



Y
RKING AREA

NETWORKING
AREA



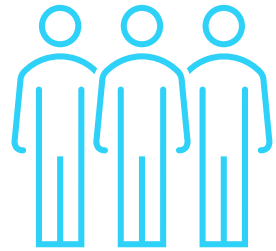
» IAA MOBILITY
2025

IAA MOBILITY FACTS

» IAA MOBILITY 2025



» IAA MOBILITY 2023 A success story



>500,000

visitors from
110 countries



750

exhibitors from 38
countries

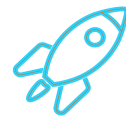


> 500
international
speakers

> 300
world debuts



82,000 sqm
of exhibition space



91 startups
across 2,200 sqm



> 8,500
test drives



3,700
accredited journalists from 82
countries



50k +
media reports worldwide (digital)



+ 70%
international media clippings
compared to 2021



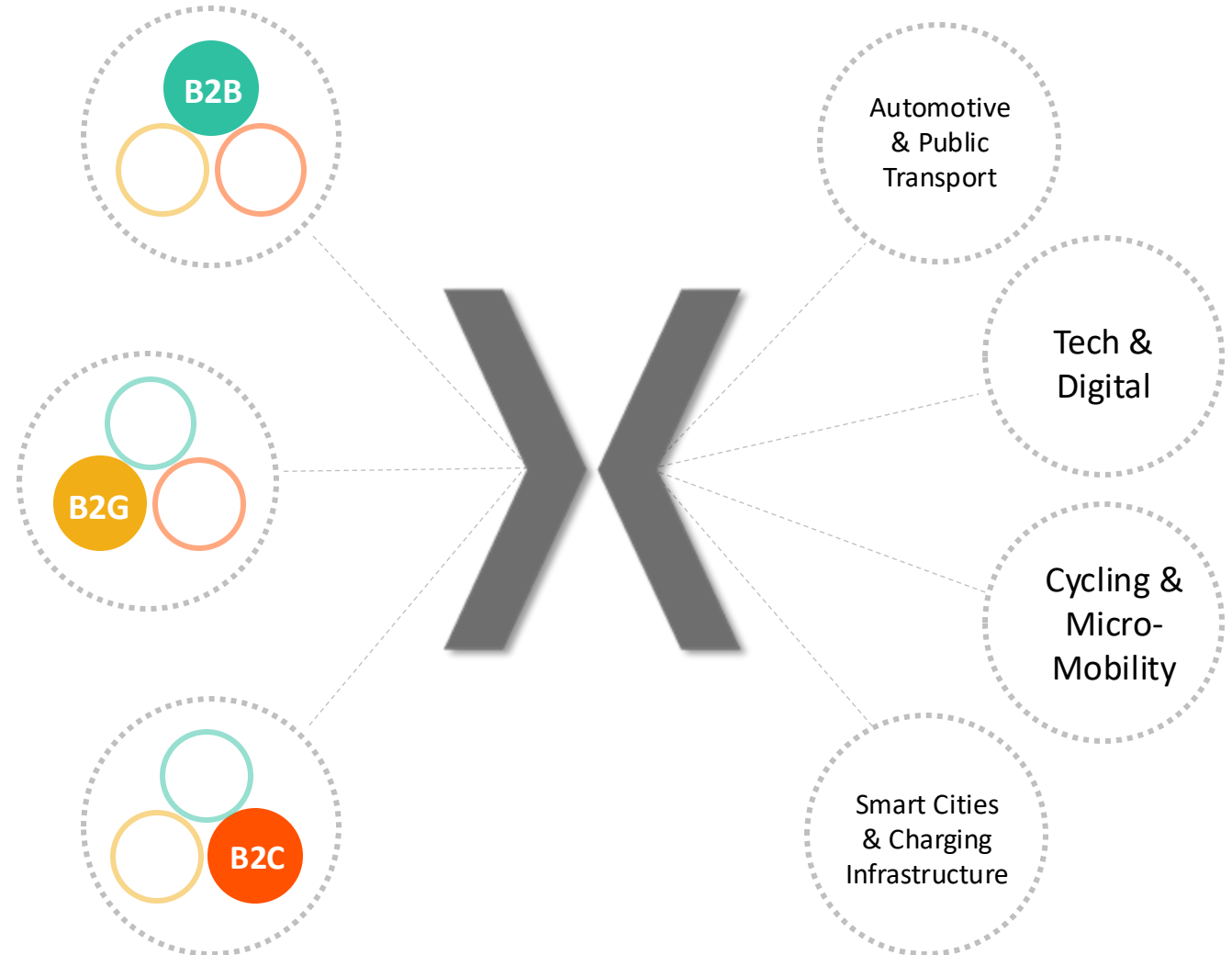
> 4,000
test drives in the English Garden

WHO

ARE OUR TARGET GROUPS?

Bridging markets, uniting audiences!
The Ultimate Event for B2C, B2B and B2G Synergies

IAA MOBILITY serves as the global nexus for future-focused mobility. This is why our community reaches well beyond B2B interactions!



» IAA MOBILITY 2025 Summit – For Mobility Professionals

Make Your Mark

Join the leaders across different industries to forge groundbreaking solutions for the entire value chain.

Connect and Collaborate

The Summit serves as the hub for dialogue and innovation, where you can immerse yourself in the latest technologies, tackle challenges, and engage with future-forward mobility visions. Build significant connections with key decision-makers, influential politicians, media representatives, and opinion leaders: our Summit environments are designed for networking and interaction.

Share Your Vision

Engage with a worldwide community of specialists to share your forward-thinking vision, harnessing innovative ideas and transformative trends to benefit your business and its value generation.

Participation Opportunities

- › Individual stands, stand packages & startup stands
- › Integration of exhibitor events
- › Networking tours
- › International press conferences for premieres and product launches
- › Area and event sponsoring



IT'S ALL ABOUT MOBILITY

Networking Area sponsoring

» IAA MOBILITY 2025





"The official networking area was the central meeting point for experts and decision-makers in the mobility industry who were looking for conversations with other participants in order to expand their existing network."

Michael Töpler, Director Marketing , Allianz Versicherungs-AG

» IAA MOBILITY 2025

Networking Area Sponsoring

As a sponsoring partner of the Networking Area you will receive extensive branding opportunities at one of the central spaces of the exhibition halls.

The area extends over approx. 200 sqm and combines lounge area, relaxing spaces, and working areas for the visitors at the Summit. The area is also venue for the popular Mobility Meetings and the last stop of every Networking Tour taking place – visitor traffic guaranteed!

The area is created and designed in cooperation with IAA MOBILITY, which also takes responsibility to manage associated tasks of the area.

The sponsoring package includes:

- › Official sponsor of the IAA MOBILITY Networking Area (IAA MOBILITY Networking Area sponsored by)
- › Branding of the area (digital & print)
- › Co-creation of the Networking Area
- › Sponsor's logo on the IAA MOBILITY website
- › Communication of sponsorship on B2B channels of IAA MOBILITY
- › Summit Tickets worth 1,500 €

Price: 99,900 € plus VAT*





Networking Area Sponsoring – your benefits



High brand visibility due to central placement in one of the startup areas



Innovative environment



Sustainable materials used



Target innovative mobility experts & decision-makers



Meeting area for professionals



International participants guaranteed



Low organizational effort for the sponsor



YOUR CONTACT PERSONS



Simon Bellin

Project Manager Summit

simon.bellin@messe-muenchen.de

+49 (0)89 949 20024



Oliver Schaedel

Sponsoring Manager IAA MOBILITY

oliver.schaedel@messe-muenchen.de

+49 (0) 162 2878106