



» IAA MOBILITY 2025

OPEN SPACE STAGE

SPONSORSHIP BROCHURE

Following the slogan

„IT'S ALL ABOUT MOBILITY“

the IAA MOBILITY 2025 presents the mobility of the future – sustainable, digital and intelligently connected to bring people even closer together.



Innovation and Entertainment at the IAA Open Space 2025

Culture, People and Machines

The IAA Open Space makes innovative mobility solutions tangible for everyone - from Munich residents and international visitors to car and bike fans, families and generation Z. The stage program in the center of Munich offers visitors the opportunity to experience modern mobility on site and to experience technological advances in a tangible way.

Emotions and experiences at the heart of mobility, tech and culture

In Munich's unique city center, the Open Space combines a festival atmosphere with innovative product experiences, test tracks, shows and entertainment – all in a climate-neutral way.

Direct visitor interaction at seven central locations

At seven central locations in Munich - including Marienplatz, Wittelsbacherplatz, Königsplatz, Max-Josef-Platz, Odeonsplatz, the Residenzhöfe, Hofgarten and Ludwigstraße - visitors to the Open Space will experience and shape the mobility of tomorrow together.





>450.000
Open Space Visitors



45 K
Instagram Followers



42 K
LinkedIn Followers



124 K
Facebook Followers



11,7 K
TikTok Followers

820.000

- > IAA website visits: Jan. to Sept. 2023
- > Page views: 5.7 million
- > Unique page views: 3.8 million
- > Average dwell time: 2:20 min

108 million

Social media interactions were generated across all channels from January to September 10, 2023.

The Open Space serves for a broad target group – from innovation enthusiasts to families – and makes future-oriented mobility solutions tangible.

B2C visitor target groups

- › Users of all mobility areas: cars, bicycles, micromobility and public transport
- › Those interested in sustainable, future-oriented and intelligent mobility
- › Those interested in new technologies, e.g. e-mobility, charging infrastructure, tech
- › Users of sharing and on-demand services
- › Citizens and those interested in integrated urban development
- › Students at relevant universities in the Munich/Bavaria metropolitan area

All those on the move, from preschoolers to pensioners:

- › An intergenerational event with clear trends
- › Target group with high purchasing power
- › Stronger B2C focus and increased internationality
- › Technology enthusiasts

67%

of IAA visitors were 41 years old or younger. The largest group (26%) is between 31 and 40 years old.

€ 4.120

Ø monthly net income of private visitors. 25% indicated a net income of €6,000.

90%

rated the internationality of the exhibitors and the entertainment value particularly positively. 89% praised the interest in innovations, and 87% were satisfied with the quality of visitor information.

» IAA MOBILITY 2025

OPEN SPACE

COMMUNICATION PLAN

June 2025				July 2025				August 2025				September 2025	
													Open Space 09.- 14.09.
IAA website (visitor information / stage program)													
Instagram & TikTok (Organic)													
Press work / press conferences													
						Instagram & TikTok (Paid)							
						Display Advertising / Out of Home for the Open Space							
										Passenger TV (subways)			

As of October 2024, subject to change

IAA OPEN SPACE SPONSORING

» IAA MOBILITY 2025



» IAA MOBILITY 2025

The Open Space offers partners the unique opportunity to contact up to 500,000 visitors who are enthusiastic about innovation in an emotional environment in the vibrant city center of Munich, and to experience and shape mobility together.



Achieve visibility and a high reach

With a focus on experience and innovation, you will achieve high visibility across the entire open space, and an impressive range to effectively present your message.



Stir emotions and strong connections

The captivating atmosphere in the Open Space, combined with live performances, interactive talks and presentations, creates emotional experiences to anchor your brand in the minds of the audience with positive memories and impressions.



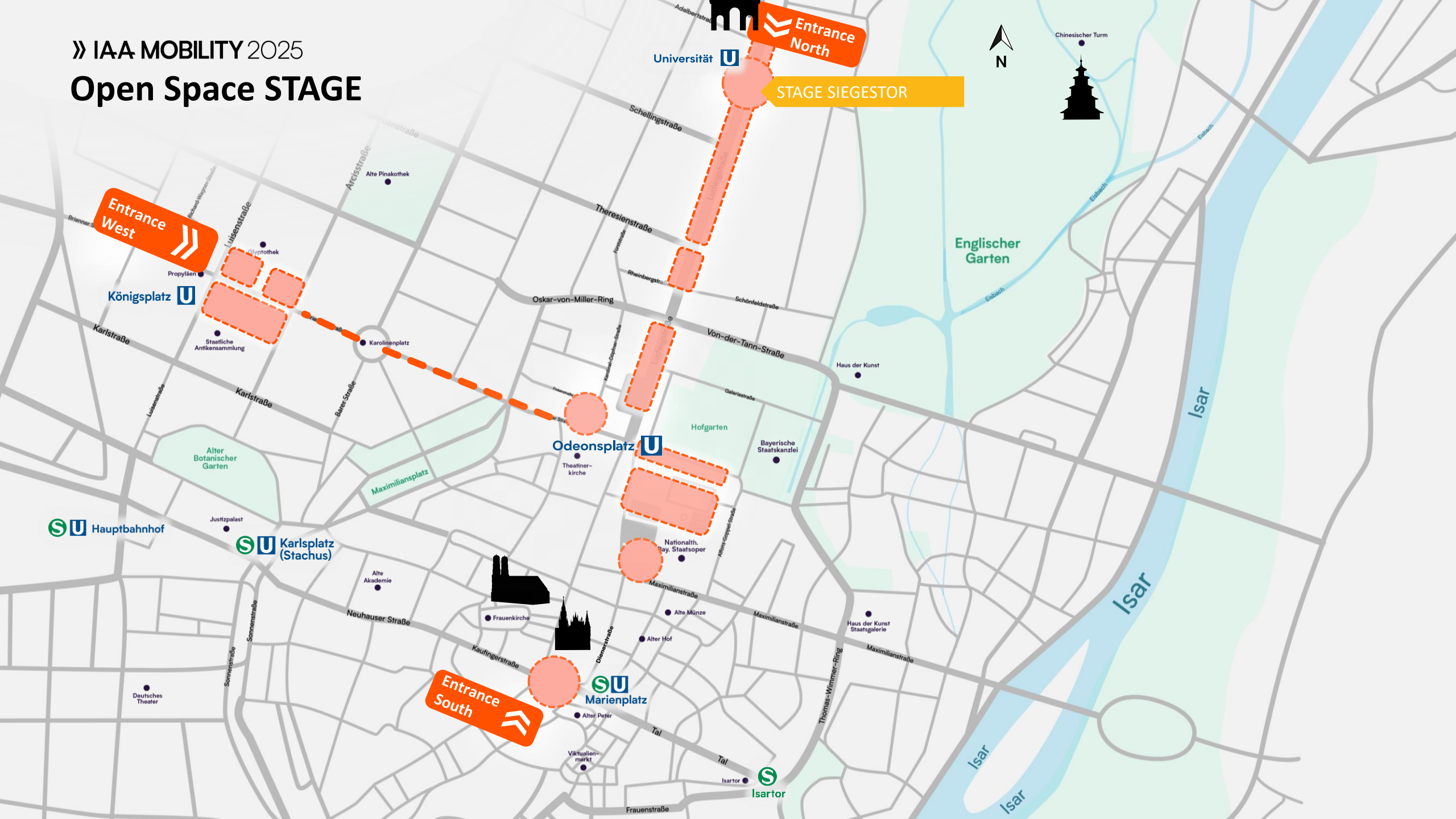
Conduct direct dialog with visitors

The central stages of the Open Space at Munich city center provides a strong platform for an innovative audience. Partners can present their products in a practical and tangible way, interact with visitors and generate valuable leads.



» IAA MOBILITY 2025

Open Space STAGE



Sponsorship of the stage at Open Space offers you a completely individual selection and customized presence – tailored to your brand strategy.

Special formats on the stage at the Siegestor

STAGE SIEGESTOR

- › Platinum Sponsoring
- › Gold Sponsoring
- › Silver Sponsoring

PAGES 11-16

Friday, 12th September 2025

IAA CAREER DAY

- › IAA Career Day Platinum Sponsoring
- › IAA Career Day Gold Sponsoring
- › IAA Career Day Silver Sponsoring

PAGES 18-21

Saturday, 13th September 2025

IAA SPORTS & YOUNG
GENERATION DAY

- › IAA Sports & Young Generation Day Platinum Sponsoring
- › IAA Sports & Young Generation Gold Sponsoring
- › IAA Sports & Young Generation Silver Sponsoring

PAGES 22-26

Sunday, 14th September 2025

IAA Kids Day

- › IAA Kids Day Platinum Sponsoring
- › IAA Kids Day Gold Sponsoring
- › IAA Kids Day Silver Sponsoring

PAGES 27-31

IAA OPEN SPACE STAGE AT THE SIEGESTOR

» IAA MOBILITY 2025



» IAA MOBILITY 2025 STAGE AT THE SIEGESTOR - SPONSOR BENEFITS



SPECIFIC TARGET GROUP ADDRESS

Topic-specific special days for a targeted approach.



WIDE-RANGING TOPICS

Interactive promotion of interest in modern topics.



BRAND PRESENTATION IN A LIVING ENVIRONMENT

High reach in a central, dynamic setting.

Your stage for brand presence: versatile and target group-oriented

Use the Open Space stage at the Siegestor with its 60m² to present your brand in a lively environment during the Open Space and on the theme-specific special days.

Whether at the Career Day, where you can inspire specialists and talents for the mobility of the future, at the Kids Day, which playfully combines knowledge and fun for the youngest visitors, or at the Sports & Young Generation Day, which combines trend sports, gaming and modern mobility solutions - here you can reach your ideal audience.

With a varied program that combines information and entertainment, you can create an unforgettable brand presence in a lively environment with up to 1,500 visitors.



** exemplary representation / renderings

» IAA MOBILITY 2025 PLATINUM SPONSORING STAGE AT THE SIEGESTOR

Exclusive rights of the Platinum Sponsoring

- › **Exklusive naming rights for the stage at Siegestor** „powered by“
- › **Mention:** Every time the Siegestor stage was mentioned before and during the event in
 - press releases
 - moderation on site
 - IAA MOBILITY website & app
 - IAA MOBILITY print media

Branding-Package Siegestor

- › Largest logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 3x stage container banner with sponsor logo
- › 5x fence with sponsor logo
- › 5x exclusive crowd barrier covers with sponsor logo
- › Logo integration at the entrance portal North

Marketing-Package Siegestor

- › Integration in IAA visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Logo placement in overview plan in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in overview plan and in the stage description text

Stage-Sessions

- › **4 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands.

Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)
- › Mention and logo integration in the general stage advertising slot during the event at 6 locations in the open space

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 139.000 exkl. VAT

» IAA MOBILITY 2025 GOLD SPONSORING STAGE AT THE SIEGESTOR

Stage-Sessions

- › **2 stage slots of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands

Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)

Branding-Package Siegestor

- › medium-sized logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 3x stage container banner with sponsor logo
- › 3x fence banner with sponsor logo
- › 2x crowd barrier covers with sponsor logo

Marketing-Package Siegestor

- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 59.000 exkl. VAT

» IAA MOBILITY 2025 SILVER SPONSORING STAGE AT THE SIEGESTOR

Stage-Sessions

- › **1 stage slot of 45 minutes** each with the option of curating your own program or bringing in artists and/or bands

Ad Placement

- › Your own advertising slot on the LED walls during all breaks (20 sec)

Branding-Package Siegestor

- › small logo display on LED screens at the stage
- › 3x flag with sponsor logo
- › 1x stage container banner with sponsor logo
- › 2x fence banner with sponsor logo
- › 1x crowd barrier covers with sponsor logo

Marketing-Package Siegestor

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 29.000 exkl. VAT

FRIDAY, September
12th 2025
IAA CAREER DAY

» IAA MOBILITY 2025



» IAA MOBILITY 2025 IAA CAREER DAY

Your chance as a sponsor to reach talent and future shapers at the IAA Career Day on Friday, September 12th 2025

Promoting future talent and strengthening female empowerment



The IAA Career Day is inspiring the next generation for the tech and mobility industry. With a focus on female empowerment, the event specifically promotes young women and the dialog on equality and diversity in the workplace.

Practical insights and career tools for the future



In addition, the IAA Career Day gives both young women and men practical insights into technical, trade and mobility-related careers and offers valuable tools to successfully shape their professional careers.

Strengthening the brand and presenting innovations



Sponsors of the IAA Career Day can present themselves as attractive employers, show innovations and charge their brand with topics such as diversity and future orientation – an ideal way to address top talent directly and establish valuable networks.



» IAA MOBILITY 2025 PLATINUM SPONSORING IAA CAREER DAY



Exclusive rights of the Platinum Sponsoring

- › **Exklusive naming rights for the IAA Career Day** „powered by“
- › **Mention:** Every time the IAA Career Day was mentioned before and during the event in
 - press releases
 - moderation on site
 - IAA MOBILITY website & app
 - IAA MOBILITY print media

Branding-Package IAA Career Day

- › Large logo display on LED screens at the stage
- › 5x logo integration on construction fence banners
- › Option to place an information stand in the stage area on IAA Career Day (max. 5m², without professional stand construction).

Marketing-Package IAA Career Day

- › Integration in IAA visitor newsletter
- › One sponsored post each on the IAA MOBILITY Instagram & TikTok channels
- › Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app
- › Printed Open Space folding plan: logo integration in the description text of IAA Career Day

Stage-Sessions

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Career Day (20 sec)

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 14.900 exkl. VAT

» IAA MOBILITY 2025 GOLD SPONSORING IAA CAREER DAY

Stage-Sessions

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Career Day (20 sec)

Branding-Package IAA Career Day

- › medium-sized logo display on LED screens at the stage
- › 3x logo integration on construction fence banners
- › Option to place an information stand in the stage area on IAA Career Day (max. 5m², without professional stand construction).

Marketing-Package IAA Career Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 6.900 exkl. VAT

» IAA MOBILITY 2025 SILVER SPONSORING IAA CAREER DAY

Stage-Sessions

- › **1 stage slot of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Career Day (20 sec)

Branding-Package IAA Career Day

- › small logo display on LED screens at the stage
- › 2x logo integration on construction fence banners

Marketing-Package IAA Career Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 3.900 exkl. VAT

SATURDAY, September
13th 2025
IAA SPORTS &
YOUNG GENERATION
DAY

» IAA MOBILITY 2025



» IAA MOBILITY 2025 IAA SPORTS & YOUNG GENERATION DAY

Set a new brand direction at the IAA Urban Sports Day on Saturday, September 13th 2025



Dynamic brand presence

As a sponsor, use the urban sports platform to bring your brand closer to a sports-loving target group. Interactive workshops, action-packed hands-on activities and impressive showcases offer direct contact with an active, young audience.



Stage of movement

The stage at the Siegestor is all about fitness, breakdance battles, yoga sessions and modern sports trends. Here we inspire visitors of all ages. As a sponsor, you present your brand in an innovative, health-oriented environment.



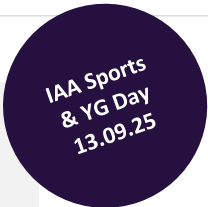
Pioneer in active mobility

Position yourself as a pioneer for an active lifestyle, urban fitness and modern mobility. Show your commitment to a sporty future and leave a lasting impression on the young generation. Set your brand in motion!



» IAA MOBILITY 2025 PLATINUM SPONSORING IAA SPORTS & YOUNG GENERATION DAY

Exclusive rights of the Platinum Sponsoring <ul style="list-style-type: none">› Exklusive naming rights for the IAA Sports & Young Generation Day „powered by“› Mention: Every time the IAA Sports & Young Generation Day was mentioned before and during the event in<ul style="list-style-type: none">• press releases• moderation on site• IAA MOBILITY website & app• IAA MOBILITY print media	Branding-Package IAA Sports & Young Generation Day <ul style="list-style-type: none">› Large logo display on LED screens at the stage› 5x logo integration on construction fence banners	Marketing-Package IAA Sports & Young Generation Day <ul style="list-style-type: none">› Integration in IAA MOBILITY newsletter› One sponsored post each on the IAA MOBILITY Instagram and TikTok channels› Logo placement on the IAA MOBILITY partner website and in the IAA MOBILITY app› Printed Open Space folding plan: logo integration in the description text of IAA Sports & Young Generation Day
Stage-Sessions <ul style="list-style-type: none">› 2 stage slots of 30 minutes each with the option of curating your own program or bringing in artists and bands.	Advertising-Space <ul style="list-style-type: none">› Your own advertising slot on the LED walls during all breaks of IAA Sports & Young Generation Day (20 sec)	All sponsorship packages can be customized. Please contact us for a personalized offer.



» IAA MOBILITY 2025 GOLD SPONSORING IAA SPORTS & YOUNG GENERATION DAY

Stage-Sessions

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands.

Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Sports & Young Generation Day (20 sec)

Branding-Package IAA Sports & Young Generation Day

- › medium-sized logo display on LED screens at the stage
- › 3x logo integration on construction fence banners

Marketing-Package IAA Sports & Young Generation Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

IAA Sports
& YG Day
13.09.25

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 4.900 exkl. VAT

» IAA MOBILITY 2025 SILVER SPONSORING IAA SPORTS & YOUNG GENERATION DAY

Stage-Sessions

- › 1 stage slot of 30 minutes each with the option of curating your own program or bringing in artists and/or bands

Ad Performance

- › Your own advertising slot on the LED walls during all breaks IAA Sports & Young Generation Day (20 sec)

Branding-Paket IAA Sports & Young Generation Day

- › small logo display on LED screens at the stage
- › 2x logo integration on construction fence banners

Marketing-Paket IAA Sports & Young Generation Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

IAA Sports
& YG Day
13.09.25

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 2.500 exkl. VAT

SUNDAY, 14th
September 2025
IAA KIDS DAY

» IAA MOBILITY 2025



» IAA MOBILITY 2025 IAA KIDS DAY

Your brand at the center of emotional experiences at the family-friendly IAA Kids Day on Sunday, September 14th 2025

The IAA Kids Day offers sponsors a broad target group appeal, emotional brand loyalty, a positive image, high reach and strong customer loyalty.



Brand presence in a family environment

This day offers sponsors a unique opportunity to present their brand in a family-friendly environment and to interact directly with the audience.



Interactive experiences

At the Siegestor stage, visitors can expect interactive activities, child-friendly workshops and entertainment for the whole family.



Commitment to families and technology

Show your commitment to families and education and encourage enthusiasm for new technologies.



» IAA MOBILITY 2025 PLATINUM SPONSORING IAA KIDS DAY

Exclusive rights of the Platinum Sponsorship

- › **Exklusive naming rights for the IAA Kids Day** „powered by“
- › **Mention:** Every time the IAA Kids Day was mentioned before and during the event in
 - press releases
 - moderation on site
 - IAA MOBILITY website & app
 - IAA MOBILITY print media

Branding-Package IAA Kids Day

- › Large logo display on LED screens at the stage
- › 5x logo integration on construction fence banners

Marketing-Package IAA Kids

- Integration in IAA Mobility Partner website
- One sponsored post on the IAA MOBILITY Instagram channels
- Sponsored post on the IAA MOBILITY partner website
- Post on the IAA MOBILITY app
- Printed Open Space folding plan: logo integration in the description text of IAA Kids Day

IAA Kids
Day
14.09.25

Stage-Sessions

- 2 stage slots of 30 minutes each with the option of either curating your own program or bringing in a professional DJ and bands.

• Your own advertising slot on the LED walls during all breaks of IAA Kids Day (20 sec)

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 11.900 exkl. VAT

» IAA MOBILITY 2025 GOLD SPONSORING IAA KIDS DAY

Stage-Sessions

- › **2 stage slots of 30 minutes** each with the option of curating your own program or bringing in artists and/or bands

Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Kids Day (20 sec)

Branding-Package IAA Kids Day

- › medium-sized logo display on LED screens at the stage
- › 3x logo integration on construction fence banners

Marketing-Package IAA Kids Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app

IAA Kids
Day
14.09.25

All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 5.900 exkl. VAT

» IAA MOBILITY 2025 SILVER SPONSORING IAA KIDS DAY

Stage-Sessions

- › 1 stage slot of 30 minutes each with the option of curating your own program or bringing in artists and/or bands

Ad Placement

- › Your own advertising slot on the LED walls during all breaks of IAA Kids Day (20 sec)

Branding-Package IAA Kids Day

- › small logo display on LED screens at the stage
- › 2x logo integration on construction fence banners

Marketing-Package IAA Kids Day

- › Logo placement on the IAA MOBILITY partner website
- › Logo placement in the IAA MOBILITY app



All sponsorship packages can be customized. Please contact us for a personalized offer.



Sponsoring Amount: € 2.900 exkl. VAT

IAA OPEN SPACE

ADDITIONAL
OPTIONS

» IAA MOBILITY 2025





SESSION SPONSORSHIP

Become a session sponsor on the stages at Siegestor!

Take the opportunity to prominently present your brand at the IAA MOBILITY 2025 and benefit from:

- › **1 program slot à 45 minutes** on one of the main stages, including use of **standard stage technology** for your presentation
- › **Listing of your event** in the official IAA MOBILITY Open Space program on the website and in the app
- › **Logo placement** on the IAA MOBILITY partner website and in the app

Use this platform to get your brand and message directly to a broad and interested audience!



Price: € 4.000 € exkl. VAT



COMMERCIALS

Effective visibility on the IAA MOBILITY stage!

- › Take advantage of a **20-second commercial** on the LED screens of the main stage, which will run during every break and put your brand in the spotlight.
- › In addition, your **logo will be placed prominently** on the IAA MOBILITY partner website and in the app to further increase your reach.

Targeted opportunity to effectively get your brand message across to the target group.



Price: € 3.500 € exkl. VAT



» IAA MOBILITY 2025 KONTAKTIEREN SIE UNS

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