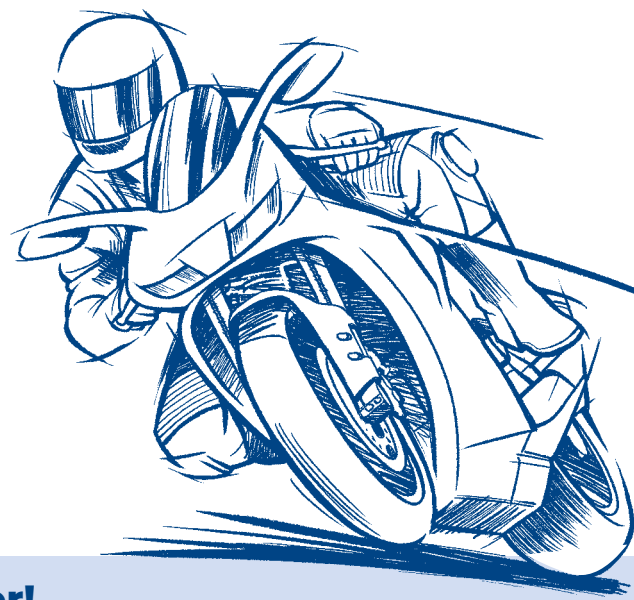


IMOT

32ND INTERNATIONAL
MOTORBIKE
EXHIBITION

February 21 – 23, 2025



The IMOT at the Munich Trade Fair Center!

Since its relaunch in 2023, IMOT has successfully established itself at the Messe München exhibition center in Riem after two well-attended events (between 140,000 and 160,000 guests). What was good became even better! And the wide range of products and services on offer, with over 250 exhibitors from more than 10 countries every year, is even more attractive thanks to the synergies with our partner trade fairs. We look forward to welcoming you (again) in 2025!

IMOT at a glance

One ticket, three trade fairs – inspire bikers and new visitors

For decades, the IMOT has been the number one meeting point for two-wheeler fans from southern Germany and the neighboring regions at the start of the season. The wide range of products from the biggest motorcycle brands, tuning, accessories, clothing and tourism is complemented by a varied supporting program, including an electric motorcycle taster course, exciting special shows and, of course, the popular show stage with the new motorcycle products of the season. Other special highlights at the Munich exhibition grounds are the partner trade fairs f.re.e, Bavaria's largest travel and leisure trade fair, and the Munich Auto Days, which are taking place at the same time. A joint ticket provides access to all events, making a visit to IMOT even more attractive. You as an exhibitor will also benefit from the resulting synergies and the even larger target group.

Open, modern, without pillars – 20,000 square meters of space in two halls

On-site, the Munich exhibition grounds offer state-of-the-art trade fair construction standards in the open halls C5 and C6 without any pillars. On an event area of more than 20,000 square meters, stands with a height of up to 7.50 meters are possible here. IMOT can be easily reached via the East and North entrances as well as a special exhibitor entrance. Exhibitor vehicles can be parked close to the hall.

This is how we make IMOT a meeting place for the scene year after year

We advertise IMOT intensively in Germany and neighboring countries with targeted campaigns - both analog and online. These include regular posts on our social media channels, press releases, advertisements, posters and radio advertising.

Eager to bike – this is how we get the next generation of motorcyclists on board

In order to further strengthen the industry, we need to “pick up” the next generation of motorcyclists together. We achieve this with our influencer cooperations and various other offers especially for our younger fans.

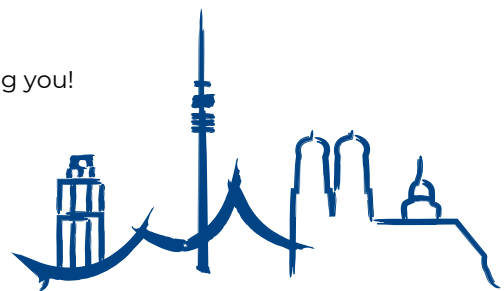
Feel free to contact us with your ideas – we are looking forward to seeing you!

Your IMOT-Team

Follow us on social media!



Do you have questions, suggestions or feedback for us?
Send us an e-mail to info@imot.de



Munich is considered to be one of the most attractive international trade fair locations in Europe. As an IMOT exhibitor and visitor, you can benefit from short distances and an excellent infrastructure in the Bavarian capital.