



» IAA MOBILITY 2025
CONFERENCE

Part of the IAA SUMMIT — September 9—12, 2025 at the Trade Fair Center Munich



Recap: IAA Conference 2023

500+ speakers

- › The top-class conference is part of the IAA SUMMIT and can thus be accessed by every SUMMIT ticket holder. It is one of the most relevant industry conferences in the world. In 2023, well over 500 opinion leaders (amongst them over 70 CEOs) from small and large companies across various industries, as well as from politics, society and science, enriched IAA MOBILITY.
























21,000+ conference visitors

- › Over 21,000 international visitors from more than 100 countries attended the stages of the IAA Conference as visitors. In doing so, 92% of the professional visitors rated the quality of the speakers, the sessions, and the thematic selection extremely positively.

5 stages

- › Forward-facing key topics were discussed on five major conference stages located between the exhibitor booths at the IAA Summit. These included electromobility and charging, cycling and micromobility, autonomous driving, urban and rural mobility, as well as the advancing integration of connectivity and generative AI.

» IAA MOBILITY 2023 Partner & Sponsors IAA Conference 2023

					
					 Co-funded by the European Union 
					
					

» IAA MOBILITY 2023 Speakers IAA Conference 2023



The first mobility revolution started in Munich 135 years ago. And the second revolution – the one towards climate-friendly mobility – is also at home here at IAA MOBILITY.

Olaf Scholz – Chancellor of the Federal Republic of Germany (on September 5, 2023)

Talking to each other and finding innovative solutions together is more important than ever in order to shape the sustainable mobility of tomorrow. The IAA Conference 2023 has succeeded in connecting the various players in the mobility industry and providing impetus for critical debate and open exchange.

Dr. Sandra Wolf – CEO Riese & Müller





Make a difference — be part of the IAA Conference 2025

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 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.

» IAA MOBILITY 2025 Join us in making mobility cohesive*



» IAA MOBILITY 2025 Conference stages and forums

Main Stage



Largest stage at the IAA SUMMIT, designed as an open stage with space for 500 visitors.

Summit Stage



Openly designed stage with space for 200 visitors.

Masterclass Stage



Separated area with organized access, stage and space for 50 visitors.

Blue Forum



Openly designed forum for 80 visitors including a networking area and a coffee bar.

Yellow Forum



A unique forum shaped like a Colosseum for up to 120 visitors with an adjacent networking and coffee bar area.

Orange Forum



A forum with space for 60–80 visitors. Tailored to the sponsor's wishes, including a networking and coffee bar area.

IAA Conference Participation options

» IAA MOBILITY 2025



» IAA MOBILITY 2025 Participation Options

CONTENT-RELATED PARTICIPATION

SPONSORSHIPS

- › [\(Overall\) Conference Sponsorship](#)
- › [Main Stage Sponsorship](#)
- › [Summit Stage Sponsorship](#)
- › [Yellow Forum Sponsorship](#)
- › [Blue Forum Day Sponsorship](#)
 - › available Tuesday—Thursday
- › [Orange Forum Ownership](#)

SPEAKING SLOTS

- › [Call for speakers](#) - bookable speaking slots
 - › Main Stage
 - › Summit Stage
 - › Masterclass Stage
 - › Yellow Forum

ADD-ONS FOR YOUR PARTICIPATION

BOOKABLE FOR ALL SPEAKER

DIGITAL CONTENT EXTENSIONS:

- › [Live Stream](#) (RTMP stream signal)
 - › Main Stage
 - › Summit Stage
 - › Masterclass Stage
 - › Yellow Forum
 - › Blue Forum
- › [Cut-down](#)
 - › Main Stage
 - › Summit Stage
 - › Yellow Forum
 - › Blue Forum

ADDITIONAL FORMS OF PARTICIPATION

EVENING EVENT:

- › [Evening Event Package](#)
 - › Summit Stage
 - › Blue Forum

ADVERTISING OPTIONS:

- › [LED wall advertising slot](#)
 - › Main Stage
 - › Summit Stage
 - › Yellow Forum

Content-related participation

» IAA MOBILITY 2025



» IAA MOBILITY 2025 (Overall) Conference Sponsorship



3 KEY BENEFITS



PRIME BRAND VISIBILITY

- › Be the overall sponsor of the IAA Conference 2025 and gain maximum exposure



THOUGHT LEADERSHIP

- › Position your company as an industry leader by delivering content on multiple stages



EXCLUSIVE NETWORKING

- › Access exclusive networking opportunities with C-level decision makers

The IAA Conference Sponsorship includes:

- › 1 x 45 min speaking slot at the Main Stage
- › 1 x 45 min speaking slot at the Summit Stage or Masterclass Stage
- › 1x 15 min speaking slot at the Main Stage or Summit Stage
- › Live-streaming of all slots on the official IAA MOBILITY channels
- › Brand logo is prominently integrated in the motion design on all IAA Conference stages throughout the entire conference, ensuring high visibility among attendees and speakers alike.
- › 100 Summit tickets
- › 10 VIP parking spots in the Car Park West

Marketing & communication services:

- › 1 x 20 sec advertising slot on the LED wall at the Entrance West
- › 1 x 20 sec advertising slot at the Main Stage
- › 1 x participation in the Visionary Club LinkedIn live event
- › 1 x announcement in the B2B — visitor newsletter
- › 1 x announcement on social media (B2B channels)
- › 1 x interview on social media (pre-event)
- › Logo placement on the IAA MOBILITY website
- › 1 x leaderboard banner within the exhibitor & partner directory
- › Listing in the exhibitor & partner directory (incl. logo)
- › Speaker marketing kit (incl. speaker template for social media, mail banner, etc.)



Price: 289,000.00 € plus VAT

» IAA MOBILITY 2025 Main Stage Sponsorship



3 KEY BENEFITS



PROMINENT STAGE PRESENCE

- › Be the Main Stage sponsor of the IAA Conference 2025



THOUGHT LEADERSHIP

- › Be part of the official IAA Conference program positioning your content



EXCLUSIVE NETWORKING

- › Access exclusive networking opportunities with top industry executives

The IAA Conference Main Stage Sponsorship includes:

- › 1 x 45 min speaking slot at the Main Stage
- › 2 x 15 min speaking slot at the Main Stage
 - › Live-streaming of all slots on the official IAA MOBILITY channels
 - › Recording of all slots
 - › Speakerpictures of all slots
- › Brand logo is prominently integrated in the motion design on the Main Stage throughout the entire conference.
- › 50 Summit tickets
- › 5 VIP parking spots in the Car Park West

Marketing & communication services:

- › 1 x 20 sec advertising slot at the Main Stage
- › 1 x announcement in the B2B — visitor newsletter
- › 1 x announcement on social media (B2B channels)
- › Logo placement on the IAA MOBILITY website
- › Listing in the exhibitor & partner directory (incl. logo)
- › Speaker marketing kit (incl. speaker template for social media, mail banner, etc.)



Price: 179,000.00 € plus VAT

» IAA MOBILITY 2025 Summit Stage Sponsorship



3 KEY BENEFITS



BRAND EXPOSURE

- › Be the Summit Stage sponsor of the IAA MOBILITY Conference 2025



THOUGHT LEADERSHIP

- › Be part of the official IAA Conference program positioning your content



EXCLUSIVE NETWORKING

- › Access exclusive networking opportunities with top industry executives

The IAA Conference Summit Stage Sponsorship includes:

- › 1 x 45 min speaking slot at the Summit Stage
- › 2 x 15 min speaking slot at the Summit Stage
 - › Live-streaming of all slots on the official IAA MOBILITY channels
 - › Recording of all slots
 - › Speakerpictures of all slots
- › Brand logo is prominently integrated in the motion design on the Summit Stage throughout the entire conference
- › 35 Summit tickets
- › 5 VIP parking spots in the Car Park West

Marketing & communication services:

- › 1 x 20 sec advertising Slot at the Summit Stage
- › 1 x announcement in the B2B — visitor newsletter
- › 1 x announcement on social media (B2B channels)
- › Logo placement on the IAA MOBILITY website
- › Listing in the exhibitor & partner directory (incl. logo)
- › Speaker marketing kit (incl. speaker template for social media, mail banner, etc.)





Price: 129,000.00 € plus VAT


» IAA MOBILITY 2025 Yellow Forum Sponsorship



3 KEY BENEFITS

 **PROMINENT BRANDING**
› Be the Yellow Forum Sponsor of the IAA MOBILITY Conference 2025

 **CUSTOMIZED SESSIONS**
› Curate sessions, showcasing thought leadership

 **INTERACTIVE ENGAGEMENT**
› Interact closely with a smaller audience, fostering meaningful connections

The IAA Conference Yellow Forum Sponsorship includes:

- › 1 x 45 min slot at the Yellow Forum
- › 1 x 15 min slot at the Yellow Forum
- › Listing in the official IAA Conference program
 - › Live-streaming of all slots on the official IAA MOBILITY channels
 - › Recording of all slots
 - › Speakerpictures of all slots
- › Logo is prominently integrated in the stage design at the Yellow Forum throughout the conference
- › 25 Summit tickets
- › 5 VIP parking spots in the Car Park West

Marketing & communication services:

- › 1 x 20 sec advertising slot on the LED Screen Yellow Forum
- › 1 x announcement in the B2B — visitor newsletter
- › 1 x announcement on social media (B2B channels)
- › Logo placement on the IAA MOBILITY website
- › Listing in the exhibitor & partner directory (incl. logo)
- › Speaker marketing kit (incl. speaker template for social media, mail banner, etc.)



Price: 89,000.00 € plus VAT

» IAA MOBILITY 2025 Blue Forum Day Sponsorship

10%
exhibitor
discount

3 KEY BENEFITS



BRAND EXPOSURE

- › Be a Day Sponsor of the Blue Forum of the IAA MOBILITY Conference 2025



CUSTOMIZED SESSIONS

- › Curate a full day of conference program aligned with your company goals



INTERACTIVE ENGAGEMENT

- › Interact closely with a smaller audience, fostering meaningful connections

The IAA Conference Blue Forum Day Sponsorship includes:

- › Curation of one full day at the Blue Forum (10:00 a.m.—5:00 p.m.)
- › Listing in the official IAA Conference program
 - › Live-streaming of one highlight slot on the official IAA MOBILITY channels
 - › Recording of all slots
 - › Speakerpictures of all slots
- › Logo is prominently integrated at the stage and the networking area at the Blue Forum
- › 30 Summit tickets
- › 5 VIP parking spots in the Car Park West

Marketing & communication services:

- › 1 x announcement in the B2B — visitor newsletter
- › 1 x announcement on social media (B2B channels)
- › Logo placement on the IAA MOBILITY website
- › Listing in the exhibitor & partner directory (incl. logo)
- › Speaker marketing kit (incl. speaker template for social media, mail banner, etc.)



Price Tuesday: 119,000.00 € plus VAT



Price Wednesday: 109,000.00 € plus VAT





Price Thursday: 99,000.00 € plus VAT

» IAA MOBILITY 2025 Orange Forum Ownership



3 KEY BENEFITS

 **HIGH BRAND EXPOSURE**
› Curate your “own” forum as part of the IAA Conference

 **THOUGHT LEADERSHIP**
› Host the entire content program positioning your company as an authority in the industry

 **NETWORKING OPPORTUNITIES**
› Host public and private networking events with industry leaders

The IAA MOBILITY Orange Forum Ownership includes:

- › Orange Forum powered by “Sponsor”
- › ca. 450m² stand space included
- › Stand building and technical setup of the Forum is the responsibility of the sponsor
- › All slots curated by the sponsor (Tuesday—Friday, 10:00 a.m.—5:00 p.m.)
- › Listing in the official IAA Conference program
- › Live-streaming of one highlight slot per day on the official IAA MOBILITY channels
- › Logo is prominently integrated in all parts of the Forum
- › 50 Summit tickets
- › 5 VIP parking spots in the Car Park West

Marketing & communication services:

- › 1x announcement in the B2B — visitor newsletter
- › 1x announcement on social media (B2B channels)
- › 1x social media interview pre-event
- › Logo placement on the IAA MOBILITY website
- › Listing in the exhibitor & partner directory (incl. logo)
- › Speaker marketing kit (incl. speaker template for social media, mail banner, etc.)



Price: 179,000.00 € plus VAT

» IAA MOBILITY 2025 Call for speakers (via application)

SPEAKING SLOT 15

10%
exhibitor
discount

- › 15 min slot
(= 10 min actual speaking time)
- › Listing in the official IAA Conference program
- › Recording and pictures of the slot
- › 5 Summit tickets
- › Speaker marketing kit
(incl. speaker template for social media, mail banner, etc.)

» Main Stage:
15,000.00 € plus VAT

» Summit Stage:
12,000.00 € plus VAT

» Yellow Forum:
10,000.00 € plus VAT

SPEAKING SLOT 30

10%
exhibitor
discount

- › 30 min slot
(= 25 min actual speaking time)
- › Listing in the official IAA Conference program
- › Recording and pictures of the slot
- › 10 Summit tickets
- › Speaker marketing kit
(incl. speaker template for social media, mail banner, etc.)

» Main Stage:
28,000.00 € plus VAT

» Summit Stage:
20,000.00 € plus VAT

» Yellow Forum:
18,000.00 € plus VAT

SPEAKING SLOT 45

20%
exhibitor
discount

- › 45 min slot
(= 40 min actual speaking time)
Deep dive in your mobility topic
- › Regulated access to the presentations including staff and equipment for lead scanning
- › Listing in the official IAA Conference program
- › Recording and pictures of the slot
- › 5 Summit tickets
- › Speaker marketing kit
(incl. speaker template for social media, mail banner, etc.)

» Masterclass Stage:
20,000.00 € plus VAT

NEW

Add-Ons for your participation

BOOKABLE
FOR ALL
SPEAKER

» IAA MOBILITY 2025



BENEFITS



EXTENDED REACH

- › Amplify the impact of your conference participation by reaching a global audience.



EXPANDED TARGET GROUP

- › Use your own social channels to reach your followers.

RTMP stream signal:

Expand the audience of your presentation by using your social channels to spread your message.

Your session will be ready to broadcast on your social media or intranet.

- › We will provide you with a fully produced broadcast signal that can be integrated into your platforms such as LinkedIn, YouTube, Facebook, or internal applications like Microsoft Teams Events.
- › You will receive a professionally produced live stream of a selected program segment that you may broadcast directly to your target audience.
 - › Lower thirds and picture in picture IAA MOBILITY Layout
 - › 16:9 HD RTMP live-stream signal

Bookable per speaking slot at:

- › Main Stage
- › Summit Stage
- › Masterclass Stage
- › Yellow Forum
- › Blue Forum



Price: 2,500.00 € plus VAT

» IAA MOBILITY 2025 Digital content extension | Cut-down



BENEFITS



HIGH QUALITY

- › Powerful excerpts from your speeches that perfectly encapsulate the essence of your message.



HIGH SCOPE

- › Inspiring moments ready for sharing on social media.

Cut-down:

These video clips capture the most inspiring moments, featuring the best quotes and insights from your keynote or panel at the IAA Conference.

- › Viral-worthy videos for easy sharing, designed to grab attention and spark interest on your social media accounts.
- › 60-second compilation of your own slot for integration on your own social media channels.
 - › Optimized for social media platforms like LinkedIn or Instagram
 - › Portrait format 9:16, English subtitles
 - › Available on the same day

Bookable per speaking slot at:

- › Main Stage
- › Summit Stage
- › Yellow Forum
- › Blue Forum



Main Stage:
6,500.00 €
plus VAT



Summit Stage:
6,500.00 €
plus VAT



Yellow Forum:
6,000.00 €
plus VAT



Blue Forum:
6,000.00 €
plus VAT

Additional forms of participation


» IAA MOBILITY 2025





» IAA MOBILITY 2025 Evening Event Package



BENEFITS

 **HIGH VISIBILITY**
› Best visibility for capturing and retaining the attention of the audience.

 **ALL IN ONE PACKAGE**
› Full service package with great flexibility for your individual needs.

 **MEMORABILITY**
› Impressive experience that connects attendees with your brand.

The IAA MOBILITY Evening Event Package includes:

- › Use of the stage/forum including standard conference technology
- › Streaming, recording, and expansion equipment can be additionally booked via our technical service provider
- › Evening tickets for all guests (valid from 5:30 p.m. onward)
- › 10 Summit day tickets (redeemable during the regular opening hours of the trade fair)
- › Security and cleaning staff during and after the evening event
- › 1 x stage manager & 1 x hostess to assist with preparations, admission, etc.
- › Time slot: 7:00 p.m.—10:00 p.m.
1 hour for preparations (6:00 p.m.—7:00 p.m.)

» **Summit Stage:**
27,500.00 € plus VAT

» **Blue Forum:**
20,000.00 € plus VAT

» IAA MOBILITY 2025 Advertising options

Package:
Main Stage +
Summit Stage +
Yellow Forum
13,900.00 €
(plus VAT)

BENEFIT



HIGH VISIBILITY

- › Get into the spotlight of the IAA Summit & Conference.

Book your slot on the LED wall of the conference stages to reach all visitors of the IAA Summit and Conference with your advertising spot!

- › 20 sec commercial spot in 16:9 (no audio)
- › 3x per day, every day of the IAA MOBILITY Summit
- › Multiple bookings possible

» **Main Stage:**
5,500.00 € plus VAT

» **Summit Stage:**
4,900.00 € plus VAT

» **Yellow Forum:**
4,000.00 € plus VAT

» IAA MOBILITY 2025 YOUR CONTACT PERSONS



Isabella Bayer

Head of IAA Conference

isabella.bayer@messe-muenchen.de

+49 173 890 29 37



Klaus Vartzbed

Project Manager Partner & Program Management

klaus.vartzbed@vda.de

+49 30 897 842 205



Johanna Hauk

Project Manager Stages & Speaker Management

johanna.hauk@messe-muenchen.de

+49 175 800 59 67



Lea Hümmler

Project Manager Forums & Speaker Management

lea.huemmler@messe-muenchen.de

+49 170 170 73 81