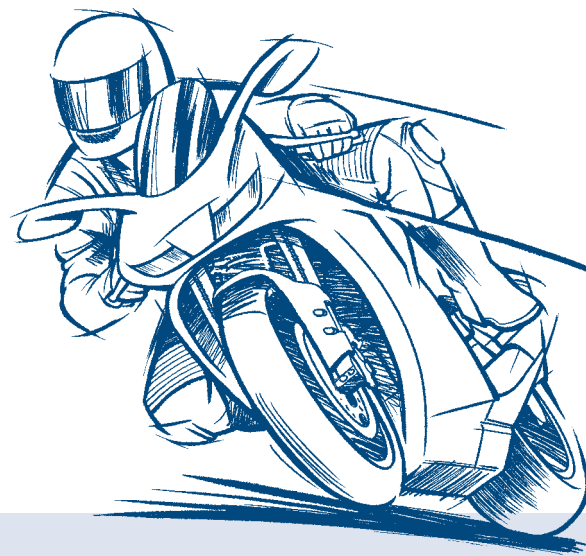


IMOT

34TH INTERNATIONAL
MOTORCYCLE
SHOW

FEBRUARY 12–14, 2027



IMOT at the Munich Trade Fair Grounds!

Since its relaunch following the move from Munich's MOC to Riem in 2023, IMOT has successfully established itself at the Munich Trade Fair Grounds after four highly attended events (with between 140,000 and 160,000 visitors). What was good has become and will continue to become even better! And the extensive lineup, featuring over 300 exhibitors from more than 12 countries each year, is made even more attractive by the synergies with our partner trade shows. **We look forward to welcoming you (again) in 2027!**

IMOT at a Glance

One ticket, three trade shows – Inspire bikers and new target audiences

For decades, IMOT has been the number one destination at the start of the season for motorcycle enthusiasts from southern Germany and neighboring regions. The lineup featuring the biggest motorcycle brands, customization, accessories, apparel, and tourism is complemented by a varied supporting program with exciting special shows and, of course, the popular main stage showcasing the season's latest motorcycle models.

IMOT 2027 will take place in three halls at the Munich-Riem Exhibition Center. In 2027, we will once again open our IMOT Arena in Hall C3 – where we will present an exciting show program with many highlights for visitors and exhibitors. Stay tuned.

As part of our “Motorcycle Travel & Adventure” theme area, we offer our exhibitors in the tourism sector the opportunity to present their offerings and experiences live on our “Travel Stage,” the IMOT Forum – thereby specifically reaching a travel-enthusiastic target audience.

Running in parallel with IMOT at the Munich Exhibition Center are the partner events f.re.e, Bavaria's largest travel and leisure fair, and the Munich Auto Days. A single ticket provides access to all events, making a visit to IMOT even more attractive. You, as exhibitors, will also benefit from the resulting synergies and the even larger target audience.

Open, bright, and modern – 30,000 square meters of space across three halls

The Munich Trade Fair Center offers state-of-the-art exhibition stand construction standards in the open halls C3, C4, and C5. With an exhibition area of more than 30,000 square meters, stands up to 7.50 meters in height are possible here. You can easily reach IMOT via the North and East entrances. The North exhibition entrance leads you directly into the IMOT halls. There is also a dedicated exhibitor entrance. Exhibitor vehicles can be parked near the halls.

This is how we make IMOT, year after year, the place to be

We are actively promoting IMOT in Germany and in neighboring countries through targeted campaigns – both in print and online. These include, among other things, regular posts on our social media channels, press releases, print ads, billboard advertising, radio commercials, as well as creator content and visitor newsletters.

Ready to Ride? Here's how we're bringing the next generation of Motorcyclists on board

To further strengthen the industry, we want to work together to “reach out to” the next generation of motorcyclists. We're doing this through collaborations with our content creators and various other offerings designed specifically for our younger fans.

Feel free to reach out to us with your ideas –
we look forward to hearing from you!

*Your
IMOT Team*

Munich is considered one of the most attractive international trade show venues in Europe. As IMOT exhibitors, you as well as IMOT visitors benefit from short travel distances and excellent infrastructure in the Bavarian metropolis.

Do you have any questions, suggestions, or feedback for us? Send us an email at info@imot.de



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