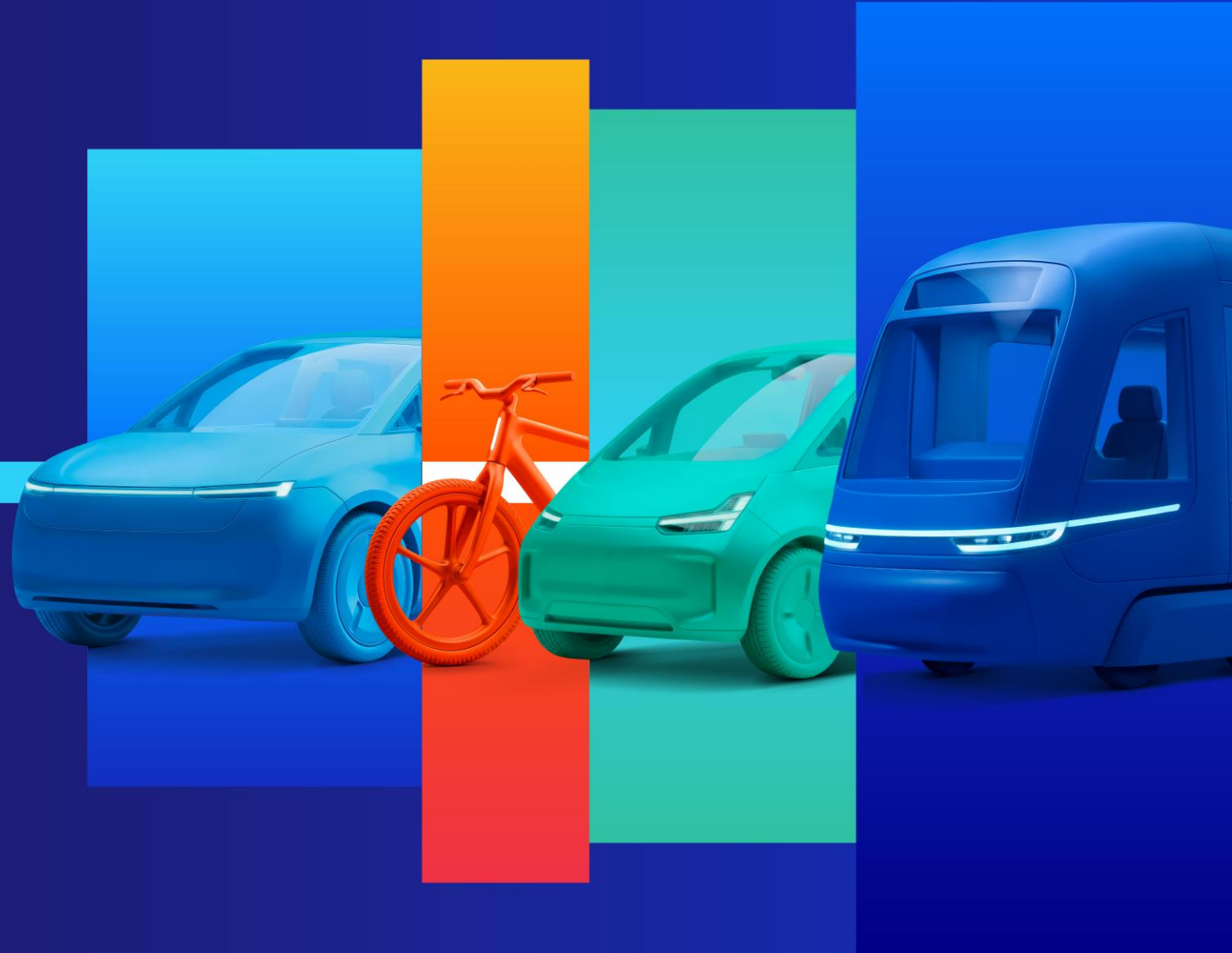


MUNICH
SEPTEMBER 7–12, 2027
PRESS DAY SEPTEMBER 6

IAA» MOBILITY

YOUR PARTICIPATION

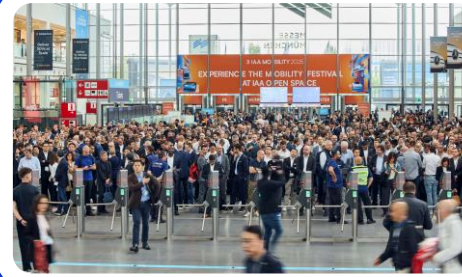


CONTENTS



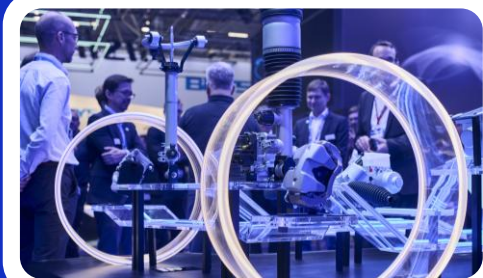
**IAA MOBILITY 2025
RECAP**

04



**YOUR PARTICIPATION
2027**

08



**B2B — IAA SUMMIT
TRADE FAIR CENTER
MESSE MÜNCHEN**

11



**B2C — IAA OPEN SPACE
MUNICH CITY CENTER**

17



THE FULL MOBILITY MIX

23



GET IN TOUCH

28

**JOIN THE WORLD'S LEADING
PLATFORM FOR MOBILITY,
SUSTAINABILITY, AND TECH!**

IT'S ALL ABOUT MOBILITY

THE 2025 RECORD-BREAKING EVENT

IAA MOBILITY 2025

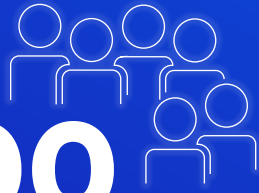
REACHED **NEW HEIGHTS!**

It was bigger and more international than before, with again over 500,000 visitors.

VISITORS IN TOTAL

533,000

+13% visitors at IAA Summit



12,300

Test Drives in over 230 vehicles from 23 exhibitors



4,100

cycling test rides and rides on the Cycling & Micromobility Parcours



350+

world premieres

THE 2025

RECORD-

BREAKING

EVENT

First-ever

state-of-the-art Festival of Lights Munich



750

exhibitors from 37 countries



550+

speakers from 32 countries

Biggest

IAA Open Space ever



21,000+

IAA Conference attendees



+31%

international media clippings compared to 2023



54,000+

media reports worldwide from 3,700 journalists from 70 countries

IAA VOICES — WHAT OUR EXHIBITORS AND PARTNERS SAY

“ Exciting.

— Ola Källenius, CEO at Mercedes-Benz Group
about IAA MOBILITY in one word



“ We want to be here because we believe this is the place where innovation is happening right now.

— Dirk Lange, Vice President Global Automotive Business at 3M



“ IAA MOBILITY is doing a great job.

— Dr. Sandra Wolf, CEO at Riese & Müller



“ I think it's great to have dialogue, exchange ideas. I think it's a fantastic event, it's a fantastic platform.







— Michael Lohscheller, CEO at Polestar



“ We believe that our products, our solutions, our services fit across the whole value chain. That's why we are so excited to be here.

— Steve Basra, Former Global Head of Automotive at Google

SELECTED GROUP OF EXHIBITORS, PARTNERS, AND SPONSORS AT IAA MOBILITY 2025

YOUR PARTICIPATION 2027

TAKE PART: IAA MOBILITY **HAS A LOT TO OFFER**

Two unique event areas — explore your
B2B and B2C participation opportunities now!

IAA SUMMIT TRADE FAIR CENTER MESSE MÜNCHEN

B2B FORMAT

1 PRESS DAY SEP 6 (MON)

4 B2B DAYS SEP 7–10 (TUE–FRI)

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.

The IAA Summit offers diverse participation opportunities: showcase your innovations to an international audience as an exhibitor; contribute to the conference program as a speaker; and through test drives, present your products live and demonstrate their performance firsthand.



IAA OPEN SPACE MUNICH CITY CENTER

B2C FORMAT

6 B2C DAYS SEP 7–12 (TUE–SUN)

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

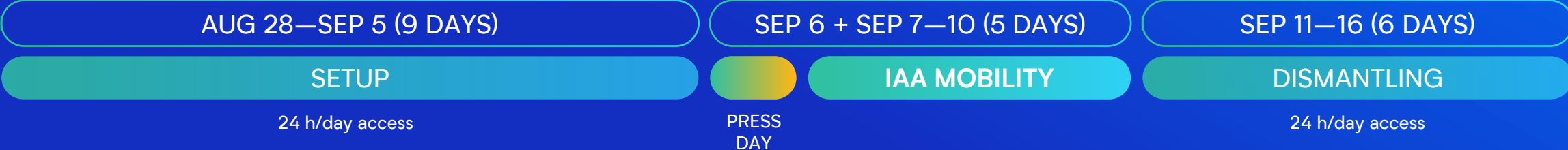
Join our interactive experience formats where IAA Open Space visitors and IAA Summit experts test out how climate-neutral mobility of the future will feel: cars, bicycles, public transport, and much more.



YOUR IAA MOBILITY 2027 TIMELINE



IAA SUMMIT Trade Fair Center Messe München



IAA OPEN SPACE Munich city center



IAA SUMMIT AT THE TRADE FAIR CENTER MESSE MÜNCHEN

Meet all the relevant stakeholders and decision-makers at the industry's most important meeting place!



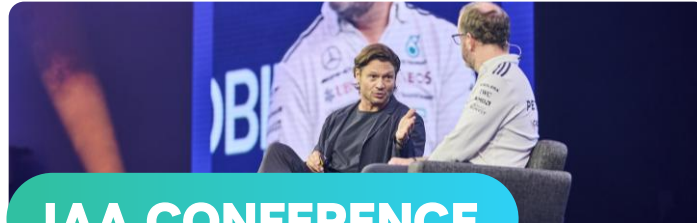
IAA SUMMIT

Exhibition space and further participation options

Show off your innovations and present yourself to market leaders from all relevant mobility segments. Network and gain valuable contacts among decision-makers, multipliers, and representatives from the areas of policy and media.

Discuss your visions with an international trade audience and take advantage of innovation and transformation impulses for your company.

Utilize the exclusive press day on September 6 to even further increase your visibility.



IAA CONFERENCE

Stage participation

Position yourself as a thought leader and present your expertise.

Increase your brand awareness, maximize your reach, and benefit from our international media presence.

Engage in dialogue with the leading minds from the mobility industry, policy, science, and society.



IAA EXPERIENCE

Test and demonstration offers

Get people excited: Present your products live and in person.

Create experiences that last and turn dry theory into exciting practice that trade visitors will not forget.

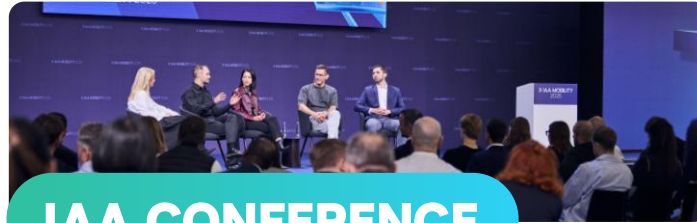
Engage in dialogue with your target group and get unfiltered feedback on your products, concepts, and technology.

WAYS TO GET INVOLVED



IAA SUMMIT

- › Individual stands, stand packages, startup stands
- › International press conferences with premieres and product launches
- › Exhibitor and Expert Events
- › Smart Infrastructure projects
- › Networking Tours
- › Meeting rooms
- › Area and event sponsorships



IAA CONFERENCE

- › Sponsorship options
- › Speaking slots
- › Press event slots (stages)
- › Evening events (stages)

FOR MOBILITY PROFESSIONALS



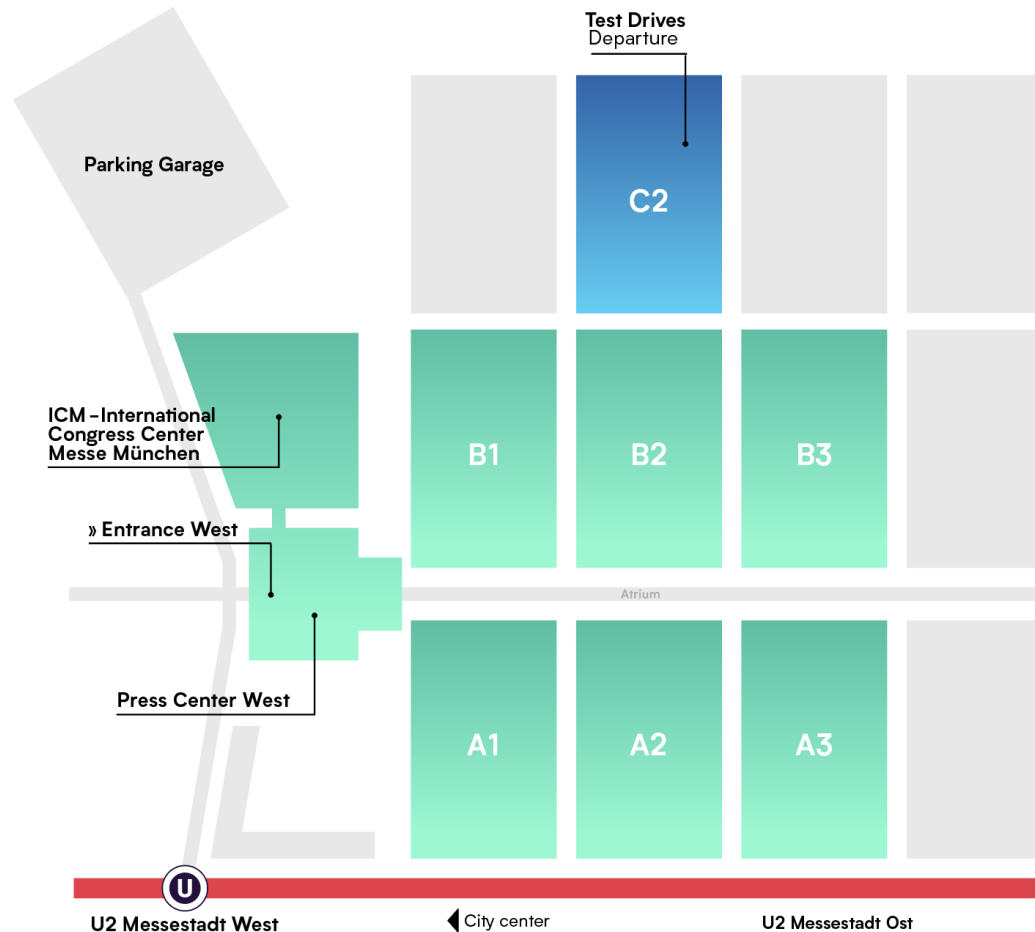
IAA EXPERIENCE

- › Test Drives of passenger cars
- › ADAS & Telematics demonstrations
- › Live demonstration of your company's Innovation Cases

Get detailed information about all your participation options [here](#)



IAA SUMMIT AT THE TRADE FAIR CENTER MESSE MÜNCHEN



Your participation benefits

-  International industry meetup
-  Discussions with decision-makers and policymakers
-  Industry trends and focus areas
-  Knowledge transfer
-  Lead and business generation
-  Increasing reach
-  Making and maintaining contacts and partnerships

PRICING* FOR THE IAA SUMMIT

STAND RENTAL CHARGES**

Row stand	€330/sqm
Corner stand	€390/sqm
Peninsular stand	€435/sqm
Island stand	€455/sqm

Additional floor levels: 30% of the applicable price per sqm for the floor area incl. usable upper-level areas of show trucks or similar vehicles.

STARTUP STAND PACKAGES

S – 4 sqm	€2,790
M – 9 sqm	€4,990
L – 16 sqm	€6,990



STAND PACKAGES***

ECO and ECO+

A budget-friendly, sustainable solution with resource-efficient materials and a clean white base design. Available in two customization options to tailor your appearance to your budget.

PURE

A reliable and clean white stand concept with a stable construction. Our proven bestseller for companies looking for a solid, functional presentation space, that offers room for customization.

PREMIUM

A premium stand with high-quality materials, acoustic wall elements, modern furniture, and a fully circular, sustainable stand system. The ideal choice for a standout presence.

ECO 25	€16,990
ECO 40	€26,990
ECO+ 25	€20,990
ECO+ 40	€30,990
PURE 25	€20,990
PURE 40	€30,000
PREMIUM 25	€21,990
PREMIUM 40	€33,990

* All stand rental charges listed are subject to mandatory additional fees such as the service prepayment (€15/sqm), disposal costs (€10/sqm) and communication fee (€1,350 per exhibitor/co-exhibitor). All prices are subject to VAT.

** The stand rental charges include a corresponding contingent (€50/sqm) for trade visitor tickets that can be used for guest tickets to invite third parties and/or staff tickets to the IAA Summit.

*** Each stand package is available in a 25 sqm row stand or a 40 sqm corner stand.

TEST DRIVES — PRODUCTS AND CONDITIONS

	Exhibitor	Non-exhibitor
½ registration container at an arrival and departure point (incl. equipment, entire event)	€15,000	€25,000
1 registration container at an arrival and departure point (incl. equipment, entire event)	€30,000	€40,000
Service charge* (per participating vehicle, no matter if hybrid, hydrogen, or fully electric, entire event)	€2,000	€3,000
Charging infrastructure and power consumption (IAA Summit)** (if necessary, per participating hybrid or fully electric vehicle, entire event)	€1,900	€1,900

	Exhibitor	Non-exhibitor
Exhibition platform on registration container (only available with exclusive booking of a container, incl. setup/lifting the vehicle, entire event)	€7,500	€7,500
Custom interior wall design in a fully booked container	€2,750	€2,750



* Includes one night parking space per vehicle at the IAA Summit, personnel costs (security, fire guard, stewards, gate staff), integration of the vehicle and exhibitor information in the IAA MOBILITY app.

** Includes power connection (10 kW) and electricity consumption in the vehicle logistics hall at night. Wallbox or similar must be provided by exhibitor.

All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.

ADAS & TELEMATICS IN ACTION



Show your ADAS & Telematics systems in action in Munich. Invite interested visitors as passengers and demonstrate your innovations on an exclusive ride on public roads in the vicinity of the exhibition grounds.

Services included

- › 5 m x 3 m parking lot next to your exhibition stand at the IAA Summit (for 1 car)
- › 1x VIP parking ticket
- › 1x info column incl. logo graphic at the parking lot
- › 2x exhibitor passes
- › Tent setup is possible upon request

Basic package	€7,500
---------------	--------

Basic package for startups	€5,000
----------------------------	--------

Each additional vehicle	€4,450
-------------------------	--------

Charging infrastructure*	€1,900
--------------------------	--------

* If necessary: Includes power connection (10 kW) and electricity consumption in the vehicle logistics hall at night. Wallbox or similar must be provided by exhibitor.

IAA OPEN SPACE IN MUNICH CITY CENTER

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



IAA OPEN SPACE

Exhibition space and other participation options

Get new target groups excited about your company. Reach the general public and trade visitors and turn visitors into customers.

Form long-lasting, emotional connections with potential customers and let visitors experience your mobility solutions. Take advantage of the IAA Open Space as an event with innovative product experiences, test courses, shows and entertainment, such as the Family Trail or concert stages.

Engage in dialogue and discuss your vision with the general public at the Citizens Lab. Benefit from first-hand feedback from future partners or entirely new user groups.



IAA EXPERIENCE

Test and demonstration offers

Get people excited: Present your products live and in person. Put self-driving vehicles, cars, or motorcycles with emissions-free drivetrains, bicycles, e-bikes, and micromobility solutions on the street and let the public test them out.

Create experiences that last and turn dry theory into exciting practice that customers and trade visitors will not forget.

Engage in dialogue with your target group and get unfiltered feedback on your products, concepts, and technology.

WAYS TO GET INVOLVED

FOR THE GENERAL PUBLIC



IAA OPEN SPACE

- › Exhibition space in Munich city center*
- › Sponsoring opportunities at our Siegestor Stage
- › Excite people of all ages and become part of the Family Trail. In 2025 40,000 children participated in the Family Trail
- › Brand activations at the Festival of Lights Munich
- › Thematic integration in the Citizens Lab, our dialogue forum between citizens, governmental and research institutions, and companies from the mobility sector
- › Various marketing and sponsorship opportunities



IAA EXPERIENCE

- › Test Drives of your mobility solutions
- › Cycling Test Track in the Englischer Garten
- › Cycling & Micromobility Parcours
- › Live demonstration of your company's Innovation Cases
- › Various sponsorship opportunities



Get detailed information about all your participation options [here](#)



IAA OPEN SPACE IN MUNICH CITY CENTER

SECURE YOUR SPOT! EARLY BOOKING MATTERS

- › Availability varies by location and format
- › Early booking improves planning certainty
- › Preferred placements are subject to availability
- › Each location has its own unique specifications, including differences in logistics, setup times, and proximity to Test Drive routes



PRICING* FOR THE IAA OPEN SPACE

Benefit from a **combo presence** (IAA Open Space and IAA Summit) and get a discount of €320/sqm on your stand rent at the IAA Open Space in Munich city center!



Including corresponding ticket contingent**

STAND RENTAL CHARGES

PRICES FOR IAA SUMMIT EXHIBITORS

IAA OPEN SPACE ONLY EXHIBITORS

Königsplatz Hofgartenstraße	€227/sqm	€547/sqm
Ludwigstraße Residenzhöfe	€299/sqm	€619/sqm
Odeonsplatz Max-Joseph-Platz Wittelsbacherplatz	€325/sqm	€645/sqm

* All stand rental charges listed are subject to mandatory additional fees such as the service prepayment (€23/sqm), disposal costs (€16.50/sqm), communication fee (€1,350 per exhibitor/co-exhibitor) and CO₂ audit (€650 per exhibitor — after reviewing the submitted documents, costs for the climate protection fee will be added. These vary depending on the number of tons of CO₂ calculated and amount to €23 per ton). Additional mandatory costs may arise depending on local conditions (e.g., soil protection). All prices are subject to VAT.

** The stand rental charges include a corresponding contingent (€30/sqm) for trade visitor tickets that can be used for guest tickets to invite third parties and/or staff tickets to the IAA Summit.

TEST DRIVES — PRODUCTS AND CONDITIONS

Exhibitor **Non-exhibitor**

½ registration container at an arrival and departure point (incl. equipment, entire event)	€15,000	€25,000
1 registration container at an arrival and departure point (incl. equipment, entire event)	€30,000	€40,000
Service charge* (per participating vehicle, no matter if hybrid, hydrogen, or fully electric, entire event)	€2,000	€3,000
Charging infrastructure and power consumption (IAA Summit)** (if necessary, per participating hybrid or fully electric vehicle, entire event)	€1,900	€1,900

Exhibitor **Non-exhibitor**

Exhibition platform on a container (only available with exclusive booking of a container, incl. structural calculation, approval procedure with the responsible agencies. Setup/lifting of the vehicle, entire event)	€9,000	€9,000
Custom interior wall design in a fully booked container	€2,750	€2,750



* Includes one night parking space per vehicle at the IAA Summit, personnel costs (security, fire guard, stewards, gate staff), integration of the vehicle and exhibitor information in the IAA MOBILITY app.
 ** Includes power connection (10 kW) and electricity consumption in the vehicle logistics hall at night. Wallbox or similar must be provided by exhibitor.
 All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.

CYCLING — PRODUCTS AND CONDITIONS

Cycling & Micromobility — Ludwigstraße

Cycling basic package (3 m x 7 m space, 3 kW power, 4 exhibitor passes, disposal, communication, app registration tool for test rides)	€12,900
Cycling additional meter of front side (1 m x 7 m space, disposal)	€3,500
LEV package S* (1 parking lot (2.3 m x 5 m) in the IAA Open Space)	€2,000
LEV package M* (2 parking lots in the IAA Open Space)	€4,000
LEV package L* (3 parking lots in the IAA Open Space)	€6,000
Charging infrastructure and power consumption (IAA Summit)** (participating hybrid or fully electric vehicle, entire event)	€1,900

Cycling Accessories — Hofgartenstraße

Accessories basis package (3 m x 6 m space, 3 kW power, 4 exhibitor passes, disposal, communication, concession fee for cash sales)	€9,900
Accessories additional sqm (1 sqm, disposal)	€490



* Includes one night parking space per vehicle at the IAA Summit, personnel costs (security, fire guard, stewards, gate staff), integration of the vehicle and exhibitor information in the IAA MOBILITY app.

** Includes power connection (10 kW) and electricity consumption in the vehicle logistics hall at night. Wallbox or similar must be provided by exhibitor.

All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.

THE FULL MOBILITY MIX IN ONE PLACE

AUTOMOTIVE

Present your latest innovations to an international trade audience — and let end users experience your products live in the heart of Munich. As a company that goes beyond the vehicle, position yourself as a pioneer, showcase innovations in motion, and demonstrate that you are driving tomorrow's world.



DIGITAL TECH

Position your technologies at the center of the evolving mobility ecosystem. Connect with global industry leaders, unlock strategic partnerships, and engage with decision-makers across automotive, infrastructure, software, AI, connectivity, and beyond.

SMART INFRASTRUCTURE

Build the backbone of tomorrow's mobility. Showcase intelligent infrastructure solutions for charging, public transport, energy, and connected urban ecosystems — and engage with government stakeholders, decision-makers, and global mobility players shaping smarter, more sustainable, and more resilient cities.



CYCLING, MICROMOBILITY & LEV

Join us and showcase the potential of light mobility solutions, such as LEVs and bicycles as sustainable urban transportation options. We'll put you and your products in the spotlight for policymakers, international media, and half a million end customers.

OUR KEY TOPICS AT IAA MOBILITY 2027

Mobility

- › Automotive
- › Cycling, Micromobility & LEV
- › Public Transport
- › Integrated Mobility Platforms & Services
- › Intermodality

Technology

- › Tech Supply
- › Autonomous Driving & ADAS
- › AI at Scale (incl. GenAI and industrial applications)
- › Software-defined Vehicles
- › Industrial & Humanoid Robotics
- › Connected Vehicle (incl. V2X) & Data Ecosystems
- › Semiconductors & Chips
- › Battery Tech
- › Power Drive Technologies incl. H2
- › Cybersecurity
- › Digital In-Car Experience & Services

Sustainability & Resilience

- › Geopolitics, Manufacturing & Supply Chain
- › Circular Economy
- › Decarbonization
- › Regulation, Liability & ESGs
- › Inclusion
- › Mining and Handling of Raw Materials

Smart Infrastructure

- › Smart City Mobility
- › Smart Country Mobility
- › Charging (incl. bidirectional charging) and Refueling Infrastructure (incl. energy grid)
- › Road Safety

TAKE PART!

BECOME visible across the world's leading mobility brands and tech companies

1

TAKE the stage and position yourself as a thought leader

2

PROMOTE your brand values through exclusive sponsoring opportunities

3

ENGAGE directly with the consumer in the IAA Open Space — the ultimate mobility festival

4

TURN visitors into fans and allow them to test your vehicle

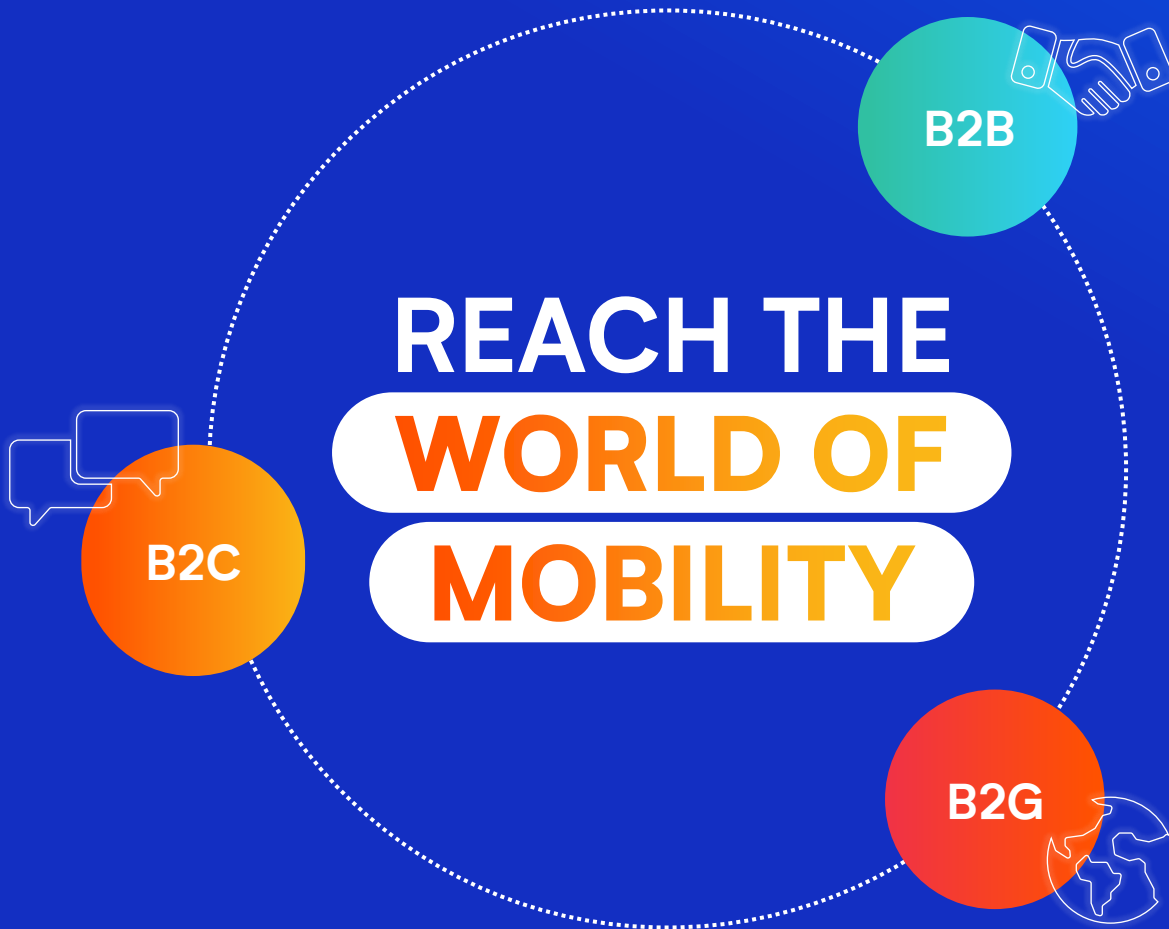
5

CONNECT with the world of mobility

6



IAA MOBILITY IS YOUR ECOSYSTEM TO REACH ALL STAKEHOLDERS



We unite B2C, B2B, and B2G in one powerful ecosystem!

We connect the public IAA Open Space in Munich city center with the high-impact IAA Summit at the Trade Fair Center Messe München.

This is your international meeting point where the mobility of tomorrow takes shape. Here, industry leaders, innovators, politicians, and consumers converge to define the future of mobility.

HAVEN'T FOUND WHAT YOU'RE LOOKING FOR YET?

Our sales experts will be happy to provide you with detailed advice on all IAA MOBILITY offerings!

[GET IN CONTACT WITH US](#)



YOUR TEAM OF EXPERTS



Reiner STRAUCH

**Business Development & Key Account
Manager Automotive**

reiner.strauch@vda.de
+49 151 22195554



Oliver JÄNISCH

**Business Development & Key Account
Manager Automotive**

oliver.jaenisch@vda.de
+49 171 1692837



Alexandra SEIL

**Project Manager
Partnerships & Sponsoring**

alexandra.seil@messe-muenchen.de
+49 162 2154698



Josefine KÄTHER

**Project Manager
Partnerships & Sponsoring**

josefine.kaether@messe-muenchen.de
+49 151 21606167



Max HEINEMANN

**Key Account Manager
Smart Infrastructure**

max.heinemann@messe-muenchen.de
+49 151 21609358



Saba ALSHAMARI

**Key Account Manager
Tech & Digital**

saba.alshamari@messe-muenchen.de
+49 172 8344783



Christian KOLL-SCHWARZE

**Key Account Manager
Cycling, Micromobility & LEV**

christian.koll-schwarze@messe-muenchen.de
+49 151 21611895



Daniela STEINER

Sales Manager National

daniela.steiner@messe-muenchen.de
+49 89 94920563

THANK YOU

WE LOOK FORWARD TO
HEARING BACK FROM YOU.

