

STARTUP
SPONSORINGS

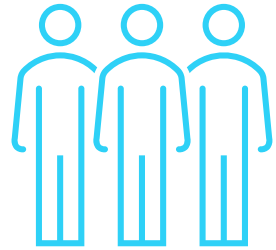
» IAA MOBILITY
2025

IAA MOBILITY FACTS

» IAA MOBILITY 2025



» IAA MOBILITY 2023 A success story



>500,000

visitors from
110 countries



750

exhibitors from 38
countries

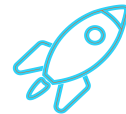


> 500
international
speakers

> 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



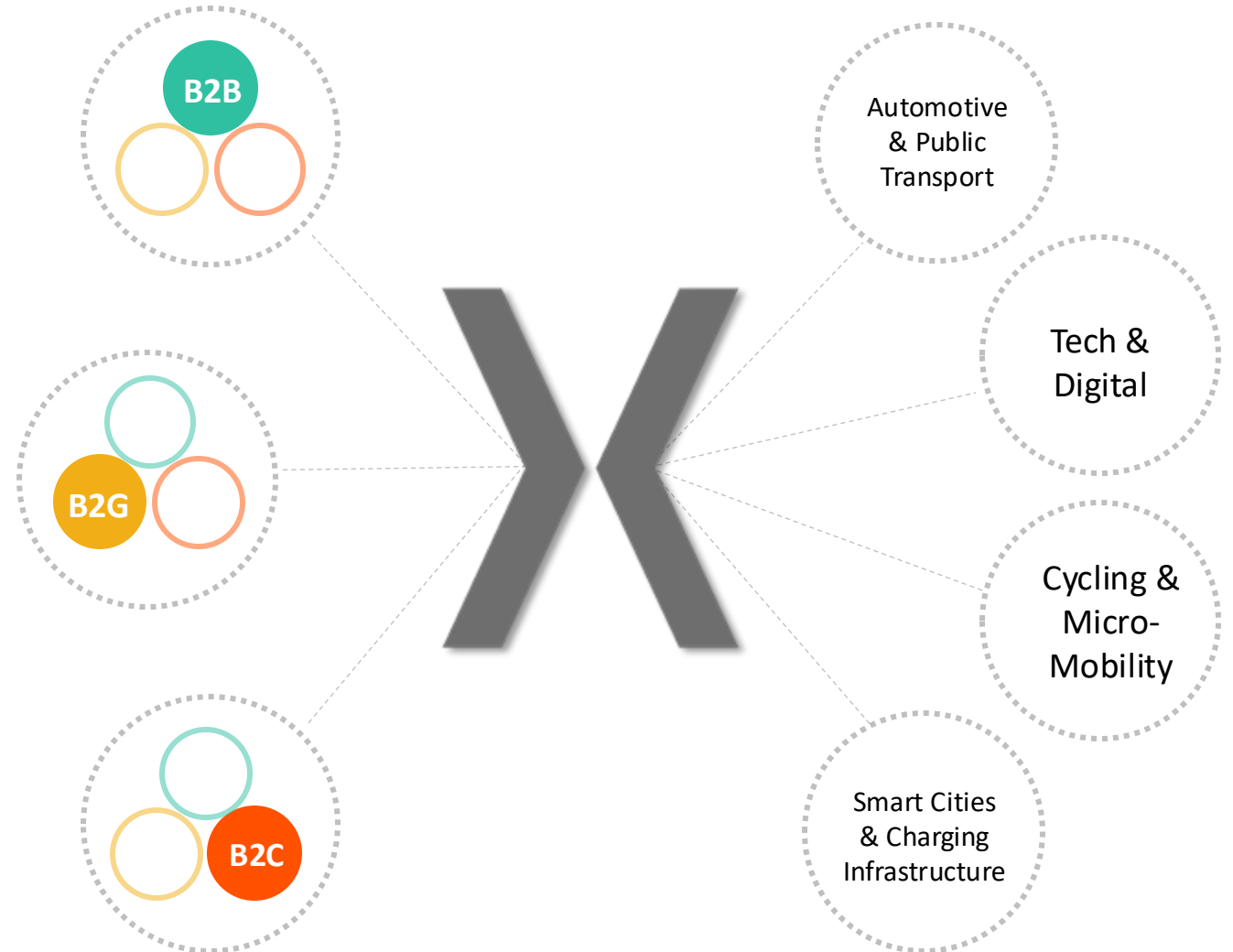
> 4,000
test drives in the English Garden

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

Startup lounge area
sponsoring

» IAA MOBILITY 2025



» IAA MOBILITY 2025 Startup lounge area sponsoring

Description



- › The lounge area is located in the middle of one of the three startup areas at IAA MOBILITY 2025 Summit and extends over approx. 60 sqm. It offers a tiny coffee house with branding possibilities on all sides, a seating area, as well as networking and co-working spaces.

Target group



- › As sponsoring partner of the central startup lounge area you will receive extensive branding opportunities at the one spot where startups will meet with their high potential customers.

Location & date



- › Central startup area
- › During the event from the press day through to the last day (8.9.2025-12.9.2025)

The sponsoring



- › The lounge area offers a tiny coffee house with branding possibilities on all sides, a seating area, as well as networking and co-working spaces.

Startup lounge area package

The startup areas are the center of innovation at the IAA MOBILITY – the international platform for leaders regarding the topics spanning from micromobility and cars to bicycles and new public transport solutions. As sponsoring partner of the central startup lounge area you will receive extensive branding opportunities at the one spot where startups will meet with their high potential customers.

The lounge area extends over approx. 60 sqm and is located in the middle of one of the three startup areas and offers a tiny coffee house with branding possibilities on all sides, a seating area, as well as networking and co-working spaces.

The sponsoring package includes:

- › Official sponsor of the IAA MOBILITY startup lounge area (IAA MOBILITY startup lounge area sponsored by ...)
- › Sponsors logo on IAA MOBILITY website
- › Communication of sponsorship on B2B channels of IAA MOBILITY
- › 8 Summit exhibitor passes
- › Branding of the area (digital & print)

Price: 49,000 € plus VAT*

8 * Individual additional requests may result in higher costs.





Startup lounge area sponsoring – your benefits



high brand visibility due to central placing 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

Startup lunch sponsoring

» IAA MOBILITY 2025



» IAA MOBILITY 2025 Startup lunch sponsoring – become the exclusive sponsor

Description of the event



- › Cross industry lunch – focus on mobility companies and startups
- › IAA MOBILITY Summit topics as basic plus topics defined by the partner/sponsor

Target group



IAA MOBILITY + sponsor

- › Exclusive small group of max 40 pax
- › Startups selected by Summit team and partner (sponsor) according to predefined criteria

Location & date



- › Possible date: 09.09. – 12.09.2025
- › noon or early afternoon on the Summit

The sponsoring



- › The exclusive sponsor will organize the event as a cross industry lunch with focus on the mobility companies and startups. The sponsor can choose speakers from his network and will be listed as official sponsor of the startup lunch and receive the benefit of being listed on the IAA MOBILITY website.

Sponsoring package – startup lunch

At IAA MOBILITY 2025 we will have different events to bring together startups, investors, VCs and industry leaders.

The startup lunch will be an exclusive event organized by the IAA MOBILITY team and the sponsor to bring together startups in a cross industry exchange in the mobility sector.

40 exclusive startups will be selected by the sponsor and the IAA MOBILITY team.

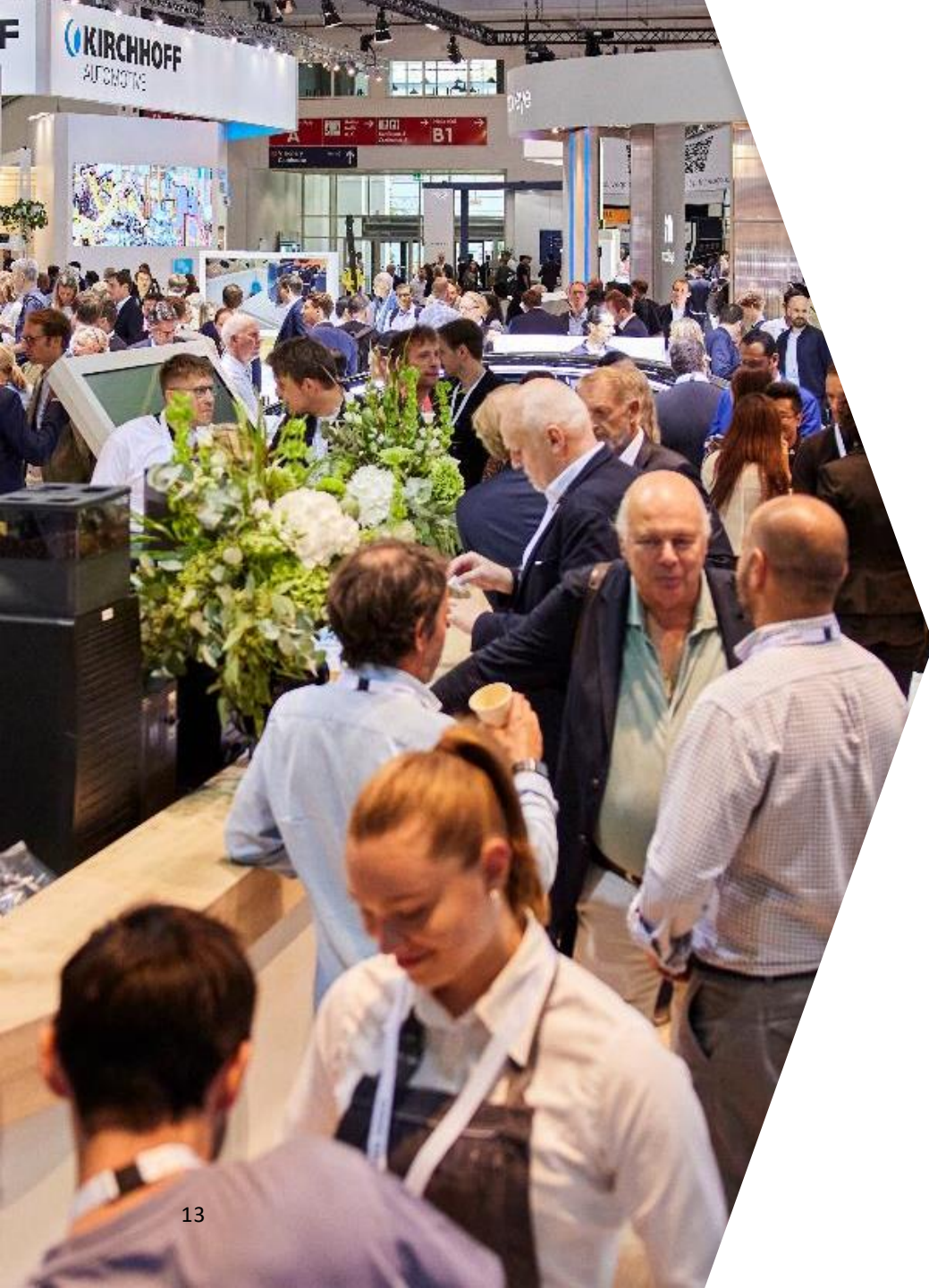
The sponsoring package includes:

- Official sponsor of the IAA MOBILITY Startup lunch (IAA MOBILITY Startup lunch sponsored by ...)
- Sponsors logo on IAA MOBILITY website
- Communication of sponsorship on B2B channels of IAA MOBILITY
- 10 Summit exhibitor passes

Price: 21,500 € plus VAT*

* Individual additional requests may result in higher costs.





Startup lunch sponsoring – your benefits



high brand visibility due to attractive central location of the event area



innovative environment



target mobility experts & decision makers



promote the cross industry exchange with potential new exhibitors



low organizational effort for the sponsor

Startup Get Together Sponsorings

» IAA MOBILITY 2025





Recap Founders Night 2023

As part of the IAA Startup packages at the Summit, the startup night offered a thrilling and interesting panel with inspiring speakers for founders and investors.

This networking format was free of charge and exclusively accessible for all registered startups at IAA MOBILITY 2023. It offered the young companies the unique chance to network with well-known investors and corporates.

- › connect startups with investors and potential clients
- › exclusively for exhibiting startups of IAA MOBILITY
- › upstream matchmaking increases lead quality for all stakeholders

» IAA MOBILITY 2025 Startup Get Together sponsoring – Become a sponsor

Description of the event



- › A get together after the startup fight in the afternoon – bringing together startups & venture capitalists, business angels, accelerators, founders and corporates in a relaxing atmosphere for networking with high-ranking decision-makers.

Target group



IAA MOBILITY + sponsor

- › Founders of the 100 startups participating in IAA MOBILITY Summit & venture capitals, business angels, accelerators, founders and corporates

Location & date



- › Day t.b.d
- › Afternoon till evening
- › Event location: Summit, yellow forum

The sponsoring



- › The startup get together will be branded with your name (IAA MOBILITY startup get together sponsored by ...)
- › Your logo will be on the IAA MOBILITY website and we will communicate the sponsorship on B2B channels of IAA MOBILITY furthermore you will receive 10 Summit day tickets

Sponsoring Package – Startup Get Together

At IAA MOBILITY 2025 we will have different startup events to bring together startups, investors, VCs and industry leaders.

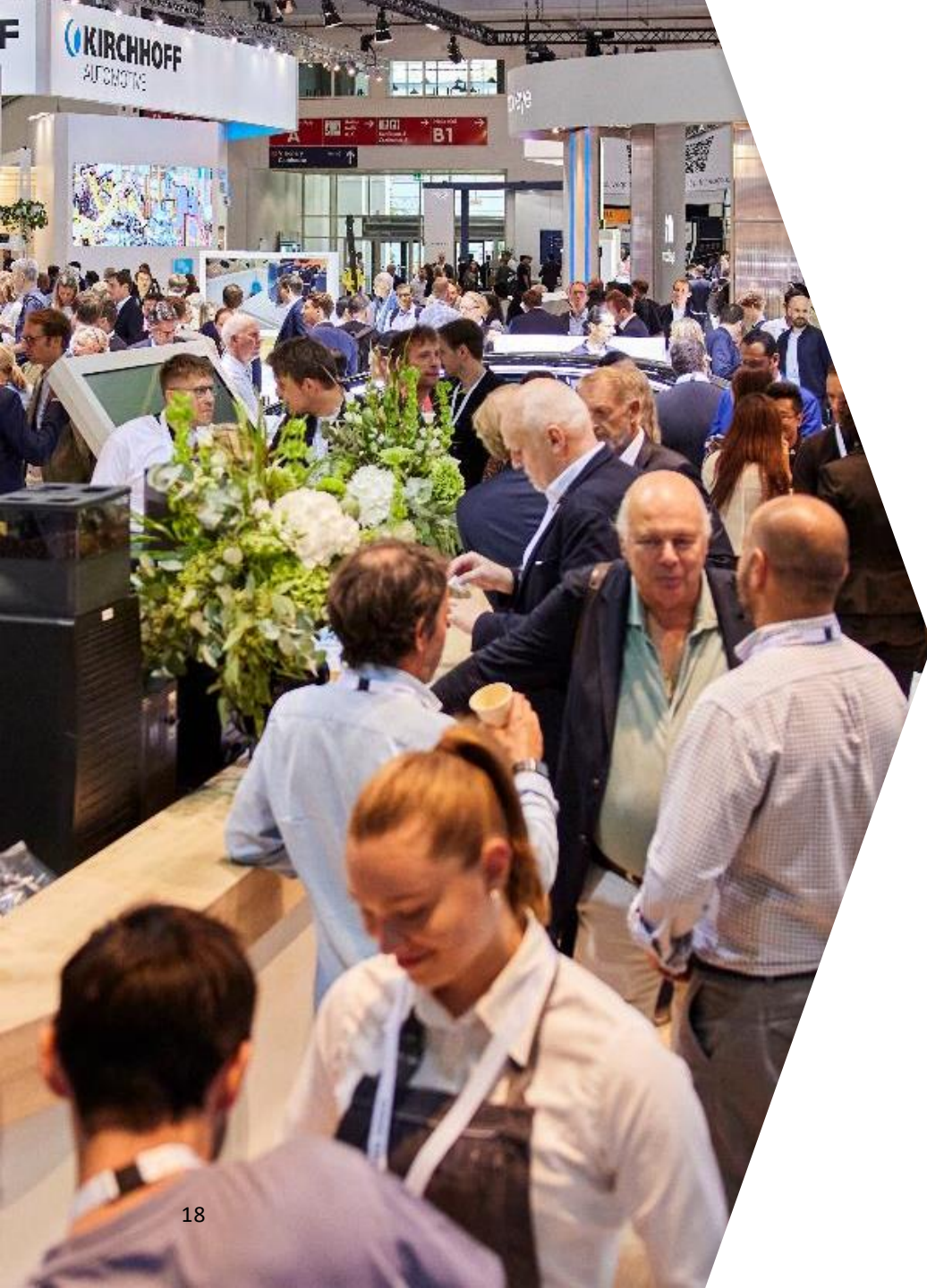
The get together will be held after the Startup Fight, to give the participants and visitors of the startup fight the possibility to network right after the event. We will invite all exhibitors of the IAA MOBILITY 2025 Summit as well as all startups and investors, VCs and industry leaders.

The sponsoring package includes:

- › Official Sponsor of the IAA MOBILITY startup get together (IAA MOBILITY startup get together sponsored by ...)
- › Sponsors logo on IAA MOBILITY website
- › Communication of sponsorship on B2B channels of IAA MOBILITY
- › 4 Summit exhibitor passes
- › Branding of the get together area (digital & print)

Price: 28,000 € plus VAT*





Startup Get Together sponsoring – your benefits



high brand visibility due to attractive central location of the event area



innovative environment



high quality materials and area design at the event area



target mobility experts & decision makers, startups, VCs, and many more



international participants guaranteed



low organizational effort for the sponsor



YOUR CONTACT PERSON



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