

» IAA MOBILITY 2027

Siegestor Stage

It's All About Entertainment

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



Siegestor Stage

Overview

Become a sponsor

4.87M +
radio impressions



≈ 600,000
impressions on social media

65

program items spread
over 6 days of events

With the **Siegestor Stage**, the IAA Open Space 2027 introduces a central entertainment area at one of Munich's most iconic landmarks — a natural focal point for a broad and diverse audience. Positioned in a prime location, the Siegestor becomes a stage for live acts, shows, and high-impact performances that bring emotional energy to the Open Space, offering brands an ideal platform to present themselves in a dynamic and vibrant environment.

Siegstor Stage

Review of 2025



Siegestor Stage

Benefits at a glance

Become a
sponsor



› Own Munich's most iconic stage

Position your brand at one of the city's most famous landmarks to ensure maximum visibility and an immediate association with a high-profile, emotionally charged environment.

› Reach a broad and diverse live audience

Drive targeted visitors traffic directly to your stand and transform every family interaction into a memorable brand experience.

› Turn every performance into a brand moment

Align your brand with live acts, shows, and high-impact performances that captivate audiences and create powerful, lasting impressions in a dynamic entertainment setting.

› Own the spotlight from the first act to the last

Benefit from prominent brand integration across all Siegestor Stage communications, print materials, on-site signage, and digital program schedules — ensuring consistent visibility throughout the entire event.

› Amplify your presence beyond the Open Space

Extend your reach before, during, and after the event through IAA MOBILITY's communication channels, turning your stage sponsorship into a far-reaching brand campaign.

Main sponsor of the Siegestor Stage

Services in detail

Become a sponsor



› Exclusive naming rights:

Receive exclusive naming rights (Siegestor Stage powered by ...), ensuring strong brand recognition across all pre-event communications.

› Prime stand presence:

A 30 sqm stand area within the Siegestor Stage zone, available throughout the entire event duration. (Stand construction subject to IAA MOBILITY approval).

› Curated entertainment sessions:

Two exclusive 60-minute sponsored entertainment sessions, with the opportunity to actively shape the program in coordination with IAA MOBILITY.

› Recurring advertising exposure:

A branded video spot of up to 20 seconds aired during every break in the stage program, ensuring continuous brand visibility throughout the event.

› Comprehensive on-site branding:

Full logo integration across the stage canopy, two flags, the LED wall, and five construction fence banners — delivering 360° brand presence at one of Munich's most iconic locations.

› Summit guest tickets:

5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München — ideal for clients, partners, or internal teams.

› Official sponsor communication:

Comprehensive visibility across IAA MOBILITY's key communication channels, including logo placement across all IAA MOBILITY Open Space print materials as well as on the website and official partner directory, a dedicated Instagram announcement post, a name mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app.

€95,000 plus VAT*

Sponsor of the Siegestor Stage

Services in detail

Become a sponsor



› Prime stand presence:

A 15 sqm stand area within the Siegestor Stage zone, available throughout the entire event duration. (Stand construction subject to IAA MOBILITY approval.)

› Curated entertainment sessions:

One exclusive 60-minute sponsored entertainment session, with the opportunity to actively shape the program in coordination with IAA MOBILITY.

› Recurring advertising exposure:

A branded video spot of up to 20 seconds aired during every break in the stage program, ensuring continuous brand visibility throughout the event.

› Comprehensive on-site branding:

Full logo integration on the LED wall, and three construction fence banners — delivering 360° brand presence at one of Munich's most iconic locations.

› Official sponsor communication:

Comprehensive visibility across IAA MOBILITY's key communication channels, including logo on the website and official partner directory, a dedicated Instagram carousel-announcement post, a name mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app.

€40,000 plus VAT*

Entertainment sponsor of the Siegestor Stage

Services in detail

Become a
sponsor



› Exclusive naming rights:

Receive exclusive naming rights for your sponsored session in the form of a “... powered by ...” designation, ensuring clear and prominent brand attribution throughout the performance.

› Curated entertainment session:

One exclusive 60-minute sponsored entertainment session, with the opportunity to actively shape the program content in close coordination with IAA MOBILITY.

› Official sponsor communication:

Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, ensuring consistent digital visibility throughout the event period.

€5,500 plus VAT*

Screen advertisement sponsor of the Siegestor Stage

Services in detail

Become a
sponsor



› Recurring advertising exposure:

A branded video spot of up to 20 seconds aired during every break in the stage program, ensuring repeated and highly visible brand exposure throughout the event.

› Official sponsor communication:

Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, ensuring consistent digital visibility throughout the event period.

€4,000 plus VAT*

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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