

» IAA MOBILITY 2027

Catering

Create moments that bring
people together

MUNICH

SEPTEMBER 7–12, 2027 | PRESS DAY SEPTEMBER 6



Catering

Overview 2025



Gastronomy

Conceptual summary

Become a
sponsor



› Gastronomy at IAA MOBILITY 2027 – elevating the Open Space experience

Building on the proven success of IAA MOBILITY, the gastronomy concept for 2027 is designed to go even further – offering great variety, high quality, and a seamlessly organized experience for every visitor.

› A familiar structure, thoughtfully evolved

The food-truck-based supply system that defined the 2025 Open Space remains at the heart of the concept – now refined and expanded.

› Three prime locations

Gastronomy offerings are strategically positioned across three key areas within the Open Space:

- › Königsplatz
- › Ludwigstraße
- › Prof.-Huber-Platz / Geschwister-Scholl-Platz

Each location has been carefully selected to maximize accessibility and ensure comprehensive coverage throughout the entire event area.

› Built with sustainability in mind

Reusable systems are integrated throughout the concept – because great events should leave lasting memories, not lasting waste.

› The bigger picture

The goal is clear: to create a gastronomy experience that is economically strong, visually appealing, and future-ready – one that enhances every visit to the Open Space and contributes meaningfully to the overall success of IAA MOBILITY 2027.

Main sponsor of the public area

Services in detail

Become a sponsor



- › **Exclusive naming rights:** (public area powered by ...), ensuring strong brand recognition across all pre-event communications
- › Sponsored post on IAA MOBILITY LinkedIn channel
- › Opportunity to integrate sampling activations, promotion areas, and brand activations
- › Logo integration on LED wall at the stage
- › **Digital and print program integration:** Inclusion across all Open Space communications, both digital and print, ensuring consistent visibility throughout all IAA MOBILITY event-related promotional activities
- › Advertising via Radio Gong
- › **Official sponsor communication:** Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, brand mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app, social media announcement post on Instagram (single posting)
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München

€75,000 plus VAT*

Official beverage sponsor

Services in detail

Become a
sponsor



- › **Naming rights:** (official beverage sponsor powered by ...), ensuring strong brand recognition across all pre-event communications
- › Branding on beverage stations
- › Opportunity to integrate own products
- › Logo integration on LED wall at the stage
- › **Digital and print program integration:** Inclusion across all Open Space communications, both digital and print, ensuring consistent visibility throughout all IAA MOBILITY event-related promotional activities
- › **Official sponsor communication:** Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, brand mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app, Instagram carousel post
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München

€53,000 plus VAT*

Seating area sponsor

Services in detail

Become a sponsor



- › Branding on all available surfaces including tables, seating furniture, and parasols – with maximum brand visibility applied wherever possible throughout the gastronomy area
- › Official sponsor communication: Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, brand mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app, Instagram carousel post

€24,000 plus VAT*

Reusable cup sponsor

Services in detail

Become a
sponsor



- › Branding on reusable cups
- › Official sponsor communication: Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, brand mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app, Instagram carousel post

€26,000 plus VAT*

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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