers' corner.

Meet your Boss

Brands can provide personal insights into their companies via employees who interested visitors can get to know. These face-to-face exchanges not only convey information, but also position the brand as an employer

Further networking formats can be developed individually.

Visitor benefit:

- **New and more detailed insights**
- **Networking**
- **Information about companies**
- **All sessions “hosted by Session Partner”**

Contact

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