

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

IAA» MOBILITY



Expert events and evening events

» IAA MOBILITY 2027

Expert Events

IAA Summit

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Exhibitor and Expert Events at the IAA Summit

No matter the size of your event, we offer the perfect venue for your needs



- › Use IAA MOBILITY as a platform for your own mobility-focused expert event in a room on the Summit grounds, and create space for in-depth, topic-specific exchange beyond the regular event program
- › Benefit from a high-caliber industry network and the concentrated presence of key stakeholders from across the mobility sector
- › Bring together selected participants around defined topics and enable direct dialogue with experts and decision-makers
- › Create an exclusive setting for expert workshops, roundtables, or strategy forums focused on meaningful and comprehensive discussions
- › Explore complex topics in greater detail, develop concrete solutions, and encourage sustainable partnerships beyond day-to-day business interactions

Three venues for your professional event

Available only on Friday



Stage takeover at the Main Stage / Summit Stage

- › Located in the IAA Summit halls, right in the heart of the trade show
- › Full-day stage takeover: Exclusive takeover of an IAA Conference stage on Friday for your curated program (10:00 a.m.—2:00 p.m.)

Price:

from €50,000 plus VAT

Available for booking from Tuesday, September 7 to Friday, September 12, 2027



Rooms in the International Congress Center (ICM)

- › Located right in front of the Summit halls, accessible through the main entrance of the IAA MOBILITY
- › Sizes: 85—2,730 sqm
- › Capacity: 86—3,000 people
- › Available for rent by full-day

Price:

upon request



Conference rooms above the halls

- › Located above the IAA Summit halls
- › Sizes: 60—180 sqm
- › Capacity: 44—190 people
- › Available for rent by half-day, full-day, or entire duration

Price:

from €1,150 plus VAT/DAY

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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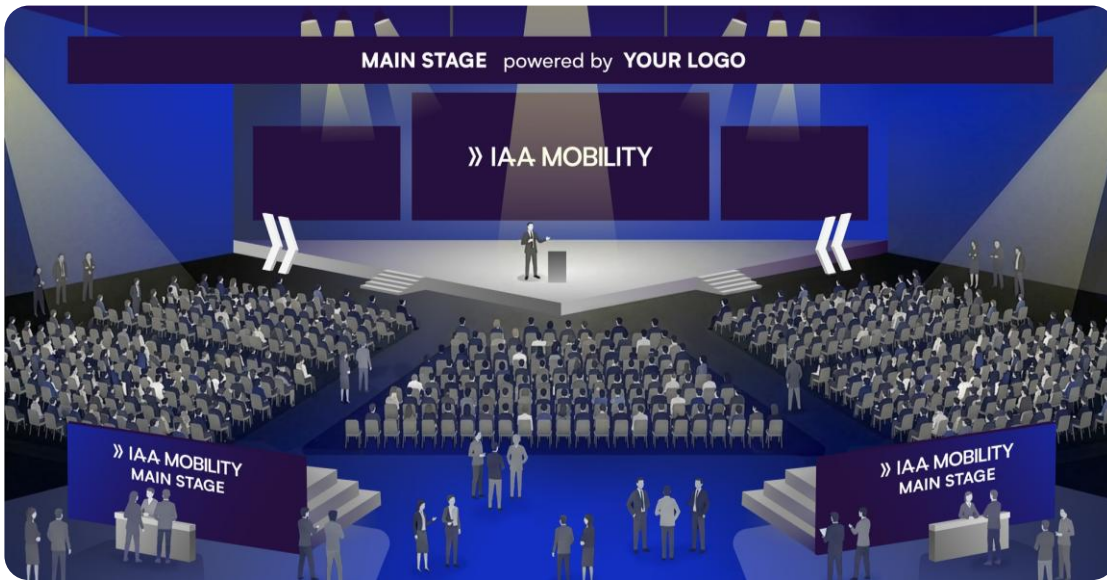
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Friday Stage Takeover

Book an IAA Conference stage for your expert event

» IAA MOBILITY 2027

Friday Stage Takeover



Main Stage

- › The largest stage at the IAA MOBILITY — an open, dynamic platform designed to bring innovation to life. It creates an immersive space for inspiring keynotes, engaging panels, and high-impact presentations, fostering exchange, visibility, and meaningful connections for professionals.
- › **Capacity:** 500 seats
- › **Technical setup:** Large LED setup, media server-driven show, microphones, intercom system, cameras, recording and live streaming available
- › **Backstage:** 2 speaker rooms and 1 hair and makeup room



Summit Stage

- › The second-largest stage — an openly designed setting that encourages exchange and accessibility. It provides the ideal environment for focused discussions, inspiring sessions, and meaningful interactions.
- › **Capacity:** 150 seats
- › **Technical setup:** Medium-sized LED setup, PowerPoint presentation capability, microphones, intercom system, cameras, recording available, no live streaming
- › **Backstage:** 1 speaker room and 1 hair and makeup room

Friday Stage Takeover

10% discount for exhibitors



Package Description

Take the opportunity to host the IAA Main or Summit Stage on Friday and turn it into your own curated IAA Conference event.

Take the chance to take full control of your own curated program, allowing you to showcase your ideas in a highly visible setting. Position yourself as a thought leader, highlight niche or strategic topics, and leverage the IAA Summit's established reach to engage directly with a high-level, relevant audience – all within the professional context of the IAA Conference.

Friday Stage Takeover Package

- › **Full-day stage takeover:**
Exclusive takeover of an IAA Conference stage for your curated program (10:00 a.m. — 2:00 p.m.)
- › **Stage availability:**
Available either on the Main Stage or the Summit Stage
- › **Backstage access:**
Full access to all backstage facilities of the dedicated stage
- › **Technical infrastructure:**
The full standard technical setup is included to ensure smooth and professional execution
- › **Comprehensive session recording:**
Professional video recordings of your full day program
- › **Program visibility:**
Listing in the official IAA Conference program, ensuring clear visibility within the overall agenda
- › **Speakers' Lounge access:**
Exclusive access to the Speakers' Lounge (if implemented)
- › **Main Stage exposure:**
Dedicated advertising spot on the Main Stage LED wall
- › **Comprehensive Summit access:**
 - › Main Stage: Ticket allowance of € 3,270
 - › Summit Stage: Ticket allowance of € 2,730
 - › All speakers will receive Summit speaker tickets with full access on all event days
- › **Event staff included:**
Full on-site support including technical crew and hostesses
- › **Seamless arrival and convenience:**
5 parking tickets for Car Park West

Friday Main Stage takeover
Package price (net):

€60,000

Friday Summit Stage takeover
Package price (net):

€50,000

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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Evening Events

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Stand Evening Event

Host an evening event at your own stand

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Evening Events at the IAA Summit

Make your stand the hotspot of the evening!



Invite your target audience right where your brand comes to life: at your own stand at the IAA Summit.

With a custom-designed evening event, you can create the perfect setting to engage customers and partners in a relaxed atmosphere and leave a lasting impression.

After all, the best conversations usually happen away from the daily grind: personal, open, and on equal grounds.

Take this opportunity to strengthen valuable connections and initiate new business relationships.

Evening events require registration and approval. Registration for evening events is subject to a fee.

Bookable within the exhibitor shop

Your contact person

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Stage Package Evening Event

Book an IAA Conference stage for your evening event

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Evening Event Package | IAA Conference stages



Package Description

Experience real flexibility with your evening event hosted at one of the IAA Conference stages / forums. The Summit Stage is the perfect setting for award ceremonies and exclusive evening experiences with a true wow factor. Its spacious stage easily accommodates speeches, live bands, and DJs, creating unforgettable moments for your guests. Alternatively, the Yellow and Blue Forum – including dedicated networking areas – offer a versatile and inviting atmosphere, ideal for relaxed conversations, meaningful connections, and engaging exchanges in a more informal setting.

For an even greater wow! factor, the Main Stage would be the perfect match.

Evening Event Package

- › **Ideal evening event setting:**
Our IAA Conference stages and forums provide a flexible and fully equipped environment for hosting high-quality evening events
- › **Venue availability:**
Available at the Summit Stage, Blue Forum, and Yellow Forum, Main Stage availability upon request
- › **Exclusive access control:**
All areas can be cordoned off as required to ensure access is limited exclusively to invited guests
- › **IAA Summit access:**
Evening event tickets included for all invited guests, valid from 5:30 p.m. onwards
- › **Technical setup included:**
Standard technical equipment is included as part of the package
 - › Additional technical equipment can be provided upon request
- › **Available days:**
Evening events can be booked from Tuesday to Thursday on all stages

Evening Event Packages | IAA Conference stages

10%
discount
for
exhibitors



Main Stage

- › 500—1,000 pax (depending on the seating arrangement)
- › Biggest stage
- › Possibility to host your own media server show
- › Vehicle access to the stage is available as an optional add-on upon request
- › Backstage rooms
- › For big events with a wow! factor

Package price (net):

€35,000



Summit Stage

- › 150—200 pax (depending on the seating arrangement)
- › Backstage rooms
- › Perfect for award ceremonies and other formal events

Package price (net):

€28,000



Yellow Forum

- › 100—150 pax
- › Backstage room
- › Ideal for casual events, possibly with a small stage program, where it makes sense to have a physical separation between the program and the networking area

Package price (net):

€20,500



Blue Forum

- › 60—100 pax (depending on the seating arrangement)
- › Backstage room
- › Ideal for casual networking events, possibly combined with a stage program

Package price (net):

€20,500

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Product inquiries



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