

» IAA MOBILITY 2027

Road to IAA Conference 2027

Your participation

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



Make a difference — be part of the IAA Conference 2027



The IAA Conference is the world's leading decision-maker conference for connecting mobility and tech topics.



Reach your target audience directly

The IAA Conference attracts a top-notch audience from across the mobility industry — from international decision-makers and executives to policymakers and industry experts. By participating as a sponsor or speaker, you reach exactly the people who matter most to your business.



Boost your brand awareness and maximize your reach

Through sponsorship or a speaking slot, position your company as a leading player in the industry. Make use of the stages of the IAA Conference to present your brand and make a lasting impression on the attendees. Visibility is the key to success and the IAA Conference offers you the ideal platform for it, presenting the most innovative content around mobility and tech.



Establish yourself as a thought leader

As a speaker at the IAA Conference, you have the chance to present your expertise and vision to an international audience. Set trends, share your insights, and actively shape the future of the mobility industry. Your voice matters and it will be heard at the IAA Conference.

Overview of B2B key topics at IAA MOBILITY 2027

= IAA Conference tracks

MOBILITY



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

TECHNOLOGY



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

SUSTAINABILITY AND RESILIENCE



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

SMART INFRASTRUCTURE



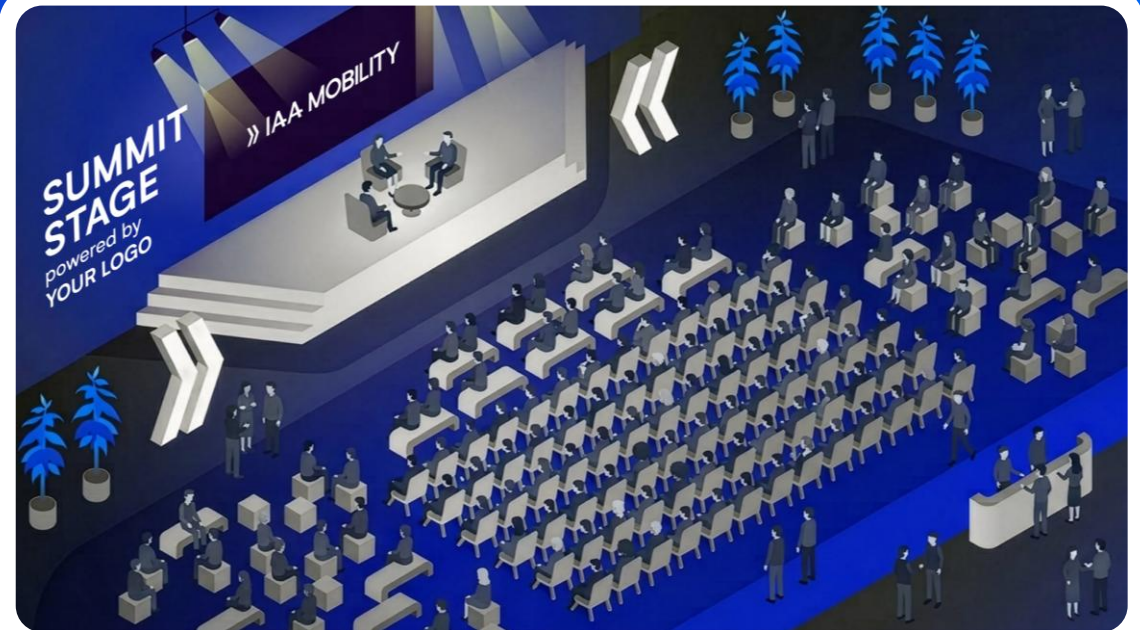
- › Smart City Mobility
- › Smart Country Mobility
- › Charging (incl. bidirectional charging) and Refueling Infrastructure (incl. Energy Grid)
- › Road Safety

Stages



Main Stage

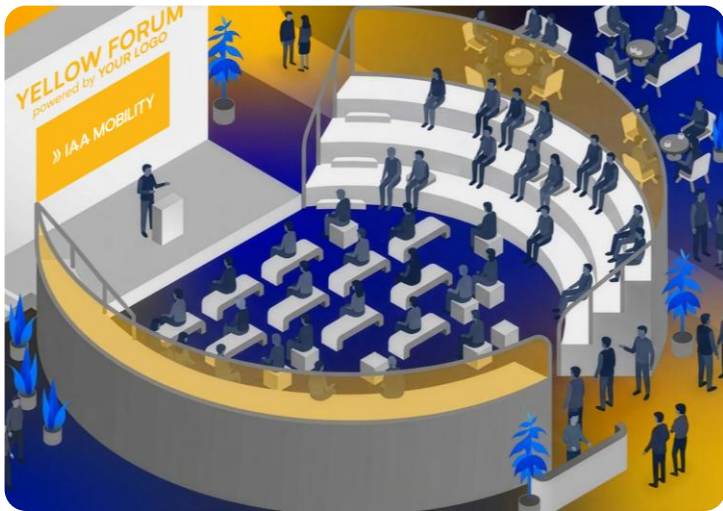
The largest stage at the IAA MOBILITY — an open, dynamic environment designed to bring innovation to life. With capacity for **up to 500 visitors**, it creates an immersive space for inspiring keynotes, engaging panels, and high-impact presentations, fostering exchange, visibility, and meaningful connections for professionals at the IAA Summit.



Summit Stage

The second-largest stage — an openly designed setting that encourages exchange and accessibility. With space for **up to 150 visitors**, it provides the ideal environment for focused discussions, inspiring sessions, and meaningful interactions.

Forums



Yellow Forum

A truly unique, Colosseum-inspired setting that creates an immersive and intimate experience. Designed for **up to 100 visitors**, this arena fosters dynamic discussions and close audience engagement. Enhanced by an adjacent networking and coffee bar area.



Blue Forum

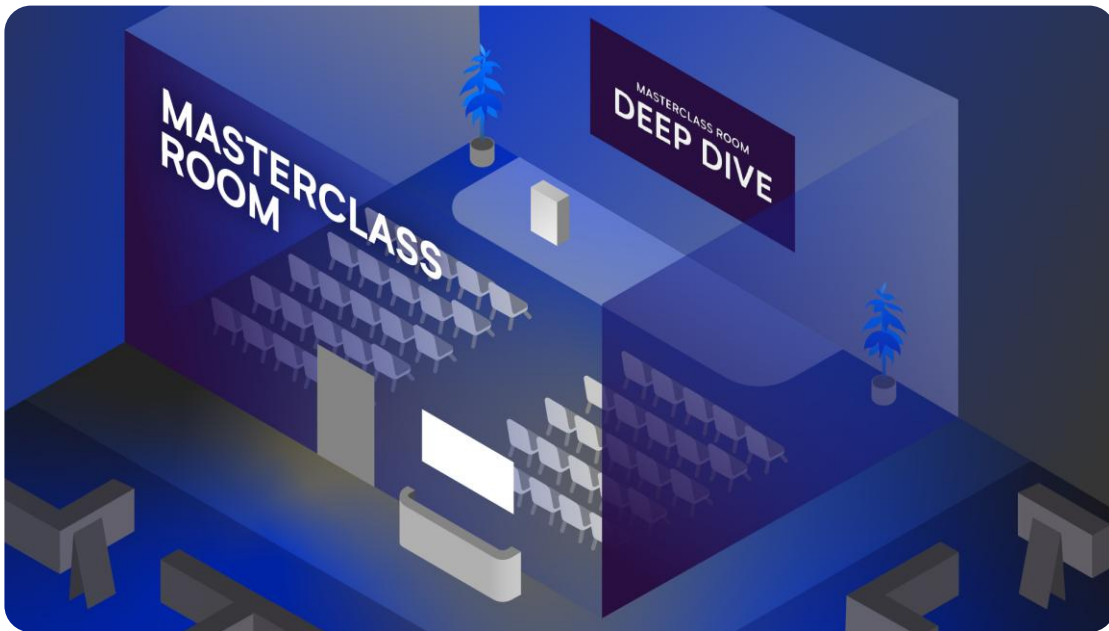
An openly designed space that fosters interaction and collaboration. With capacity for **up to 80 visitors**, it offers an intimate setting for focused conversations and engaging formats. Complemented by an integrated networking area and coffee bar.



Orange Forum

A flexible forum designed for **up to 80 visitors**, tailored entirely to the sponsor's vision and needs. Complemented by an integrated networking area and coffee bar, it creates an inviting atmosphere for meaningful exchange and personal connections.

Masterclass Room and Speakers' Lounge



Masterclass Room

A dedicated space with controlled access, designed for focused Deep Dives and hands-on Workshops as well as exclusive Roundtables. With a capacity for **15 to 40 visitors** (depending on format), it provides the ideal setting for in-depth discussions, expert-led deep dives and high-quality exchange in an intimate atmosphere.



Speakers' Lounge

An exclusive area designed for relaxation, connection, and meaningful exchange. Accommodating up to **50 guests**, this curated space combines a comfortable lounge area, a coffee bar, and a dedicated meeting room. It offers the perfect environment for speakers to unwind, network, and engage in inspiring conversations before and after their sessions.

Participation options

› Sponsorships

- › (Overall) IAA Conference sponsorship
- › Main Stage sponsorship
- › Summit Stage sponsorship
- › Yellow Forum sponsorship
- › Blue Forum day sponsorship
- › Orange Forum sponsorship

› Speaking slots

- › Call for Speaker 30 min / 15 min — bookable speaking slots
- › Call for Masterclass — bookable Deep Dive / Workshop / Roundtable slots
- › Call for Corporate — bookable pitch slots at the IAA Corporate Reverse Pitches powered by Plug and Play

› Add-ons

- › Technical add-ons
- › Panel moderation

› Further IAA Conference participation options

- › Evening event
- › Press event — at Press Day (Monday, September 6)
- › Friday stage takeover
- › Timekeeping sponsorship

[Click for details](#)



Sponsorship Options

» IAA MOBILITY 2027

IAA Conference sponsorship overview

	Venue Positioning	Brand Visibility	Speaking Presence	Reach & Access	Marketing & Promotion
(Overall) Conference sponsorship [€ 303,000]	Largest sponsorship package with brand visibility across all IAA Conference stages	Naming: IAA Conference powered by [Sponsor]	1x 30 min Main Stage 1x 30 min Summit Stage 1x 15 min exclusive stand-alone keynote slot	Ticket allowance of € 16,560 All speakers will receive Summit Speaker tickets with full access on all event days 10 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion package
Main Stage sponsorship [€ 189,000]	Flagship stage, featuring top executives, global industry leaders, and policymakers	Naming: Main Stage powered by [Sponsor], logo display on Main Stage	1x 30 min Main Stage 2x 15 min Main Stage	Ticket allowance of € 10,330 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion package
Summit Stage sponsorship [€ 135,000]	High-visibility conference platform showcasing senior experts and industry leaders	Naming: Summit Stage powered by [Sponsor], logo display on Summit Stage	1x 30 min Summit Stage 2x 15 min Summit Stage	Ticket allowance of € 7,370 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion package
Speakers' Lounge sponsorship [€ 129,000]	Exclusive networking hub with direct access to top speakers, executives, and decision makers	Naming: Speakers' Lounge powered by [Sponsor], logo display on Speakers' Lounge	None	Ticket allowance of € 5,080 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Individual Marketing and promotion package

IAA Conference sponsorship overview

	Venue Positioning	Brand Visibility	Speaking Presence	Reach & Access	Marketing & Promotion
Yellow Forum sponsorship [€ 93,000]	Thematic platform enabling deep engagement with expert audiences and curated content formats	Naming: Yellow Forum powered by [Sponsor], logo display on Yellow Forum	1x 30 min Yellow Forum 2x 15 min Yellow Forum	Ticket allowance of € 5,080 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual marketing and promotion package
Blue Forum day sponsorship [Tue: € 124,000 / Wed: € 115,000]	Thematic platform enabling deep engagement with expert audiences and curated content formats	Logo display on Blue Forum	Full-day curation	Blue Forum Tuesday: Ticket allowance of € 6,140 Blue Forum Wednesday: Ticket allowance of € 5,650 All speakers will receive Summit Speaker tickets with full access on all event days	Content and Media Assets, individual Marketing and promotion Package
Orange Forum sponsorship [€ 183,000]	Thematic platform enabling deep engagement with expert audiences and curated content formats	Naming: [Sponsor] Orange Forum, logo display on Orange Forum	Full-week curation	Ticket allowance of € 10,000 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion Package

(Overall) IAA Conference sponsorship

10%
discount
for
exhibitors



Package Description

The Conference sponsorship offers **maximum visibility** and impact – both on stage and across all event graphics at the biggest stages at the IAA MOBILITY, the Main Stage and the Summit Stage. As the IAA Conference sponsor, your brand takes center stage, **consistently positioned first and strongly associated with the IAA Conference** itself. As a key thought leader for the event, the sponsor plays a pivotal role in shaping the program agenda and driving the conversations that matter most. This is the ultimate way to ensure **lasting recognition** and a **powerful presence** throughout the entire conference experience.

Speaking Presence

Three Speaking Slots:

- › 1x 30 min speaking slot at the Main Stage
- › 1x 30 min speaking slot at the Summit Stage
- › 1x 15 min exclusive keynote slot (no parallel session on any other IAA Conference stage)

Brand Visibility

- › Naming rights: IAA Conference powered by [Sponsor]
- › Logo integration across all IAA Conference stages (motion design)
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 16,560 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 10 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

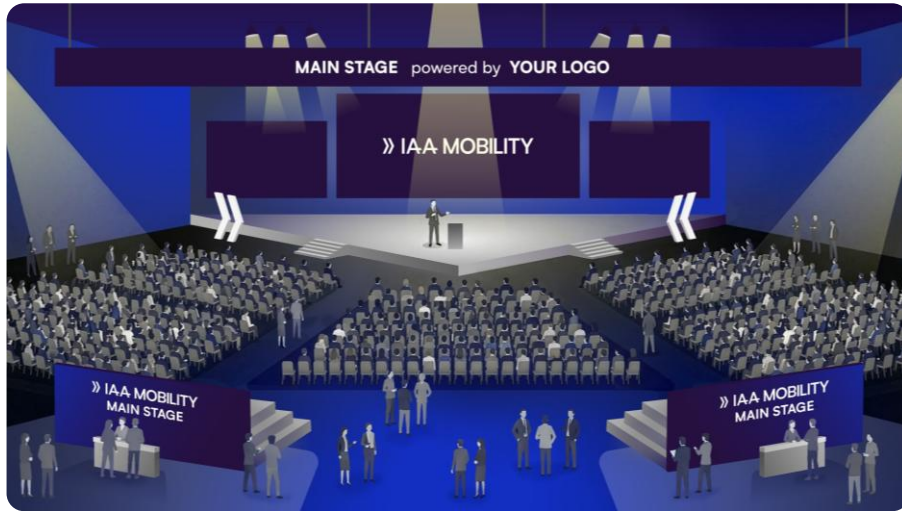
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 303,000

Main Stage sponsorship

10%
discount
for
exhibitors



Package Description

The Main Stage sponsorship package offers **outstanding visibility** with a **strong presence** on the **Main Stage**. It ensures high-impact exposure and meaningful brand recognition throughout the IAA MOBILITY. As the Main Stage sponsor, your brand is prominently featured at the largest stage of the IAA Conference where industry CEOs and policymakers discuss the future of mobility. Positioned as an **influential thought leader**, the sponsor actively contributes to shaping the conversations that define the event. This is a powerful opportunity to achieve **significant visibility** and reinforce your brand's authority in front of a highly engaged audience.

Speaking Presence

- Three speaking slots
- › 1x 30 min speaking slot at the Main Stage
- › 2x 15 min speaking slot at the Main Stage

Brand Visibility

- › Naming rights: Main Stage powered by [Sponsor]
- › Logo integration on Main Stage (motion design)
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 10,330 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

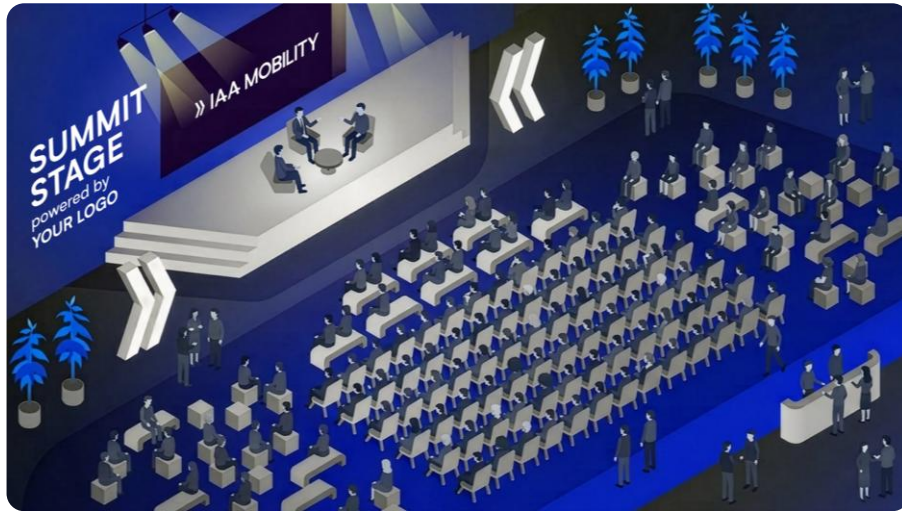
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 189,000

Summit Stage sponsorship

10%
discount
for
exhibitors



Package Description

The **Summit Stage sponsorship** offers a **great presence** and **visibility** at the IAA Conference. As the sponsor of the second-largest stage at the IAA Conference, the Summit Stage, your brand is thoughtfully featured within this setting, connecting you with an engaged and relevant audience. In addition, the sponsor contributes **valuable thought leadership** through the curation of program items. This opportunity supports a consistent and **authentic brand presence**, fostering meaningful connections throughout the IAA MOBILITY.

Speaking Presence

- Three Speaking Slots
- › 1x 30 min speaking slot at the Summit Stage
- › 2x 15 min speaking slot at the Summit Stage

Brand Visibility

- › Naming rights: Summit Stage powered by [Sponsor]
- › Logo integration on Summit Stage (motion design)
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 7,370 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

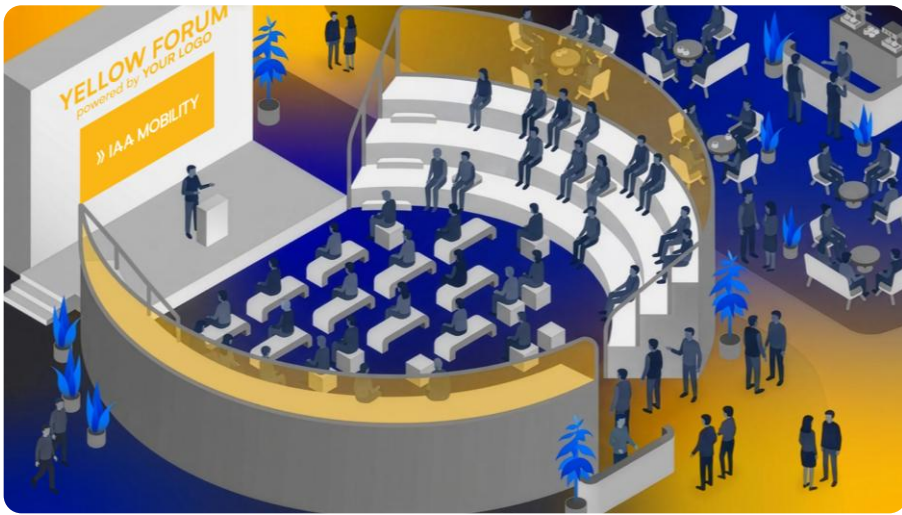
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 135,000

Yellow Forum sponsorship

10%
discount
for
exhibitors



Package Description

The **Yellow Forum sponsorship** centers around a dedicated forum designed to **encourage meaningful dialogue and connection**. With an integrated networking area and space for exchange, it creates the perfect environment for engaging conversations and relationship building. The **relaxed setup**, paired with a comfortable and **welcoming audience area**, fosters an inviting atmosphere where ideas can flow naturally. As a sponsor, your brand becomes **an integral part of this setting**, supporting authentic interactions and positioning you as a trusted mobility voice within a **collaborative and open environment**. In the immediate vicinity, the Smart Infrastructure Area showcases use cases focused on the mobility infrastructure of the future.

Speaking Presence

Three Speaking Slots

- › 1x 30 min speaking slot at the Yellow Forum
- › 2x 15 min speaking slot at the Yellow Forum

Brand Visibility

- › Naming rights: Yellow Forum powered by [Sponsor]
- › Logo integration on Yellow Forum (motion design)
- › Reserved Table in the Networking Area
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 5,080 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

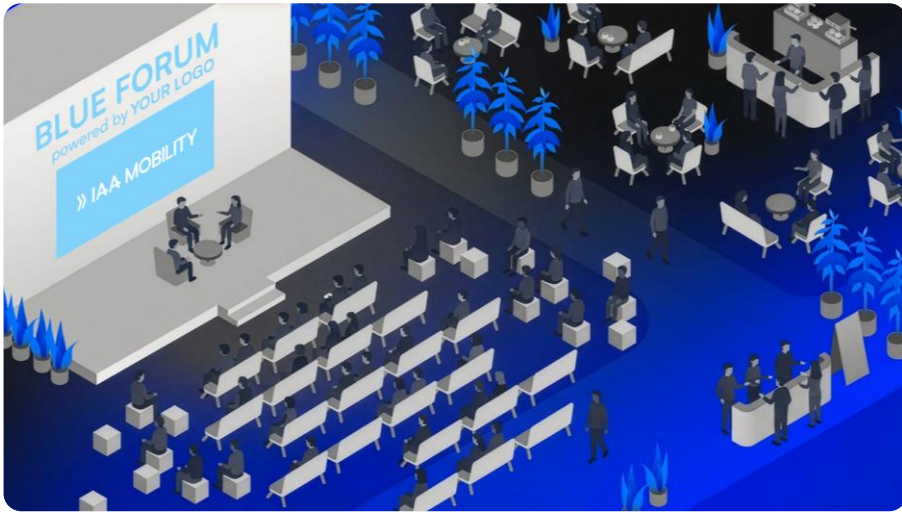
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 93,000

Blue Forum day sponsorship

10%
discount
for
exhibitors



Package Description

The **Blue Forum day sponsorship** offers an ideal platform for a **day sponsor** to take ownership of the forum for a **full day of curated** content and engagement. With its **integrated networking area** and generous space for exchange, it provides the **perfect setting to showcase your topics, ideas, and expertise** in a focused and engaging way. The relaxed setup and comfortable audience area create a welcoming atmosphere that encourages meaningful interactions and sustained attention. As a day sponsor, **your brand is woven into the experience**, enabling you to shape the day's narrative and connect with your audience through impactful and relevant content.

Speaking Presence

- Full day program curation
- › Curation of one full day at the Blue Forum (10:00 a.m. — 5:00 p.m.)

Brand Visibility

- › Logo integration on Blue Forum (motion design)
- › Reserved Table in the Networking Area
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 6,140 (Tuesday) / € 5,650 (Wednesday) for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

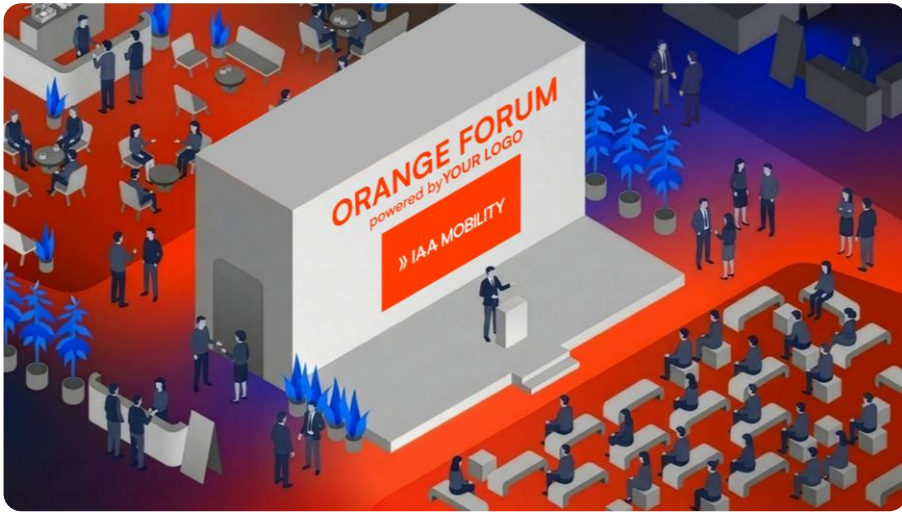
Tuesday day sponsorship
Package price (net):

€ 124,000

Wednesday day sponsorship
Package price (net):

€ 115,000

Orange Forum sponsorship



Package Description

The **Orange Forum sponsorship** offers a full forum sponsorship across the entire duration of the IAA MOBILITY Summit, providing a **dedicated platform for continuous content and engagement**. With freedom in curation and design, **you can shape the space, topics, and experience** to reflect your brand's vision and expertise. Seamlessly integrated into the official IAA Conference program, the forum becomes a recognized and valued part of the overall IAA MOBILITY journey. As a sponsor, your **brand is naturally embedded in the experience**, enabling you to foster connections, share insights, and guide conversations throughout the event.

Speaking Presence

- Full week program curation
- › Curation of the entire week program at the forum (Tue–Fri, 10:00 a.m. — 5:00 p.m.)

Brand Visibility

- › Naming rights: [Sponsor] Orange Forum
- › Stand Space: approx. 450 sqm included — sponsor is responsible for stand building
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 10,000 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 183,000*

Speakers' Lounge sponsorship

10%
discount
for
exhibitors



Package Description

As the exclusive sponsor of the **IAA Conference Speakers' Lounge**, you gain outstanding **brand visibility** across the IAA Conference as part of the IAA Summit. Be recognized by the global mobility industry as a **premium partner** while connecting directly with **high-level speakers and decision-makers**. Designed as a sophisticated retreat, the Speakers' Lounge combines a comfortable networking and lounge area with a curated content creation corner. A dedicated coffee bar and a meeting room complete the setting, offering space for focused conversations, spontaneous encounters, and moments of relaxation — right in the midst of the vibrant energy of the IAA Summit, adjacent to the Main Stage.

Brand Visibility

- › Naming rights: Speakers' Lounge powered by [Sponsor]
- › Prominent logo placement across all lounge areas
- › Logo integration across key IAA MOBILITY touchpoints (incl. website, app)
- › Main Stage LED wall advertising slot
- › Product placement within the lounge (subject to approval)
- › Exclusive networking: Option to host a private event in the Speakers' Lounge at special sponsor conditions

Reach & Access

- › Ticket allowance worth € 7,050 for own allocation
- › Full access to all Speakers' Lounge visitors
- › GDPR-compliant audience insights (attendee usage data)
- › 5 parking passes (Car Park West)

Content & Media Assets

- › Professional event photography
- › Content creation opportunities within the Speakers' Lounge
- › Use of Content Corner (e.g. interviews, talks)

Marketing & Promotion

- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel

Package price (net):

€ 129,000

Speaking Slots

» IAA MOBILITY 2027

Call for Speaker package

10% discount for exhibitors



- › **Thought leadership visibility:** Position yourself as an industry thought leader with a speaking slot on an IAA Conference stage or forum, showcasing your self-curated keynote or panel discussion
- › **Program visibility:** Listing in the official IAA Conference program
- › **Professional event visuals:** High-quality photos of your speaking slots for post-event communication and marketing use
- › **IAA Summit access:**
 - › Call for Speaker 30: 10 Summit speaker tickets with full access on all event days
 - › Call for Speaker 15: 5 Summit speaker tickets with full access on all event days
- › **Speaker marketing assets:** A ready-to-use speaker marketing kit, including social media templates and additional promotional assets
- › **IAA MOBILITY website:** Logo placement within the official partner and sponsor overview

Call for Speaker 30

30 min speaking slot (= 25 min effective speaking time)

Main Stage	Summit Stage	Yellow Forum	Blue Forum
Package price (net):	Package price (net):	Package price (net):	Package price (net):
€ 29,500	€ 21,000	€ 19,000	€ 19,000

Call for Speaker 15

15 min speaking slot (= 10 min effective speaking time)

Main Stage	Summit Stage	Yellow Forum	Blue Forum
Package price (net):	Package price (net):	Package price (net):	Package price (net):
€ 16,000	€ 12,500	€ 10,000	€ 10,000

Call for Speaker

How to register

Submit your proposal

- › Until November 30, 2026
- › Share your session title, abstract, and speaker profile using our online form, which is available on the [IAA Conference website](#)

Expert review

- › All submissions are carefully reviewed by the program experts of IAA Conference team to ensure alignment with the IAA Conference topics, high content quality, and relevance and impact for the international trade visitor audience

Get selected

- › Successful proposals will receive an official approval until January 31, 2027
- › Comprehensive briefing materials will be provided, including technical specifications for stages and forums as well as detailed information to support preparation, logistics, and travel planning

Take the stage

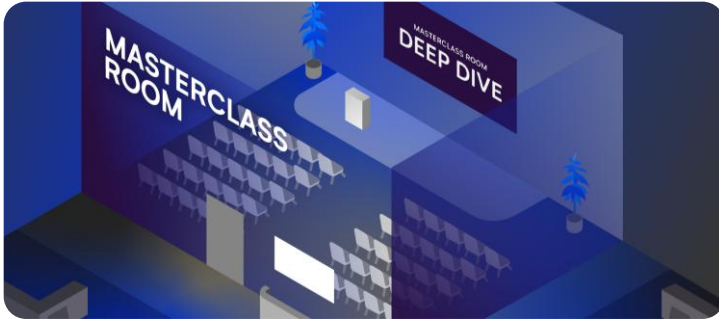
- › Inspire an international audience of decision-makers, showcase the thought leadership of company and speakers, and thus play a key role in shaping the IAA Conference program and its key topics



Masterclass formats

10%
discount
for
exhibitors

45 min format



Deep Dive (40 visitors)

- › **Focused knowledge session:** Deliver a structured expert perspective with clear, actionable insights
- › Curated audience (prereg. / walk-ins possible)
- › High impact through thought leadership
- › Listing in the IAA Conference program
- › 5 Summit speaker tickets (full access on event days)
- › Speaker marketing kit

Package price (net):

€ 8,000

90 min formats



Workshop (30 visitors)

- › **Interactive skill building:** Organize a participative format with active audience involvement
- › Curated audience (prereg. / walk-ins upon availability)
- › Strong audience engagement
- › Listing in the IAA Conference program
- › 10 Summit speaker tickets (full access on event days)
- › Speaker marketing kit

Package price (net):

€ 12,000



Roundtable (15 visitors)

- › **Exclusivity and depth:** Organize a closed-door format for a small, curated group and enable peer exchange
- › Closed-door session (invitation only by customer)
- › Listing in the IAA Conference program
- › 10 Summit speaker tickets (full access on event days)
- › Speaker marketing kit

Package price (net):

€ 12,000

Masterclass formats

Educate, upskill, and empower the IAA Summit audience

Deep Dive — 45 min

Focused knowledge transfer

- › You host a themed, educational deep-dive session designed to enable learning and professional upskilling for the audience
- › The focus is on transferable knowledge, structured insights for the visiting trade audience → address current and relevant topics, industry trends, challenges, and best practices
- › You take the stage with an expert-level knowledge session or product presentation, framed as a learning module complemented by an interactive Q&A to encourage dialogue and engagement
- › Your session attracts a carefully curated audience through preregistration, ensuring high-quality participation and a strong thematic fit
- › Your hosted format combines exclusivity with reach: preregistered participants are complemented by walk-in attendees (depending on availability)

Workshop — 90 min

Interactive skill building

- › You host an interactive, hands-on learning format designed to encourage active participation, collaboration, practical skill development, and in-depth discussion
- › Your workshop combines a concise expert impulse talk with engaging breakout sessions, enabling participants to apply knowledge directly
- › Your session attracts a carefully selected audience through preregistration, ensuring high-quality participation and topical relevance
- › Your hosted format combines exclusivity with reach: preregistered participants are complemented by walk-in attendees (depending on availability)

Roundtable — 90 min

Exclusivity and depth

- › You host your exclusive roundtable designed for a small, carefully curated group, enabling trusted peer-to-peer dialogue at eye level
- › Your roundtable combines a brief introductory impulse, followed by an in-depth, moderated discussion focused on shared insights strategic perspective
- › You manage participant registration and selection directly, reinforcing exclusivity and relevance (invitation-only audience / no walk-in access)

Call for Masterclass formats

How to register

Apply as a masterclass host

- › Until March 31, 2027
- › Submit your masterclass proposal (Deep Dive / Workshop / Roundtable) using our online form, which is available on the [IAA Conference website](#)

Curation and selection

- › Until April 30, 2027
- › Our IAA Conference team selects high-quality, educational masterclass proposals that focus on knowledge transfer, practical relevance, and clear learning outcome

Open participant registration

- › Starting at June 15, 2027
- › Once confirmed, your masterclass date is published
- › Participants can apply via the official registration process
- › Preregistration ensures thematic fit and strong learning intent

Participant selection and delivery

- › Starting at August 15, 2027
- › Hosts select participants to ensure a focused, high-quality learning experience
- › Format is delivered as an interactive, impact-driven session aligned with the selected masterclass type



IAA MOBILITY Corporate Reverse Pitches



Package Description

Be part of the **IAA MOBILITY Corporate Reverse Pitch** session that takes place in the Yellow Forum. This unique format gives you the stage to pitch your **innovation strategy** and highlight how – and to what extent – you **collaborate with startups**. Engage directly with a highly relevant audience including startups and strengthen your brand as a forward-thinking industry leader.

Exclusive benefit: As an exhibitor, you can take part in the Corporate Reverse Pitches free of charge – a one-time opportunity offered as a special promotional at IAA MOBILITY 2027. Don't miss the chance to connect, inspire, and lead the conversation on innovation.

IAA MOBILITY Corporate Reverse Pitches

- › **Innovation positioning:**
Enhanced visibility and positioning as a forward-thinking, innovation-driven company
- › **Innovation pitch format:**
Innovation-focused stage pitches showcasing your innovative strategy
- › **Strategic startup alignment:**
Opportunity to attract startups closely aligned with your strategic priorities and innovation needs
- › **Market validation:**
Access to fresh audience perspectives, providing direct feedback and validation of strategic focus areas
- › **Strategic fit:**
Clear alignment between corporate innovation priorities and startup solutions
- › **Startup – corporate matchmaking:**
Dedicated format connecting startups and corporates at the Yellow Forum (networking area beside the forum can be used after the pitches to enable a deeper exchange)
- › **Pitch format details:**
 - › One session featuring five companies, with five pitches
 - › Five minutes on stage per company, followed by a short, moderated Q&A
- › **Registration process:**
Participation via the Call for Speaker application

Package price (net) **non-exhibitor:**

€ 5,000

For exhibitors:

Free of charge

Call for Corporate Reverse Pitch

How to register

Submit your idea

- › Until March 31, 2027
- › Submit your Corporate Reverse Pitch idea on our online form, which is available on the [IAA Conference website](#), to get the chance to pitch your innovation strategy and highlight how – and to what extent – you collaborate with startups on stage at the IAA MOBILITY

Expert review

- › Our IAA Startup experts, in close collaboration with startup accelerator Plug and Play, carefully curate and select high-quality, hands-on reverse pitch ideas that are highly relevant and practical for IAA MOBILITY Startups, ensuring strong alignment with industry needs and innovation focus areas

Get selected

- › Upon confirmation by May 15, 2027, your Corporate Reverse Pitch will be published as part of the official Conference program and shared with participating IAA MOBILITY Startups

Take the stage

- › Inspire a global audience by sharing your innovation strategy and connect directly with the IAA MOBILITY Startup community to exchange ideas and explore collaboration opportunities



Add-Ons for Speaker

Technical add-ons, moderation

Technical Add-Ons

» IAA MOBILITY 2027

Technical add-ons | Main Stage

Only available for speakers

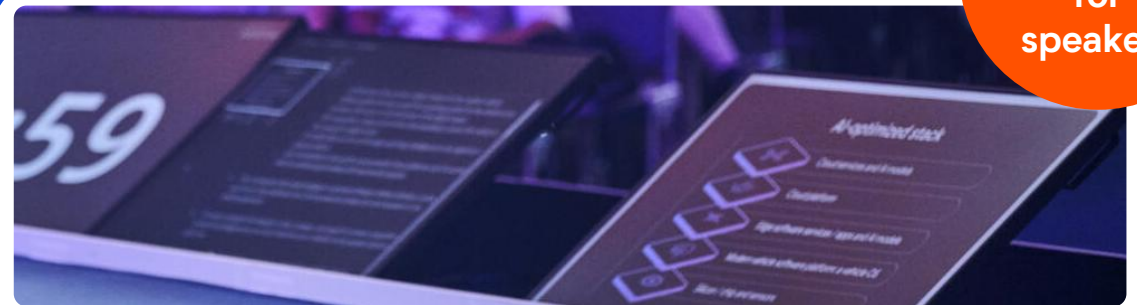


Live streaming

- › **Extended digital reach:** Expand the audience of your presentation by amplifying your message through your own social media channels and internal platforms
- › **Broadcast-ready session:** Your session will be delivered as a fully broadcast-ready live signal, suitable for distribution via social media, intranet, and internal communication channels
- › **Platform integration:** The broadcast signal can be seamlessly integrated into social media platforms such as LinkedIn, YouTube, Facebook, etc.
- › **IAA MOBILITY-branded layout:** Live stream delivered with official IAA MOBILITY lower thirds and picture-in-picture visual layout.
- › **Technical specifications:** 16:9 HD live stream signal provided via RTMP

Package price (net):

€ 1,500



Teleprompter system

- › **Continuous script display:** Your speech is presented as a seamless, continuously running text on dedicated preview monitors, allowing you to stay focused on delivery
- › **Live scrolling by a dedicated operator:** An experienced teleprompter operator adjusts the scrolling in real time, precisely matched to your individual speaking pace
- › **Confidence, precision and flow on stage:** Ideal for keynote speeches, complex topics, or non-native speakers, ensuring clarity, accuracy, and a professional delivery experience

Package price (net):

€ 1,100

Techn. add-ons | Main Stage

Only available for speakers



Content programming package–small

Full-screen LED backgrounds customized for your presentation slot on the Main Stage

- › Our content specialists will adapt your company assets to the correct LED aspect ratio, creating a high-resolution LED background tailored to the stage setup (LED aspect ratio)
- › The customized LED background will be used throughout your session as the visual base layer, onto which your 16:9 presentation slides and the live camera feed are placed seamlessly (pip)

Package price (net):

€ 470



Content programming package–medium

Full-screen slide show for your presentation slot on the Main Stage

- › Our content specialists will support you in adapting your slide show to the aspect ratio of the stage setup (LED aspect ratio)
- › All slides will be optimized and programmed to run smoothly and reliably on the media server, ensuring seamless full-screen playback on the Main Stage LED walls

Package price (net):

€ 990



Content programming package–large

Full-screen media server show for your presentation slot on the Main Stage

- › Our expert team supports you in programming of a fully customized media server show
- › The show can include transitions and synchronized effects across video, audio, and lighting, delivering a highly immersive and precisely timed stage experience

Package price (net):

starting at € 1,420

Live streaming | Blue Forum

Only for
Blue Forum
day
sponsors



Package Description

Live streaming the full-day program allows you to significantly **extend its reach beyond the on-site audience** and engage a broader, global community in real time.

By making the content accessible live, you lower participation barriers and **enable stakeholders, employees, partners, and customers** to join regardless of location or schedule constraints.

In combination with amplification through owned Social media channels and internal platforms, the program's content continues to **generate visibility, interaction, and value well beyond the event day** itself.

Live Streaming

- › **Extended digital reach:**
Expand the audience of your full-day program by amplifying your message through your own social media channels and internal platforms
- › **Broadcast-ready session:**
Your session will be delivered as a fully broadcast-ready live signal, suitable for distribution via social media, intranet, and internal communication channels
- › **Platform integration:**
The broadcast signal can be seamlessly integrated into platforms such as LinkedIn, YouTube, Facebook, etc.
- › **IAA MOBILITY-branded layout:**
Live stream delivered with official IAA MOBILITY lower thirds and picture-in-picture visual layouts.
- › **Technical specifications:**
16:9 HD live stream signal provided via RTMP

Package price (net):

€ 9,900

Moderation

» IAA MOBILITY 2027

Panel moderation

Only for Main Stage,
Summit Stage,
Yellow Forum



Package Description

Book one of our experienced stage hosts to lead your panel and create a dynamic, well-structured conversation. Our moderators ensure smooth transitions, engaging dialogue, and meaningful interaction between speakers — keeping the discussion focused, on time, and impactful.

Perfectly suited for panel formats, this add-on enhances the quality of your session, supports your speakers, and ensures a professional on-stage experience that resonates with both audience and industry peers.

Panel Moderation

- › **Expert-led panel moderation:**
You book one of our experienced stage hosts to lead your panel and shape a dynamic, well-structured conversation
- › **Seamless and engaging discussion flow:**
Your moderator ensures smooth transitions, engaging dialogue, and meaningful interaction between speakers — keeping the discussion focused, on time, and impactful
- › **Enhanced panel quality and speaker support:**
Perfectly suited for panel formats, this add-on elevates the quality of your session, supports your speakers, and strengthens the overall narrative
- › **Exclusive add-on:**
This service is exclusively available to customers who have booked a 30 min speaking slot on the Main Stage, Summit Stage, or the Yellow Forum
- › **End-to-end preparation and on-site dry run:**
The package includes a dedicated preparation call as well as a mini dry run on-site, ensuring all speakers are aligned and confident ahead of the session

Package price (net):

€ 500

Further Conference Participation Options

Evening event / Press event / Friday stage takeover /
Timekeeping sponsorship

» IAA MOBILITY 2027

Stage Package Evening Event

Book an IAA Conference stage for your evening event

» IAA MOBILITY 2027

Evening event package | IAA Conference stages



Package Description

Experience real flexibility with **your evening event** hosted at one of the IAA Conference stages / forums. The **Summit Stage** is the perfect setting for **award ceremonies** and **exclusive evening experiences** with a true wow factor. Its spacious stage easily accommodates speeches, live bands, and DJs, creating **unforgettable moments** for your guests. Alternatively, the **Yellow and Blue Forum** – including dedicated networking areas – offer a **versatile and inviting atmosphere**, ideal for relaxed conversations, meaningful connections, and **engaging exchanges** in a more informal setting.

For an even greater **wow! factor**, the **Main Stage** would be the perfect match.

Evening Event Package

- › **Ideal evening event setting:**
Our IAA Conference stages and forums provide a flexible and fully equipped environment for hosting high-quality evening events
- › **Venue availability:**
Available at the Summit Stage, Blue Forum, and Yellow Forum, Main Stage availability upon request
- › **Exclusive access control:**
All areas can be cordoned off as required to ensure access is limited exclusively to invited guests
- › **IAA Summit access:**
Evening event tickets included for all invited guests, valid from 5:30 p.m. onwards
- › **Technical setup included:**
Standard technical equipment is included as part of the package, Additional technical equipment can be provided upon request
- › **Available days:**
Evening events can be booked from Tuesday to Thursday on all stages

Evening event packages | IAA Conference stages

10%
discount
for
exhibitors



Main Stage

- › 500-1,000 visitors (depending on the seating arrangement)
- › Biggest stage
- › Possibility to host your own media server show
- › Vehicle access to the stage is available as an optional add-on upon request
- › Backstage rooms
- › For big events with a wow! factor

Package price (net):

€ 35,000



Summit Stage

- › 150-200 visitors (depending on the seating arrangement)
- › Backstage rooms
- › Perfect for award ceremonies and other formal events

Package price (net):

€ 28,000



Yellow Forum

- › 100-150 visitors
- › Backstage room
- › Ideal for casual events, possibly with a small stage program, where it makes sense to have a physical separation between the program and the networking area

Package price (net):

€ 20,500



Blue Forum

- › 60-100 visitors (depending on the seating arrangement)
- › Backstage room
- › Ideal for casual networking events, possibly combined with a stage program

Package price (net):

€ 20,500

Stage Package Press Event

Book an IAA Conference stage for your press event

» IAA MOBILITY 2027

Press event | Main Stage

Only for exhibitors



Package Description

Host your press event on the Main Stage and leverage its innovative and impressive setup to captivate the international media attending the IAA MOBILITY press day. Whether it's a high-profile press talk, a product or technology launch, an announcement, or an exclusive brand presentation, the Main Stage offers the perfect platform to tell your story with maximum impact. Position your brand at one of the most prominent touchpoints of IAA MOBILITY and benefit from a professional, future-oriented stage design. Address journalists from around the world in a setting designed to elevate your message, amplify visibility, and ensure global media resonance at the very start of the event.

Press Event at Main Stage (approx. 500 visitors)

- › **High-impact press setting:**
Leverage the innovative and visually impressive Main Stage setup to capture the attention of the international press attending the IAA MOBILITY press day. The press event will be included in the official press event calendar
- › **Comprehensive rehearsal:**
Includes a three-hour rehearsal slot on Sunday, September 5, providing sufficient time for technical checks and run-throughs
- › **Press conference package:**
Dedicated 120-minute press conference slot, structured to ensure smooth execution and optimal media impact
- › **Brand visibility:**
Logo placement across all digital screens available within the Main Stage area
- › **Timeline:**
 - › 60 minutes setup
 - › 20 minutes stage slot
 - › 40 minutes dismantling
- › **Event staff included:**
Full on-site support including technical crew, stagehands, and hostesses
- › **Optional add-ons:**
Additional services available upon request and not included in the package, such as interpreter stands and further technical or production enhancements

Package price (net)*:

€ 94,000

Add-on — drivable stage:

€ 19,250

Press event | Yellow Forum

Only for exhibitors



Package Description

Engage the international press in the dynamic setting of the Yellow Forum. Host your press event at the Yellow Forum and leverage all the benefits of this venue to connect with international media and leading brands attending the IAA MOBILITY press day. Whether you are planning a press talk, a panel discussion, or a brand announcement, the Yellow Forum provides an ideal platform for impactful and focused media engagement. Present your innovations, share your vision, and place your brand at the center of attention – while benefiting from a professional environment that combines visibility, accessibility, and credibility during the press day.

Press Event at Yellow Forum (approx. 100 visitors)

- › **Press day engagement at the Yellow Forum:**
Leverage all benefits of the Yellow Forum to connect with international press representatives attending the IAA MOBILITY press day
- › **Press conference package:**
Dedicated 120 min slot designed for both content delivery and meaningful interaction
- › **Timeline:**
 - › 20 min stage slot
 - › 40 min networking and media exchange
 - › 60 min allocated for setup and dismantling
- › **Comprehensive rehearsal:**
Includes a three-hour rehearsal slot on Sunday, September 5, providing sufficient time for technical checks and run-throughs
- › **Brand visibility:**
Logo placement across all digital screens available within the Yellow Forum area
- › **Catering services included:**
Coffee, tea, soft drinks, and service staff provided for your press and networking session
- › **Event staff included:**
On-site support including technical staff, stagehands, and hostesses
- › **Optional add-ons:**
Additional services available upon request and not included in the package, such as interpreter stands extended catering options, and further technical enhancements

Package price (net)*:

€ 41,000

Friday Stage Takeover

Book an IAA Conference stage for your expert event

» IAA MOBILITY 2027

Friday stage takeover

10%
discount
for
exhibitors



Package Description

Take the opportunity to host the IAA Main Stage or Summit Stage on Friday and turn it into your own curated conference event.

Take the chance to take full control of your own curated program, allowing you to showcase your ideas in a highly visible setting. Position yourself as a thought leader, highlight niche or strategic topics, and leverage the IAA Summit's established reach to engage directly with a high-level, relevant audience – all within the professional context of the IAA Conference.

Friday Stage Takeover Package

- › **Full-day stage takeover:**
Exclusive takeover of an IAA Conference stage for your curated program (10:00 a.m. – 2:00 p.m.)
- › **Stage availability:**
Available either on the Main Stage or the Summit Stage
- › **Backstage access:**
Full access to all backstage facilities of the dedicated stage
- › **Technical infrastructure:**
The full standard technical setup is included to ensure smooth and professional execution
- › **Comprehensive session recording:**
Professional video recordings of your full day program
- › **Program visibility:**
Listing in the official IAA Conference program, ensuring clear visibility within the overall agenda
- › **Speakers' Lounge access:**
Exclusive access to the Speakers' Lounge (if implemented)
- › **Main Stage exposure:**
Dedicated advertising spot on the Main Stage LED wall
- › **Comprehensive Summit access:**
 - › Main Stage: Ticket allowance of € 3,270
 - › Summit Stage: Ticket allowance of € 2,730
 - › All speakers will receive Summit speaker tickets with full access on all event days
- › **Event staff included:**
Full on-site support including technical crew and hostesses
- › **Seamless arrival:**
5 parking tickets for Car Park West

Friday Main Stage takeover
Package price (net):

upon request

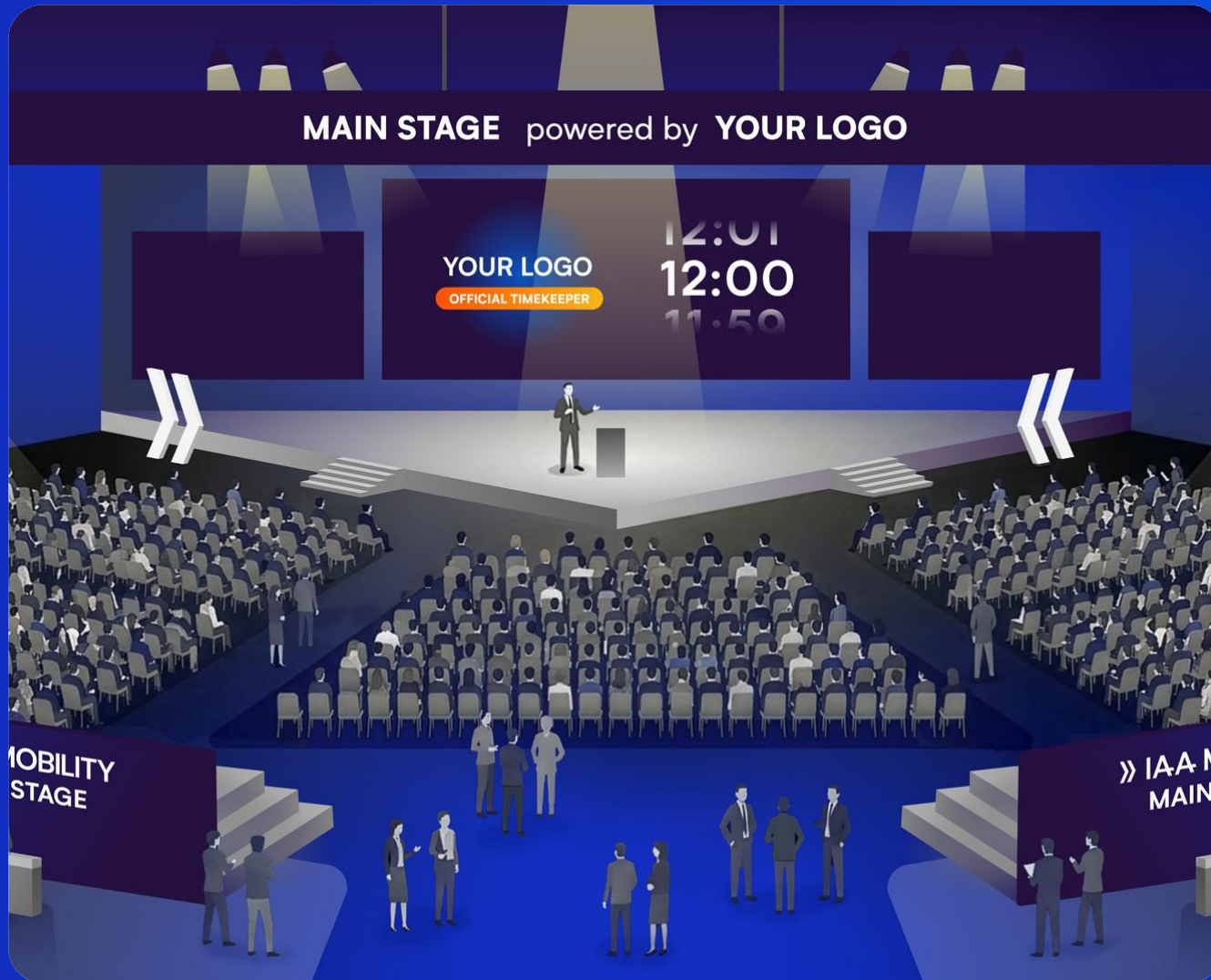
Friday Summit Stage takeover
Package price (net):

upon request

Timekeeping Sponsorship

» IAA MOBILITY 2027

Timekeeping sponsorship



Package Description

As the official Timekeeping sponsor of IAA MOBILITY, your brand gains **maximum visibility across the entire event ecosystem** and within the **global IAA MOBILITY online community**.

Present at every moment that matters, you benefit from outstanding **brand awareness across our B2B and B2C formats – IAA Summit and IAA Open Space** – on-site, digital, and beyond. Position your company as a trusted partner to the mobility industry.

Marketing & Communication

- › **Digital pre-event exposure:**
Be part of the official IAA MOBILITY pre-event countdown across all online channels
- › **IAA MOBILITY website:**
Logo placement within the official partner and sponsor overview
- › **IAA MOBILITY social media:**
Announcement post across IAA MOBILITY social media channels (B2B/B2C)
- › **IAA MOBILITY website and app:**
Basic listing in the official exhibitor and partner directory

Timekeeping sponsorship

Timekeeping Package A

Summit presence (B2B):

- ✓ **Summit opening presence:**
Being featured within the official gate opening countdown at the IAA Summit (Entrance West)
- ✓ **Conference-wide visibility:**
Being featured in every countdown sequence running on every stage throughout the entire IAA Conference at the Summit

Open Space presence (B2C):

- ✓ **Citizens Lab exposure:**
Being featured in every countdown sequence running at the IAA Citizens Lab in the Open Space
- ✓ **Siegestor Stage visibility:**
Being featured in every countdown sequence running at the Siegestor Stage in the Open Space

Package price (net):

€ 120,000

Timekeeping Package B

Summit presence (B2B):

- ✗ **Summit opening presence:**
Being featured within the official gate opening countdown at the IAA Summit (Entrance West)
- ✓ **Conference-wide visibility:**
Being featured in every countdown sequence running on every stage throughout the entire IAA Conference at the Summit

Open Space presence (B2C):

- ✓ **Citizens Lab exposure:**
Being featured in every countdown sequence running at the IAA Citizens Lab in the Open Space
- ✓ **Siegestor Stage visibility:**
Being featured in every countdown sequence running at the Siegestor Stage in the Open Space

Package price (net):

€ 90,000

Your contact person

Booking inquiries

Alexandra SEIL

Project Manager
Partnerships & Sponsoring



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

Product inquiries

Isabella BAYER

Head of IAA Conference



isabella.bayer@messe-muenchen.de
+49 170 1821895

Klaus VARTZBED

Project Manager
Partner & Program Management



klaus.vartzbed@vda.de
+49 30 897842205

For any general inquiries regarding the IAA Conference, please contact:

iaa-speaker@messe-muenchen.de

Johanna HAUK

Project Manager
Stages & Speaker Management



johanna.hauk@messe-muenchen.de
+49 175 8005967

Lea HÜMMLER

Project Manager
Forums & Speaker Management



lea.huemmler@messe-muenchen.de
+49 170 1707381