

» IAA MOBILITY 2027

Road to IAA Conference 2027

Your sponsorship options

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



Make a difference — be part of the IAA Conference 2027



The IAA Conference is the world's leading decision-maker conference for connecting mobility and tech topics.



Reach your target audience directly

The IAA Conference attracts a top-notch audience from across the mobility industry — from international decision-makers and executives to policymakers and industry experts. By participating as a sponsor or speaker, you reach exactly the people who matter most to your business.



Boost your brand awareness and maximize your reach

Through sponsorship or a speaking slot, position your company as a leading player in the industry. Make use of the stages of the IAA Conference to present your brand and make a lasting impression on the attendees. Visibility is the key to success and the IAA Conference offers you the ideal platform for it, presenting the most innovative content around mobility and tech.



Establish yourself as a thought leader

As a speaker at the IAA Conference, you have the chance to present your expertise and vision to an international audience. Set trends, share your insights, and actively shape the future of the mobility industry. Your voice matters and it will be heard at the IAA Conference.

Overview of B2B key topics at IAA MOBILITY 2027

= IAA Conference tracks

MOBILITY



- › Automotive
- › Cycling, LEV and Micromobility
- › Public Transport
- › Integrated Mobility Platforms and Services
- › Intermodality

TECHNOLOGY



- › Tech Supply
- › Autonomous Driving and ADAS
- › AI at Scale (incl. GenAI and industrial applications)
- › Software Defined Vehicles
- › Industrial and Humanoid Robotics
- › Connected Vehicle (incl. V2X) and Data Ecosystems
- › Semiconductors and Chips
- › Battery Tech
- › Power Drive Technologies incl. H2
- › Cybersecurity
- › Digital In-Car Experience and Services

SUSTAINABILITY AND RESILIENCE



- › Geopolitics, Manufacturing and Supply Chain
- › Circular Economy
- › Decarbonization
- › Regulation, Liability and ESGs
- › Inclusion
- › Mining and Handling of Raw Materials

SMART INFRASTRUCTURE



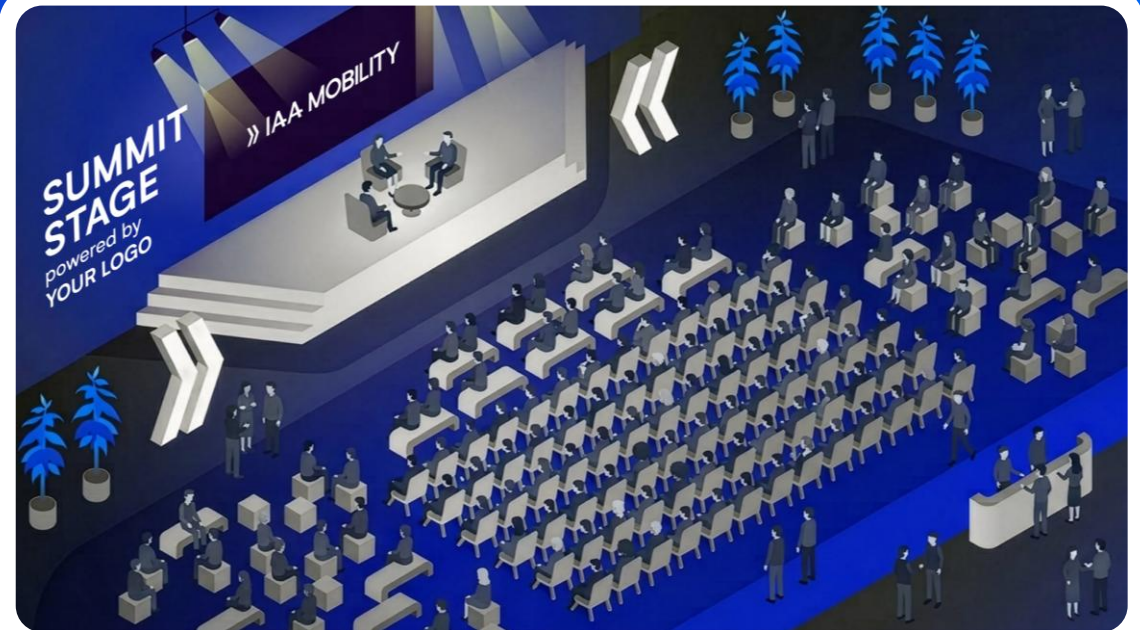
- › Smart City Mobility
- › Smart Country Mobility
- › Charging (incl. bidirectional charging) and Refueling Infrastructure (incl. Energy Grid)
- › Road Safety

Stages



Main Stage

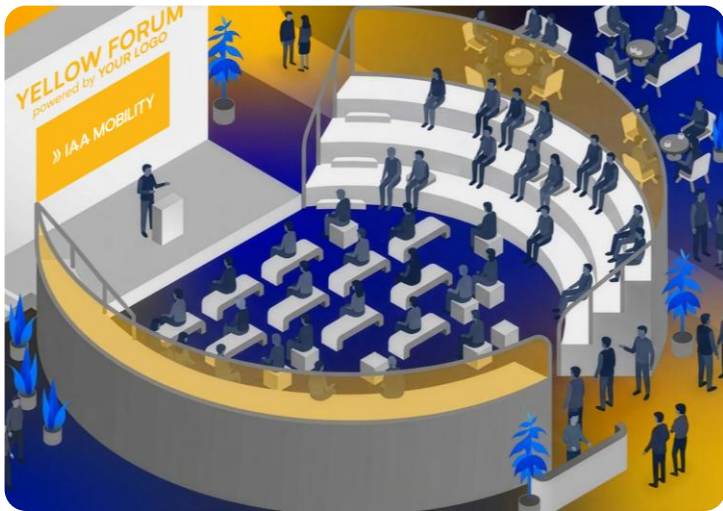
The largest stage at the IAA MOBILITY — an open, dynamic environment designed to bring innovation to life. With capacity for **up to 500 visitors**, it creates an immersive space for inspiring keynotes, engaging panels, and high-impact presentations, fostering exchange, visibility, and meaningful connections for professionals at the IAA Summit.



Summit Stage

The second-largest stage — an openly designed setting that encourages exchange and accessibility. With space for **up to 150 visitors**, it provides the ideal environment for focused discussions, inspiring sessions, and meaningful interactions.

Forums



Yellow Forum

A truly unique, Colosseum-inspired setting that creates an immersive and intimate experience. Designed for **up to 100 visitors**, this arena fosters dynamic discussions and close audience engagement. Enhanced by an adjacent networking and coffee bar area.



Blue Forum

An openly designed space that fosters interaction and collaboration. With capacity for **up to 80 visitors**, it offers an intimate setting for focused conversations and engaging formats. Complemented by an integrated networking area and coffee bar.



Orange Forum

A flexible forum designed for **up to 80 visitors**, tailored entirely to the sponsor's vision and needs. Complemented by an integrated networking area and coffee bar, it creates an inviting atmosphere for meaningful exchange and personal connections.

Speakers' Lounge



Speakers' Lounge

An exclusive area designed for relaxation, connection, and meaningful exchange. Accommodating up to **50 guests**, this curated space combines a comfortable lounge area, a coffee bar, and a dedicated meeting room. It offers the perfect environment for speakers to unwind, network, and engage in inspiring conversations before and after their sessions.

Sponsorship Options

(Overall) IAA Conference sponsorship

11

Blue Forum day sponsorship

15

Main Stage sponsorship

12

Orange Forum sponsorship

16

Summit Stage sponsorship

13

Speakers' Lounge sponsorship

17

Yellow Forum sponsorship

14

Timekeeping sponsorship

18

Sponsorship Options

» IAA MOBILITY 2027

IAA Conference sponsorship overview

	Venue Positioning	Brand Visibility	Speaking Presence	Reach & Access	Marketing & Promotion
(Overall) Conference sponsorship [€ 303,000]	Largest sponsorship package with brand visibility across all IAA Conference stages	Naming: IAA Conference powered by [Sponsor]	1x 30 min Main Stage 1x 30 min Summit Stage 1x 15 min exclusive stand-alone keynote slot	Ticket allowance of € 16,560 All speakers will receive Summit Speaker tickets with full access on all event days 10 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion package
Main Stage sponsorship [€ 189,000]	Flagship stage, featuring top executives, global industry leaders, and policymakers	Naming: Main Stage powered by [Sponsor], logo display on Main Stage	1x 30 min Main Stage 2x 15 min Main Stage	Ticket allowance of € 10,330 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion package
Summit Stage sponsorship [€ 135,000]	High-visibility conference platform showcasing senior experts and industry leaders	Naming: Summit Stage powered by [Sponsor], logo display on Summit Stage	1x 30 min Summit Stage 2x 15 min Summit Stage	Ticket allowance of € 7,370 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion package
Speakers' Lounge sponsorship [€ 129,000]	Exclusive networking hub with direct access to top speakers, executives, and decision makers	Naming: Speakers' Lounge powered by [Sponsor], logo display on Speakers' Lounge	None	Ticket allowance of € 5,080 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Individual Marketing and promotion package

IAA Conference sponsorship overview

	Venue Positioning	Brand Visibility	Speaking Presence	Reach & Access	Marketing & Promotion
Yellow Forum sponsorship [€ 93,000]	Thematic platform enabling deep engagement with expert audiences and curated content formats	Naming: Yellow Forum powered by [Sponsor], logo display on Yellow Forum	1x 30 min Yellow Forum 2x 15 min Yellow Forum	Ticket allowance of € 5,080 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual marketing and promotion package
Blue Forum day sponsorship [Tue: € 124,000 / Wed: € 115,000]	Thematic platform enabling deep engagement with expert audiences and curated content formats	Logo display on Blue Forum	Full-day curation	Blue Forum Tuesday: Ticket allowance of € 6,770 Blue Forum Wednesday: Ticket allowance of € 6,280 All speakers will receive Summit Speaker tickets with full access on all event days	Content and Media Assets, individual Marketing and promotion Package
Orange Forum sponsorship [€ 183,000]	Thematic platform enabling deep engagement with expert audiences and curated content formats	Naming: [Sponsor] Orange Forum, logo display on Orange Forum	Full-week curation	Ticket allowance of € 10,000 All speakers will receive Summit Speaker tickets with full access on all event days 5 parking tickets for Car Park West	Content and Media Assets, individual Marketing and promotion Package

(Overall) IAA Conference sponsorship

10%
discount
for
exhibitors



Package Description

The Conference sponsorship offers **maximum visibility** and impact – both on stage and across all event graphics at the biggest stages at the IAA MOBILITY, the Main Stage and the Summit Stage. As the IAA Conference sponsor, your brand takes center stage, **consistently positioned first and strongly associated with the IAA Conference** itself. As a key thought leader for the event, the sponsor plays a pivotal role in shaping the program agenda and driving the conversations that matter most. This is the ultimate way to ensure **lasting recognition** and a **powerful presence** throughout the entire conference experience.

Speaking Presence

Three Speaking Slots:

- › 1x 30 min speaking slot at the Main Stage
- › 1x 30 min speaking slot at the Summit Stage
- › 1x 15 min exclusive keynote slot (no parallel session on any other IAA Conference stage)

Brand Visibility

- › Naming rights: IAA Conference powered by [Sponsor]
- › Logo integration across all IAA Conference stages (motion design)
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 16,560 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 10 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

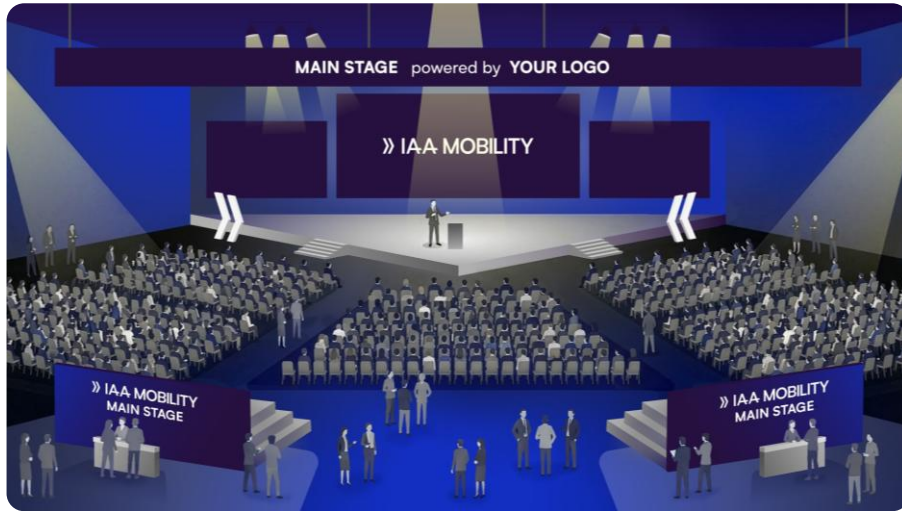
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 303,000

Main Stage sponsorship

10%
discount
for
exhibitors



Package Description

The Main Stage sponsorship package offers **outstanding visibility** with a **strong presence** on the **Main Stage**. It ensures high-impact exposure and meaningful brand recognition throughout the IAA MOBILITY. As the Main Stage sponsor, your brand is prominently featured at the largest stage of the IAA Conference where industry CEOs and policymakers discuss the future of mobility. Positioned as an **influential thought leader**, the sponsor actively contributes to shaping the conversations that define the event. This is a powerful opportunity to achieve **significant visibility** and reinforce your brand's authority in front of a highly engaged audience.

Speaking Presence

- Three speaking slots
- › 1x 30 min speaking slot at the Main Stage
- › 2x 15 min speaking slot at the Main Stage

Brand Visibility

- › Naming rights: Main Stage powered by [Sponsor]
- › Logo integration on Main Stage (motion design)
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 10,330 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

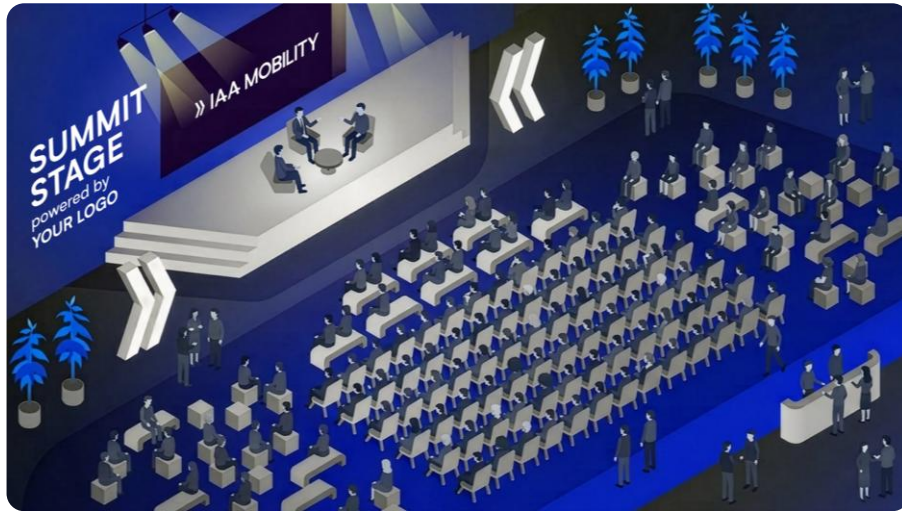
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 189,000

Summit Stage sponsorship

10%
discount
for
exhibitors



Package Description

The **Summit Stage sponsorship** offers a **great presence** and **visibility** at the IAA Conference. As the sponsor of the second-largest stage at the IAA Conference, the Summit Stage, your brand is thoughtfully featured within this setting, connecting you with an engaged and relevant audience. In addition, the sponsor contributes **valuable thought leadership** through the curation of program items. This opportunity supports a consistent and **authentic brand presence**, fostering meaningful connections throughout the IAA MOBILITY.

Speaking Presence

- Three Speaking Slots
- › 1x 30 min speaking slot at the Summit Stage
- › 2x 15 min speaking slot at the Summit Stage

Brand Visibility

- › Naming rights: Summit Stage powered by [Sponsor]
- › Logo integration on Summit Stage (motion design)
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 7,370 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

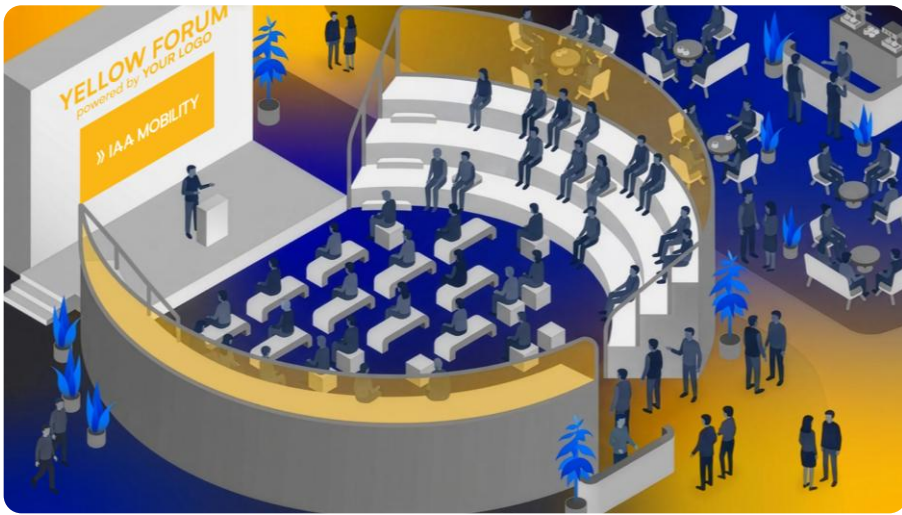
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 135,000

Yellow Forum sponsorship

10%
discount
for
exhibitors



Package Description

The **Yellow Forum sponsorship** centers around a dedicated forum designed to **encourage meaningful dialogue and connection**. With an integrated networking area and space for exchange, it creates the perfect environment for engaging conversations and relationship building. The **relaxed setup**, paired with a comfortable and **welcoming audience area**, fosters an inviting atmosphere where ideas can flow naturally. As a sponsor, your brand becomes **an integral part of this setting**, supporting authentic interactions and positioning you as a trusted mobility voice within a **collaborative and open environment**. In the immediate vicinity, the Smart Infrastructure Area showcases use cases focused on the mobility infrastructure of the future.

Speaking Presence

Three Speaking Slots

- › 1x 30 min speaking slot at the Yellow Forum
- › 2x 15 min speaking slot at the Yellow Forum

Brand Visibility

- › Naming rights: Yellow Forum powered by [Sponsor]
- › Logo integration on Yellow Forum (motion design)
- › Reserved Table in the Networking Area
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 5,080 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

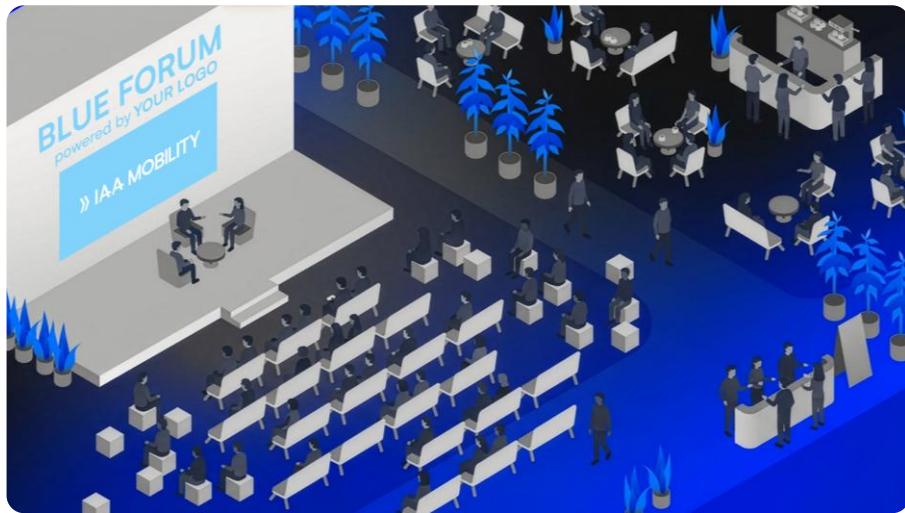
- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 93,000

Blue Forum day sponsorship

10%
discount
for
exhibitors



Package Description

The **Blue Forum day sponsorship** offers an ideal platform for a **day sponsor** to take ownership of the forum for a **full day of curated** content and engagement. With its **integrated networking area** and generous space for exchange, it provides the **perfect setting to showcase your topics, ideas, and expertise** in a focused and engaging way. The relaxed setup and comfortable audience area create a welcoming atmosphere that encourages meaningful interactions and sustained attention. As a day sponsor, **your brand is woven into the experience**, enabling you to shape the day's narrative and connect with your audience through impactful and relevant content.

Speaking Presence

- Full day program curation
- › Curation of one full day at the Blue Forum (10:00 a.m. — 5:00 p.m.)

Brand Visibility

- › Logo integration on Blue Forum (motion design)
- › Reserved Table in the Networking Area
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 6,770 (Tuesday) / € 6,280 (Wednesday) for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)

Content & Media Assets

- › Full session recordings
- › Professional session photography
- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Tuesday day sponsorship

Package price (net):

€ 124,000

Wednesday day sponsorship

Package price (net):

€ 115,000

Orange Forum sponsorship



Package Description

The **Orange Forum sponsorship** offers a full forum sponsorship across the entire duration of the IAA MOBILITY Summit, providing a **dedicated platform for continuous content and engagement**. With freedom in curation and design, **you can shape the space, topics, and experience** to reflect your brand's vision and expertise. Seamlessly integrated into the official IAA Conference program, the forum becomes a recognized and valued part of the overall IAA MOBILITY journey. As a sponsor, your **brand is naturally embedded in the experience**, enabling you to foster connections, share insights, and guide conversations throughout the event.

Speaking Presence

- Full week program curation
- › Curation of the entire week program at the forum (Tue–Fri, 10:00 a.m. — 5:00 p.m.)

Brand Visibility

- › Naming rights: [Sponsor] Orange Forum
- › Stand Space: approx. 450 sqm included — sponsor is responsible for stand building
- › Main Stage LED advertising slot
- › Listing in the official IAA Conference program

Reach & Access

- › Ticket allowance worth € 10,000 for own ticket allocation
- › Speaker tickets for all speakers
- › Speakers' Lounge access (if implemented)
- › 5 parking passes for Car Park West

Content & Media Assets

- › Speaker marketing kit (incl. social media template and other assets)

Marketing & Promotion

- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel
- › Announcement in the B2B newsletter

Package price (net):

€ 183,000*

Speakers' Lounge sponsorship

10%
discount
for
exhibitors



Package Description

As the exclusive sponsor of the **IAA Conference Speakers' Lounge**, you gain outstanding **brand visibility** across the IAA Conference as part of the IAA Summit. Be recognized by the global mobility industry as a **premium partner** while connecting directly with **high-level speakers and decision-makers**. Designed as a sophisticated retreat, the Speakers' Lounge combines a comfortable networking and lounge area with a curated content creation corner. A dedicated coffee bar and a meeting room complete the setting, offering space for focused conversations, spontaneous encounters, and moments of relaxation — right in the midst of the vibrant energy of the IAA Summit, adjacent to the Main Stage.

Brand Visibility

- › Naming rights: Speakers' Lounge powered by [Sponsor]
- › Prominent logo placement across all lounge areas
- › Logo integration across key IAA MOBILITY touchpoints (incl. website, app)
- › Main Stage LED wall advertising slot
- › Product placement within the lounge (subject to approval)
- › Exclusive networking: Option to host a private event in the Speakers' Lounge at special sponsor conditions

Reach & Access

- › Ticket allowance worth € 7,050 for own allocation
- › Full access to all Speakers' Lounge visitors
- › GDPR-compliant audience insights (attendee usage data)
- › 5 parking passes (Car Park West)

Content & Media Assets

- › Professional event photography
- › Content creation opportunities within the Speakers' Lounge
- › Use of Content Corner (e.g. interviews, talks)

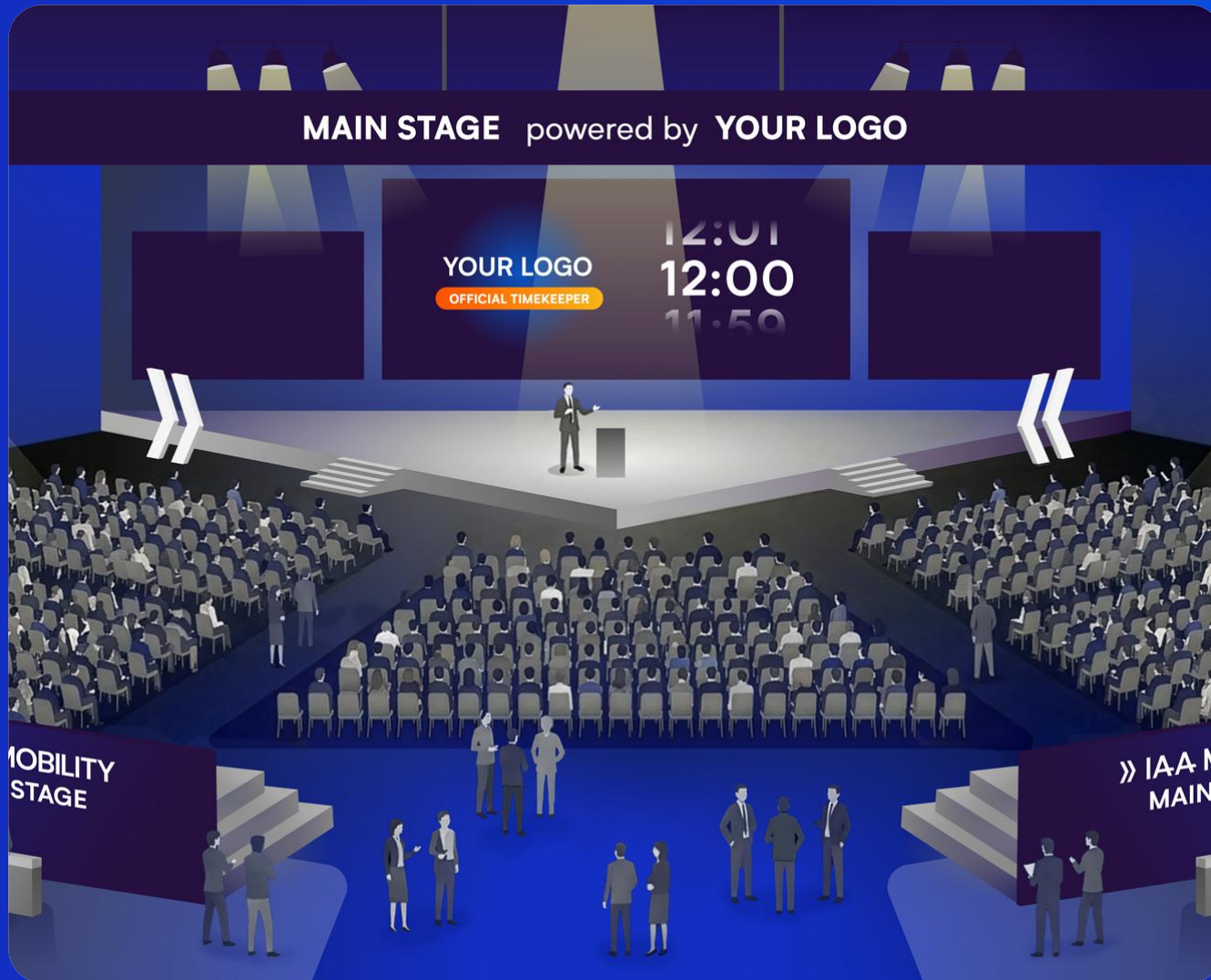
Marketing & Promotion

- › Website and app: Logo listing (iaa-mobility.com and exhibitor and partner directory)
- › Website: IAA Voices (interview format)
- › Social media: Announcement at the IAA MOBILITY B2B channel

Package price (net):

€ 129,000

Timekeeping sponsorship



Package Description

As the official Timekeeping sponsor of IAA MOBILITY, your brand gains **maximum visibility across the entire event ecosystem** and within the **global IAA MOBILITY online community**.

Present at every moment that matters, you benefit from outstanding **brand awareness across our B2B and B2C formats – IAA Summit and IAA Open Space** – on-site, digital, and beyond. Position your company as a trusted partner to the mobility industry.

Marketing & Communication

- › **Digital pre-event exposure:**
Be part of the official IAA MOBILITY pre-event countdown across all online channels
- › **IAA MOBILITY website:**
Logo placement within the official partner and sponsor overview
- › **IAA MOBILITY social media:**
Announcement post across IAA MOBILITY social media channels (B2B/B2C)
- › **IAA MOBILITY website and app:**
Basic listing in the official exhibitor and partner directory

Timekeeping sponsorship

Timekeeping Package A

Summit presence (B2B):

- ✓ **Summit opening presence:**
Being featured within the official gate opening countdown at the IAA Summit (Entrance West)
- ✓ **Conference-wide visibility:**
Being featured in every countdown sequence running on every stage throughout the entire IAA Conference at the Summit

Open Space presence (B2C):

- ✓ **Citizens Lab exposure:**
Being featured in every countdown sequence running at the IAA Citizens Lab in the Open Space
- ✓ **Siegstor Stage visibility:**
Being featured in every countdown sequence running at the Siegstor Stage in the Open Space

Package price (net):

€ 120,000

Timekeeping Package B

Summit presence (B2B):

- ✗ **Summit opening presence:**
Being featured within the official gate opening countdown at the IAA Summit (Entrance West)
- ✓ **Conference-wide visibility:**
Being featured in every countdown sequence running on every stage throughout the entire IAA Conference at the Summit

Open Space presence (B2C):

- ✓ **Citizens Lab exposure:**
Being featured in every countdown sequence running at the IAA Citizens Lab in the Open Space
- ✓ **Siegstor Stage visibility:**
Being featured in every countdown sequence running at the Siegstor Stage in the Open Space

Package price (net):

€ 90,000

Your contact person

Booking inquiries

Alexandra SEIL

Project Manager
Partnerships & Sponsoring
IAA MOBILITY



alexandra.seil@messe-muenchen.de
+49 162 2154698

Product inquiries

Isabella BAYER

Head of IAA Conference



isabella.bayer@messe-muenchen.de
+49 170 1821895

Klaus VARTZBED

Project Manager
Partner & Program Management,
IAA Conference



klaus.vartzbed@vda.de
+49 30 897842205

For any general inquiries regarding the
IAA Conference, please contact:

iaa-speaker@messe-muenchen.de

Johanna HAUK

Project Manager
Stages, Sponsors & Speaker
Management,
IAA Conference



johanna.hauk@messe-muenchen.de
+49 175 8005967

Lea HÜMMLER

Project Manager
Forums, Sponsors & Speaker
Management,
IAA Conference



lea.huemmler@messe-muenchen.de
+49 170 1707381