

IMOT

27TH INTERNATIONAL
MOTORBIKE
EXHIBITION

14th–16th February
2020



The large motorcycle
sales expo in Munich –
One of the most attractive
trade fair venues
in Europe.



www.imot.de

27 Years of IMOT Munich:

Kick off your 2020 motorcycle season at the 27th IMOT International Motorbike Exhibition. Since 1994, reliably high numbers of visitors, packed halls and a huge variety on offer have been trademarks of the IMOT in Munich, Germany. And with each edition, the international significance of the IMOT has grown, amongst both exhibitors and visitors, who flock from the countries nearby in ever greater numbers.

From February 14 to 16, 2020, more than 60,000 visitors are expected to congregate in the super-modern halls of MOC München Freimann, which last time hosted over 300 exhibitors from 15 different countries.

Demand for the larger spaces is already ramping up. In order to provide you with a space of the size and in the location that you desire, we kindly ask you to send us the contract just as soon as you can.

We look forward to hearing from you!

Yours truly, the IMOT team

The IMOT at a glance

Layout planning: The large booths of the most important motorbike brands are evenly distributed across six modern exhibition halls. Suppliers of tuning, accessories, and clothing will be grouped appropriately. The IMOT's clear-cut, visitor-friendly profile will be kept up with wide corridors and clearly arranged connecting routes.

Ready-made booths and glass-walled showrooms: To cater to the tourism segment, the IMOT provides very affordable ready-made booths (including lighting and carpeting) in the light-flooded Hall 5 (atrium over Hall 3). Also very popular are the glassed-in showrooms in Halls 5 and 6, which come equipped with carpeting and power and which can be closed off.

Programme for young people: IMOT tickets for young people between 12 and 18 years of age are available for only four euro. However, many motorbike retailers and driving schools hand out entrance vouchers for free. The programme for youths is topped off by test drives on lovely motorbikes free of charge.

Ancillary events: Special exhibitions on the BMW Boxer, customised bikes, Gold Wing, racing and sports motorbikes, and electric motorcycles will complement the enormous range on show at the IMOT. The most interesting novelties of the season will be presented on the stage in Hall 4.

Visitor promotion

The IMOT is being promoted with extensive targeted advert campaigns in Germany and the neighbouring countries in print media, on the radio, in the internet, on billboards, at motorcycle clubs, in driving-schools, on Facebook, Twitter and on Instagram .

The IMOT and the MOC

The modern exhibition grounds of the MOC in the north of Munich (Freimann) are known for their representational ambience designed by the accomplished American architect Helmut Jahn. Its exclusive salon style of exhibition, fine dining, and many conference rooms (which are available for use during the IMOT) are part of what the MOC has to offer.

Another major advantage is its easy-to-reach location: The six exhibition halls, enclosing about 20,000 square metres of exhibition area, are situated directly next to the A9 motorway between Munich and Nuremberg. The airport is only 20 minutes away from the MOC by car, while the tube ride from the main train station (on the U6 line to the stop Kieferngarten) takes only 12 minutes.

Munich is considered one of the most attractive international exhibition locations in Europe. As an IMOT exhibitor, you (and your visitors) will benefit from the short distances and outstanding infrastructure of this Bavarian metropolis.