

» IAA MOBILITY 2027

Social Areas

It's All About Socializing

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



Services in detail

Social Areas sponsoring package

BECOME A SPONSOR



At the IAA Summit, we offer a variety of Social Areas for our visitors, each serving a different purpose. Become a sponsor of a Startup Lounge, a Coworking Space, or a Classic Lounge.

The Social Areas extend approx. 50-150 sqm and offer and combine relaxing, networking and working spaces for the attendees of the IAA Summit. As a sponsor of a Social Area, you'll gain visibility and reach for your brand.



The sponsoring package includes:

- › **Exclusive naming rights:**
Receive exclusive naming rights for the area, ensuring strong brand visibility both on-site and in pre-event communications.

- › **Integration of the sponsor's brand within the area:**
Selected branding elements to ensure sponsor visibility within the area, in alignment with the overall IAA MOBILITY design concept and guidelines.
- › **Official sponsor communication:**
Visibility of the sponsor across the IAA MOBILITY B2B communication channels.
- › **IAA Summit tickets included:**
Ticket allowance — ideal for clients, partners, or internal teams.

Price upon request

Your contact person

Get in touch

Booking inquiries



Alexandra SEIL

Project Manager
Partnerships & Sponsoring

alexandra.seil@messe-muenchen.de

+49 162 2154698

Product inquiries



Luise BURGERMEISTER

Project Manager IAA Summit

luise.burgermeister@messe-muenchen.de

+49 175 7332708