

» IAA MOBILITY 2027

# Networking Area

It's All About Networking

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



# Overview

## IAA MOBILITY Networking Area

BECOME A  
SPONSOR



The IAA MOBILITY Networking Area extends over approx. 200 sqm and combines lounge area, relaxing spaces, and working areas for the attendees of the IAA Summit.

The area is also the venue for the IAA MOBILITY Networking format Speed Talks and the starting point of every Networking Tour taking place — visitor traffic guaranteed!

# Benefits at a glance

## Networking Area sponsoring package

BECOME A  
SPONSOR



- › **Be where the industry connects**  
Position your brand at the heart of the IAA MOBILITY Summit and connect with a highly relevant B2B audience.
- › **Create real conversations that matter**  
Gain direct access to decision makers through daily Speed Talks and high-quality networking moments.
- › **Own the moment with your stakeholders**  
Host exclusive networking sessions and a private evening event to build trust, deepen relationships, and spark new business.
- › **Elevate your brand in a premium environment**  
Showcase your brand within a high-profile IAA Summit area, seamlessly integrated into the IAA MOBILITY look and feel.
- › **Extend your reach beyond the venue**  
Benefit from IAA MOBILITY B2B communication channels to amplify your message before, during, and after the event.

# Services in detail

## Networking Area sponsoring package

BECOME A SPONSOR



- › **Exclusive naming rights:**  
Receive exclusive naming rights for the area, ensuring strong brand visibility both on-site and in pre-event communications.
- › **Access to daily Speed Talks:**  
Two guaranteed seats for sponsor employees to participate in the daily Speed Talks.
- › **Hosted networking sessions:**  
Dedicated use of the area for one hour per day to host exclusive, sponsor-led networking events.
- › **Prominent welcome desk presence:**  
A branded welcome desk for visibility and sponsor representation.
- › **Integration of the sponsor's brand within the area:**  
Selected branding elements in alignment with the overall IAA MOBILITY design concept.
- › **Exclusive evening event opportunity:**  
Use of the area for an exclusive sponsor evening event, incl. existing infrastructure (available until 10:00 p.m.).
- › **Official sponsor communication:**  
Visibility of the sponsor across the IAA MOBILITY B2B communication channels (website, social media, app).
- › **IAA Summit tickets included:**  
Ticket allowance of €4,910, ideal for clients, partners, or internal teams.

€89,990 plus VAT\*

# Your contact person

Get in touch

Booking inquiries



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Product inquiries



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