

» IAA MOBILITY 2027

Conference & Meeting Rooms

For exhibitors of the IAA Summit

MUNICH
SEPTEMBER 7—12, 2027 | PRESS DAY SEPTEMBER 6



Flexible meeting solutions for exhibitors

Room concepts for every need



Make the most of your IAA presence with meeting spaces designed to fit your exact needs.

Whether you are looking for the perfect place to hold confidential meetings, quick team check-ins, or high-profile customer meetings, our flexible room solutions – located above or directly within the halls of the IAA Summit – ensure you always operate professionally and efficiently.

Choose between quiet, functional breakout spaces or meeting rooms right in the heart of the IAA Summit, and tailor your setup to match your brand and your goals.

Overview

Your options at the IAA Summit



	Conference and Meeting Rooms above the halls	NEW in 2027: Meeting Rooms inside the halls
Location	Above the IAA Summit halls – limited availability	Built inside the IAA Summit halls
Room sizes	Multiple sizes available (details on request)	24, 28, or 40 sqm
Acoustics	Naturally quieter due to external location	300-cm-high walls; acoustic ceiling* and acoustic walls for extra soundproofing
Branding options	–	External branding is available – comes at additional cost
Availability	Bookable half-day, full-day, or for the entire event	Bookable half-day, full-day, or for the entire event

* 40 sqm without acoustic ceiling, as the ceiling needs to be compatible with sprinkler systems in accordance with Messe München guidelines.

Key facts

Conference Rooms above the halls

LIMITED
AVAILABILITY



Located above the IAA Summit halls, our generously sized conference rooms provide the ideal setting for conferences, presentations, and strategic meetings – offering perspective, tranquility, and space for big ideas.

Equipped with comprehensive standard technical facilities, the rooms can be customized to suit specific requirements, subject to approval.

Availability

- › Sizes: 60–180 sqm
- › Capacity: 44–190 people
- › Available for rent by half-day or full-day

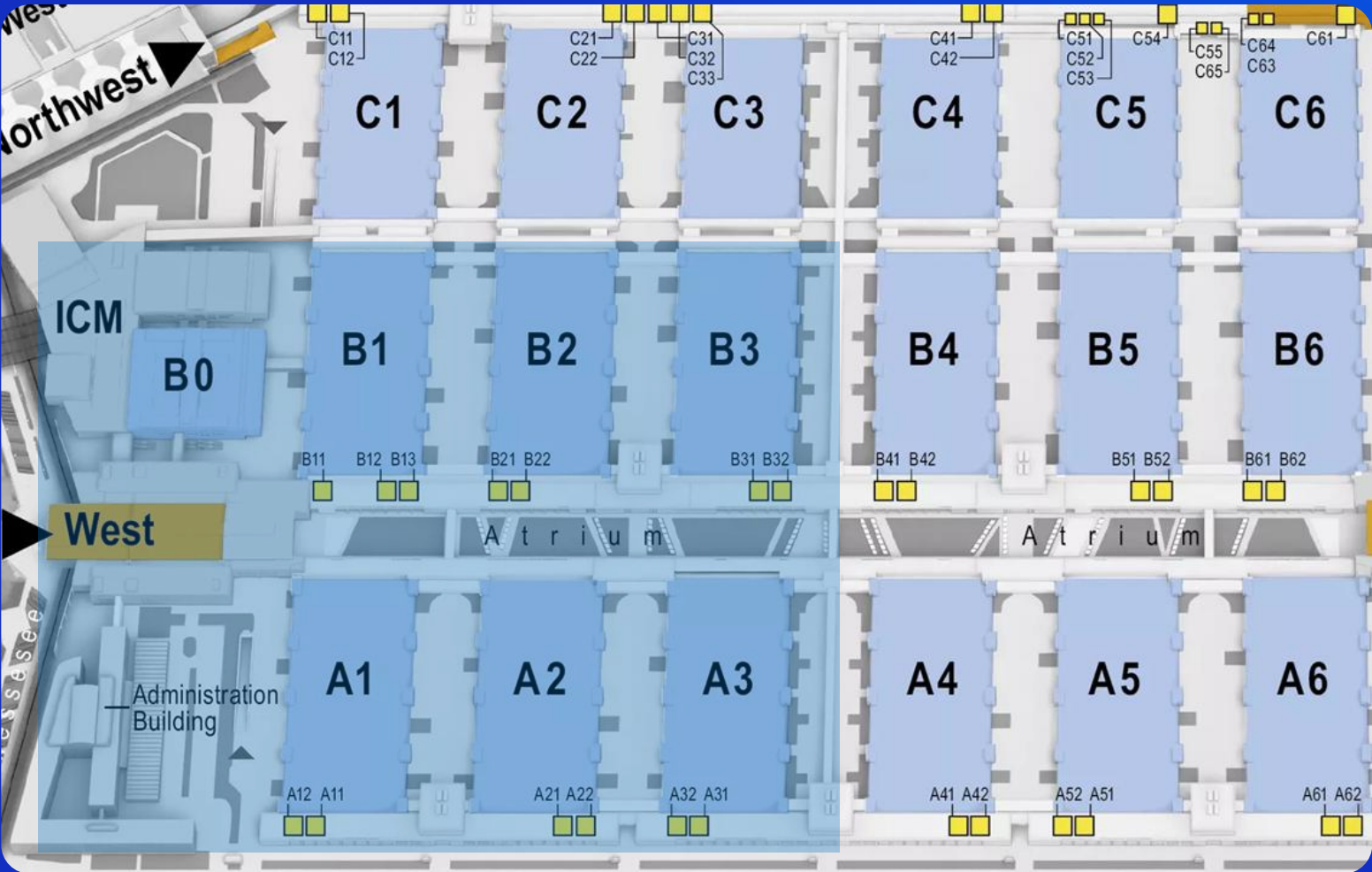
Included equipment and services

- › Row seating or parliamentary-style seating, other seating arrangements available upon approval
- › Some rooms can be divided
- › Some rooms have an anteroom
- › Floor outlets with various technical connections
- › Monitor at the entrance for visitor information
- › Blackout blinds available
- › Media equipment can be hired as needed
- › Projection screen
- › Regular Cleaning

FROM €1,150 plus VAT/DAY

Site map

Conference Rooms above the halls



- IAA Summit
- Entrance
- Conference Rooms
- Exhibition halls

Key facts

Meeting Rooms above the halls

LIMITED
AVAILABILITY



Situated directly above the IAA Summit halls, our meeting rooms offer flexible retreat spaces for meetings, workshops, or confidential discussions. They are also ideally suited for use as temporary offices for staff during the event, enabling focused work in close proximity to the IAA Summit floor. A standard setup is included, with additional individual adaptations available upon request and subject to approval.

Included equipment

- › Tables and chairs
- › Floor outlets with various technical connections
- › Natural light and sun protection blinds
- › Media equipment can be hired as needed, white wall can be used as a projection screen

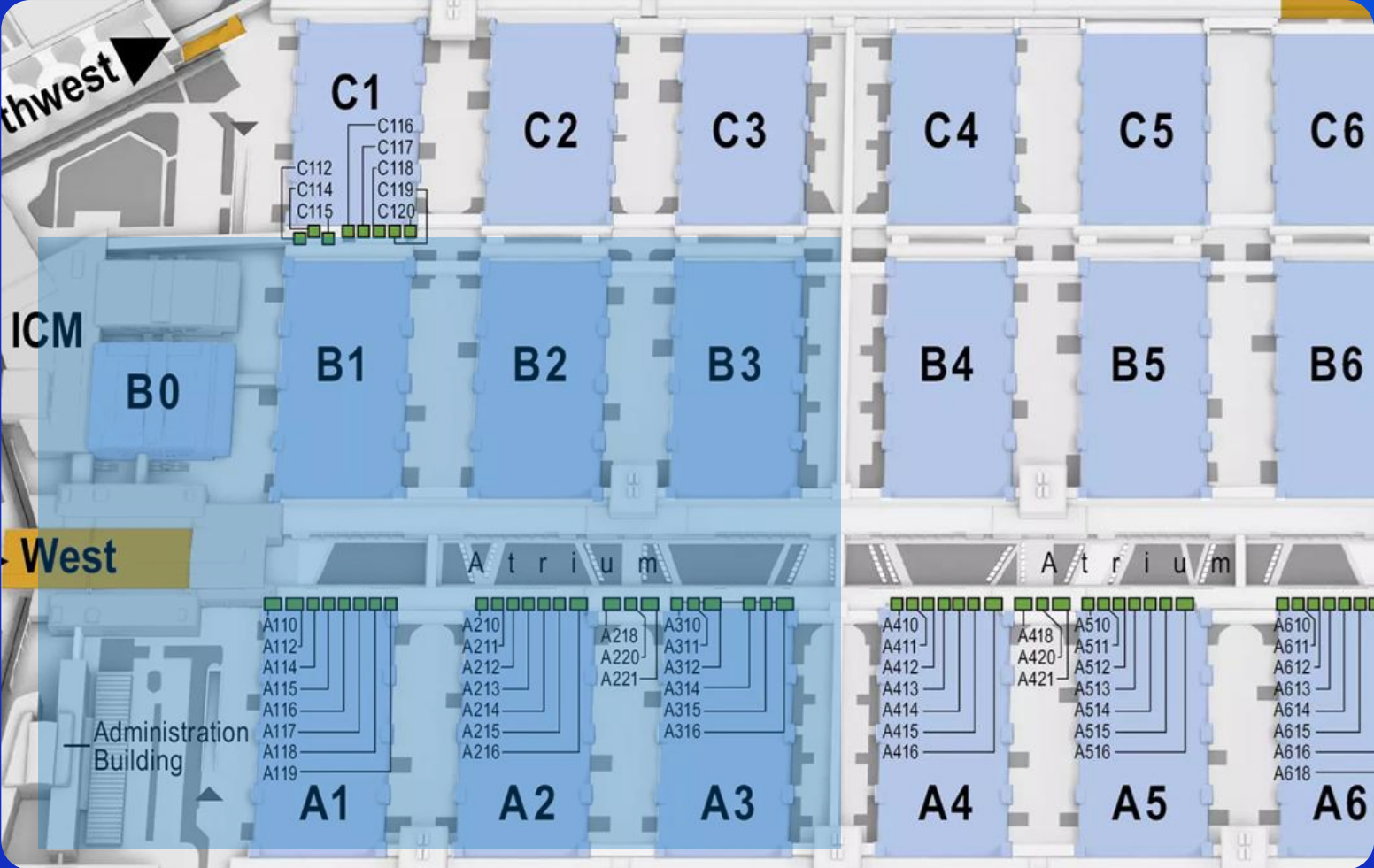
Availability

- › Sizes: 17-51 sqm
- › Capacity: 10-24 people
- › Available for weekly rent

FROM €3,400 plus VAT/WEEK

Site map

Meeting Rooms above the halls



Key facts

Meeting Rooms built inside the halls

Book a meeting room directly inside the IAA Summit halls: a newly introduced option designed to keep your meetings at the very heart of the event. These purpose-built spaces place you close to visitors and partners. A setting for focused conversations, right where the business happens.



Availability

- › 24 sqm for up to 10 people
- › 28 sqm for up to 16 people
- › 40 sqm for up to 20 people
- › Available for rent by half-day, full-day, or entire duration of the event

Included equipment and services

- › Acoustic ceiling*, closed grid system, ceiling lighting
- › Wall structures with a laminated glass element, acoustic panels on interior walls
- › Carpet
- › Tables and chairs

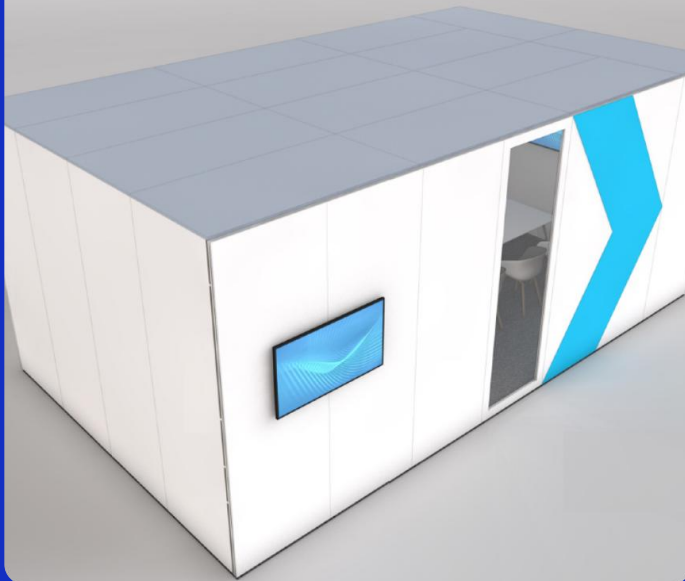
- › Air-conditioning vented through the wall to the outside*
- › Coat rack
- › Waste basket
- › Power outlets
- › 50" monitor on a stand inside
- › 40" monitor mounted on the outside wall
- › Power connection incl. consumption
- › Internet connection incl. Wi-Fi router
- › Regular Cleaning

Optional, at additional cost

- › Graphic prints on the exterior walls

Price overview*

Meeting Rooms built inside the halls



Room Size	Day	Half-day	Day	Entire event
24 sqm	Monday (press day)	€3,990	€7,990	€24,990
	Tuesday and Wednesday	€4,990	€8,990	
	Thursday	€3,990	€7,990	
	Friday	€2,990	€4,990	
	Monday (press day)	€4,990	€8,990	
28 sqm	Tuesday and Wednesday	€5,990	€9,990	€27,990
	Thursday	€4,990	€8,990	
	Friday	€3,990	€6,990	
	Monday (press day)	€5,990	€11,990	
	Tuesday and Wednesday	€6,990	€12,990	
40 sqm	Thursday	€5,990	€11,990	€34,990
	Friday	€3,990	€7,990	

Your contact person

Get in touch

Booking inquiries



Reiner STRAUCH

Business Development &
Key Account Manager Automotive

reiner.strauch@vda.de

+49 151 22195554

Product inquiries



Alena KLUGE

Project Manager IAA Summit

alena.kluge@messe-muenchen.de

+49 172 1003853