



# IAA CONFERENCE

September 5 – 8, 2023 IAA Summit | Traid Fair Center Munich

» IAA MOBILITY 2023



# The Vision

Over 500 international renowned, pioneering thinkers, visionaries and decision-makers discuss the opportunities, challenges, visions and agenda-setting topics that will move the mobility sector in the future – from autonomous mobility to the field of EVs, Charging and Future Fuels as well as data-driven vehicles and examples of next level user experiences.

The IAA Conference brings together the right people at the right time to talk about the most relevant and forward-thinking topics– on three stages and two dialog spaces, for four days.

Join us and experience connected mobility.



# RECAP - IAA Conference 2021

One of the biggest conferences in the world – despite the pandemic

- » 4 conference stages and additional themed focus stages with holistic topic selection
- » More than 400 Speakers including international C-Level line-up and diverse partner- and sponsorships
- » Integration into the IAA Summit
- » Digital extension on YouTube & Tiktok
- » Diverse partnerships/sponsorings
- » B2B and press focus



# 200,000 m<sup>2</sup>

Indoor exhibition area  
on the grounds of Messe München



One of the world's largest  
rooftop photovoltaic systems

Heat supply of the site  
through geothermal energy

# 18

identical  
exhibitions  
halls



# IAA MOBILITY – Conference Topics



Connected  
Mobility



Urban &  
Rural Mobility



Sustainability &  
Circular Economy



Cycling, LEV &  
Micromobility Solutions



Autonomous  
Mobility



Data & Next Level  
User Experience



Smart City Infrastructure &  
Developing Livable Spaces



EV's, Future Fuels  
& Charging



# IAA Conference

FOR VISIONARIES

# IAA MOBILITY



## Good to know:

- » The IAA Conference program is entirely curated by the IAA Conference team in collaboration with selected cooperation partners (i.e. Boston Consulting Group, University of Sankt Gallen, Women in Mobility and many more) and sponsors (i.e. Amazon Web Services, Accenture, Assembly Ventures, Drees & Sommer and many more).
- » The IAA Conference is an integral part of the IAA Summit (access with IAA Summit ticket)
- » There are no theme days - Each conference track runs for the entire duration of the Summit
- » There is no additional ticketing for the IAA Conference (IAA Summit Ticket needed)
- » We value diversity in regard to the speaker selection
- » Evening events can be booked on all stages and areas



## Key Opinion Leaders

Mobility is a human right that belongs to all of us. For this reason, IAA MOBILITY will work together with prominent KOLs from industry and beyond, helping us to generate awareness for the topics that drive us all and to illuminate the dialogue from every perspective.

Look forward to get inspired by celebrities and thought leaders from the fields of art, science, sports and innovation to talk with our industry leaders about mobility.

Stay tuned for the KOL announcements!

# IAA MOBILITY – Conference Stages

located directly at the IAA Summit



Main Stage (A1)

- » 1000 seats
- » Main Stage Hall
- » Fully equipped (Screen, Audio, ...)
- » Video recording and streaming technology available



Blue Stage (A3)

- » 200 seats
- » Exhibitor Hall
- » Fully equipped (Screen, Audio, ...)
- » Video recording and streaming technology available



Yellow Stage (B2)

- » 200 seats
- » Exhibitor Hall
- » Fully equipped (Screen, Audio, ...)
- » Video recording and streaming technology available



# IAA MOBILITY – Dialog Spaces

theme driven content & networking spaces



## Smart Mobility Space (B3)

- » 75 seats
- » Dedicated to sustainability
- » Stage & Networking Area with Coffee bar
- » Exhibitor Hall
- » Fully equipped (Screen, Audio, ...)



## Visionary Clubhouse (A2)

- » 75 seats
- » focused on the Vision of Mobility
- » Stage & Networking area with Coffee bar
- » Exhibitor Hall
- » Fully equipped (Screen, Audio, ...)



Reach global target groups.

Become a partner of  
IAA MOBILITY Conference 2023.



# Diamond Sponsorship

GET A MAXIMUM OF VISIBILITY AT THE IAA MOBILITY CONFERENCE

YOUR BRAND WILL BE ASSOCIATED WITH THE IAA MOBILITY CONFERENCE ON ALL DAYS AND STAGES

3 x Session Slots on main stage  
à 45 Min  
(max. 1 per day)

Access to Bavaria VIP Lounge  
(5 persons per day max)

Digital extension of onsite  
content

**SOLD OUT!**  
to Amazon  
Web Services

Stage motion design branded  
with your logo  
before sessions and during  
breaks

One dedicated meeting room

25 x additional Summit passes

Marketing Package:

- » Newsletter
- » Pre-Event E-Mail
- » Social Media: Announcement / Interview
- » Interview for Website
- » Logo, link and bio on Website
- » Event-Banner for own channels

€ 249,000 (plus VAT)

# Conference Stage Sponsor (Platinum & Gold)

GET INTO THE SPOTLIGHT OF THE IAA MOBILITY CONFERENCE

## Main Stage (A1) Platinum Sponsor

Stage branded with your Logo

**3 session slots** for your stage:  
1 per day from Tuesday to Thursday

### Marketing Package:

- » Newsletter
  - » Pre-Event E-Mail
  - » Social Media: Announcement / Interview
  - » Interview for Website
  - » Logo, link and bio on Website
  - » Event-Banner for own channels
- (all items 1 x)

15 additional Summit passes

€ 149,000 (plus VAT)

## Blue Stage (A3) Gold Sponsor

Stage branded with your Logo

**3 session slots** á 45 min on this stage:  
1 per day from Tuesday to Thursday

### Marketing Package:

- » Newsletter
  - » Pre-Event E-Mail
  - » Social Media: Announcement / Interview
  - » Interview for Website
  - » Logo, link and bio on Website
  - » Event-Banner for own channels
- (all items 1 x)

10 additional Summit passes

€ 99,000 (plus VAT)

## Yellow Stage (B2) Gold Sponsor

Stage branded with your Logo

**3 session slots** á 45 min on this stage:  
1 per day from Tuesday to Thursday

### Marketing Package:

- » Newsletter
  - » Pre-Event E-Mail
  - » Social Media: Announcement / Interview
  - » Interview for Website
  - » Logo, link and bio on Website
  - » Event-Banner for own channels
- (all items 1 x)

10 additional Summit passes

€ 99,000 (plus VAT)





# Call for Content\*

## YOUR OWN BRANDED DISCUSSION PANEL OR KEYNOTE

Exhibitor discount  
**25 %**

### Session

### Keynote

45 Minute Slot for your own Session (branding incl.)

15 Minute Slot for your own Session (branding incl.)

Listing of program item in the official IAA MOBILITY program

Listing of program item in the official IAA MOBILITY program

**SOLD OUT!**

**Marketing Package:**  
 » Newsletter + Pre-Event E-Mail  
 » Social Media: Announcement  
 » Logo on Website  
 (all items 1 x)

**Marketing Package:**  
 » Newsletter + Pre-Event E-Mail  
 » Social Media: Announcement  
 » Logo on Website  
 (all items 1 x)

Summit Passes for all speakers (max. 5 + moderator)

Summit Passes for all speakers (max. 5 + moderator)

Main Stage  
( 3 Slots available)

Blue Stage & Yellow Stage  
( 6 Slots available)

Blue Stage & Yellow Stage  
( 6 Slots available)

€ 25,000 (plus VAT)

€ 20,000 (plus VAT)

€ 10,000 (plus VAT)

13 \*Submission only via **Call for Content online form**. Deadline: 01/31/2022. Selection based on the Conference/Summit KPIs. More information on: <https://www.iaa-mobility.com/en/exhibitors/iaa-formats/iaa-conference>

# Dialog Space – Smart Mobility Space (B3)

## DIALOG SPACE, DEDICATED TO SMART MOBILITY

- » Location of Smart Mobility Space in a central exhibitor hall dedicated to all topics around smart and connected mobility.
- » Official IAA Mobility dialog space, operated in cooperation with the diamond sponsor and the session sponsors.
  - » Speakers corner (incl. technical staff)
  - » Networking and hospitality area with a fully equipped bar incl. catering staff

Exhibitor  
discount  
25 %

## Diamond Sponsorship

- » Sponsorship from Monday, September 4 (press day) to Friday September 8
- » Dialog area will be named "IAA MOBILITY Smart Mobility Dialog by XY"
- » Dialogue exclusively curated on Monday and Tuesday
- » Mornings of Wednesday to Friday by you
- » Numerous additional services
- » 25 x additional Summit tickets

SOLD  
OUT!

€ 249,000 (plus VAT)

## Session Sponsorship

- » 60 Minute Slot as a Co-Host incl. branding (excl. production costs of branding)
- » Fully equipped stage (incl. Staff)
- » Catering Service for up to 80 pax
- » 3 Hostesses and technical support
- » 5x additional Summit tickets

€ 20,000 (plus VAT)



# Dialog Space - Visionary Clubhouse (A2)

## DIALOG SPACE, FOCUSED ON THE VISION OF MOBILITY

- » Location of Visionary Clubhouse in a central hall with approx. 300m<sup>2</sup> including a stage for 75 visitors, networking area and Coffee bar
- » Each day from Tuesday to Friday is dedicated to a special topic:
  - » Monday: Press Day
  - » Tuesday: Program curated by gold sponsor **Drees & Sommer**
  - » Wednesday: Program curated by gold sponsor **Assembly Ventures**
  - » Thursday: Cycling & Micromobility
  - » Friday: Visionary Club Day

Exhibitor discount  
**25 %**

### Gold Sponsorship

- » Exclusive use (incl. infrastructure) for Monday (Press Day) or Tuesday
- » Your company as presenting partner for the day (incl. branding)
- » All session slots for the day (incl. program listing)
- » Marketing package (incl. 5x Summit ticket included)

**SOLD OUT!**

€ 69,000 (plus VAT)

### Silver Sponsorship

- » Presenting partner for theme day (incl. day branding) for Tuesday or Friday
- » 1 Session Slot for the day (incl. program listing)
- » Marketing package (incl. 5x Summit ticket included)

**SOLD OUT!**

€ 19,000 (plus VAT)

### Bronze Sponsorship

- » 1 Session Slot á 45min (incl. Program listing)
- » 5x Summit ticket included

**SOLD OUT!**

€ 10,000 (plus VAT)

# Evening Event

## BOOK A CONFERENCE STAGE TO HOST YOUR EVENING EVENT

- » Stage inclusive standard technical equipment and the possibility to book additional equipment via the technic provider
- » Tickets for all guests (for your evening event only – valid from 5.30pm)
- » Security and cleaning staff during and after the event
- » hostesses to support you with any questions to ensure a smooth event.  
(Please note that additional event staff (i.e. moderation) are **not** included in the fee)

### Main Stage

- » located in hall A1\*
- » Timeslot: 07.00 pm – 12.00 pm
- » Summit tickets for guests included
- » additional 15 Summit Tickets included
- » 1000 seats (can be removed)
- » max. 3500 guests allowed
- » Main Stage hall
- » Fully equipped (Screen, Audio, ...)
- » Video recording and streaming can be booked additionally

€ 50,000 (plus VAT) per evening

### Blue / Yellow Stage

- » located in hall A3 (Blue Stage) and B2 (Yellow Stage)\*
- » Timeslot: 07.00 pm – 12.00 pm
- » Summit tickets for guests included
- » additional 10 Summit Tickets included
- » 200 seats (can be removed)
- » max. 900 guests allowed
- » Exhibitor Hall
- » Fully equipped (Screen, Audio, ...)
- » Video recording and streaming can be booked additionally

€ 25,000 (plus VAT) per evening

### Visionary Clubhouse

- » located in hall A2\*
- » Timeslot: 07.00 pm – 12.00 pm
- » Summit tickets for guests included
- » additional 5 Summit Tickets included
- » 75 seats (can be removed) + networking area and coffee bar
- » max. 400 guests allowed
- » Stage & Networking area with Coffee bar (Catering not included)
- » Exhibitor Hall
- » Fully equipped (Screen, Audio, ...)

€ 18,000 (plus VAT) per evening



# Advertising at the Conference Stages

## LED Screen \*

GET INTO THE SPOTLIGHT OF THE IAA MOBILITY CONFERENCE & SUMMIT

### Main Stage (A1)

Advertising clips at the LED Wall

#### 30 sec clip every break (approx. 24 times)

- » during the IAA MOBILITY Summit (4<sup>th</sup> – 8<sup>th</sup> September)
- » multiple bookings are possible
  - » e.g. 2 bookings = 1 min clip possible

#### Tech Specs:

- » Promotional clip (no audio)
- » Horizontal (16:9)
- » Full HD 50 (1080px, 50fps)
- » Codecs (H.264 / ProRes 4:2:2)

€ 5,500 (plus VAT)

### Blue Stage (A3)

Advertising clips at the LED Wall

#### 30 sec clip every break (approx. 24 times)

- » during the IAA MOBILITY Summit (4<sup>th</sup> – 8<sup>th</sup> September)
- » multiple bookings are possible
  - » e.g. 2 bookings = 1 min clip possible

#### Tech Specs:

- » Promotional clip (no audio)
- » Horizontal (16:9)
- » Full HD 50 (1080px, 50fps)
- » Codecs (H.264 / ProRes 4:2:2)

€ 4,900 (plus VAT)

### Yellow Stage (B2)

Advertising clips at the LED Wall

#### 30 sec clip every break (approx. 24 times)

- » during the IAA MOBILITY Summit (4<sup>th</sup> – 8<sup>th</sup> September)
- » multiple bookings are possible
  - » e.g. 2 bookings = 1 min clip possible

#### Tech Specs:

- » Promotional clip (no audio)
- » Horizontal (16:9)
- » Full HD 50 (1080px, 50fps)
- » Codecs (H.264 / ProRes 4:2:2)

€ 4,900 (plus VAT)

**Package Price**  
30 sec clip at the Main + Blue + Yellow Stage  
**€ 13,500 (plus VAT)**

# Speaker's Goodie Bag

YOUR GIVEAWAY FOR OUR INDUSTRY LEADERS

REACH ABOUT 700 SPEAKERS + VIP

3 Stages + 2 dialog spaces \* 4 Conference days = approx. 700 Speakers  
+ International Opinion Leaders from the Mobility Industry  
→ TOTAL: 1.000 Goodie Bags

Use of sustainable high-quality bag

The sponsorship does not include the production costs of your item and also does not include the shipping costs.

Logos of all goodie bag sponsors printed on the bag

Only available for Conference Sponsors and Summit Exhibitors

## Your item in 1.000 Goodie bags:

- » Fill the Speaker's bag with one branded item of your choice
- » Item should fit in the bag and should work for the Speaker's travel luggage. (not too big, not too heavy)
- » The item may have your logo on it – of course
- » No flyers or cards
- » Conference Team curates bag ingredients to avoid duplications
- » e.g. drinking bottle / Cap / ...

€ 2,500 (plus VAT)  
+ 1.000 Goodies

INTERESTED IN SPONSORING PACKAGES?

OLIVER SCHÄDEL

Project Manager Sales, Partnerships & Sponsoring IAA MOBILITY

+49 162 2878 106

[oliver.schaedel@messe-muenchen.de](mailto:oliver.schaedel@messe-muenchen.de)

INTERESTED IN DIALOG SPACES / AFTER WORK EVENTS

LEA HÜMMLER

Project Manager IAA MOBILITY Conference

+49 170 1707381

[lea.huemmler@messe-muenchen.de](mailto:lea.huemmler@messe-muenchen.de)

INTERESTED IN ADVERTISING SPACES (LED WALL / GOODIE BAG)

JOHANNA HAUK

Project Manager IAA MOBILITY Conference

+49 175 8005 967

[johanna.hauk@messe-muenchen.de](mailto:johanna.hauk@messe-muenchen.de)