



# NEW MOBILITY WORLD

SERVICE MANUAL  
FOR INDIVIDUAL  
EXHIBITORS



An event of the VDA  
in cooperation with  
CommCode GmbH & Co. KG  
(lead project management)

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# 1 Foreword

Dear Exhibitors:

Welcome to the New Mobility World!

The IAA International Motor Show has always been a showcase for innovation. This is where the significant new developments and technological advances for future personal transport are introduced. For the 2015 show, a new kind of display is created with the "New Mobility World" exhibition that places the individual transportation needs and wishes of the 21st century at its center.

We would like to extend our warmest welcome and sincere thanks to your participation at the New Mobility World! For your preparation we have collected important information as well as helpful offers for you in this service manual. Please take the time to study the contents carefully.

Additionally, we are glad to offer you further possibilities to participate at the New Mobility World. Detailed information can be found for download at <http://newmobilityworld.com/contact-service/downloads/?lang=en> and "Additional Participation Options".

For any inquiries concerning your exhibition appearance at the New Mobility World our project team is at your disposal with the following contact persons:

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### **3 Special remarks concerning the Exhibition Conditions, Data Protection Regulations and the Organizational and Technical Regulations**

For you as an exhibitor and contracting partner of the New Mobility World / CommCode GmbH & Co.KG the following rules and regulations apply: **Exhibition Conditions** and **Data Protection Regulations** of the **New Mobility World**.

Furthermore, the **House Rules of the IAA Cars 2015** apply without limitation. The **Organizational and Technical Regulations of the IAA Cars 2015** apply with the following restrictions:

- |           |   |
|-----------|---|
| Chapter 1 | ■ Please find your contact persons in this service manual under point 2 'contact persons'   |
| Chapter 2 | ■ Your stand confirmation is sent to you from the New Mobility World's project office.  |
|           | ■ Please submit your stand design to the project office of the New Mobility World.  |
|           | ■ The New Mobility World's project team is your point of contact regarding all press activities, video reports, and online tours of the New Mobility World etc. |
|           | ■ Please contact the New Mobility World's project team in regard to your evening activities on the New Mobility World's exhibition area.                        |
|           | ■ Accountability: Please take notice of chapter 4.4.1 in this document  |

- Please contact the New Mobility World's project office concerning show events and product presentations

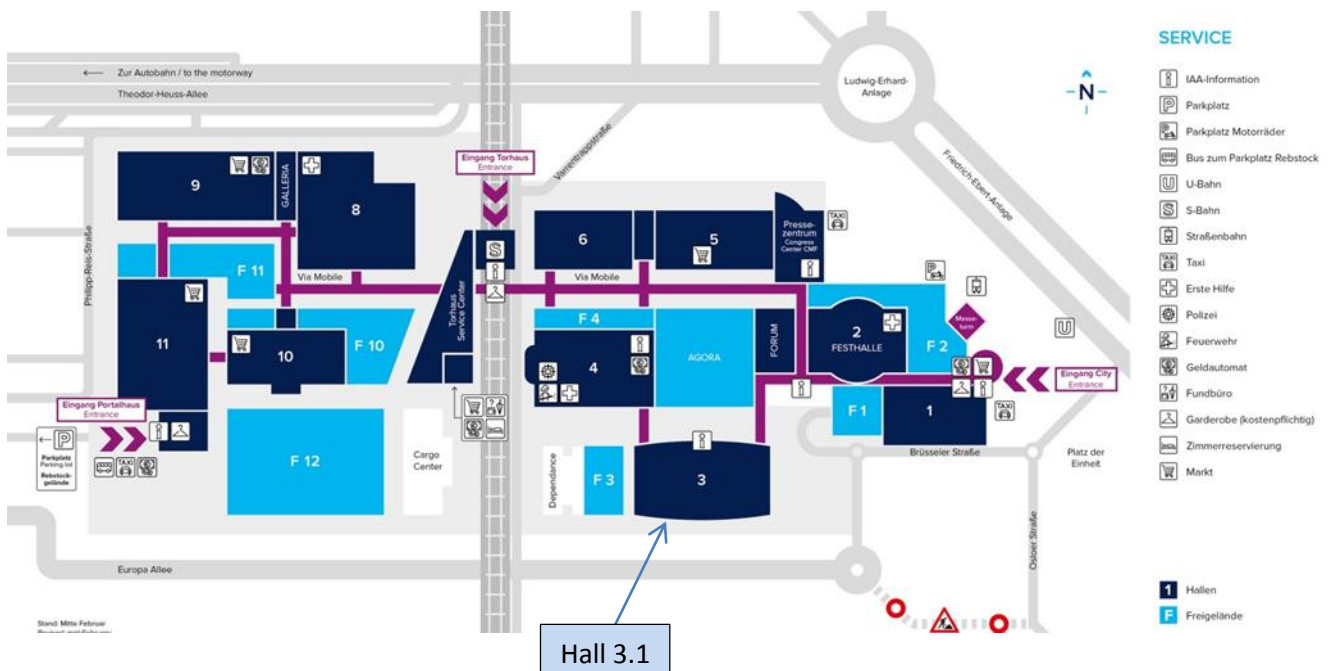
Please find all documents for download here: <http://newmobilityworld.com/contact-service/downloads/?lang=en>. Please do not hesitate to contact our project team with any questions.

## 4 General information

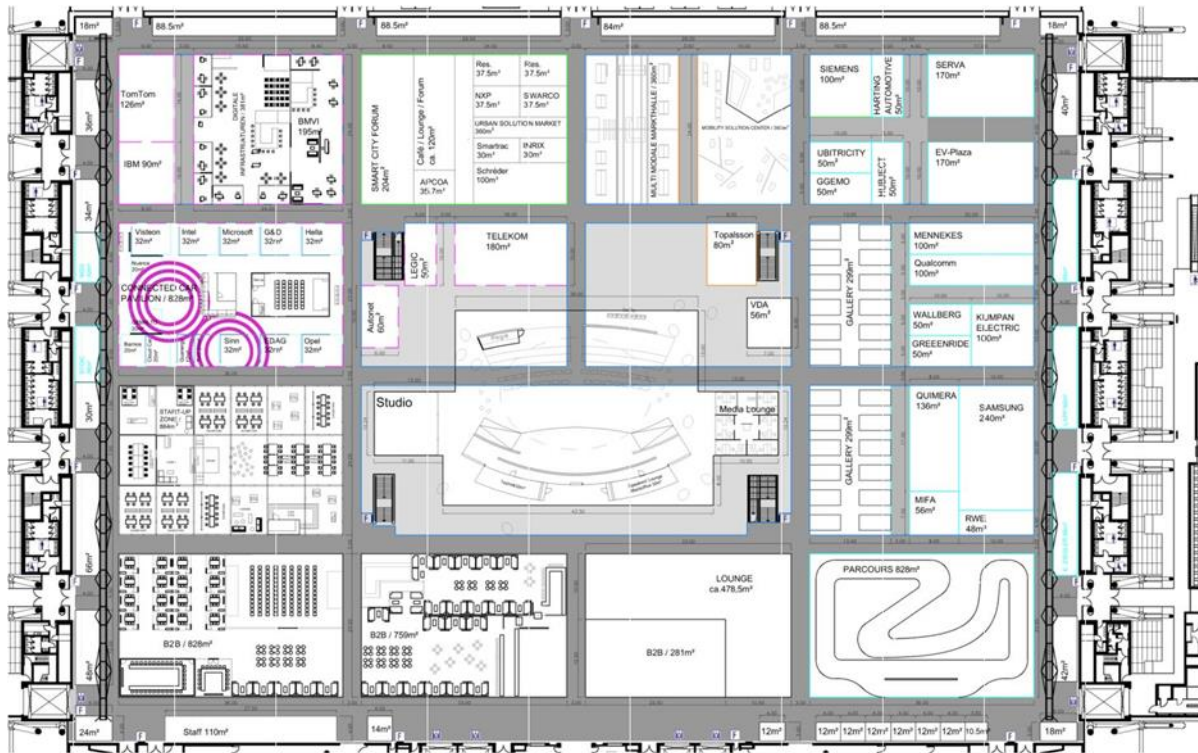
### 4.1 Hall 3.1

The New Mobility World will take place as a new exhibition area of the IAA in hall 3.1. The five theme clusters Connected Car, Automated Driving, E-Mobility, Urban Mobility and Mobility Services frame the exhibition content wise. Eight theme parks place their focus on individual aspects and offer attractive participation possibilities. Additional action areas in the indoor as well as outdoor area offer visitors and exhibitors manifold information and respectively presentation possibilities.

### 4.2 General floor plan of the exhibition ground



### 4.3 Plan of hall 3.1



as of June 02, 2015

### 4.4 Stand construction permit

For you as an exhibitor of the New Mobility World the Exhibition Conditions of the New Mobility World apply. A stand design must be submitted at the project office of the New Mobility World for examination and approval for each stand larger than 50 m² in the hall, for all stands including special constructions and for every stand in the open-air site.

As a rule the following documents have to be submitted:

Draft plans to scale including floor plans, sections, elevations plus ceiling schematic including dimensions of the enclosed ceiling area(s). Dimensions and finish of the planned signage and logos. Legend in English or German. Please find further details in the Organizational and Technical Regulations of the IAA Cars 2015.

Stand planning should be submitted to the organizer as soon as possible but the latest by July 1, 2015. The documents required have to be sent packed in one E-mail with maximum 4 MB to the following address: [projectoffice@newmobilityworld.com](mailto:projectoffice@newmobilityworld.com).

Please note that late submission might consequence much longer processing times. Thus we recommend to submit your stand design at your earliest convenience.

#### 4.4.1 Accountability

New Mobility World / CommCode GmbH & Co.KG nor Messe Frankfurt or VDA shall not be held liable for theft or deterioration of, or damage to, drawings, models, or other items of documentation submitted, regardless of any legal grounds that might apply. In the event that the exhibitor or his subcontractor fails to comply with the stand construction regulations, the exhibitor shall assume full liability for any damage arising as a consequence of his violation of these stand construction regulations. Furthermore, the exhibitor shall indemnify the New Mobility World / CommCode GmbH & Co.KG, the Messe Frankfurt and VDA from any third-party claims asserted with respect to the violation of the stand construction regulations.

#### 4.5 Operations schedule

Beginning of June 2015	Dispatch of the stand confirmation		
Beginning of June 2015	Dispatch of the Easyorder-access data		
June 30 2015	Closing date for sending logo and company description		
July 01, 2015	Closing date stand design (for examination and approval)		
September 04, 2015	Friday	00.00 h	Beginning of construction period
September 14, 2015	Monday	18.00 h	End of construction period
September 15-16, 2015	Daily	08.00 - 19.00 h	Press days
September 15, 2015	Tuesday	19.00 – 22.00 h	MediaNight (NMW)
September 17-18, 2015	Daily	09.00 - 19.00 h	Trade days
September 17, 2015	Thursday	10.00 h	Opening ceremony of the 66th IAA
September 17, 2015	Thursday	15.00 – 17.00 h	Opening ceremony of the NMW 2015
September 19-27, 2015	Daily	09.00 - 19.00 h	66th IAA Cars 2015
September 21, 2015	Monday	19.00 h	Evening of the Automotive Industry
September 27, 2015	Sunday	19.00 h	Beginning of dismantling period
October 02, 2015	Friday	24.00 h	End of dismantling period

September 15 and 16 are press days. On these days the exhibition ground will be open for press from 08.00 – 19.00 h. As an exhibitor you are bound to keep your stand staffed during these hours. During the press days only exhibitor passes and press passes of accredited journalists are valid. From September 17 – 27 the exhibition is open for visitors from 09.00 – 19.00 h.

#### 4.6 Opening times for exhibitors

Exhibitors have access to the exhibition ground from 7.00 to 21.00 h on all days. We kindly ask all exhibitors of the New Mobility World to keep your stands staffed until 22.00 h on September 15, the New Mobility World MediaNight.

#### 4.7 Dismantling time

The dismantling time begins on Sunday September 27, 2015 (19:00 h) and ends on October, 2 (24.00 h). Exhibition material has to be dismantled and dispatched by the exhibitor or his forwarding agent. The organizer is not liable for goods left for collection

## 4.8 Delivery and recollection of exhibition material

Please respect the official entry rules and rules for delivery of exhibition material of the IAA Cars 2015. In case you would like to send exhibits or material to your stand at the exhibition grounds, please use the following address:

Messe Gelände Frankfurt am Main  
IAA 2015  
Exhibitor name  
Hall, Stand no.  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main, Germany

Please state a contact person / recipient as well as a cell phone number.

## 5 Exhibitor passes

A defined number of free exhibitor passes are available to you as an exhibitor and to your personnel working during the exhibition. The exhibitor passes will be sent to you before the beginning of the exhibition. Further information can be found in the Organizational and Technical Guidelines of the IAA Cars 2015. The passes are valid for the whole duration of the IAA Cars 2015 from 07:00 – 21:00 including the press days.

No passes are required during setup and dismantling time.

The number of free exhibitor passes is calculated as follows:

- stand areas up to 20 m<sup>2</sup> 4 exhibitor passes
- for further additional 10 m<sup>2</sup> 1 exhibitor pass
- If you build a two-storied stand, the upper floors are included in the area calculation with the factor of 0.5.
- In case you have reserved a stand in the open-air site, the stand size counts half in the calculation.
- In case you reserve several stands, the valid stand area for the calculation of the passes results from the sum of the individual areas.
- In case exhibitors reserve a complete hall or a large part of a hall, then the stand area results from the gross area multiplied by 0.7 (including hall aisles). This contingent will be increased by 10% additionally.
- Co-exhibitors are not entitled to any free exhibitor's passes.

### 5.1 Additionally needed exhibitor passes

You can order additional exhibitor passes at a cost of €138.00 each in the online order shop Easyorder.

### 5.2 Guest tickets

In the online order shop 'Easyorder' exhibitors can order guest tickets that allow one-time entry as well as exhibition passes for their business associates and customers. You have the choice between 'paper-tickets' and 'e-tickets'.

	Price at the IAA-online order shop	Price on site
Day ticket trade visitor (Sept. 17.-18, 2015) valid on Sept. 17-27, 2015	€ 45,00	€ 47,00
Day ticket weekend (19.-20.09. and 26.-27.09.2015) valid on Sept. 19-27, 2015	€ 14,00	€ 16,00
Day ticket workday Sept. 21-25, 2015	€ 12,00	€ 14,00

Please note that you can find further ticketing options here:

<http://www.iaa.de/tickets/tickets-und-preise/>

## 6 Submission of documents for communication measures

In order to represent your company adequately on our communication platform – the New Mobility World-portal – we would like to ask you to submit the following documents:

Logo and company profile

We are pleased to offer you the placement of your logo as well as a short description of your company on the portal of the New Mobility World as well as within the scope of further communication measures. Your company profile should contain 400 to max. 500 characters including spaces (continuous text). Please submit it in German as well as in English in form of a word-document together with the URL to hyperlink your logo to your website.

Your logo should be in the form of a printable vector graphic (EPS-format, fonts converted into paths, colors according to CMYK).

Please send your logo and company profile until June 20, 2015 to [projectoffice@newmobilityworld.com](mailto:projectoffice@newmobilityworld.com).

## 7 Internet / Wi-Fi

A free and timely limited Wi-Fi will be available to all visitors of the New Mobility World. Exhibitors can order internet connections for their stands via the online order shop Easyorder.

## 8 Catering

### 8.1 Staff Catering

We are pleased to offer a staff catering to you as an exhibitor of the New Mobility World as well as to your crew for a price of 25 EUR per day and person (small breakfast, lunch, cakes, snacks, cold and warm drinks all day). Further information on our staff catering will be offered to you soon.

### 8.2 Business Catering

You have the possibility to order an individual catering for your meetings and conferences in the business center with one day's notice at our project office. The business catering will be invoiced separately according to your orders after the exhibition. Further information on our business catering will be available soon.

## 8.3 Event Catering

We are pleased to offer you our help for ordering catering for your special events. Please do not hesitate to contact our project office who will make you an individualized offer.

## 9 Overview of the Action Areas

The ‚New Mobility World‘ is the interdisciplinary platform for an intensive exchange of ideas and concrete collaboration projects between car manufacturers, ITC providers, energy suppliers, service providers, local communities, urban planners, traffic experts and financiers. For this purpose various action areas are located in the centrally located hall 3.1 as well as in the outdoor area F12 within the exhibition area. Please find more detailed information on the scope of additional participation possibilities for download at <http://newmobilityworld.com/contact-service/downloads/?lang=en> and “Additional Participation Options”.

### 9.1 Forum

The centrally located Forum with its big show stage forms the epicenter of the New Mobility World in hall 3.1. Within the framework of a daily changing program around the themes Connected Car, Automated Driving, E-Mobility, Urban Mobility and Mobility Services exciting presentations and talks will be shown.

Independent editorial productions from the organizer and the official media partners will be showcased in the Forum. Additionally, exhibitors and partners of the New Mobility World have the possibility to acquire timeslots within the Forum in order to significantly increase their reach levels and generate more awareness for their own activities. Please contact our project office for further information.

The Forum will be the home of the New Mobility World’s official media partners. A glass-walled TV studio is available for production purposes and will offer an insight into the world of TV production. At the same time the studio offers the media partners the possibility to process and spread their news and contents as fast as possible.

### 9.2 B2B Area

The B2B Area is a location for talks, meetings, symposia, conferences or expert workshops. It is the place for an intense professional exchange on all thirteen days of the exhibition.

NOTE: The B2B Area is only accessible for exhibitors and partners of the New Mobility World and their guests.

A high class design concept and a full-service integrated consulting and support approach offer the adequate framework. Exhibitors and partners are invited to use this attractive and highly functional environment for their own activities. The available infrastructure offers the right location for almost every occasion.

Evening events are also welcome in the B2B Area. For these occasions the New Mobility Club – an exclusive location is especially suitable.

The entire B2B Area will be managed by an experienced conference management team already early on in the run-up to the IAA. During the exhibition the information and registration counter will be staffed

by the organizer. We will also do our best to settle short term reservation requests. The catering will be managed and implemented by a professional event catering team.

In the entire B2B Area high speed internet (Wi-Fi) will be available. Additionally, LAN-connections will be at your disposal in the meeting rooms. All meeting rooms will be equipped with modern presentation equipment.

From experts for experts. With this motto we want to sincerely invite partners and exhibitors to use the conference and presentation possibilities in the B2B Area. The B2B Area will be divided into the following listed areas:

#### **9.2.1 Auditorium**

The Auditorium is a separate presentation area and can accommodate up to 100 persons. It is the ideal location for conferences and symposia.

#### **9.2.2 B2B-Lounge**

A sophisticated spatial distribution concept in the open lobby allows undisturbed talks and can thus serve for all kinds of conversational situations.

#### **9.2.3 New Mobility Club**

The NM-Club serves as a retreat from the trade-fair bustle in all halls and offers attractive locations for personal conversations. A high-class hospitality concept provides its members with culinary delights in an elegant ambience all day long. Memberships are strongly limited and only available to exhibitors. Memberships have to be booked before the start of the exhibition.

#### **9.2.4 Meeting Rooms**

Around 20 meeting rooms for up to six persons each are at your disposal. They can be booked on an hourly or daily basis.

#### **9.2.5 Workshop Rooms**

Additionally, workshop rooms of different sizes are available for presentations or workshops with a bigger audience. These rooms are also equipped with adequate media technologies.

### **9.3 Lounge**

A lounge for visitors of the New Mobility World will be installed in close proximity to the Test Track. Free Wi-Fi (timely limited) and comfortable seating invite visitors to stay in the New Mobility World for a longer time period. Exhibitors and partners have the possibility to further extend the visibility of their brand through selected sponsoring measures.

### **9.4 E-Gallery**

For the first time, visitors of the IAA will have the possibility to get an overview of the e-cars that are ready for series-production centrally in one place.

### **9.5 Test Track (Indoor)**

Within the indoor exhibition area a test track will offer visitors the opportunity to try out the wide range of the most modern electrically powered bike and trikes. Suppliers of e-bikes and e-trikes can book a place on the track and can present their products together with the driving experience.

Visitors will have the possibility to book their test-slot on our New Mobility World-website or by using the New Mobility World-APP. Furthermore they can also register for a test drive on site.

A central registration counter will secure a smooth operation. An elaborate concept of operation will enable a permanently high utilization rate of the test track.

## **9.6 Outdoor**

We pay special attention to the visitors' on-hand experience of all innovations concerning the topics Connected Car and Automated Driving. Amongst other, the spacious outdoor test track offers exhibitors the opportunity to showcase their topics, products and solutions live. More information on participation options can be found here for download: <http://newmobilityworld.com/contact-service/downloads/?lang=en>. The following outdoor activities will take place in the new mobility world:

### **9.6.1 TEC-Show "Automated Driving"**

Within the framework of the TEC-Show a moderated program on new mobility topics will be shown. The program will be developed in close cooperation with the New Mobility World's exhibitors and media partners. In an hourly changing program moderators on the stage will present themes within the scope of automated driving and driving assistance systems.

In this area, visitors will also have the opportunity to do test drives with electric vehicles on the show stage. Visitors can conduct test-drives on a daily basis from September 19-27 2015 from 09.00-10.00 h as well as from 18.00-19.00. The booking of these test drives will also be handled via the New Mobility World Website or the New Mobility World-App. Registrations can also be made on-site. A central registration counter will secure a smooth operation. Also here, an elaborate concept of operation will ensure a permanently high utilization rate of the test track. Last but not least there is also the option to organize media events, entertainment shows and other events on the show stage in the outdoor area.

### **9.6.2 2-/3-wheeled vehicles test track**

On the test track for 2-/3-wheeled vehicles exhibitors can present their issues, products and solutions concerning bikes and trikes live.

### **9.6.3 Exhibition space**

The exhibition space is free for individual use and design. It is located in close proximity to the action stage and the 2-/3- wheeled vehicles test track.

## **10 Communication and advertising options**

Detailed information on communication and advertising opportunities can be downloaded here: <http://newmobilityworld.com/contact-service/downloads/?lang=en> and "Additional Participation Options".

### **10.1 Branding**

The New Mobility World's action areas offer extensive and eye-catching opportunities for branding and highlight sharing. Brand towers that are elliptically formed pillars of 3,5 and 5 m height open up the opportunity to extend the presence of your brand.

## **10.2 Multimedia**

Ubiquitous information screens and multimedia installations inform the visitors about all activities going on in the New Mobility World – permanently updated via a ‚live tweet-ticker‘. Program guides, recent news, live streaming, live reports and social media activities form the basis of an extensive coverage of the New Mobility World and thus are an excellent platform for advertising.

## **10.3 Homepage, APPS and social media**

### **10.3.1 Homepage**

The New Mobility World’s website is being updated and complemented according to the project’s progress. More detailed information will be available soon.

### **10.3.2 APPs**

Two New Mobility World APPs will be designed for use with all conventional smart phones:

#### **10.3.2.1 NMW - Info APP**

The NMW-Info-APP will be ready for our exhibitors’ use at the beginning of July and free of charge. Through this medium we will keep you informed about recent news, changes, events etc. We will also use it to mail out the newest program plans, floor plans as well as press releases.

#### **10.3.2.2 NMW - Visitor APP**

The NMW-Visitor APP can be downloaded and used by all visitors of the IAA free of charge. It helps the user to get an extensive overview of the New Mobility World, its floor plans, program overviews and exhibitors. Furthermore, test drives on the test tracks can also be booked through this APP. The NMW-Visitor APP will be available approximately beginning of August 2015.

### **10.3.3 Social media**

Starting from June information on the New Mobility World will be posted regularly via the relevant channels. Of course we will keep you informed.

## **10.4 Other advertising opportunities**

Soon you will receive detailed information on additional advertising opportunities in the run-up to the exhibition as well as during the exhibition. These include advertisement directly at the stand in the form of banner ads or brand towers as well as multimedia advertising in our APPs and on our website and more.

## **10.5 Special events**

The New Mobility World offers perfect settings for all of your trade show events – from top level management conferences in the ‘B2B-Area’ to show formats for private visitors in the Forum. The highly scalable and flexible action areas’ infrastructure is laid out for manifold uses. During the official exhibition period as well as in the evenings as exclusive event locations – short ways and seclusion from the exhibition bustle create important logical side effects on guests and organizers.

## **10.6 Sponsoring**

The New Mobility World offers a broad spectrum of sponsoring opportunities: from general sponsoring (lanyards, bags, prospects, floor plans etc.) over lounge sponsoring up to the sponsoring of events and

programs in the Forum, the B2B-Area, the Test Track or on the show stage – a great variety is at place and feasible.

## **11 Communication activities and events in the New Mobility World**

### **11.1 Public relations**

A close collaboration with our partner media's editorial team (consumer and trade press) forms the basis of our press work and guarantees quality concerning content and significance. Expert writers create individual reports on relevant aspects. Expert interviews underline the correct presentation. The editorial expertise is secured through long professional experience and relevant media contacts.

The classic press work is accompanied and supported through contributions and forums on our website, publications and announcements through the APPs as well as through the relevant social media channels.

### **11.2 Events**

During the course of the IAA Cars 2015 various events will take place on the area of the New Mobility World. We would especially like to draw your attention in the following events:

#### **11.2.1 MediaNight on September 15 2015 at 19.00 h**

The event is conducted in cooperation with the VDA, the Hessian Ministry of Economics, Energy, Transport and Regional Development and the City of Frankfurt. It will take place in the 'Forum' of the New Mobility World and is directed at invited guests from the media.

#### **Note for exhibitors:**

Within the framework of the MediaNight on September 15 we would kindly like to ask all exhibitors in the New Mobility World to keep their stands staffed until 22.00 h.

#### **11.2.2 Opening ceremony of the 66<sup>th</sup> IAA Cars on September 17, 2015**

The 66<sup>th</sup> IAA Cars 2015 will be opened officially by German Chancellor Angela Merkel on September 17, 2015 at 10.00 h. The opening ceremony is organized by the VDA. Attendance is only possible upon personal invitation.

#### **11.2.3 Opening ceremony of the New Mobility World on September 17, 2015**

The New Mobility World will be opened officially on September 17 from 15.00 – 17.00 h in the Forum of the New Mobility World by Alexander Dobrindt, the German Federal Minister of Transport and Digital Infrastructure.

#### **11.2.4 Evening of the Automotive Industry on September 21, 2015**

The 'Evening of the Automotive Industry' is organized by the VDA. Attendance is only possible upon personal invitation.