



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025

- › Summit and Conference September 9–12, 2025, trade fair center Munich
- › Open Space and Experience September 9–14, 2025, downtown Munich



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IAA MOBILITY

**is the world's leading
platform for mobility,
sustainability, and tech.**

IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 From IAA Pkw to IAA MOBILITY

UNTIL 2019

**IAA Pkw
Frankfurt**

**THE MOST
AUTOMOTIVE SHOW
IN THE WORLD**

Traditional car show



2021

**IAA MOBILITY
Munich**

**WHAT WILL MOVE
US NEXT?**

Opening up to other mobility
providers: transformation into
mobility platform



2023

**IAA MOBILITY
Munich**

**EXPERIENCE CONNECTED
MOBILITY**

The world's leading platform for
mobility, sustainability, and tech



2025

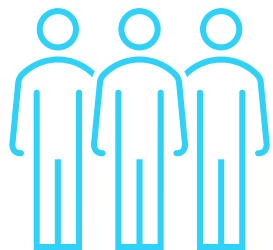
**IAA MOBILITY
Munich**

**IT'S ALL ABOUT
MOBILITY**

The world of mobility
comes to Munich



» IAA MOBILITY 2023 A success story



>500.000

visitors from
110 countries



750

exhibitors from 38
countries



> 500

international
speakers

> 300

world debuts



82.000 sqm

of exhibition space



91 Startups

across 2,200 sqm



> 8.500

test drives



3.700

accredited journalists from
82 countries



50k +

media reports worldwide
(digital)



+ 70%

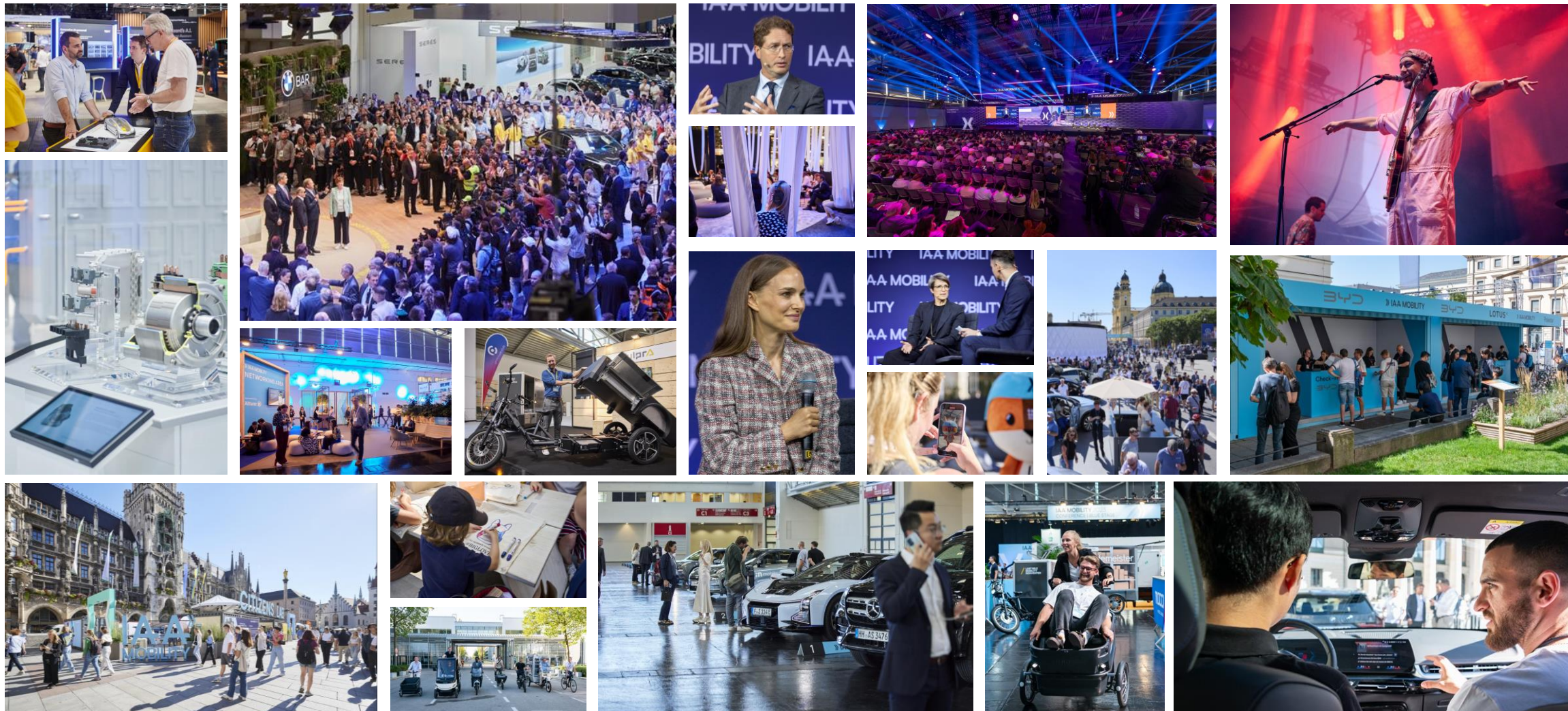
international media clippings
compared to 2021



> 4.000

test drives in the English Garden

» IAA MOBILITY 2023 A success story



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2023 All the big names in the mobility industry in one location*

					
				 Mercedes-Benz	
					
		 life.augmented			 PORSCHE

With the motto
„**IT'S ALL ABOUT MOBILITY**“

the partners at **IAA MOBILITY 2025** present
the variety of the mobility of the future that
will bring people closer together —
with sustainable, digital, and smart networking.



» IAA MOBILITY 2025

IAA SUMMIT



The central B2B platform for all **mobility professionals**. It is also the ideal place for decision makers from the entire mobility industry to convene and position their companies as trailblazers of the mobility of the future.

IAA CONFERENCE



The IAA Conference brings together Fortune 500 CEOs, policymakers, and **visionaries** across multiple stages as well as other dialogue and networking formats.

IAA OPEN SPACE



Sustainable **mobility solutions** are made accessible to everyone. This is the format **for everyone** who wants to be visible to trade visitors and the general public — festival space, product showroom, and test course in one.

IAA EXPERIENCE



The **interactive part** of IAA MOBILITY, where Summit experts and Open Space visitors test out how climate-neutral mobility of the future will feel: cars, bicycles, public transport, and much more.



1 PRESS DAY + 4 B2B DAY (MON-FRI)
AT THE MESSE MÜNCHEN TRADE FAIR CENTER

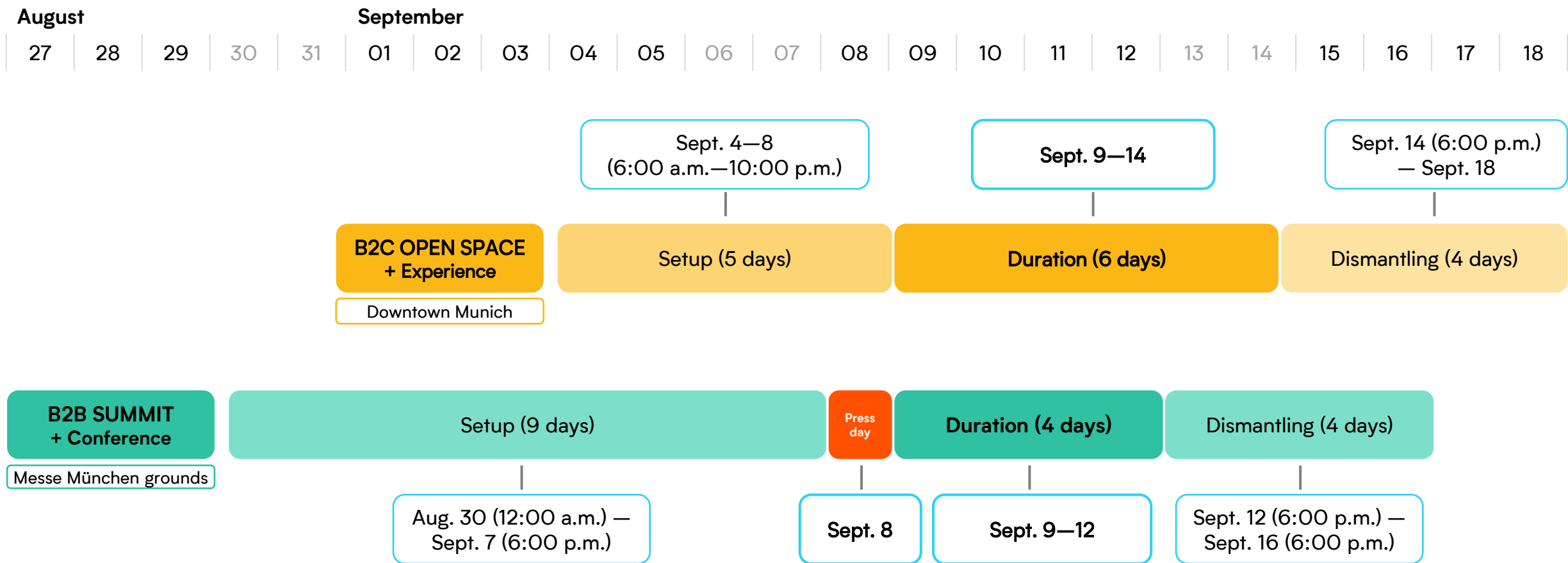


6 B2C DAYS (TUE-SUN)
IN DOWNTOWN MUNICH



IT'S ALL ABOUT **MOBILITY**

» IAA MOBILITY 2025 Timings



» IAA MOBILITY 2025 Benefits for the automotive industry

“The expanded concept for [...] IAA in Munich once again underlines the awareness that we can only achieve sustainable mobility if we work together, with close cooperation between industry, science, policy, media, and customers. IAA is an important platform in reaching this goal.”

Ola Källenius, Management Board Chairman, Mercedes-Benz

- › Benefit from our **unique combination of B2B Summit and B2C Open Space** and position your company as a pioneer in the mobility of the future while tapping into new target groups.
- › **IAA MOBILITY is the place to be** to present your latest innovations to an international trade audience, while also letting end users experience your products and solutions in person in an interactive environment in the heart of Munich.



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Opportunities in the tech sector

“LG Electronics has been working in the field of entertainment electronics for over 65 years, and boasts a range of leading technologies and a wealth of knowledge about consumer needs. IAA MOBILITY presents the ideal opportunity to convey this knowledge to the opinion leaders of the automotive industry and to share our vision for the mobility of the future.”

Seokhyun Eun, President, LG Vehicle Component Solutions Company

- › **Present your innovative technologies** to the most important names in the mobility industry and gain valuable insight into market developments and trends.
- › **IAA MOBILITY is the place to be** for networking, forming new partnerships, and forming new business connections with international market leaders from every relevant mobility sector. Major OEMs, suppliers, and others from the world of mobility will be present, giving you the opportunity to shed light on your own technical expertise.



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Smart solutions for cities and infrastructure

“IAA MOBILITY is growing into a complete mobility platform and we at Drees & Sommer are excited to have played our part with our theme day. We had a positive experience with our open discussions with various players, all of whom share one thing in common: the goal to shape the mobility of the future.”

Claus Bürkle, Partner, Drees & Sommer

- › IAA MOBILITY stands for **dialogue with everyone involved in sustainable mobility of the future**. Take advantage of our many formats, such as by participating in the new **Smart Infrastructure Area at the IAA Summit**, and engage in direct discussions with important figures from the industry.
- › **IAA MOBILITY is the place to be** for creating synergies between policy, science, society, and business. Leading companies and minds from all relevant mobility sectors will be present, allowing you to help devise solutions for the city of the future.



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Venue for the cycling and micromobility industry

“Speaking with each other and finding innovative solutions together is more important than ever so that we can shape the mobility of tomorrow.”

Dr. Sandra Wolf, CEO, Riese & Müller

- › The mobility of the future is vibrant: IAA MOBILITY aims to break down silos and integrate all the solutions and innovations to shape the mobility of tomorrow. Become part of our platform and **benefit from product presentations and live demonstrations** in front of an international audience.
- › **IAA MOBILITY is the place to be** for making a strong impression in front of the most important companies in the industry as well as your direct customers. Benefit from our custom solutions for the cycling and micromobility industry, such as with the interactive IAA Experience, and take advantage of live feedback and interactions with our visitors.

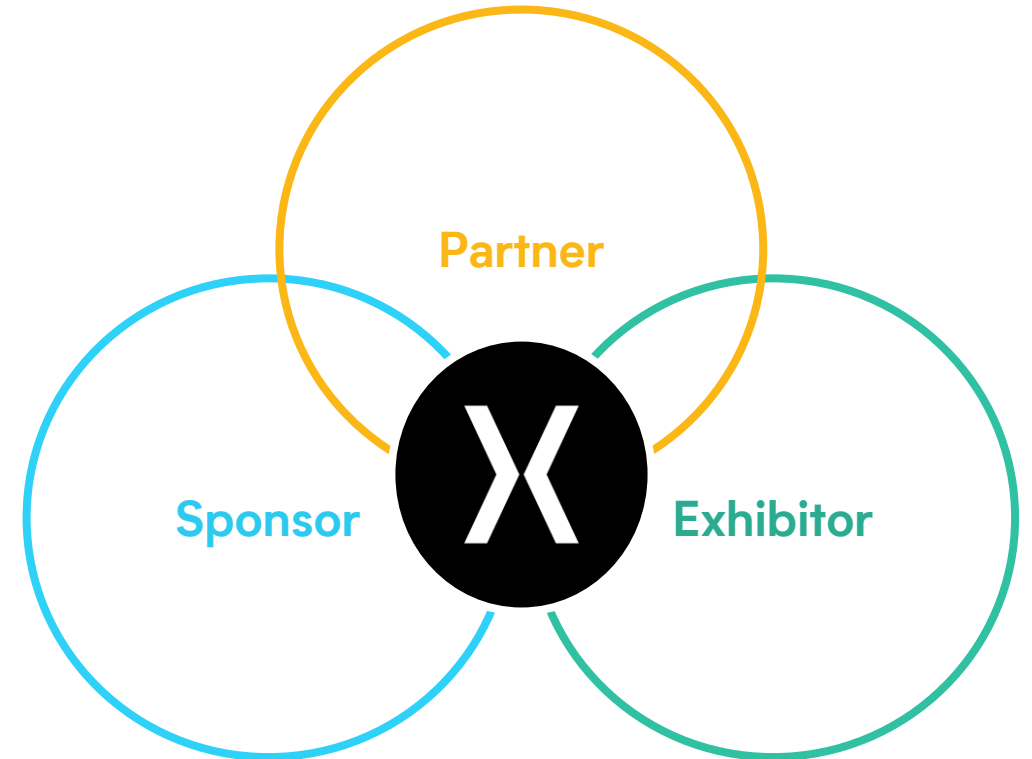


IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 The right solution for all of your needs

TAKE ADVANTAGE OF OUR BROAD RANGE OF WAYS TO GET INVOLVED AND RAISE AWARENESS OF YOUR BRAND AT IAA MOBILITY IN MUNICH!

Whether you are an exhibitor, partner, or sponsor, you can benefit from our custom solutions to achieve your goals. Get customers and visitors excited by appearing in front of an audience of mobility representatives in a unique, international setting (B2B at Messe München and/or B2C in downtown Munich). Get in touch!

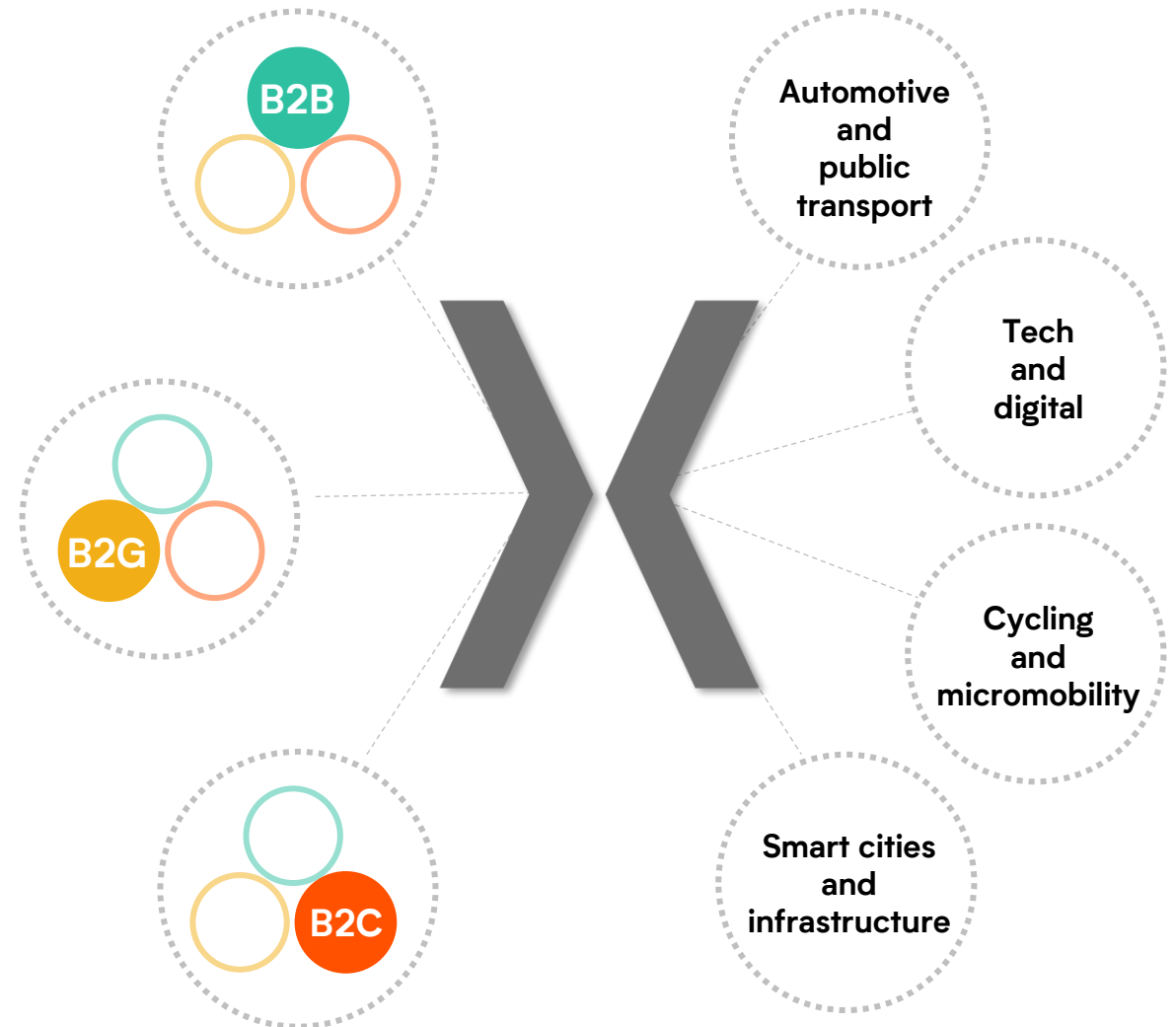


» IAA MOBILITY 2025 The world of mobility comes to Munich

**WITH US, YOU CAN REACH
THE ENTIRE WORLD OF
MOBILITY IN ONE
LOCATION!**

The ultimate event for B2C, B2B, and B2G synergies at the B2C Open Space in downtown Munich and the B2B Summit at the trade fair center Munich.

IAA MOBILITY is the international meeting point for the mobility of tomorrow. Hence, our audience is not limited to B2B.



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 **SUMMIT** For mobility professionals

Meet all the relevant stakeholders and decision makers in the world of mobility at the industry's most important meeting place!

Ways to get involved*

- › Individual stands, stand packages, startup stands
- › Integration of exhibitor events
- › Networking tours
- › International press conferences on premieres and product launches
- › Area and event sponsorships

Overview of your benefits

- › Show off your innovations and present yourself to market leaders from all relevant mobility segments. Work together to devise innovative solutions for the entire value-added chain.
- › Network and gain valuable contacts among decision-makers, multipliers, and representatives from the areas of policy and media.
- › Share and discuss your visions with an international trade audience and take advantage of innovation and transformation impulses for your company and added value, and tap new, global sales markets.



*Brochures on the ways to get involved are available on our [website](#) and can be provided on request. Get in touch with our sales management team for more information.

» IAA MOBILITY 2025 **CONFERENCE** For visionaries

Be part of the leading international meeting place for presenting and discussing the latest developments in the future of mobility!

Ways to get involved*

- › Speaking-Slots
- › Individual sponsoring packages tailored to your needs
- › Evening Event
- › Advertising spaces
- › Press conferences

Overview of your benefits

- › Position yourself as a thought leader in your field.
- › Increase your brand awareness and maximize your reach with a content contribution at the conference and benefit from our international media presence.
- › Engage in dialogue with the leading minds from the mobility industry, policy, science, and society.
- › Get a box seat as a sponsor and raise your and your company's visibility in an international C-level setting.



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IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Benefit from our B2B/B2G visitor portfolio

SUMMIT

CONFERENCE

VISITOR TARGET GROUPS

1 B2B

Industries:

Automotive, cycling, technology & digital, infrastructure & urban planning, entertainment, media, mobility as a service, energy, urban air mobility, finance, insurance, charging infrastructure, telecommunications

Other target groups:

Startups, investors, associations, societies, institutions, corporate consultancies, micromobility and public transport providers, neighborhood developers

Departments:

Strategy, Product Development, Procurement, Sales, Marketing & PR, M&A, Design, Production, HR, CSR, Legal, Fleet Management

Positions:

C-level, division and department heads, (young) professionals

2 B2G

- › Political decision-makers
- › ESG organizations
- › NGOs
- › Public authorities
- › Federal/state/regional/city representatives
- › Science

3 VISITOR ANALYSIS 2023

Demographic data

- › Over 50% of trade visitors in leading positions (business/company/corporate leadership).
- › Primarily from the automotive and digital industries (over 60% of all trade visitors), 50% of which are international.

Top 3 reasons to visit

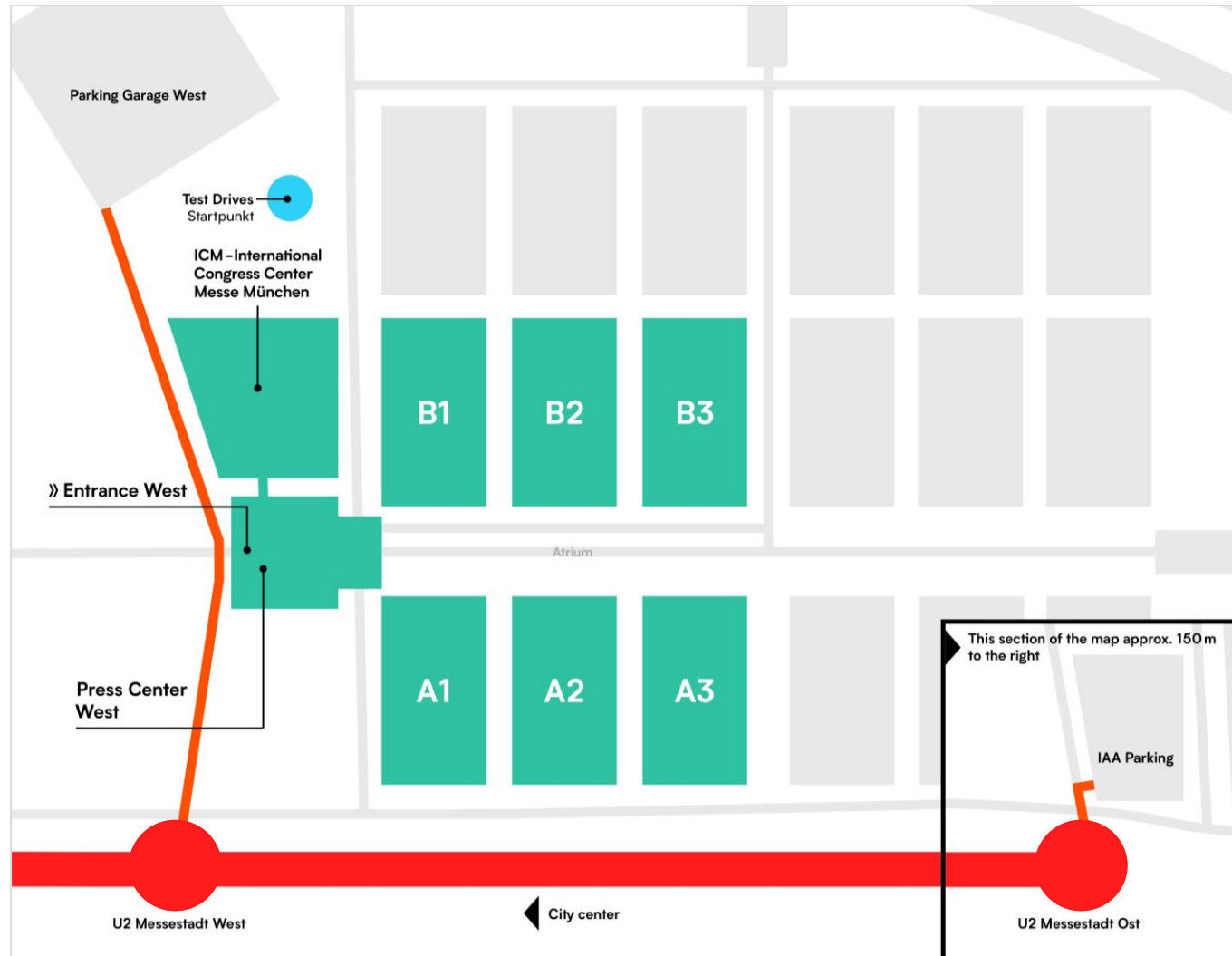
- › Forming and maintaining business connections.
- › Market orientation and observing competition.
- › Information on industry innovations and expanding technical knowledge.

» IAA MOBILITY 2025 Join us in making mobility cohesive*

We break down industry silos and present the broad variety of holistic mobility. This is why our internationally renowned exhibitors, partners, and sponsors address every B2B core topic of mobility of the future at IAA MOBILITY in an integrative and cohesive manner.



» IAA MOBILITY 2025 Summit and Conference at the trade fair grounds



International industry meet-up



Discussions with decision- and policymakers



Industry trends & focus areas



Knowledge transfer



Lead and business generation



Increasing reach



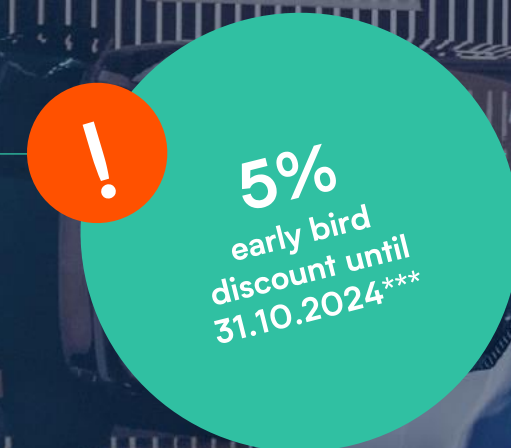
Making and maintaining contacts

» IAA MOBILITY 2025 Summit

PRICING*

Our EASY & PURE stand packages are the most convenient way to present yourself at the Summit. They contain all the services, such as stand space, communication fee, power connection, disposal fee, setup and cleanup, customizable graphic spaces, etc.

Space prices and our consultation service apply to stand solutions that are customized even further. Feel free to get in touch so that we can find the right solution for you.



Space prices for the Summit**

Row stand	315 €/sqm
Corner stand	370 €/sqm
Head stand	405 €/sqm
Block stand	425 €/sqm

EASY & PURE stand packages

25 sqm row	17,250 €
40 sqm corner	27,660 €

Startup stand packages

S – 4 sqm	2,490 €
M – 9 sqm	4,300 €
L – 16 sqm	6,630 €

* All space prices listed are subject to mandatory additional fees such as the communication fee, disposal costs, etc.

** The space prices include a corresponding contingent (50 €/m²) for tickets that can be used to invite third parties to IAA MOBILITY. All prices are subject to VAT.

*** The 5% early bird discount until late October 2024 applies solely to the space prices. The discount does not apply to the EASY & PURE or Startup stand packages.

» IAA MOBILITY 2025 **OPEN SPACE** For the general public

Experience and present the mobility of tomorrow at the most prominent locations in the heart of Munich!

Ways to get involved*

- › Exhibition space downtown**
- › Various marketing and sponsorship opportunities
- › Thematic integration in the Citizens Lab
- › Partnership with the Family Trail

Overview of your benefits

- › Get new target groups excited about your company and let everyone experience the mobility solutions of the future. Reach trade visitors and the general public, and turn interested visitors into customers.
- › Form long-lasting, emotional connections with potential customers and let visitors experience and try out your mobility services. Take advantage of the Open Space as an event with innovative product experiences, test courses, shows, and entertainment.
- › Engage in dialogue and discuss your vision with the general public. Speak on an even footing with the community and benefit from first-hand feedback from future partners or entirely new user groups.

*Brochures on the ways to get involved are available on our [website](#) and can be provided on request. Get in touch with our sales management team for more information.

23 **Königsplatz, Wittelsbacherplatz, Odeonsplatz, Max-Joseph-Platz, Residenzhöfe, Hofgartenstraße, and Ludwigstraße.



IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 EXPERIENCE For experiences that last

Take advantage of the IAA MOBILITY Experience as a central, interactive tool for all visitors!

Ways to get involved*

- › Offer test runs of your mobility solutions
- › Live demonstration of your company's innovation cases & mobility projects
- › Cycling & micromobility track in the Open Space
- › Cycling test track in the English Garden
- › Shuttle bus loop in the Open Space
- › Various marketing and sponsorship opportunities

Overview of your benefits

- › **Get people excited about your products:** Present your products live and in person. Put self-driving vehicles, cars or motorcycles with alternative engines, bicycles, e-bikes, and micromobility solutions on the street and let the public test them out.
- › **Create experiences that last and make sure you stand out.** Turn dry theory into exciting practice and dynamic experiences that customers and trade visitors will not forget.
- › **Gain valuable feedback:** Engage in dialogue with your target group and get unfiltered feedback on your products, concepts, and technology.



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» IAA MOBILITY 2025 Benefit from our B2C visitor portfolio

OPREN SPACE

EXPERIENCE

1 B2C VISITOR TARGET GROUPS

- › Users of all forms of mobility: car, bicycle, micromobility, and public transport
- › People interested in sustainable, smart mobility
- › People interested in new technology, such as e-mobility, charging infrastructure, etc.
- › Users of ride-sharing, on-demand, or public transport services
- › Residents and people interested in integrated urban planning
- › Students at relevant universities in the Munich, Bavaria region

All Mobility participants, from preschool to retirement age:

- › Preschool age from 3 to 5 years
- › Students 6 to 18 years of age
- › College students and research assistants 18 to 25 years of age
- › Young families
- › Seniors 65 years of age and older

2 VISITOR ANALYSIS 2023

- › With over 450,000 visitors (across six event days) and over 60% of visitors younger than 40, the audience at the Open Space primarily consisted of a young, progressive target group.
- › Benefit not only from visitors and interested visitors who planned to attend the Open Space, but get new visitors excited for your brand and products (40% of the people present visited the Open Space spontaneously and without planning it beforehand).
- › Make use of our visitor structures so that you can effectively approach the younger generation and turn today's interested visitors into tomorrow's customers.

» IAA MOBILITY 2025 Join us in making mobility cohesive*

Mobility for everyone – sustainable and innovative. All B2C core topics relating to the mobility of the future will be covered by our internationally renowned exhibitors, partners and sponsors at the IAA MOBILITY.

MOBILITY



- › Automotive
- › Cycling
- › LEV
- › Micromobility
- › Public transport
- › Mobility on demand (MOD)
- › Intermodality

TECHNOLOGY AND INNOVATION



- › Autonomous driving
- › Artificial intelligence and tech trends
- › Charging infrastructure
- › Digital mobility applications
- › Traffic control
- › Networking and 5G
- › Data usage and cybersecurity
- › Gaming and entertainment

SUSTAINABILITY AND ENVIRONMENT



- › Alternative drives
- › Recycling and circular economy
- › Climate targets
- › Mobility policy (reforms, laws and regulations)
- › Spatial, urban and neighborhood planning
- › Transport infrastructure (road, rail, cycle paths)

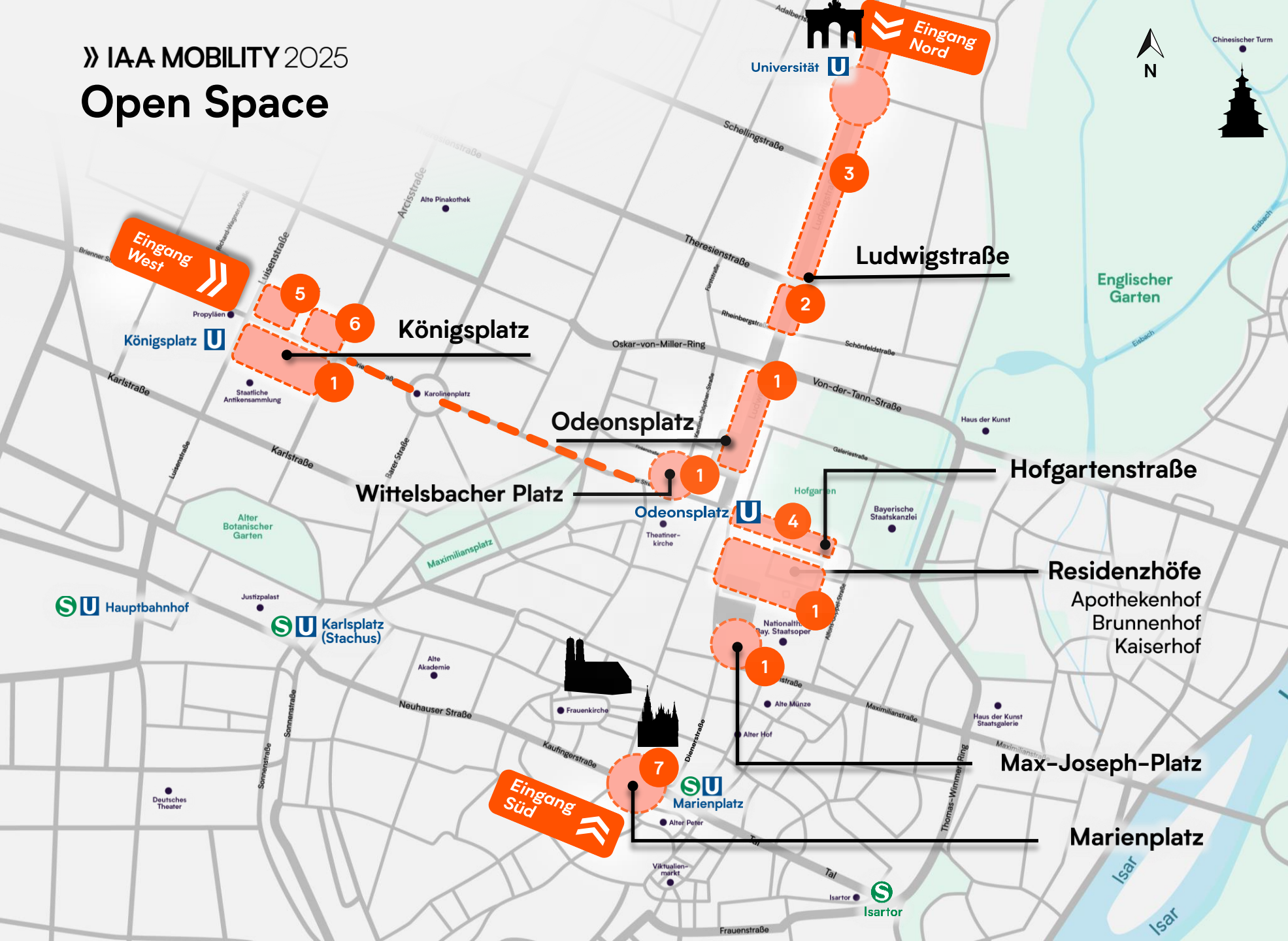
SOCIETY AND CULTURE



- › Inclusion and mobility for the disabled
- › Vision Zero and road safety
- › Civil society engagement
- › Changing mobility behavior
- › Mobility in urban and rural regions

» IAA MOBILITY 2025

Open Space



PLACEMENT RECOMMENDATION FOR OUR SEGMENTS

- 1 AUTOMOTIVE**
Ideal for large stand structures with direct access to the car departure points.
- 2 LEV, MOTORCYCLE/SCOOTER**
LEV & motorcycle/scooter packages perfectly tailored to you with optimal access to the departure points.
- 3 CYCLING & MICROMOBILITY**
360 degree event area for cycling & micromobility experience with direct access to the test track and course.
- 4 PUBLIC TRANSPORT, MOBILITY SERVICE PROVIDERS & DESTINATIONS**
System stand construction can be booked for small to medium-sized events in a unique setting.
- 5 6 TECH & DIGITAL SMART CITY & INFRASTRUCTURE**
Innovation hub with integrated try-out areas for the latest tech trends and an exciting supporting program on sustainable urban planning.
- 7 CITIZENS LAB & CITIZEN DIALOG**
Modern container stand packages for exhibitors with a focus on public dialog, sustainability and/or urban planning.

Talk to us! We will find the best placement for your segment and focus – for optimum accessibility to your target group in the heart of Munich.

» IAA MOBILITY 2025 Open Space

PRICING*

Benefit from a combo presence (Open Space & Summit) and get a discount of over 50% on your stand rent in the Open Space!



5%
early bird
discount until
31.10.2024***

Open Space Standmiete**

Open Space & Summit

Open Space Only

Königsplatz | Hofgartenstraße | Residenzhöfe

207 €/sqm

507 €/sqm

Ludwigstraße

265 €/sqm

565 €/sqm

Odeonsplatz

(from Brienner Straße to Galeriestraße)

Max-Joseph-Platz | Wittelsbacherplatz

293 €/sqm

593 €/sqm

* All stand rents listed are subject to mandatory additional fees such as the communication fee, disposal costs, etc.

** The stand rents include a corresponding contingent (30 €/m2) for tickets that can be used to invite third parties to the IAA Summit at the Messe. All prices are subject to VAT.

» IAA MOBILITY 2025 Experience

TEST DRIVE PRICES

	Exhibitor	Non-exhibitor		Exhibitor	Non-exhibitor
½ container at a departure and arrival point (incl. equipment, total duration)	15,000 €	25,000 €	Exhibition podium on a container at the Summit (only with exclusive booking of a container) (incl. placing/lifting the vehicle, total duration)	7,500 €	7,500 €
1 container at a departure and arrival point (incl. equipment, total duration)	30,000 €	40,000 €	Exhibition podium on a container at the Open Space (only with exclusive booking of a container) (incl. structural calculations, approval process with the authorities, placing/lifting the vehicle, total duration)	On request	On request
Fee for additional expenses* (participating hybrid/hydrogen/fully electric vehicle, total duration)	1,900 €	2,900 €	Provision of specially required infrastructure (such as sensor technology on the track for demonstration use cases)	On request	On request
Charging infrastructure & power consumption (Summit)** (participating hydrogen/fully electric vehicle, total duration)	1,850 €	1,850 €			

* Includes one nighttime parking spot per vehicle, personnel fees (garage security, fire security, signaller, gate personnel), integration of vehicles in the IAA App.

** Includes power connection (11 kW) and consumption; please bring your own wall boxes, etc., for charging. All prices are subject to VAT and can be changed as needed. Due to inflation and increasing material costs, we reserve the right to adjust the prices accordingly.

» IAA MOBILITY 2025 Other ways to get involved to raise awareness of your brand*

B2C OPEN SPACE		
IAA Family Trail Main Sponsor <ul style="list-style-type: none"> › Exclusive main sponsorship of the Family Trail. Along with the credit "Family Trail powered by...", the main sponsor is included in Family Trail communications (website, app, printed materials) and in the branding of the final presentation. › Price: 27,000€ 	Sponsoring: Official Partner of the Citizens Lab <ul style="list-style-type: none"> › Exclusive sponsorship of the Citizens Lab at Marienplatz. › Price: 44,000€ 	Sponsoring Art and Culture <ul style="list-style-type: none"> › With you as a partner, we put together the art and culture program for the IAA Open Space. You play a major role in the realization of the program and installations in the event areas. › Price: On request
IAA Family Trail Programm Sponsoring <ul style="list-style-type: none"> › Become a sponsor and support us with the highlights of the children's program at IAA MOBILITY (concerts, theater performances, meet-and-greets). › Price: 2,000€ 	Sponsoring: Citizens Lab Entertainment Partner <ul style="list-style-type: none"> › Sponsoring a 60-minute entertainment session at Marienplatz. › Price: 2,500€ 	B2C EXPERIENCE
IAA Family Trail Participant <ul style="list-style-type: none"> › Participation station at the IAA Family Trail, the interactive scavenger hunt through the Open Space for the whole family. › Price: 1,500€ 	Citizens Lab Digital Ad <ul style="list-style-type: none"> › 15-second ad on the Citizens Lab Main Stage screen. › Price: 3,500€ 	
		Shuttle Bus <ul style="list-style-type: none"> › Exclusive alignment of the shuttle bus service in the Open Space with minibuses. › Price: 20,000€

* Brochures on the ways to get involved are available on our website ([Open Space](#) and [Experience](#)) and can be provided on request.

30 Get in touch with our sales management team for more information.

IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Other ways to get involved to raise awareness of your brand*

Options for increasing your brand awareness:

B2B SUMMIT

Sponsoring: Networking Area

- › Branding in the official Networking Area of the IAA Summit (approx. 200 sqm)
- › Price: **99,990€**

Sponsoring: Startup Lounge Area

- › The Lounge area covers about 60 sqm and is located in the middle of one of the three startup areas, with a little coffee shop with branding opportunities on all sides, a seating area, and networking and coworking spaces.
- › Price: **49,000€**

Stand party

- › Organize a stand party at your stand at the IAA Summit with select customers and enjoy the proximity to the event.
- › Price: **On request**

B2B CONFERENCE

Conference Sponsorship

- › Main Conference sponsorship with maximum visibility. Your brand is integrated into the Conference (in terms of your content and branding) on the big stages for the entire duration (+10% discount for exhibitors).
- › Price: **289,000€**

Main Stage Sponsorship

- › Main Stage Conference sponsorship for maximum visibility. Your brand is integrated into the Conference Main Stage (in terms of your content and branding) for the entire duration (+10% discount for exhibitors).
- › Price: **179,000€**

Summit Stage Sponsorship

- › Summit Stage Conference sponsorship for maximum visibility on the Summit Stage. Your brand is integrated into the Conference Summit Stage (in terms of your content and branding) for the entire duration (+10% discount for exhibitors).
- › Price: **129,000€**

Orange Forum Ownership

- › Orange Forum Ownership at the Conference for maximum visibility and flexibility at the Orange Forum for the entire duration, including in all program slots. Your brand is integrated into the Orange Forum at the IAA MOBILITY Conference (in terms of your content and branding) for the entire duration (+10% discount for exhibitors).
- › Price: **179,000€**

*Brochures on the ways to get involved are available on our website ([Summit](#) and [Conference](#)) and can be provided on request.

» IAA MOBILITY 2025 Other ways to get involved to raise awareness of your brand*

B2B CONFERENCE

Blue Forum Day Sponsorship

- › Blue Forum Sponsorship at the Conference for maximum visibility at the Blue Forum. Your brand is integrated in the Conference Blue Forum (in terms of your content and branding) for one day (+10% discount for exhibitors).
- › Price (Tuesday): **119,000€**
- › Price (Wednesday): **109,000€**
- › Price (Thursday): **99,000€**

Advertising spaces

- › Price 30 sec. slot for playing customer marketing spots on the LED wall of the **Main Stage**. Played during the long breaks (3x daily): **5,500€**
- › Price 30 sec. slot for playing customer marketing spots on the LED wall of the **Summit Stage**. Played during the long breaks (3x daily): **4,900€**
- › Price 30 sec. slot for playing customer marketing spots on the LED wall of the **Yellow Forum**. Played during the long breaks (3x daily): **4,000€**

Press conferences

- › Opportunity to hold a press conference on the press day (9/8/2025).
- › Price (Main Stage incl. stage equipment and personnel): **89,000€**
- › Price (Yellow Forum incl. networking time, stage equipment and personnel): **39,000€**

Digital content extension for speakers

- › Price 60 sec. compilation of own speaking slot (Main Stage/Summit Stage): **6,500€**
- › Price 60 sec. compilation of own speaking slot (Yellow Forum and Blue Forum): **6,000€**
- › Price RTMP livestream signal for customers (LinkedIn, YouTube, etc.): **2,500€**

Yellow Forum Sponsorship

- › Yellow Forum sponsorship at the Conference for maximum visibility at the Yellow Forum. Your brand is integrated in the Conference Yellow Forum (in terms of your content and branding) for the entire duration (+10% discount for exhibitors).
- › Price: **89,000€**

* Brochures on the ways to get involved are available on our [website](#) and can be provided on request. Get in touch with our sales

» IAA MOBILITY 2025 Other ways to get involved to position yourself as a thought leader*

Options for positioning yourself as a thought leader:

B2C EXPERIENCE		B2C OPEN SPACE	
Innovation Cases <ul style="list-style-type: none"> › We offer you space to present your innovative products and are happy to provide a custom quote. › Price: On request 	ADAS, LiDAR & Telematics <ul style="list-style-type: none"> › Basic package for demonstrating ADAS, LiDAR, or telematics systems (one vehicle). › Price: 7,500€ › Price (additional vehicle): 4,250€ 	Citizens Lab Call for Content <ul style="list-style-type: none"> › Price of 30-minute call-for-content session between 11:00 a.m. and 4:00 p.m.: 4,500€ › Price of 30-minute call-for-content session between 4:00 p.m. and 7:00 p.m.: 6,000€ 	Supporting Sponsorship Program <ul style="list-style-type: none"> › We work with you to develop program highlights on the stages and areas of the Open Space. You play a major role in realizing the supporting program. › Price: On request
B2B CONFERENCE — CALL FOR SPEAKER			
Main Stage <ul style="list-style-type: none"> › Price of 30-minute speaking slot (= 25 minutes net presentation time) (+10% discount for exhibitors): 28,000€ › Price of 15-minute speaking slot (= 10 minutes net presentation time) (+10% discount for exhibitors): 15,000€ 	Summit Stage <ul style="list-style-type: none"> › Price of 30-minute speaking slot (= 25 minutes net presentation time) (+10% discount for exhibitors): 20,000€ › Price of 15-minute speaking slot (= 10 minutes net presentation time) (+10% discount for exhibitors): 12,000€ 	Yellow Forum <ul style="list-style-type: none"> › Price of 30-minute speaking slot (= 25 minutes net presentation time) (+10% discount for exhibitors): 18,000€ › Price of 15-minute speaking slot (= 10 minutes net presentation time) (+10% discount for exhibitors): 10,000€ 	Masterclass Stage <ul style="list-style-type: none"> › Price of 45-minute speaking slot (= 40 minutes net presentation time) – (+20% discount for exhibitors): 20,000€

*Brochures on the ways to get involved are available on our website ([Summit](#), [Conference](#) and [Open Space](#)) and can be provided on request.

» IAA MOBILITY 2025 Other ways to get involved to maximize your lead generation*

Options to maximize your lead generation:

B2B SUMMIT

Sponsoring: Startup Get Together

- › Become a sponsor of the Get-Together after the Startup Fight, which brings startups, venture capitalists, business angels, accelerators, founders, and corporate figures together with big-name decision-makers in a relaxed environment for networking.
- › Price: **28,000€**

Sponsoring: Startup Lunch

- › As an exclusive sponsor, you organize the event as an inter-sector lunch with emphasis on the core topics of IAA MOBILITY, mobility companies, and startups. You get to select speakers from your network and are listed on the website and as an official sponsor of the Startup Lunch.
- › Price: **21,500€**

Networking Tour

- › Each Networking Tour is conducted once per day. Up to 25 visitors can participate in each tour. As a participating exhibitor, you get to present your company in 10 minutes and respond to questions from visitors.
- › Price: **2,800€**

Smart Infrastructure Area

- › Presentation and promotion of innovations that help develop smart, sustainable, integrative urban and rural environments.
- › Price (small): **8,550€**
- › Price (medium): **14,550€**

B2B CONFERENCE

Evening Event

- › Whether for a party, gala, or presentation, the Summit Stage and Blue Forum are the venues for events of all kinds. The Evening Event package contains all the things you need, from technical equipment and tickets to security and cleanup.
- › Price **After-Work Event Summit Stage: 27,500€**
- › Price **After-Work Event Blue Forum: 20,000€**

Masterclass Stage

- › Application for 45 minutes speaking slot (= 40 minutes net speaking time) – (+20% discount for exhibitors) **20,000€**

B2C OPEN SPACE — CALL FOR SPEAKER

Citizens Lab After Work Partner

- › Become a partner for an exclusive Citizens Lab After-Work event at Marienplatz in Munich.
- › Price: **12,000€**

Citizens Lab stand packages

- › Price of all-inclusive stand package 150 ft² (full container) incl. equipment: **15,500€**
- › Price of all inclusive stand package 75 ft² (shared container) incl. equipment: **8,500€**

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» IAA MOBILITY 2025 Get in touch!



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