

» IAA MOBILITY 2027

Family Trail

It's All About Family

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



Family Trail Overview

Become a
sponsor

12

Family Trail
stations



40,000

children participated in the Family Trail 2025

6,000

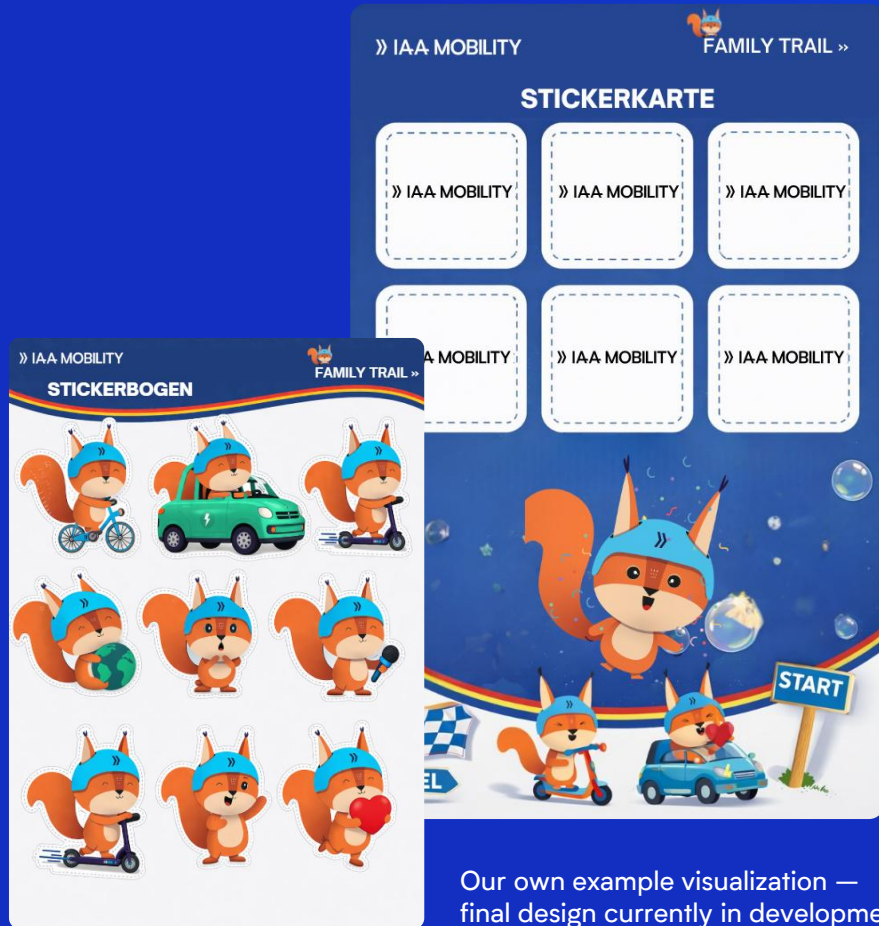
children have completed 4 or more
stations and won a medal

The **Family Trail** is an interactive scavenger hunt conceived specifically for children and families attending the IAA Open Space. It is designed to make the event accessible and engaging for younger visitors, while simultaneously driving footfall and fostering meaningful interaction at participating exhibitor stands. In doing so, it offers a playful yet purposeful format through which families can experience the full breadth of the event.

Family Trail

Overview — procedure

Become a
sponsor



- › Each participating child collects their collector's card and program schedule at the information stand or at one of the participating stations. At the main sponsor's stand, exclusive one-time sponsor giveaways will additionally be available.
- › Participating children and families select their top highlights from the program items within the Family Trail and complete the stations of their choice. Compared to 2025, participating children will now complete six stations instead of the previous four. This expansion provides participating partners with more touchpoints with families and greater visitor frequency at their stands.
- › Upon successful completion of all six Family Trail stations, the child and their family collect a sticker from each respective participating station. The completed collector's card is then exchanged for a prize at the information stand or at the main sponsor's stand.

Family Trail

Overview — prize

Become a
sponsor



Upon completing the Family Trail, each participating child receives an exclusive wooden medal featuring the new LIAA design. Frequently worn and visibly displayed throughout the event, the medal serves both as a keepsake and an effective mobile advertising medium with a strong presence across the IAA Open Space.

For the **main sponsor**, this presents a particularly prominent brand placement opportunity, as the sponsor's logo will be integrated onto the medal's lanyard alongside the IAA MOBILITY and Family Trail branding — ensuring visibility throughout the entire event visit and reaching both participating families and additional visitors in the surrounding area.

Beyond its role as a tangible reward, the medal carries a broader purpose: for every medal awarded, a donation of €1 is made to support the healthy development of children and young people across Germany.

Family Trail

Benefits at a glance

Become a sponsor



› Put your brand in front of families that matter

Reach a highly engaged family audience and create authentic, meaningful touchpoints at one of Europe's most prominent mobility events.

› Turn attendees into genuine brand experiences

Drive targeted visitors traffic directly to your stand and transform every family interaction into a memorable brand experience.

› Be part of something bigger than a stand

Align your brand with a curated event concept that blends entertainment, education, and community — creating positive associations that resonate well beyond the event itself.

› Own the Family Trail from start to finish

Benefit from prominent logo placement across all Family Trail communications, print materials, signage, and program schedules.

› Capture the moment across digital channels

Extend your reach before, during, and after the event through IAA MOBILITY's communication channels, amplifying your sponsorship to audiences far beyond the Open Space.

Main sponsor of the Family Trail 2027

Services in detail

Become a
sponsor



› Exclusive naming rights:

Receive exclusive naming rights for the Family Trail (Family Trail powered by ...), ensuring strong brand recognition both on-site and across all pre-event communications.

› Full branding integration:

Comprehensive logo placement across all Family Trail promotional materials, as well as their incorporation into the design of the finisher medal lanyard.

› Station 1 ownership:

Owner of Station 1: Naming as “Station 1” as part of the Family Trail, including being listed first on the Family Trail map and having your own Family Trail station sign (No. 1) at your location.

› Official “Finisher” Medal Station:

By serving as the location for medal distribution, your stand will become a celebratory finishing point for every participating child and family

› Exclusive meet and greet with LIAA:

One dedicated 20-minute meet and greet slot with the official IAA MOBILITY mascot LIAA — a unique and memorable experience for your team, guests, or young visitors attending the event.

› Summit guest tickets:

5 visitor tickets to explore the IAA Summit at Trade Fair Center Messe München — ideal for clients, partners, or internal teams.

› Official sponsor communication:

Comprehensive visibility across IAA MOBILITY’s key communication channels, including logo placement on the website and official partner directory, a dedicated Instagram announcement post, a name mention in the B2C newsletter, and a listing in both the exhibitor directory and the IAA MOBILITY app.

€27,000 plus VAT*

Participant sponsor of the Family Trail 2027

Services in detail

Become a
sponsor



› Dedicated Family Trail station:

Become part of the exclusive Family Trail community with your own designated station, driving targeted family footfall directly to your stand throughout the event.

› Official station signage:

A Family Trail station sign placed directly in front of your stand, clearly marking your location as an official stop within the scavenger hunt.

› Digital and print program integration:

Full inclusion across all Family Trail communications, both digital and print, ensuring consistent visibility throughout all event-related promotional activities.

› Official sponsor communication:

Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, alongside mentions in the Family Trail materials, the visitor guide, the IAA MOBILITY app, and the IAA MOBILITY website — partially indicated via dedicated icon labelling.

€1,900 plus VAT*

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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