

DRIVE
THE
INNOVATION



IBE

DRIVING EXPERIENCE

21-22
OCTOBER 2025

MISANO WORLD CIRCUIT
MARCO SIMONCELLI



A project of



INTERMOBILITY AND BUS EXPO

Organized by

**ITALIAN
EXHIBITION
GROUP**

Providing the future

With the support of



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THE PROJECT



**IBE DRIVING EXPERIENCE IS THE
ENGAGING AND EXCITING FORMAT
DEDICATED TO THE IBE COMMUNITY.**

A **unique event**, dedicated **to bus and local public transport operators** who will be able to test and compare cutting-edge vehicles and technologies.

A **real *driving experience*** with the typical atmosphere of motor shows **enhanced by conferences, training workshops and networking opportunities.**

IBE Driving Experience takes place every two years at the Misano World Circuit Marco Simoncelli.



THE LOCATION



MISANO WORLD CIRCUIT MARCO SIMONCELLI

The Misano World Circuit Marco Simoncelli, internationally renowned, spans 4.226 meters of track and 16 curves.

It is the ideal track for industry professionals to test next-generation vehicles directly on the track.

The Misano World Circuit Marco Simoncelli is an exceptional venue that also hosts a key MotoGP event.

FACTS & FIGURES



311 PEOPLE
transported

203 DRIVERS

26 EXHIBITORS

+500 PEOPLE
who took a test drive

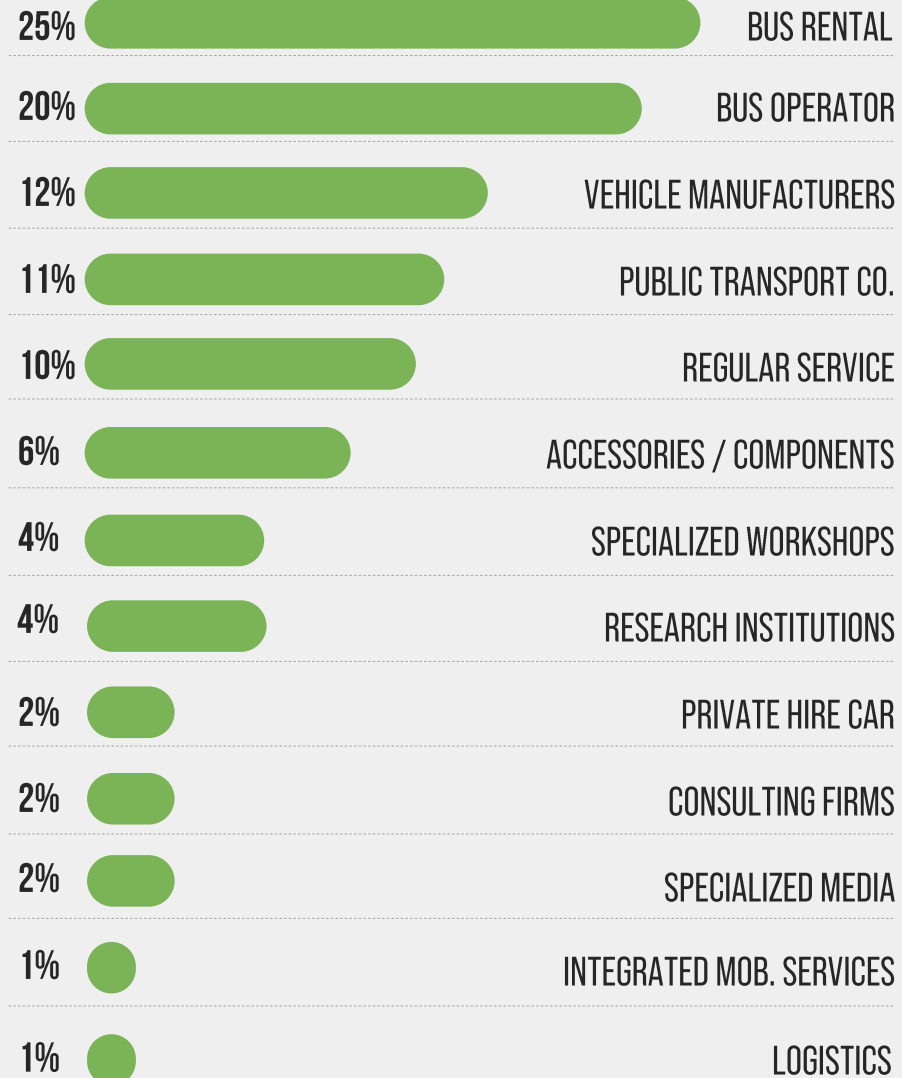
15 BUSES
in test drive

12% from abroad

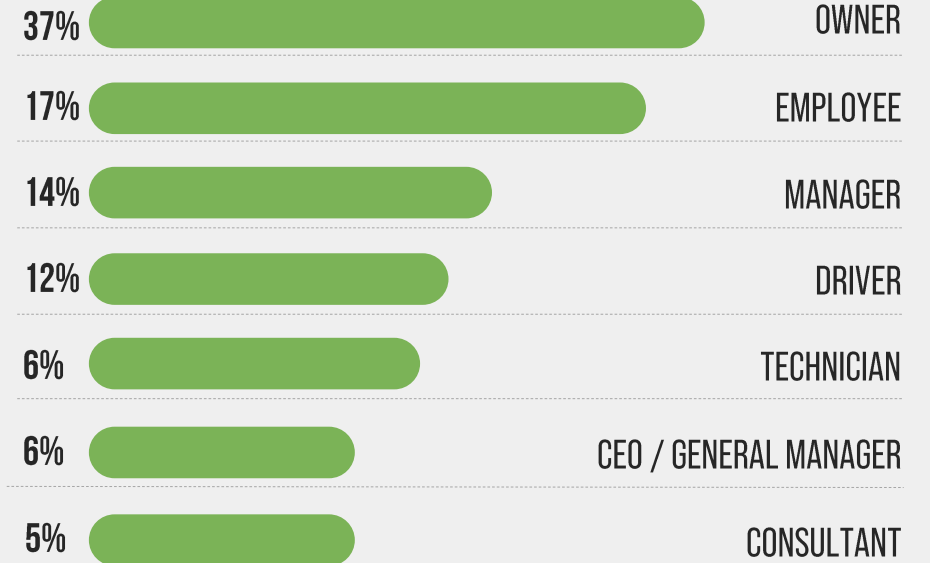
1.135 ATTENDANCES
+70% compared to 2021

THE VISITORS

MAIN BUSINESS ACTIVITY



PARTICIPANTS PROFESSIONAL PROFILE



HIGHLIGHT 2025



COMMERCIAL EXHIBITION

inside boxes

MOBILITY MASTERCLASS: DEEP TREND®

TEST DRIVE

with qualified instructors on board

LAUNCH OF THE 2026 EDITION OF
IBE - INTERMODALITY AND BUS EXPO

AN.BTI ASSEMBLY

NETWORKING

lunch and dinner

ELECTRIC BUS DRIVER TRAINING

the first technical and practical course
dedicated to electric bus drivers

THE PROGRAM



FIRST DAY

TUE. 21 OCTOBER

EXHIBITOR ACCESS from 8:30 am

VISITORS ACCESS from 2:00 pm to 6:00 pm

09:00 - 11:00 am

AN.BTI Confcommercio ASSEMBLY
Sala Stampa, first floor

02:00 - 06:00 pm

EXPO AREA
International Circuit

STATIC BUS EXHIBITION
Expo Area, Paddock

5:00 - 6:00 pm

PRESENTATION OF FUTURE DEVELOPMENT TRENDS IN THE TOURISM SECTOR
Sala Riviera, first floor

6:00 - 8:00 pm

IBE SUNSET PARTY
Aperitif and presentation of IBE 2026

SECOND DAY

WED. 22 OCTOBER

EXHIBITOR ACCESS from 9:00 am to 5:00 pm

VISITORS ACCESS from 9:00 am to 5:00 pm

09:00 am - 5:00 pm

EXPO AREA
International Circuit

ELECTRIC BUS DRIVER TRAINING
Paddock and International Circuit

STATIC BUS EXHIBITION
Expo Area, Paddock

09:00 am - 01:00 pm / 02:00 - 05:00 pm

IBE TEST DRIVE
International Circuit

01:00 - 02:00 pm

IBE BUSINESS LUNCH
Expo Area, Paddock

WHY PARTICIPATE



MEET BUYERS AND KEY PLAYERS IN THE INDUSTRY

1

2

PROMOTE YOUR BRAND AT A UNIQUE EVENT

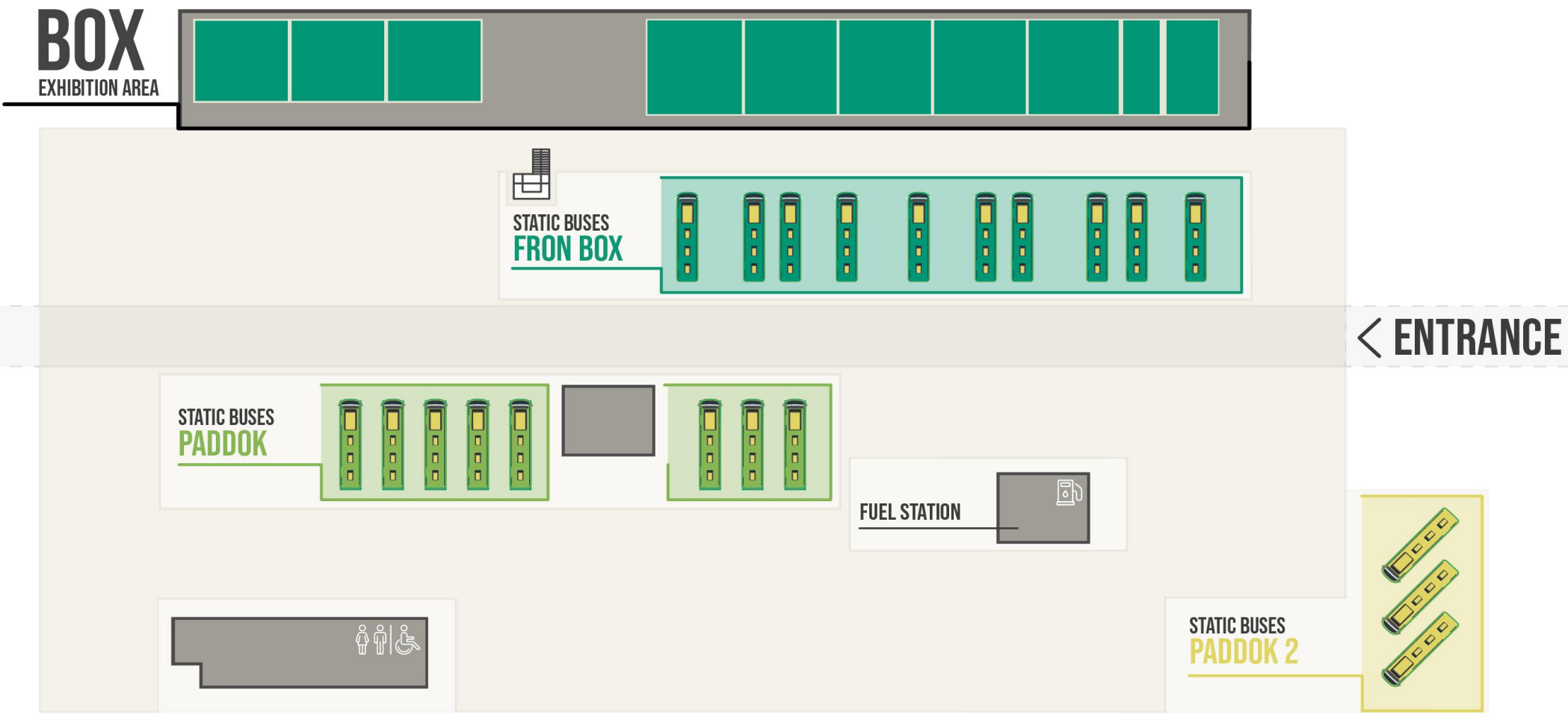
**LET BUSES AND TECHNOLOGIES BE TESTED
DIRECTLY ON TRACK**

3

4

**SHARE TECHNICAL AND DESIGN CONTENT BY OFFERING TRAINING
AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES**

LAYOUT

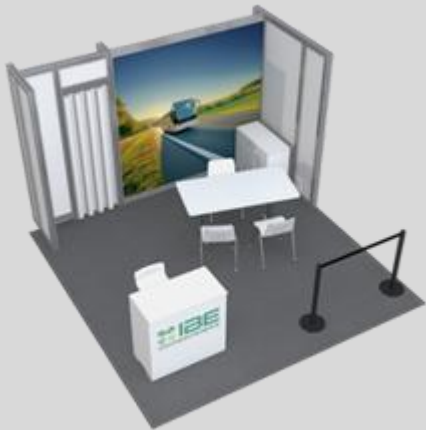


BASIC PACKAGES: STAND & TEST DRIVE

SMALL

Pre-fitted space – Approx 16sqm in box
Registration fee

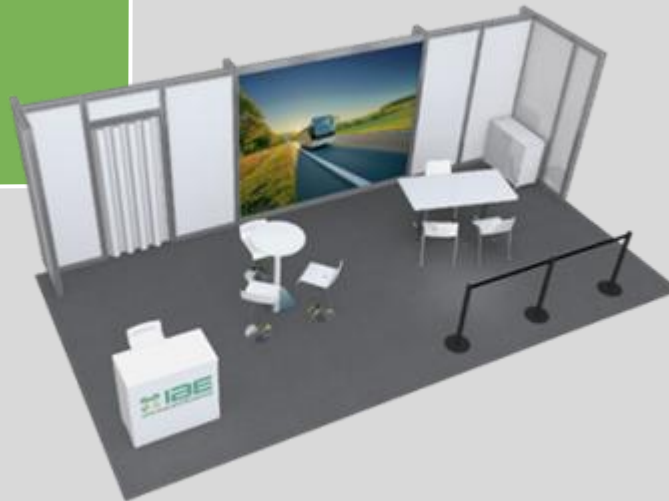
€4.500 + VAT



MEDIUM

Pre-fitted space – Approx 32sqm in box
Registration fee
1 bus in test drive 

€14.500 + VAT



LARGE

Pre-fitted space – Approx 60sqm in box
Registration fee
2 buses in test drive  

€27.500 + VAT



N.B. All exhibition packages include participation in the evening event on October 21st at the Misano World Circuit and participation in the networking lunch scheduled for October 22nd.

BUS EXHIBITION



FRONT BOX

STATIC BUS FRONT BOX

Static bus on display in front of the box for the two days

Max. 1 bus per exhibitor

€2.000 + VAT

Paddock

STATIC BUS PADDOCK

Static bus on display in the paddock (not in front of the box) for the two days

€1.000 + VAT

Paddock 2

STATIC BUS PADDOCK 2

Static bus on display in the paddock 2 for the two days

€500+ VAT

COMMUNICATION PACKAGES

BLOG

BLOG PACKAGE

Tell your company story on our BLOG

€1.000 + VAT

Publication on the blog of content wholly dedicated to your company, written by the IBE editorial team and search engine optimised

Launch of the article through a dedicated post on IBE social media (LinkedIn and Facebook)

Reminder of the article in a fortnightly newsletter

TG BUS

TG BUS PACKAGE

Promote yourself with an interview on TG BUS

€1.500 + VAT

Production of a report of approximately 30 seconds within an edition of TG BUS during IBE Driving Experience, broadcast live on IBE channels (one edition/day, each repeated 12 times)

Publication of video clips on the IBE website

Post-event dissemination on IBE social channels (LinkedIn and Facebook)

Possibility of using clips in company communications

DEM

DEM PACKAGE

Send your newsletter to our database

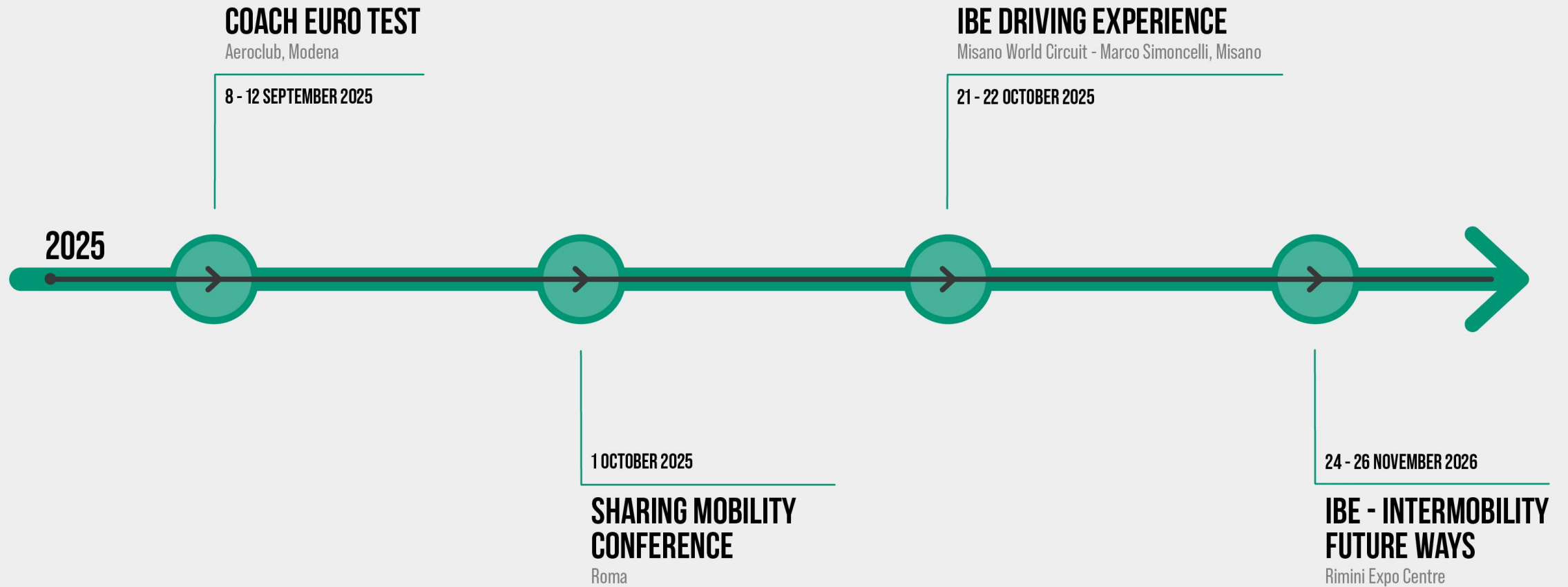
€800 + VAT

Content and images provided by the promoting company with layout in IBE format

A single submission to the IBE exhibitor and visitor database

Possibility to produce the mailing also in English (material provided by the promoting company)

TIMELINE



IBE INTERMOBILITY AND BUS EXPO



VEHICLES ARE EVOLVING, CHANGING POWER SOURCES AND BECOMING SAFER.

IBE - Intermobility and Bus Expo is the biennial event dedicated to the present and future of intermobility, the place where long-distance travel and local public transport meet.

The next edition will take place in Rimini, from November 24 to 26, 2026, simultaneously with Intermobility Future Ways - the Shared Mobility Forum.

The latest edition of IBE, the eleventh, established itself as the national benchmark ecosystem for the Bus and Coach industry, increasingly focused on decarbonization through innovative pathways for interconnected, integrated, and shared mobility.

Recording a significant increase in numbers compared to 2022.

+90%
Professional visitors

+58%
exhibitors

+11%
foreign companies present

31.560
square meters

CONTACTS



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