



# IAA MOBILITY



Munich

» What will move us next



HAVING MOBILITY ON  
THE PLATFORM ALSO  
MEANS HAVING  
MOBILITY IN THE  
PLATFORM.







# Introducing. IAA MOBILITY Virtual 2021

## Sneak Preview.

Mobility on the platform also means mobility in the platform. Whether you have already booked a physical stand at IAA MOBILITY or only want to participate digitally – the extensive virtual program of IAA MOBILITY will help you to reach your respective target group digitally as well in numerous formats. Whether B2B, B2C or press – at IAA MOBILITY you can reach everyone – physically and digitally.

Help shape the future of mobility.

No matter where you are.

No matter where your target group is.

# IAA MOBILITY Virtual 2021.

## One platform — and many ways to access it.



### Contacts & Content

Comprehensive access for all.

(Virtual) Summit (B2B)

All conference content from the physical Summit, including Keynotes & Master Classes plus networking, etc., combined with all other content. Content provided exclusively by virtual exhibitors (e.g. due to travel bans, etc.) can also be accessed virtually by on-site trade visitors with the same ticket. At the same time, physical exhibitors at the Summit also reach new visitors, especially international visitors, who can only participate digitally — live or re-live.

### Entertainment & Fascination

Professionally curated production.

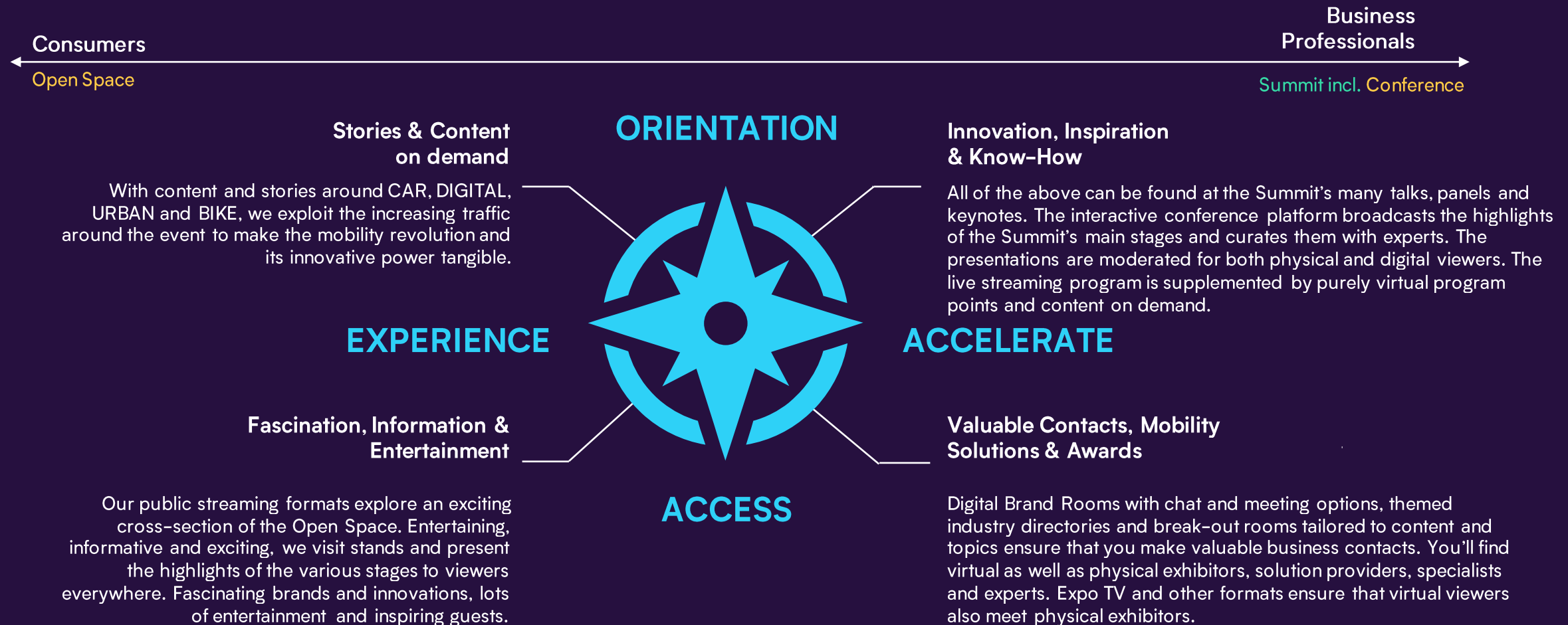
(Virtual) Open Space (B2C)

(Virtual) Blue Lane

In the Open Space area (plus parts of Blue Lane), viewers are inspired by an editorially moderated linear streaming format which delves deeper into the content. Broadcast content remains available online (after editorial compilation). There are also numerous opportunities for exhibitors who want to reach their B2C target group virtually.

# IAA MOBILITY Virtual 2021. The concept at a glance.

## Four dimensions of digital participation for exhibitors.



# IAA MOBILITY Virtual 2021. The concept at a glance.

## Access and simplified user journey.

### ORIENTATION

IAA Mobility (Virtual Entry)

IAA.de | Stories

IAA.de is the home of IAA Mobility 2021 and content hub for highlights from the world of mobility.

### EXPERIENCE

Open Space (B2C)

IAA.de | Virtual Cockpit

Everything that happens at IAA Mobility in one place. The Virtual Cockpit acts as a landing page on IAA.de and Dashboard. It is the inspiring information hub of IAA MOBILITY> for virtual users and is the heart of the Open Space program. The streaming program of the Open Space as well as selected highlights from the Summit and the Blue Lane are available here for every website visitor and without login.

### ACCESS

Summit (B2B) incl. Conference

Virtual Event Platform

The Virtual Cockpit is also the entry point for business professionals.

The page's integrated **login** (Virtual Cockpit) leads professionals into the separate business area.

Login to the  
Event Platform

This is where the separate area begins, which is only accessible to ticketed business professionals, accredited media representatives and exhibitor representatives.

The Summit's interactive streaming program, as well as access to physical and virtual exhibitors, workshops and the like are all integrated here.

# IAA Mobility Virtual 2021. The concept at a glance.

## Access and simplified user journey.

### ORIENTATION

IAA Mobility (Virtual Entry)

Targeted Content Distribution

IAA.de | Stories

#### Targeted Content Distribution

Relevant reach of content and stories on IAA.de are specifically increased via content networks and sponsored posts in social channels. All editorial content is SEO-optimized.

### EXPERIENCE

Open Space (B2C)

Amplifying reach through social channels: Instagram, Facebook, YouTube

IAA.de | Virtual Cockpit

#### Reach amplification through re-streaming

The Open Space streaming format will be embedded in IAA.de (Virtual Cockpit) and simultaneously streamed to other relevant social media to significantly increase reach. Additional content partnerships are currently being negotiated.

### ACCESS

Summit (B2B)

Highlights reinforced by LinkedIn Live

Virtual Event Platform

#### IAA App as Second Screen

The IAA app for smartphones is the perfect second-screen device and assistant throughout IAA MOBILITY — whether virtual or physical. Event and schedule calendars for physical and virtual events, access to further relevant information and targeted push notifications inspire users, enhance the trade show experience and help with organization.

### ACCELERATE

IAA App as Second Screen Device and Event Assistant



# Summit (B2B) Virtual Event Platform

The Summit (B2B) section of IAA MOBILITY Virtual will be presented digitally via the Virtual Event Platform of Messe München GmbH.

All participants who are authorized to log in will receive their access data after registering via the IAA ticket store and can create their personal profile in Onboarding.

Visitor target group: B2B Business Professionals & Press



Schedule

Brand Rooms

Networking &  
Partner Experience

My Show

What's happening now

## How autonomous driving will change the future of mobility



549 people watching

Featured Speakers



Elon Musk



Sigrid Nikutta



Ben Fried



Scott Guthrie

Live from Open Space



**Mike Kueffner**  
I'd love to test out an autonomous car. But I won't give up driving at all — I think systems will still offer both worlds. Let's see!



**Maria Schuster**  
Thanks for the discussion! Interesting to hear about the ethical thoughts behind the safety of drivers and passengers.



**Felix Marr**  
@Maria Schuster: That's a thought AI experts argue on for years! I think we won't have the one-for-all system solution for the globe; it will differ in every market.



**Jen Becker**  
Will we all sleep in cars someday? Are autonomous modules the hotel rooms in the future?



**Lars Greubler**  
Look mum, no hands!



Send

# Summit B2B: Building blocks of the Virtual Event platform

**CONFERENCE** The physical **conference** will move into the digital realm, complementing the on-site program with additional, virtual conference and exhibitor events (Virtual Master Classes, Keynotes, Exhibitor Sessions).

Live  
stream

On  
Demand  
Content

Up to 5  
parallel  
streams

**BRAND ROOMS** All physical and digital exhibitors at IAA MOBILITY can showcase their brands in digital Brand Rooms (see >> Packages). Exhibitor profiles are the same as the profiles that appear in the app and the exhibitor portal. The Brand Room also serves as a jumping-off point for exhibitors to their own digital brand worlds via the integration of their own weblinks.

Profiles  
supplied by  
IAA  
Mobility  
media  
service  
providers

Lead  
Export  
Function

Chat options (1:1  
/ 1:Many /  
company chat)  
with contact  
monitoring

**MATCHMAKING:** Each user authorized to log in has their own profile, which is pre-filled with the basic data from their registration (profile data corresponds to that of the app). Users can then supplement their profiles with topic-specific information using a matchmaking tool and thus make contact with other users. This learning algorithm ensures the accuracy of the matches.

Contact  
Export  
Function

Contact  
Management  
Function

Lead  
Export  
Function

- › A first demo version of the IAA MOBILITY Virtual Event platform will be available in May — if you are interested, please contact us at: >> [virtual@iaa.de](mailto:virtual@iaa.de)





# Summit (B2B) >> PARTICIPATION

## OPPORTUNITIES & FORMATS for exhibitors

Engage with business professionals and journalists from across the world of mobility. Showcase your expertise and inspire with your innovations. Designed with international decision-makers in mind.



# Easy Access:

## How to participate as a physical IAA exhibitor



### Easy Access

Basic profile included in the communication fee

### Additional Value

Add-Ons via upgrade packages

#### Summit (B2B)

Physical IAA exhibitors receive a basic Brand Room profile on the Virtual Event Platform as part of their mandatory communication fee (part of the participation fee). Therefore, there are **no further initial costs**. This includes the following media products:

- Exhibitor information (company name, address, telephone, email, website, social media links)
- Key visual
- Company profile (800 character text)
- 3 entries without logo in the product profile
- Profile includes 3 subject areas and focal points

To enhance your Brand Room on the Virtual Event platform and to set yourself apart from other exhibitors, you have the option of booking one of three upgrade packages from our media service provider (see Slide 16):

Virtual Basic (€3,500) — Unlimited

Virtual Premium (€8,900) — Unlimited

Virtual Professional (€23,500) — Limited to 6x

Your content will be published via the Exhibitor Shop once it has been activated. The content will be displayed on the exhibitor portal on IAA.de, the app and on the Virtual Event platform.



# Virtual Only: How to participate as a purely digital IAA MOBILITY exhibitor



## Package Only

Basic, Premium or Professional

Summit (B2B)

Non-IAA exhibitors have the option of booking one of three packages :

Virtual Basic (€3,500) — Unlimited

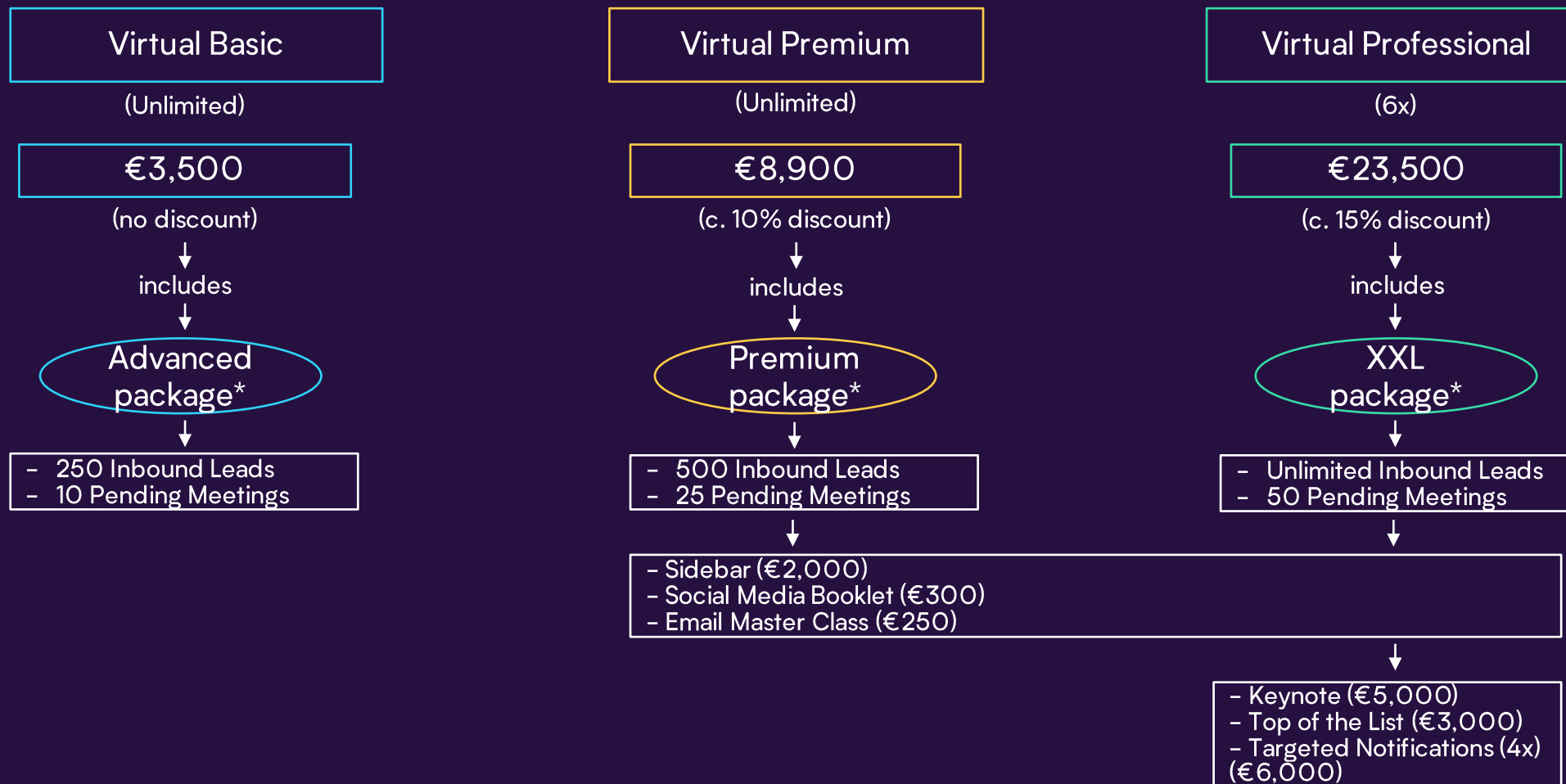
Virtual Premium (€8,900) — Unlimited

Virtual Professional (€23,500) — Limited to 6x

Do you have any questions about the package contents? Our media partner will be happy to advise you.

Do you have any questions about registration: >> [virtual@iaa.de](mailto:virtual@iaa.de)

# Overview of Upgrade Packages







Detailed information

**What's included in  
each package?**

# Includes services in the media packages



## Media Packages

	Exhibitor portal	IAA App	IAA Virtual	Advanced Package	Premium Package	XXL Package
Premium teaser on the homepage of the exhibitor portal	x			—	—	1
Standard teaser on the homepage of the exhibitor portal in the section „Featured exhibitors“	x			—	1	1
Main topic: Presentation of a key product or topic on your exhibitor profile	x	x		—	1	1
Presentation of focus areas on your exhibitor profile	x	x		—	3	3
Premium product presentation/innovation (1 key visual + 3 additional product pictures, 800 characters of text, product highlights, 3 videos and 1 PDF for download)	x	x	x*	—	5	7
Standard product presentation/innovation (1 key visual, 800 characters of text and 1 PDF for download)	x	x	x	5	—	—
Integration of your product or image videos	x	x	x	1	2	4
Logo in the list of exhibitors	x	x	x	1	1	1
Logo in the list of exhibitors according to categories	x	x		1	1	1
Logo on all site maps	x	x		1	1	1
Listing of all your brands with logo on your exhibitor profile	x	x		unlimited	unlimited	unlimited
Integration of Call to Action Buttons (e.g. newsletter, brochure, meeting requests)	x	x		3	3	3
Digital contact form	x			1	1	1
Additional entries in the product index	x	x		5	10	unlimited

\* Content at the IAA Virtual according to the standard product presentation

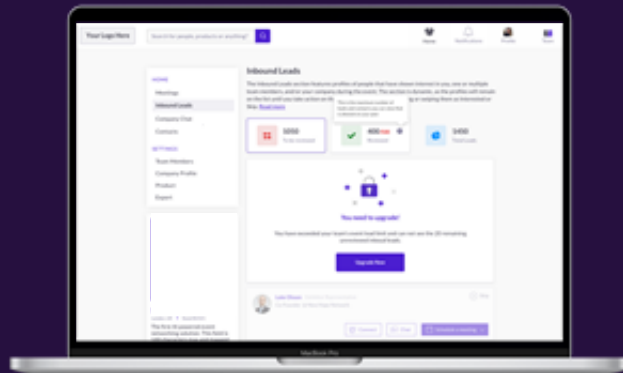
# What's included in the package?



## Inbound Leads

The Inbound Leads section shows you the user profiles that have shown interest in, viewed, connected with, or had a meeting with one of your exhibitor representatives, your exhibitor profile or linked products. Inbound leads are also generated when a visitor has viewed one of your sponsored sessions.

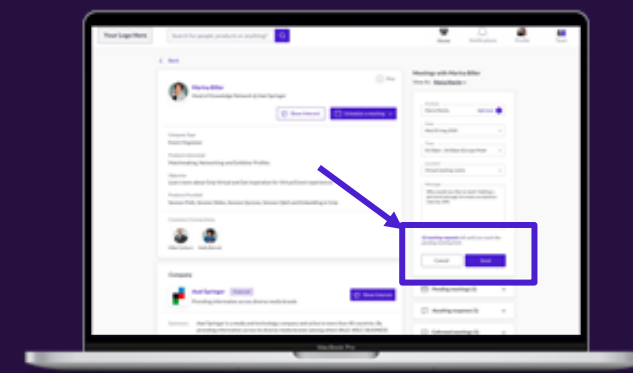
Inbound Leads cannot be exported. Only contacts can be exported. An Inbound Lead becomes a contact when they have connected with you or your company or accepted a meeting with one of your representatives.



## Pending Meetings

Pending Meetings are meeting requests that you or your company's representatives can send to other users.

The more Pending Meetings you have, the more meeting requests your company's representatives can send. When the limit is reached, further requests cannot be sent until one of the previously sent requests has been accepted or rejected.





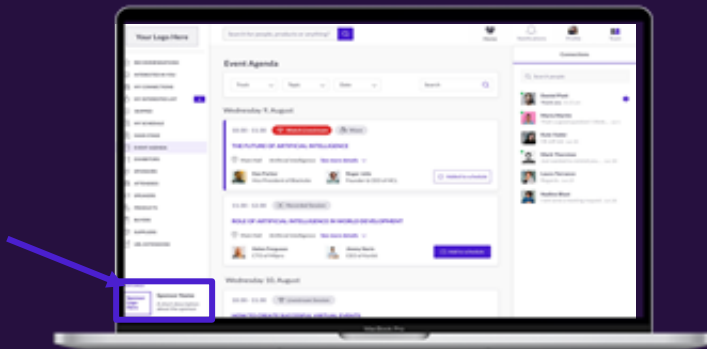
# What's included in the package?



## Sidebar

Placement of logo, company name and a brief description in a dedicated area at the bottom left of the Virtual Event platform.

Assigned sponsors rotate permanently. Clicking on the sidebar takes users to the sponsor's profile.



## Social Media Booklet

You will receive a Social Media Booklet full of advice and practical tips on how to use your own social media channels to successfully promote your company's presence at a digital event.



## Email Master Class

You will receive a five-part email series on how to successfully run your own Digital Event as a business.



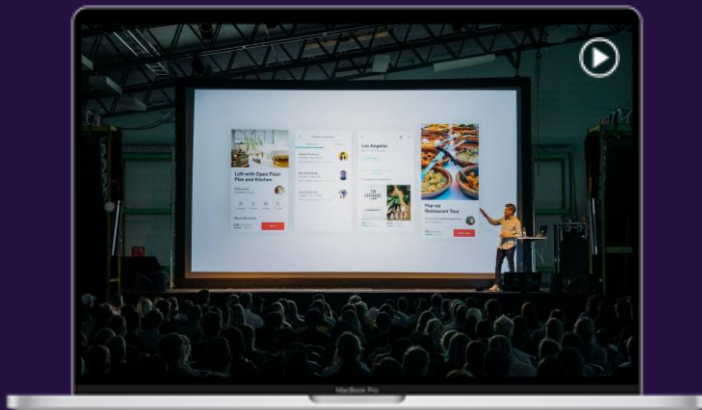
# What's included in the package?



## Keynote

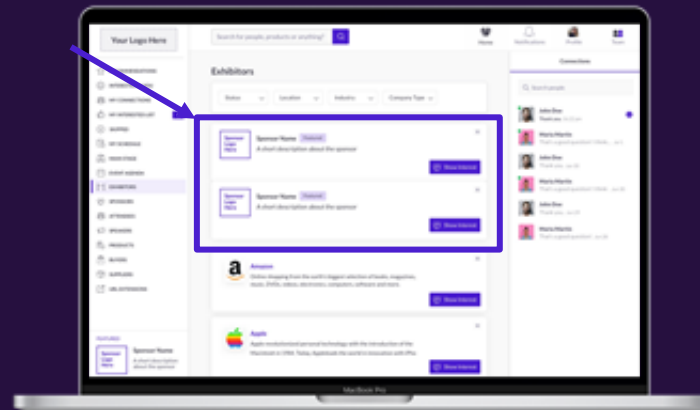
You will receive a 30-minute livestream slot for exhibitor contributions. You can use your slot for a keynote speech or a product presentation.

You will need to agree the content of your keynote / product presentation with the organizer in advance.



## Top of the List

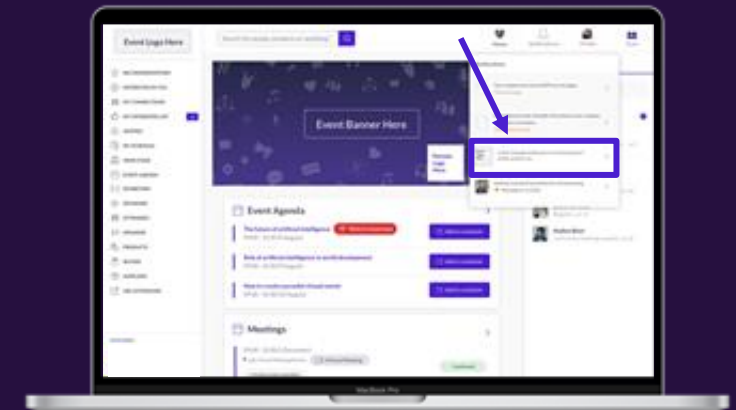
Sponsors' profiles will be displayed at the very top of the list of exhibitors. Users will not need to filter the list to find the sponsors.



## Targeted Notifications

You can send custom notifications to selected participants (maximum 1 notification per hour).

By clicking on the notification, users are taken directly to your company profile or to a website of your choice.





# Summit (B2B)

## Sponsoring Options



# Branding Sponsor – Login Page

## How it works:

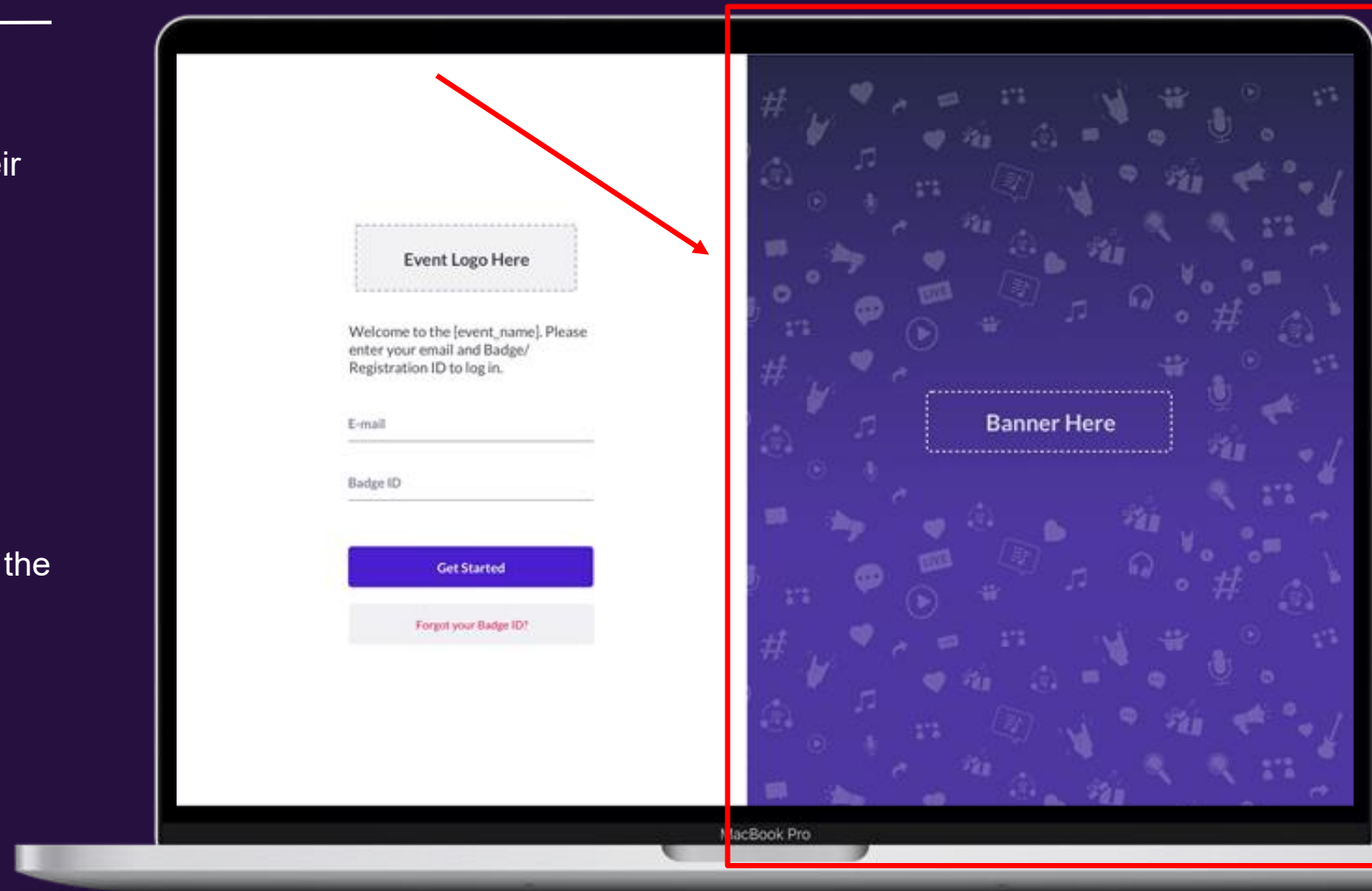
Each sponsor has the opportunity to display their images or branding on the login page.

This is the largest available placement for sponsors.

## Configuration:

- Web only
- Images must be 1280x1440px (max. 2MB)
- Static images should not be changed during the event

More info: [virtual@iaa.de](mailto:virtual@iaa.de)



# Branding Sponsor – Home Feed

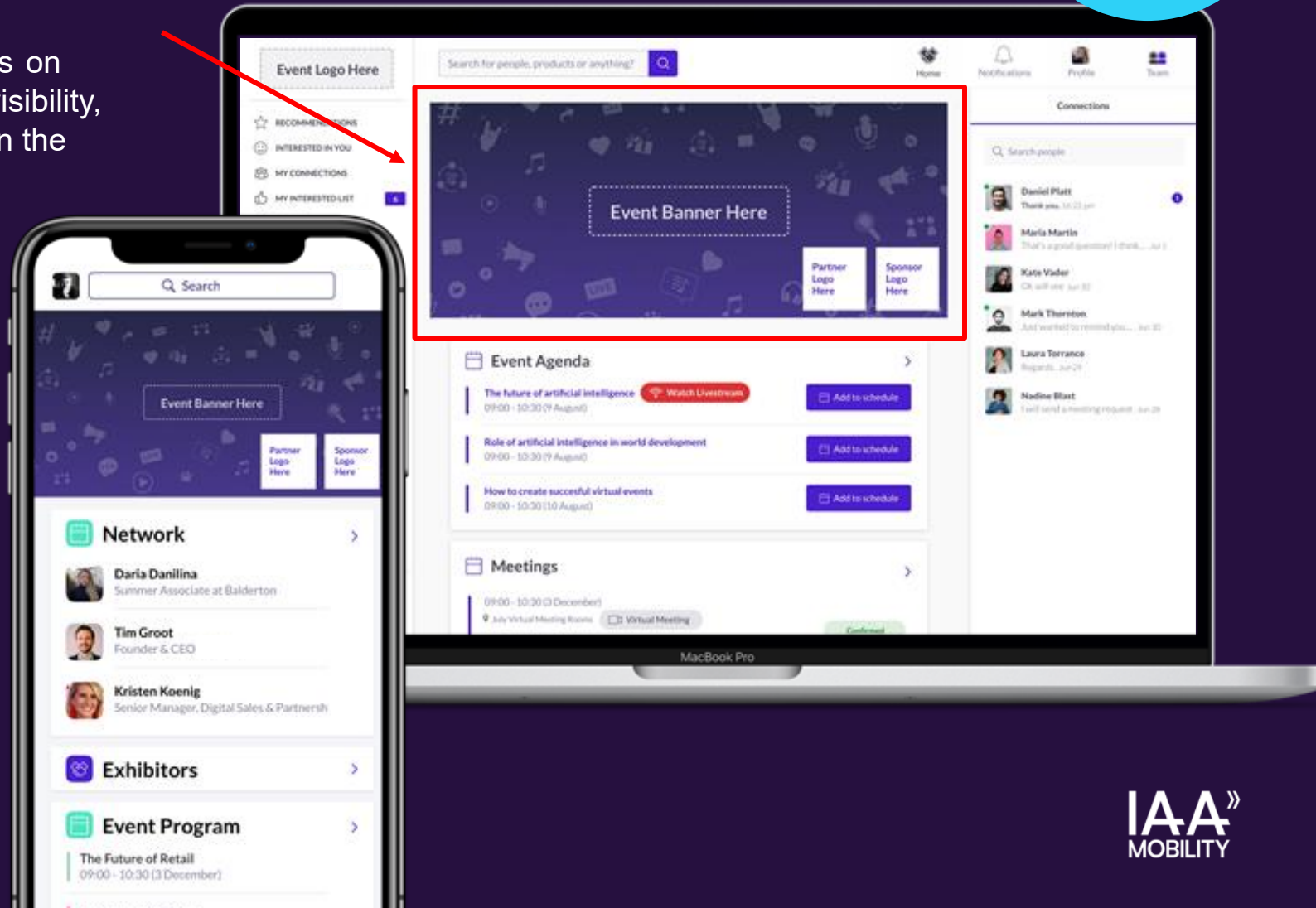
Seen an  
average  
of 10x  
per user

## How it works:

One of the most valuable sponsorship packages on the platform. This package offers the greatest visibility, enabling key sponsors to feature prominently on the Home Feed of the web or mobile app.

## Configuration:

- Static image
- Static images should not be changed during the event
- Images must be 1440x600px



# Session Sponsor – Interstitial Image

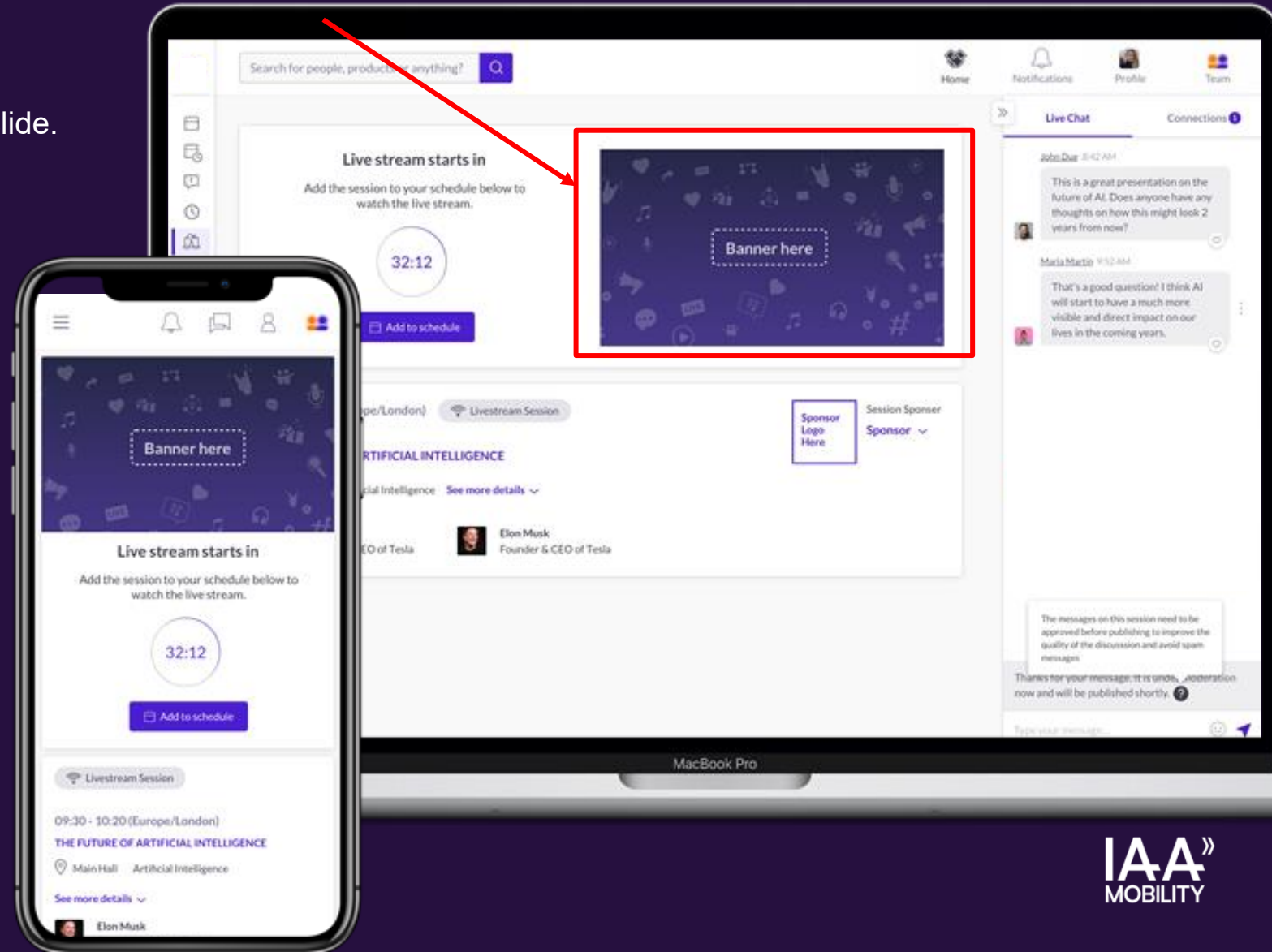
## How it works:

Sponsor image or advertisement as a holding slide.

Can be used in addition to, or separately from, the main Session Sponsor.

## Configuration:

- Images must be 900x506px
- Available for any livestream session that has the countdown enabled





# Summit (B2B) Format Profile



# IAA Mobility Virtual | Format Profile.

ORIENTATION



ACCELERATE

## SUMMIT (B2B)

IAA Conference Mainstages

Talks Library



IAA MOBILITY Digital Pass holders from all over the world and B2B visitors can easily connect live or re-live to the most exciting and important talks on the main days of the physical summit. The Talks Library allows users to watch live program highlights in re-live mode shortly after their initial broadcast.

Be My Guest | Business Class



What have we just seen? In this curated 'after-talk' supplement to the Mainstage program, experts and speakers will be on-hand to delve even deeper into the content. Up close and personal. Exclusive for Virtual IAA visitors and accessible to all in the re-live Talks Library.

## BECOME A PARTNER

We offer a variety of opportunities to showcase your brand in a range of content-related contexts.

- > Advertising clips
- > Insertions (lower thirds, split-screens etc.)
- > Sponsorships & Presentation Partnerships
- > And much, much more.



More info: [virtual@iaa.de](mailto:virtual@iaa.de).

We offer a variety of opportunities to showcase your brand in a range of content-related contexts.

- > Curation Slot (similar to Speaker Slots)
- > Sponsorships & Presentation Partnerships
- > And much, much more.



More info: [virtual@iaa.de](mailto:virtual@iaa.de)

# IAA Mobility Virtual | Format Profile.



## SUMMIT (B2B)

### Brand Rooms



See slides 14 — 15. We have put together three attractive packages for you, with a focus on making your company's digital presence as comprehensive as possible.

### Digital Rooms and Events



### Talks Library

Workshops and Master Classes, spaces to present best cases, new innovations and products. Our digital spaces offer the right setting for your products and services. And, if you'd like, we can integrate your content into the Talks Library (accessible to all). Press conferences can also be streamed live from the Onsite Summit.

## BECOME A PARTNER



Our media partners are ready and waiting.

From room booking to invitation management, we support you in every aspect of planning your exhibition presence.



More info: [virtual@iaa.de](mailto:virtual@iaa.de)

# IAA Mobility Virtual | Formatprofile.



## SUMMIT (B2B)

Agencies World



With an entry in our digital business directory, you as a communication expert can easily find new clients. Inspire interested clients, contact potential partners quickly and easily, and compare different offers at the click of a mouse.

Bring Your Problem



The mobility revolution has given rise to strong demand for communication and support. This is the ideal platform for consultancies, experts, agencies, certifying companies and the like to demonstrate their competencies and provide solutions.

Expo TV



On the streaming platform, between the Summit's talks and keynotes, our team of presenters will visit digital and physical exhibitors and showcase the highlights of the mobility revolution.

## BECOME A PARTNER

Entry in the business directory with various levels of exposure.  
(Required to participate in other formats, such as Bring Your Problem and Topic Tables)



[virtual@iaa.de](mailto:virtual@iaa.de)



[virtual@iaa.de](mailto:virtual@iaa.de)



[virtual@iaa.de](mailto:virtual@iaa.de)

# FAQs Summit (B2B): Virtual Event Platform

## What are the (primary) customer benefits of the Virtual Event platform?

The Virtual Event platform is the virtual extension of the Summit. It is a meeting place for decision-makers and is intended to support exhibitors in reaching B2B customers who cannot physically attend the Summit. The main aim is to increase exhibitors' international reach.

## Does the focus of the virtual Summit differ from the physical Summit?

No. Just like the physical Summit, the virtual platform is primarily intended to address trade visitors and the press. The virtual Summit is thus seamlessly integrated into the overall IAA MOBILITY customer journey, which is designed from the outset as a hybrid event.

## Will I have to complete my profile twice, once for the IAA app and again for the Virtual Event platform?

No. We will transfer your basic profile data from the IAA ticket shop to both the app and the virtual platform. However, you can then enrich your profile on both platforms by adding interests/topic fields in order to generate even more precise contact matches.

## Will I have to digitalize my physical exhibitor stand to display it on the Virtual Event platform?

No. Your Brand Room entry on the virtual platform is the same as your classic company profile. However, if you want to create your own virtual brand worlds, you can link out of the Brand Room — which will open a new tab of the website of your choice. We have no intention of creating a 1:1 virtual model of an exhibition hall.

## Who will have access to the Virtual Event platform?

Every holder of a physical B2B ticket (trade visitors, start-ups, exhibitor representatives, speakers, Conference Plus ticketholders, exhibitor representatives), as well as press representatives / influencers. B2C ticketholders cannot log into this area and are instead directed to the virtual Open Space. There will also be digital passes for purely digital visitors.



# FAQs



## Which specific target groups will I be able to reach if I book a package?

The **Summit (B2B)** on the Virtual Event platform is for B2B visitors, journalists, exhibitor representatives and speakers .

## Do I need to be a physical IAA MOBILITY exhibitor to participate in IAA MOBILITY Virtual?

No. Non-exhibitors can also book one of the packages and become digital exhibitors on the IAA MOBILITY Virtual Event platform. The digital packages also include basic entries in the IAA directories app and Exhibitor Portal (available to all on IAA.de).

## Do physical exhibitors have to book a package to participate in IAA MOBILITY Virtual?

No. The communication fee paid by physical exhibitors includes a basic profile on the Virtual Event platform, i.e. physical exhibitors are present on the Virtual Event platform in any case; costs are only incurred if exhibitors book additional products and services.

## What are the benefits of these packages?

The media products included in the packages enhance your company's profile on the Virtual Event platform and distinguish your profile from those of other exhibitors.

## Can I also book individual products instead of or in addition to the packages to enhance my company's profile?

You will be able to book individual products at a later date via the Exhibitor Shop. A list of all individually bookable products, including pricing, is currently being prepared.

## How can I also reach the B2C target group?

The livestreamed Open Space format is accessible to everyone and is aimed specifically at B2C target groups. You will be provided with information on the initial formats and participation options in the next section of this presentation. Your presence in the exhibitor portal on IAA.de (which is available to all participant groups, including B2C) enables you to reach the B2C / Open Space target group with your specific content.

A woman with long dark hair, wearing a light-colored blazer, is seated in the driver's seat of a futuristic car. She is looking down at a book or tablet in her lap. The car's interior is modern, with a large digital display on the dashboard showing a schedule. The display lists the time as 8:57 and shows upcoming events: '10:30 - Meet with architect' and '12:00 - Lunch with Sarah'. The car's design is sleek, with a wide, flat dashboard and a large, curved windshield. The background outside the car is blurred, suggesting motion.

# Open Space (B2C) >>

## PARTICIPATION OPTIONS & FORMATS for exhibitors

Share your vision, engage and fascinate. Use the opportunity to extend your IAA MOBILITY presence and reach new target groups. Raise your profile and activate the potential of new customers.

# IAA Mobility Virtual | Format Profile.

EXPERIENCE



ACCESS

## OPEN SPACE (B2C)

Mobility TV

Open Library



In an open streaming format (penetration supported by social channels), the high-profile team of presenters will visit stands in the Open Space, announce awards, meet interesting industry representatives and take viewers on a journey through the Open Space. Entertaining, informative and exciting. On request, the content can be made available re-live in the Open Library.

These two platforms are designed as a complementary entertainment program and are broadcast live on a time-shifted basis. Also freely available in re-live (on-demand).

Hybrid Stage

Be My Guest



Content from Open Space's main stage is broadcast for both physical and digital audiences and will be streamed (time-shifted) in the Virtual Cockpit of IAA.de as well as on IAA social media channels. In addition to the stage program, high-profile presenters / influencers will meet interesting guests.

## BECOME A PARTNER

In addition to booking a visit to your stand, we offer various opportunities to showcase your brand in a content-related context.

- > Scripted stand visit
- > Advertising clips
- > Insertions (lower thirds, split-screens etc.)
- > Sponsorships & Presentation Partnerships
- > And much, much more.



[virtual@iaa.de](mailto:virtual@iaa.de)

We offer various opportunities to showcase your brand in a content-related context.

- > Advertising clips
- > Insertions (lower thirds, split-screens etc.)
- > Sponsorships & Presentation Partnerships
- > And much, much more.



[virtual@iaa.de](mailto:virtual@iaa.de)

# IAA Mobility Virtual | Format Profile.

ORIENTATION

EXPERIENCE



## IAA.de

### Sponsored Article



As we get closer to the event, media coverage grows and international traffic on IAA.de increases – extend your IAA Mobility engagement with a bookable Sponsored Article on IAA.de and reach business professionals and the general public.

### Digital Goody Bag



With the Digital Goody Bag, you can also create brand and product experiences for visitors who are unable to participate on site. Test Driving Experiences, start-up credits for new customers or participation in competitions are all possible on this additional sales and marketing channel — in the form of a curated Coupon Mobility Guide for end consumers.

## BECOME A PARTNER

We will be happy to discuss your advertorial to make sure it matches our overall editorial planning, reaches your target group and fits natively into the content environment.



[virtual@iaa.de](mailto:virtual@iaa.de)

Discover a host of exciting options and find out how you can best integrate your brand into the Digital Goody Bag platform.



[virtual@iaa.de](mailto:virtual@iaa.de)

# IAA Mobility Virtual | Format Profile.

ORIENTATION

EXPERIENCE



IAA.de

Exhibitor Portal



Your company profile on the publicly accessible exhibitor portal at IAA.de is analog to your Brand Room entry on the Virtual Event platform – the key difference being that you can tailor it to a B2B2C target group, depending on your objectives.

BECOME A PARTNER

Your basic entry in the exhibitor portal is included in the mandatory communication fee. However, you can book a wide range of additional services via our media partner's catalog in the Exhibitor Shop.



Our media partner is happy to advise you



# FAQs Open Space: Virtual Cockpit

## What are the (primary) customer benefits of the Virtual Cockpit?

The virtual Open Space is designed to support exhibitors in reaching as many end consumers as possible and to help them emotionalize their brand messages digitally. These are the primary goals of each of the envisaged forms of participation.

## Does the focus of the virtual Summit differ from the physical Summit?

No. Just like the physical Open Space, the virtual Open Space primarily targets end consumers. Of course, every trade fair visitor can also visit the Virtual Cockpit at IAA. de – access is provided free of charge to all website visitors.

## When and how can I book the Open Space formats?

We are currently finalizing the precise details of each of the formats as part of the overall content strategy for IAA MOBILITY Virtual. You can register your interest via [virtual@iaa.de](mailto:virtual@iaa.de) and will be informed of all the details from the end of April.

## Will I have to digitalize my physical exhibitor stand to display it on the Virtual Event platform?

No. Your Brand Room entry on the virtual platform is the same as your classic company profile. However, if you want to create your own virtual brand worlds, you can link out of the Brand Room — which will open a new tab of the website of your choice. We have no intention of creating a 1:1 digital model of an exhibition hall.

## Who will have access to Open Space?

Everyone who visits the IAA.de website.