

» IAA MOBILITY 2027

Kids Mobility Playground

It's All About Traffic Education

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



Kids Mobility Playground

Overview

Become a
sponsor



Making its debut at IAA MOBILITY 2027, the Kids Mobility Playground at Königsplatz is a purpose-built experience format designed for children and families.

Its core is an interactive edutainment experience that introduces children to road safety through play. Following a short introduction by trained staff, young visitors progress through four themed learning stations, each focusing on a key traffic situation — f.e. pedestrian crossings, traffic lights and intersections or stop signs.

In the end, the four stations are complemented by an interactive mobility course where children are learning about road safety and responsible behavior through immersive, age-appropriate scenarios.

Kids Mobility Playground

Structure and process

Become a sponsor



Our own example visualization

Each learning station is individually designed and branded by a sponsoring partner, creating an unique opportunity to communicate educational content while showcasing the sponsor's brand in an engaging and meaningful way.

After completing the theoretical part, children put their newly acquired knowledge into practice on a realistic mobility course using balance bikes, kick scooters and Bobby Cars. By combining learning, interaction and hands-on experience, the Kids Mobility Playground creates a memorable family attraction while offering partners an authentic platform for brand activation within the IAA Open Space.

Kids Mobility Playground

Benefits at a glance

Become a
sponsor



› Be at the heart of the family experience:

Position your brand at one of the most engaging family destinations within the IAA Open Space — a vibrant, purpose-built area that attracts children and families throughout the entire event day.

› Connect with tomorrow's generation today:

Align your brand with an interactive, educational format that resonates deeply with families — creating authentic, positive associations with young audiences and the adults accompanying them.

› Make your brand part of the experience:

Go beyond traditional sponsorship with product integration opportunities, placing your branded vehicles or equipment directly at the core of the parcours and embedding your brand into the heart of the format.

› Demonstrate your commitment to safer mobility:

Position your brand as an active contributor to road safety education by helping children build essential mobility skills in a fun, hands-on environment. This creates a meaningful brand association while reinforcing your commitment to social responsibility and the mobility of the future.

› Amplify your presence beyond the Open Space:

Extend your reach before, during, and after the event through IAA MOBILITY's communication channels, turning your sponsorship into a far-reaching brand campaign well beyond the parcours itself.

Main sponsor of the Kids Mobility Playground

Services in detail

Become a
sponsor



› Exclusive naming rights:

Receive exclusive naming rights (Kids Mobility Playground powered by ...), ensuring strong brand recognition across all pre-event communications.

› Exclusive Learning Station Activation:

Design and operate two interactive traffic learning stations. Shape both the visual appearance and educational content of the selected traffic scenarios in close coordination with the IAA MOBILITY team.

› Comprehensive on-site branding:

Full logo integration across two flags, five perimeter barriers and the individual learning station – ensuring prominent and consistent brand visibility throughout the entire parcours area.

› 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 across all IAA MOBILITY Open Space print materials as well as 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.

€50,000 plus VAT*

Participating Sponsor of the Kids Mobility Playground

Services in detail

Become a
sponsor



› Branded Learning Station:

Design and operate one interactive traffic learning station, dedicated to a specific traffic situation (e.g. pedestrian crossing, traffic lights & intersection, stop sign or one-way street).

› Content & Visual Integration:

Develop your own station's educational content and visual appearance in close coordination with the IAA MOBILITY team, creating an engaging and age-appropriate learning experience.

› On-site Brand Presence:

Prominent logo placement on the sponsored learning station, ensuring clear visibility and direct association with the educational experience.

› Official sponsor communication:

Comprehensive visibility across IAA MOBILITY's key communication channels, including logo placement across all IAA MOBILITY Open Space print materials as well as 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.

€20,000 plus VAT*

Banner sponsor Kids Mobility Playground

Services in detail

Become a
sponsor



- › **On-site branding:**
Logo integration across five perimeter barriers throughout the entire parcours area, ensuring solid brand visibility within the event space.
- › **Official sponsor communication:**
Logo placement on the IAA MOBILITY website and in the official partner & sponsor directory, ensuring consistent digital visibility throughout the event period.

€2,500 plus VAT*

Kids Mobility Playground

Product Sponsorship



Our own example visualization

The parcours offers sponsors a compelling opportunity to position their brand prominently within the area.

In addition, partners have the opportunity to contribute through product sponsorship. Required materials such as helmets or the vehicles used on the parcours can be provided directly by sponsors — an attractive option to connect your brand with the core element of the parcours while making a tangible contribution to the format itself.

Price on Request

Your contact person

Get in touch

Booking inquiries



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Product inquiries



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