

Visionary Clubhouse

IAA Mobility 2023 — Conference

Dialog Space



IAA MOBILITY – SUMMIT x CONFERENCE

SUMMIT

At the IAA Summit, leading international companies from various sectors present their visions and developments that will shape the mobility of the future — vital for expanding their B2B network.

Present yourself with the market leaders in various sectors and create innovative solutions together for the entire value chain.



ALL IN ONE PLACE
B2B AT MESSE MÜNCHEN

CONFERENCE

The IAA Conference is the content heart of the IAA Summit. As one of the world's largest conferences on mobility, this is the ideal platform for putting your key issues on the agenda of the global Mobility Community.

For entering into dialog with political decision-makers.

For exploiting a global reach for the speakers and issues you have positioned.

Or for forming new, strong alliances and strengthening your professional network. All that makes the Conference the ideal platform for putting your own themes onto the sector's agenda and positioning yourself as a thought leader.

IAA Conference 2023



More Focus

The content heart of the Summit

Date:

- › 4 days
- › September 5 – 8, 2023
- › Press day on September 4, 2023

More Big Bang

3 conference stages & additional dialog spaces

Presenting:

- › International C-level speaker lineup
- › Key Opinion Leaders as mobility influencers
- › Holistic topic selection
- › Networking space

More Business

Meet the global mobility community

Target audience:

- › International C-Level
- › Visionaries and decision-makers
- › Prominent Key Opinion Leaders
- › B2B & B2G
- › Press focus

More Opportunities

Be part of the conference

Possibilities:

- › Various sponsoring possibilities
- › Digital extension for international media reach



Visionary Clubhouse

A space dedicated to visionary ideas

The future of mobility is being shaped by visionaries and forward-thinkers from the entire mobility ecosystem — far beyond the automotive sector. That's why we have created the **Visionary Clubhouse** at the IAA Summit — as a space where thought leaders from different mobility sectors come together and may share their expert views with an interested B2B audience and connect with new contacts.

The **Visionary Clubhouse** features themed days, dedicated to Cycling / Micromobility or Startup topics but also offers stage- and networking space for exhibitors or non-exhibitors who would like to create their own daily conference program of their choice

4 Reasons why you should be part of the Visionary Clubhouse

01 X

Benefit from a fully equipped stage for your presentation and the possibility to exchange ideas and experiences within the Networking area.

02 X

Your program items are listed in the official IAA MOBILITY event program and will be advertised as such. In addition, the content will be recorded to enable our customers to share it on social media.

03 X

Your content will be recorded to enable you to share it on social media.

04 X

Professional event staff will help you onsite to assure that everything runs smoothly.

Visionary Clubhouse — One-Stop-Shop

GOOD TO KNOW

Orientation

The approx. 300 m² — Visionary Clubhouse is located in the heart of the IAA Summit (approx. In hall B2) and includes a stage area for 75 persons and a networking-area — as well as a coffee bar.

Opening Times

The Visionary Clubhouse will be open to the press on Monday, September 4 and to all Summit ticket holders (B2B) from September 5 until September 8.

Monday, September 4, 2023:

08.00 am - 06.00 pm

Tuesday 5 to Friday 8, 2023:

09.00 am - 06.00 pm

Target Group

As the Visionary Clubhouse is accessible to all Summit-visitors, you will meet decision makers and industry leaders from all mobility sectors — representatives from the automotive- and tech industry as well as from MaaS-providers and urban decision makers and many more.

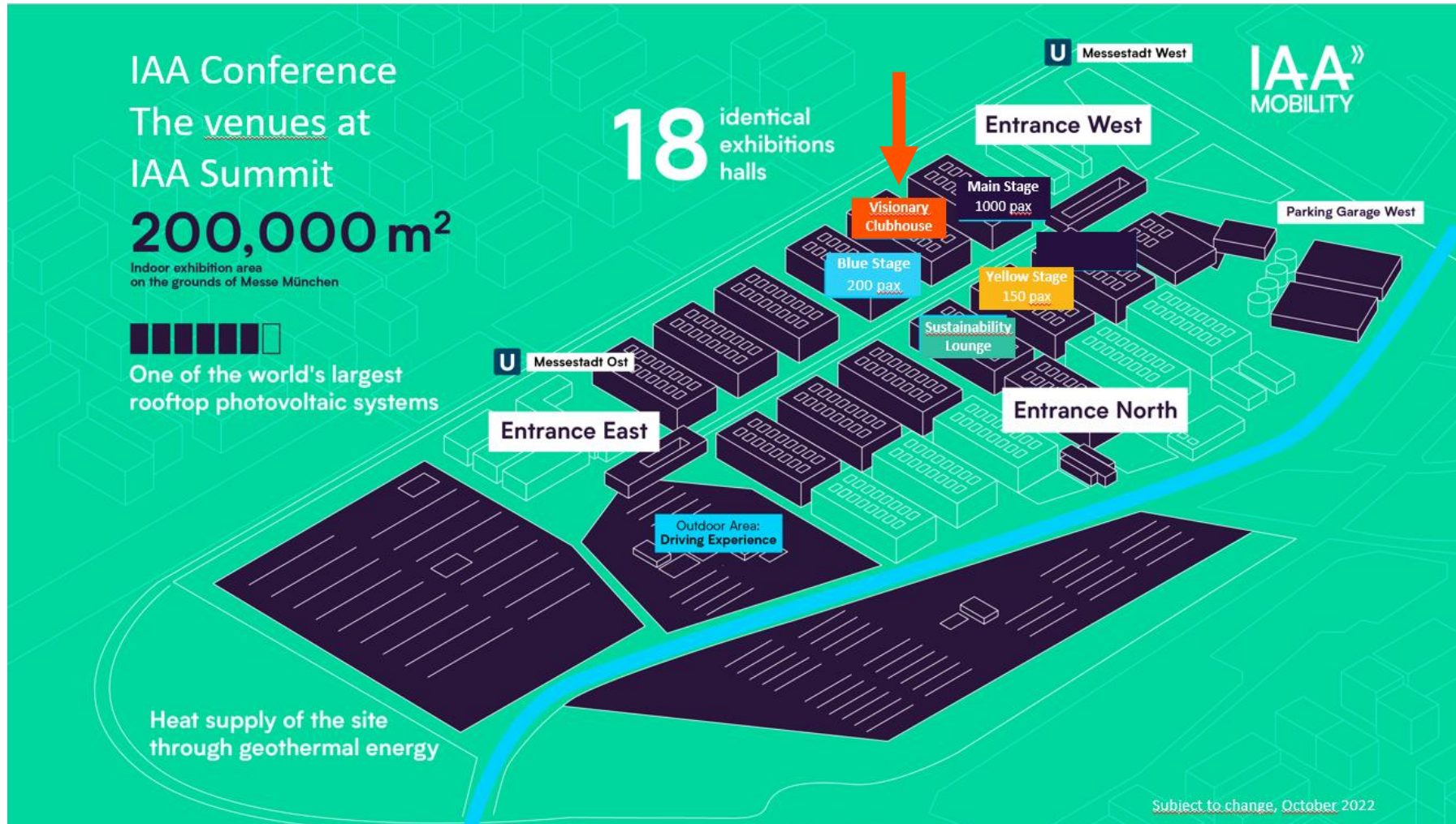
Part of IAA Conference

All program items are listed in the official IAA MOBILITY event program and will be advertised as such. In addition, the content will be recorded to enable our customers to share it on social media.

The Visionary Clubhouse — The Big Bang of the Visionary Club

After a successful digital Visionary Club Season the Visionary Club will find its BIG BANG within the Visionary Clubhouse at the IAA Mobility 2023 and brings together the pioneers and leaders of tomorrow's mobility today. As an advancement of the IAA MOBILITY, the Visionary Club took the audience and participants on an exciting journey to the IAA Mobility 2023 to explore together: What will move us next? More information: [Visionary Club | IAA MOBILITY \(iaa-mobility.com\)](https://www.iaa-mobility.com)

Sample Visualization (subject to change)





The Setup: One-Stop-Shop

Share your Vision

- › Located in a central hall with approx. 300m²
- › Speaker stage fully equipped (incl. technical staff, screen, audio,...) with a minimum of 75 Seats for a format of your choice (i.e. panel discussion, keynote, interview, press event or product presentation)
- › Coffee bar & networking- and hospitality area with seating groups and a fully equipped coffee bar incl. catering staff
- › Reception incl. professional event staff
- › Digital content extension (Youtube-Link to share your live event)
- › The program is being developed in consultation with the IAA Conference team
- › Up to 5 speaker per session possible

Visionary Clubhouse

DIALOG SPACE, FOCUSED ON THE VISION OF MOBILITY

Press-Day Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	After Work Event
<ul style="list-style-type: none"> > 1 Session Slot á 60 min split into 20 Minute press conference (incl. Program listing) and 40 minutes Networking > 5x Summit ticket included* > only bookable for IAA Summit exhibitor 	<ul style="list-style-type: none"> > Exclusive use (incl. infrastructure) for selected day (Monday, Tuesday or Wednesday) > You are the presenting partner for the day > All sessions on the day (7 x 45 Min) incl. program listing > Marketing package and 15 Summit tickets included <p style="text-align: center; font-weight: bold; color: white;">SOLD OUT!</p>	<ul style="list-style-type: none"> > Presenting partner for theme day (incl. program listing) > 1 Session Slot á 45min (incl. program listing) > Marketing package and 10x Summit tickets included <p style="text-align: center; font-weight: bold; color: white;">SOLD OUT!</p>	<ul style="list-style-type: none"> > 1 Session Slot á 45min (incl. Program listing) > 5x Summit ticket included* <p style="text-align: center; font-weight: bold; color: white;">SOLD OUT!</p>	<ul style="list-style-type: none"> > Available: Monday, Wednesday, Thursday > Visionary Clubhouse for your After Work Event > take advantage of the one-stop-shop setup > 7pm — 12pm > Catering not included (we are happy to help you find the right caterer)
<p>Contact us for more information.</p>	<p>Exhibitor: € 51,750 (plus VAT)</p> <p>Non-exhibitor: € 69,000 (plus VAT)</p>	<p>Exhibitor: € 14,250 (plus VAT)</p> <p>Non-exhibitor: € 19,000 (plus VAT)</p>	<p>Exhibitor: € 7,500 (plus VAT)</p> <p>Non-exhibitor: € 10,000 (plus VAT)</p>	<p>€ 18,000 (plus VAT)</p>

Timetable & Programm

MONDAY Sept. 4, 2023

PRESS DAY

- > Slots á 60 Minuten
- > 20 Minute press conference
- > 40 Minutes time to network
- > only bookable for IAA Summit exhibitor

Contact us for more information.

TUESDAY Sept. 5, 2023

GOLD SPONSOR DAY

- > Gold Sponsorships
- > After Work Slot available

Time Slots:

- > 10.00 am – 10.45 am
- > 11.00 am – 11.45 am
- > 12.00 am – 12.45 pm
- > Break
- > 02.00 pm – 02.45 pm
- > 03.00 pm – 03.45 pm
- > 04.00 pm – 04.45 pm
- > 05.00 pm – 05.45 pm

WEDNESDAY Sept. 6, 2023

GOLD SPONSOR DAY

- > Gold Sponsorship
- > After Work Slot available

Time Slots:

- > 10.00 am – 10.45 am
- > 11.00 am – 11.45 am
- > 12.00 am – 12.45 pm
- > Break
- > 02.00 pm – 02.45 pm
- > 03.00 pm – 03.45 pm
- > 04.00 pm – 04.45 pm
- > 05.00 pm – 05.45 pm

THURSDAY Sept. 7, 2023

BRONZE SPONSORSHIP

CYCLING & MICROMOBILITY AFTERNOON

- > Bronze Sponsorships
- > All Afternoon Slots are for Cycling/Micromobility
- > After Work Slot available

Time Slots:

- > 10.00 am – 10.45 am
- > 11.00 am – 11.45 am
- > 12.00 am – 12.45 pm
- > Break
- > 02.00 pm – 02.45 pm
- > 03.00 pm – 03.45 pm
- > 04.00 pm – 04.45 pm
- > 05.00 pm – 05.45 pm

FRIDAY Sept. 8, 2023

VISIONARY CLUB DAY

- > Visionary Club Day
- > Curated by BCG X IAA Conference
- > Visionary Club Alumni Event

Time Slots:

- > 10.00 am – 10.20 am
- > 10.30 am – 10.50 am
- > 11.00 am – 11.20 pm
- > 11.30 pm – 11.50 pm
- > 12.00 pm – 12.20 pm

BECOME A SPONSOR



YOUR PRIMARY CONTACTS

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For more information visit www.iaa-mobility.com/en

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