

» IAA MOBILITY 2027

Citizens Lab

It's All About Dialogue!

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



Citizens Lab

Key facts



During Open Space, Munich's Marienplatz – located directly in front of the New Town Hall – will be transformed into the Citizens Lab, covering over 1,100 sqm: a central hub for open dialogue about the future of mobility. And it's free for all visitors.

With a diverse stage program and activities for children, teens, and seniors, Marienplatz becomes a platform for dialogue, connection, and respectful discussions – for Munich residents as well as visitors to IAA MOBILITY.

What can you benefit from?

› Dialogue formats

The sessions at the Citizens Lab cover the entire spectrum of mobility – presented in an accessible way and on an equal footing.

› Excursions

City walks and excursions offer visitors new perspectives on urban mobility.

› Entertainment

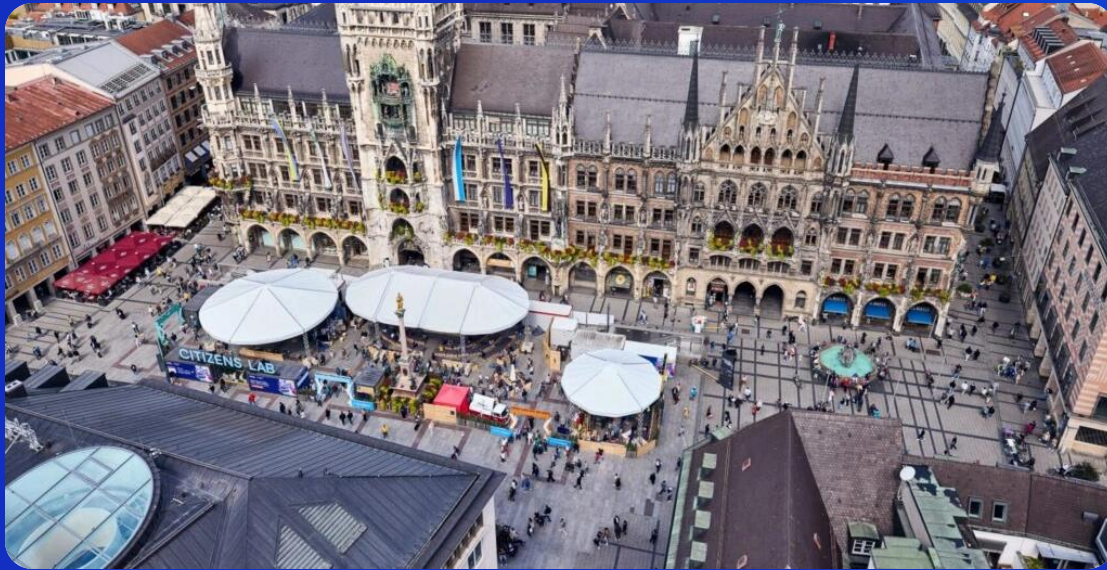
The popular entertainment formats at the Citizens Lab, along with afterwork events, ensure a successful end to the day.

› Relaxation

Right in the heart of the city yet far from the hustle and bustle: The Citizens Lab invites you to linger and relax in a special atmosphere.

Citizens Lab

Here are the key topics you can expect on-site



Discussions? We welcome them!

In the heart of the city, we're setting up a dialogue stage and focusing the following key topics:

MOBILITY

- › Automotive
- › Cycling, LEV, and Micromobility
- › Public Transport
- ... and more

TECHNOLOGY

- › Autonomous Driving
- › AI & Robotics
- › Connected Vehicle
- ... and more

SUSTAINABILITY & RESILIENCE

- › Circular Economy
- › Decarbonization
- › Inclusion
- ... and more

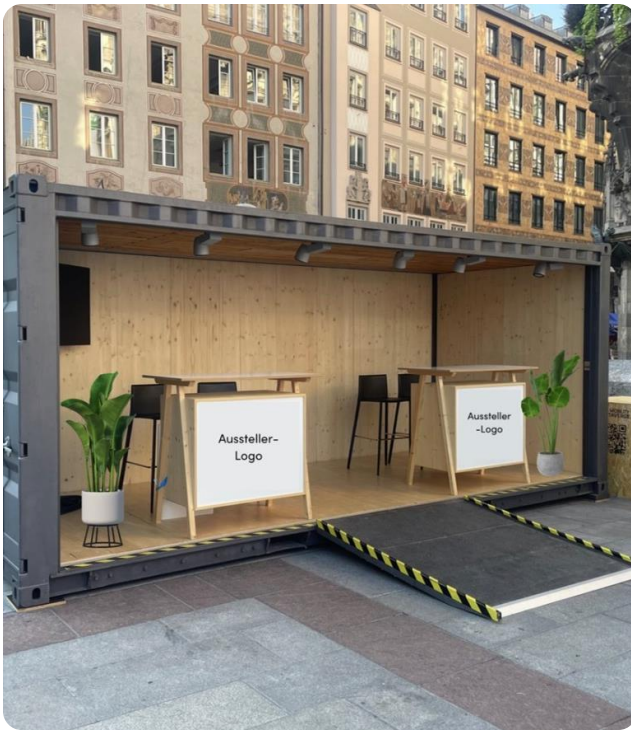
SMART INFRASTRUCTURE

- › Smart City / Country Mobility
- › Charging
- › Road Safety
- ... and more

Citizens Lab stand packages

Become an exhibitor in the heart of the city

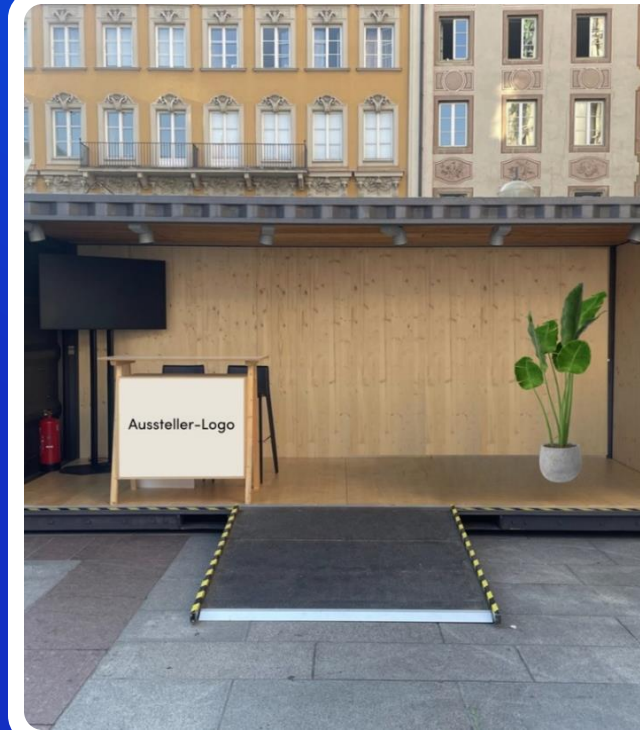
Limited availability



Stand package 7

Included in the package:

- › 7 sqm of stand space (shared container)
- › Modern and sustainable container stand construction, including setup and takedown, lighting, and a wheelchair ramp
- › Furnishings: 1 counter, 2 bar stools, decorative plant
- › Graphic space for logo on counter
- › Included ancillary costs: Stand cleaning, 3.5 kW power connection, waste disposal fee
- › Mandatory communication fee (worth €1,350)
- › 4 exhibitor passes



Stand package 14

Included in the package:

- › 14 sqm of stand space
- › Modern and sustainable container stand construction, including setup and takedown, lighting, and a wheelchair ramp
- › Furnishings: 1 counter, 2 bar stools, decorative plant
- › Graphic space for logo on counter
- › Included ancillary costs: Stand cleaning, 3.5 kW power connection, waste disposal fee
- › Mandatory communication fee (worth €1,350)
- › 6 exhibitor passes

Package price (plus VAT)*

€9,500

Package price (plus VAT)*

€17,000

Citizens Lab stand packages

Become an exhibitor in the heart of the city

Limited availability



Stand package nonprofit*

Included in the package:

- › 2 sqm of stand space
- › Stand construction and furnishings (back wall, 1 counter, 1 bar stool)
- › Included ancillary costs: Stand cleaning, waste disposal fee
- › Mandatory communication fee
- › 1 exhibitor pass

Package price (plus VAT)**

€1,100

Main sponsor Citizens Lab*

Offer in detail

Become a
sponsor



As main sponsor of the Citizens Lab, the partner receives exclusive rights such as repeated integration into the diverse program, on-site branding, and general communication related to the Citizens Lab.

Included benefits:

- › Inclusion of the partner logo in the IAA MOBILITY Citizens Lab logo; mention in connection with the Citizens Lab in all publications: Citizens Lab powered by ...
- › 1 “Call for Content” program slot on the Main Stage (30 minutes each)
- › 1 entertainment session sponsorship (e.g., Poetry Slam powered by ...) on the Main Stage (60 minutes each)
- › Partner of the Citizens Lab after-work event on Wednesday or Friday (120 minutes each)
- › Advertisement on the Citizens Lab Main Stage screen during breaks (max. 20 sec. / 10 times per day)
- › 5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München
- › Official sponsor communication: Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, brand mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app, 1 social media announcement post on Instagram and LinkedIn (single posting)

€50,000 plus VAT*

Citizens Lab stage time

Bring your content to our stage and inspire your audience



Call for Content*

Services included in the package:

- › Standard stage equipment (screen, audio, furniture) and, if needed, workshop materials (screen, furniture, whiteboard)
- › Official mention in connection with the Citizens Lab Call for Content session in all publications
- › Logo on the Main Stage screen and 4 screens along the perimeter of the Citizens Lab throughout the entire session
- › Listing of the event in the official Open Space program on the IAA MOBILITY website and in the app
- › Logo placement on the IAA MOBILITY partner website

Package price (plus VAT)

10% discount for exhibitors

€3,300



Entertainment session**

Services included in the package:

- › Standard stage equipment (screen, audio, furniture)
- › Official sponsor recognition in connection with the entertainment event in all publications: Citizens Lab Entertainment session XY powered by ...
- › Sponsor logo on the Main Stage screen and 4 screens along the perimeter of the Citizens Lab throughout the entire entertainment session
- › Listing of the event in the official Open Space program on the IAA MOBILITY website and in the app
- › Logo placement on the IAA MOBILITY partner website

Package price (plus VAT)

€6,000

* One session = 30 min., a maximum of 2 sponsored sessions per day.

** One session = 60 min., a maximum of one sponsored session per day; the base price of €6,000 includes the services listed above. The costs for the entertainment act will be billed separately.

Citizens Lab stage time

Exceptional visibility in the heart of the city



Sponsored after-work event*

Services included in the package:

- › Standard stage equipment (screen, audio, furniture) and, if needed, workshop materials (screen, furniture, whiteboard)
- › Official mention in connection with the Citizens Lab Call for Content session in all publications
- › Logo on the Main Stage screen and 4 screens along the perimeter of the Citizens Lab throughout the entire session
- › Listing of the event in the official Open Space program on the IAA MOBILITY website and in the app
- › Logo placement on the IAA MOBILITY partner website

Package price (plus VAT)****

€22,000

Become a sponsor



Sponsor screen advertisement**

Services included in the package:

- › Advertisement on the Citizens Lab Main Stage screen during breaks*** (20 seconds per minute, ten times a day) — total duration over 6 days: 1,200 seconds
- › Logo placement on the IAA MOBILITY partner website

Package price (plus VAT)

€4,000

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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