

» IAA MOBILITY 2027

Recharge Area

Boost your visibility

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



Overview

Recharge Area

BECOME A
SPONSOR



In the Recharge Area, trade visitors to the IAA Summit can recharge their batteries in two ways: The area serves not only as a place to charge digital devices, but also as a quiet retreat where visitors can take a short break from the hustle and bustle of the trade show and recharge their social energy.

The Recharge Area extends approx. 100 sqm and offers and combines relaxing, networking and working spaces for the attendees of the IAA Summit.

As a sponsor of the Recharge Area, you'll gain thematic visibility and reach for your brand.

Services in detail

Recharge Area sponsoring package



- › **Exclusive naming rights:**
Receive exclusive naming rights for the area, ensuring strong brand visibility both on-site and in pre-event communications.
- › **Official sponsor communication:**
Visibility of the sponsor across the IAA MOBILITY B2B communication channels (website, app).
- › **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.
- › **Exclusive access to the Speed Talk Battery Tech & Charging:**
Five guaranteed seats for sponsor employees to participate in a thematically matching Speed Talk, ensuring high-level visibility and direct engagement with industry professionals.
- › **Hosted sessions:**
Dedicated use of the area for one hour per day (during the IAA MOBILITY opening hours) to host exclusive, sponsor-led networking events.
- › **IAA Summit tickets included:**
Ticket allowance of € 1,525 — ideal for clients, partners, or internal team.

€27,990 plus VAT*

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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