



NEW MOBILITY WORLD

an event by
IAA

Frankfurt/Main, September 10-15, 2019

EXPO

Introduction

The New Mobility World is the global meeting point for pioneers committed to convenient, clean, sustainable, and inclusive mobility around the world.

Since 2015, New Mobility World is the place to connect with thought leaders, entrepreneurs and decision makers from the entire ecosystem of future mobility: representatives from industries such as telecom, energy, and automotive, as well as from mass transit, municipalities, start-ups, academia, and consultancies meet, discuss, and exhibit solutions for our mobility of tomorrow.

As part of the world's leading mobility event IAA, New Mobility World provides unparalleled exposure to the automotive industry, media, and policy makers. The exhibition area NMW EXPO is home to the leading new players reinventing future mobility – from global tech to fledgling start-up. IAA Conference – the main and high-level dialogue format of IAA – is embedded in the NMW which provides excellent networking opportunities and the opportunity to get inspired by leading experts.

This 2019, New Mobility World will focus on urban mobility, Mobility as a Service, clean and sustainable power, connectivity, and automation.

We invite you to join this powerful global ecosystem and to be part of future mobility.

Dr. Martin Koers
Managing Director
VDA

Dirk O Evenson
Director New Mobility World
on behalf of VDA



In Review

250+

participating businesses
and organizations (+42%*)

200

international speakers

1 billion

contacts reached via social channels**

250,000+

attendees (+30%*)
at EXPO, FORUM, LIVE

* NMW 17 in comparison to NMW 15

** Pertains to entire IAA

Our topics (1/2)



AUTOMATION

ADAS and automated driving

Sensor technology and fusion

Digitization and road safety

Artificial Intelligence (AI)

Big Data & data analytics



CONNECTIVITY

Data & transmission standards

ITS Intelligent transport systems

Real-time and predictive mapping

User Interfaces (UI) and Infotainment/ entertainment

Cloud and edge computing



CLEAN AND SUSTAINABLE MOBILITY

Electric and alternative powertrains

Batteries, supercapacitors and fuel cells

Charging, fueling and infrastructure

Mobility and future energy strategies

Solutions to climate change and air quality



URBAN MOBILITY

Smart city operating systems for future urban mobility

Integrated public/private transport systems

New urban vehicle concepts

Urban logistics and last mile



MOBILITY AS A SERVICE

Mobility service providers

Intermodal mobility platforms and unified ticketing providers

bike, scooter and other light-vehicle sharing services

Car and ride sharing, on-demand shuttle and taxi services

Fleet management

Our topics (2/2)

ADVANCED MATERIALS AND MANUFACTURING

Advanced materials
Additive manufacturing
Digital products, data privacy,
data safety and security
IoT in manufacturing

NEW MARKET*

Business models catering to
millennial consumers
Intangible products, digital
services and the future of brands
Marketing in the age of digital
tribes
Designing the exterior, interior
Nudging: how to marry
what societies want and
consumers choose

GLOBAL ORDER*

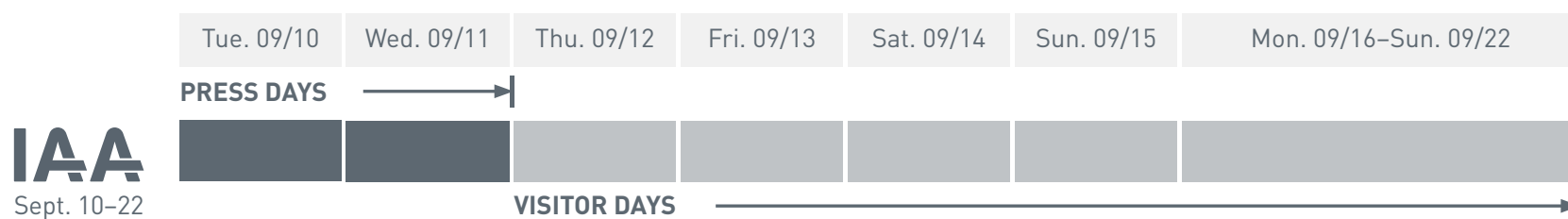
International trade: the future of
doing business globally
What emerging markets offer:
unlocking potential and progress
Business in the age of autocracy:
how to square ethics and profits
New world order: how cities rule
the globe
Conflict materials and
sustainable sourcing

REGULATORY POLICY IN GERMANY AND THE EU*

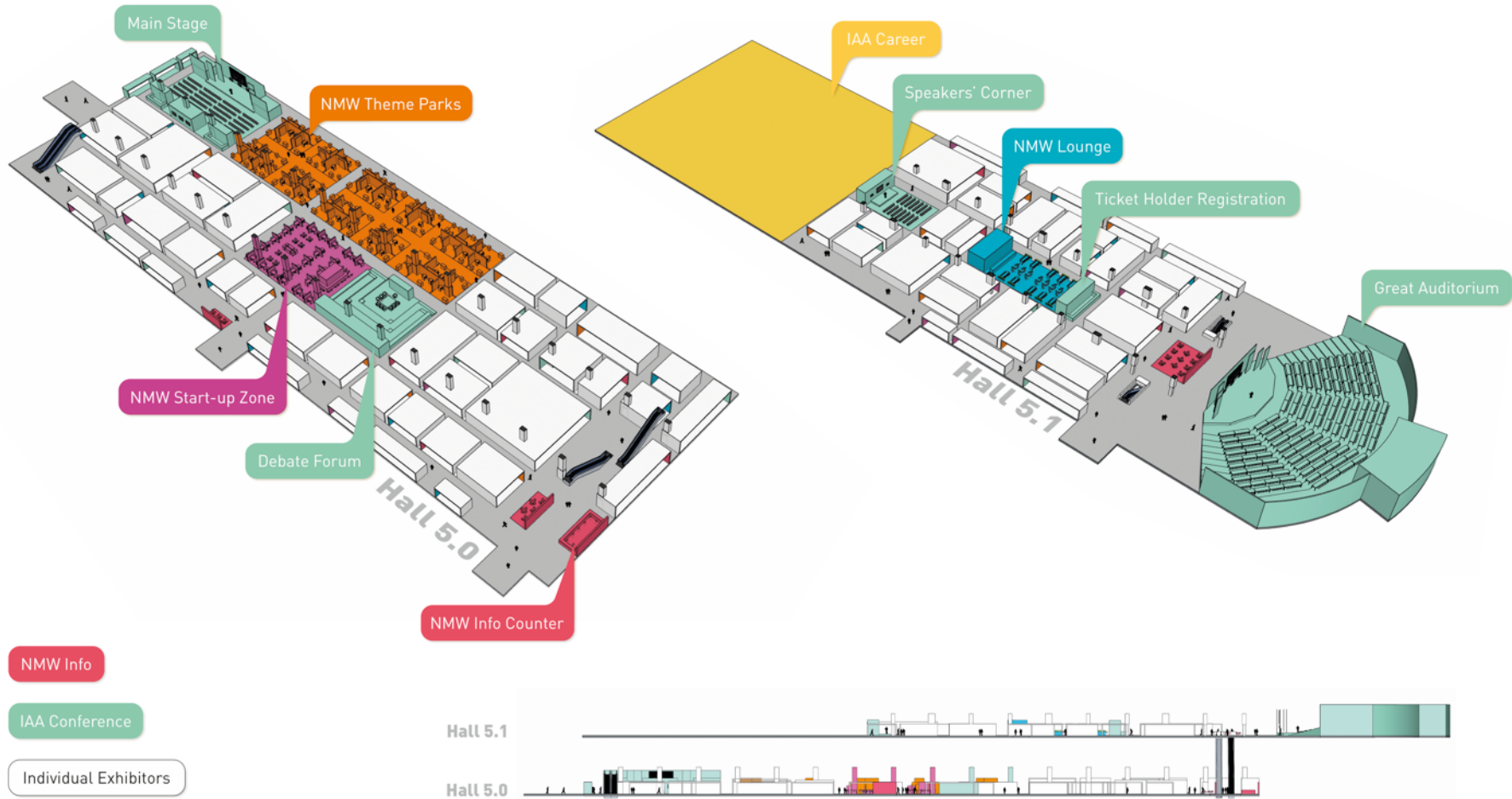
Ecology and economics:
how does modern industrial
politics look like?
CO2-regulation
Air pollution control

* IAA Conference Only

Schedule



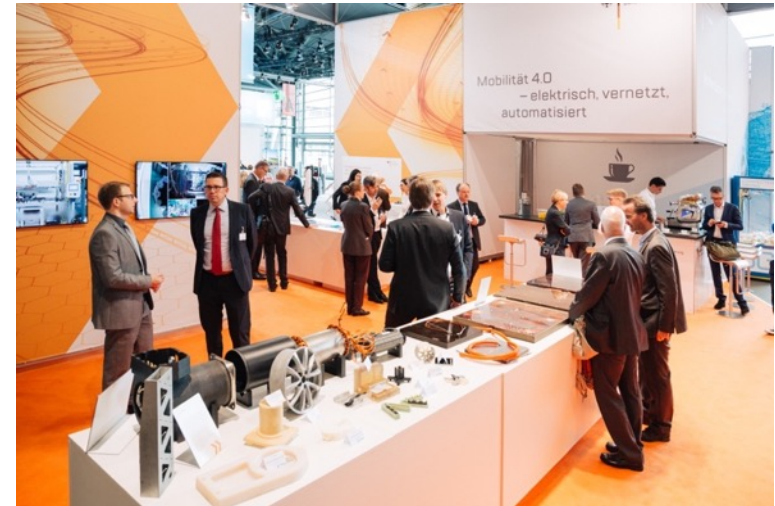
Hallplan



Exemplary illustration.

NMW 19

Your Exhibition Space



Exhibitors at the NMW 17 as part of the IAA Cars 2017

The **NMW EXPO** is our over 10.000 m² exhibition space which allows you plenty of room to showcase your business to your partners and potential customers. Book either our “ready-made” stand in our theme park or build your own individual stand.

The **exhibition space** is open from **September 10–15, 2019**.

Ask for an individual offer at nmw-expo@evenson.de.

Theme Park – XS Package

approx. 5 m² (only for Start-ups)



Features

Walls, lightwalls, carpet and lightning

- 1 lightwall graphic
- 1 U-shaped hightable with 2 stools
- 2 sockets
- 2 exhibitor passes

€4,000

Service included

- Storage/locker
- Integration in the press and media work of the New Mobility World
- Up to 2 m³ storage of empties as needed

Exemplary illustration.

The terms and conditions of the IAA Cars 2019 apply. All prices are excluding VAT.

Theme Park – S Package

approx. 9 m²



Features

Walls, lightwalls, carpet and lightning

- 1 counter with 3 sockets
- 1 lightwall graphic
- 1 logo placement
- 1 bar table with 2 stools
- 3 exhibitor passes

€10,800

Service included

- Storage/locker
- Integration in the press and media work of the New Mobility World
- Up to 2 m³ storage of empties as needed

Exemplary illustration.

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Theme Park – M Package

approx. 15 m²

Features

Walls, lightwalls, carpet and lightning

- 1 counter with 3 sockets
- 1 lightwall graphic
- 1 logo placement
- 1 bar table with 2 stools
- 1 table with 2 chairs
- 4 exhibitor passes

€17,000

Service included

- Storage/locker
- Integration in the press and media work of the New Mobility World
- Up to 2 m³ storage of empties as needed

Exemplary illustration.

The terms and conditions of the IAA Cars 2019 apply. All prices are excluding VAT.



Theme Park – L Package

approx. 20 m²



Features

Walls, lightwalls, carpet and lightning

- 1 counter with 3 sockets
- 2 lightwall graphics
- 1 logo placement
- 1 bar table with 2 stools
- 2 tables each with 2 chairs
- 6 exhibitor passes

€21,000

Service included

- Storage/locker
- Integration in the press and media work of the New Mobility World
- Up to 3 m³ storage of empties as needed

Exemplary illustration.

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Your individual stand



Exhibitor with an individual stand at the NMW 17

Basic rent	20 m ² minimum rental space	Ground floor €230 / m ² Upper floor* €190 / m ²
Additional charges	Corner stands (open on 2 sides)	+ 20%
	Peninsula stands (open on 3 sides)	+ 30%
	Island stands (open on 4 sides)	+ 40%
Services included	Exhibitor passes (according to the booked space) Integration in the press and media work of the New Mobility World	

* No suspensions from the hall ceiling possible

Partnerships (Selection)

Partnerships give you maximum visibility and reach through our communications and on site at the event.

Co-Host

Exclusive online and on-site branding with top-level visibility on the opening day, strong NMW communication, and rental costs make your brand an integral part of the IAA's leading future mobility platform.

SOLD

€90,000

Silver Partner

Integration into NMW communications, your logo on the partner wall in EXPO, and online visibility highlight your brand before and during the event.

€12,000

Platinum Partner

High-visibility on-site branding at the escalators in the EXPO area in Hall 5.0, integration into NMW communications, and online visibility enable your brand to stand out among NMW participants.

€32,000

Start-up Zone Partner

Give the Start-up Zone your brand's name and get to know the NMW start-ups during an exclusive Meet and Greet event.

€25,000

Gold Partner

High-visibility on-site branding in the EXPO area in Hall 5.0, integration into NMW communications, and online visibility enable your brand to stand out among NMW participants.

SOLD

€25,000

Supporter

Establish a visible link between your company and the NMW. Your brand will be displayed on the partner wall in EXPO during the event and online.

€5,000

Contact



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www.newmobility.world



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The terms and conditions of the IAA and NMW 18 apply. All prices are excluding VAT. The New Mobility World is a registered trademark and an event of the IAA, the International Motor Show in Germany. Evenson is the project office of the NMWL 18 on behalf of the German Association of the Automotive Industry (VDA).

an event by

IAA