EXPERIENCE CONNECTED MOBILITY

Come to IAA MOBILITY in Munich to experience mobility that brings us closer together — from cars and bikes to green and digital innovations.

SEPTEMBER 5 — 10, 2023
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IAA MOBILITY is the world’s most progressive platform for the future of mobility, sustainability and technology.

It connects all companies working in the mobility ‘ecosystem’ — also with new and highly attractive target audiences. Our exhibitors — from global players to fresh start-ups — epitomise the significance of sustainable, smart and connected mobility in building a better future for all humankind.

Adopting the slogan of “EXPERIENCE CONNECTED MOBILITY”, IAA MOBILITY...

- is the platform for the collaborative development of new solutions by industrial enterprises, civil society and the public sector
- creates memorable and interactive experiences
- grows the societal relevance of automotive, cycling and micromobility for mobility in tomorrow’s world
- provides orientation for ground–breaking ideas and developments
- actively involves all market players in the value creation of future mobility
- embraces social, ecological and economic responsibility
IAA MOBILITY 2021 — A SUCCESS STORY

407,379 VISITORS
FROM 95 COUNTRIES

8,846 TEST DRIVES

936 INTERNATIONALE SPEAKERS
FROM 32 COUNTRIES

744 EXHIBITORS
FROM 32 COUNTRIES

3,500 ACCREDITED JOURNALISTS

8,846 TEST DRIVES

71% OF VISITORS YOUNGER THAN 40

78 START-UPS ON 1,500m²

75 BIKE BRANDS

137 BILLION POTENTIAL INTERNATIONAL MEDIA REACH

2,214 TONS OF OFFSET CARBON

33,800 MEDIA CLIPPINGS

90,299m² EXHIBITION SPACE

3,500 ACCREDITED JOURNALISTS

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33,800 MEDIA CLIPPINGS

90,299m² EXHIBITION SPACE
IAA MOBILITY 2021 — DIGITAL REACH

New technologies are also changing the face of IAA MOBILITY, not just the transformation of mobility itself. A traditional on-site auto show has evolved into a multimedia platform that is continuously growing its channels and reach — for global, digital and interactive impact.

THIRD MOST SUCCESSFUL EVENT IN 2021

The social media channels of IAA MOBILITY clocked up 140 million page impressions. IAA MOBILITY posts were viewed more than 38 million times on YouTube and TikTok alone. China, the United States, South Korea, Brazil, Spain, Italy and naturally Germany were the countries with the strongest media interest. This media reach made IAA MOBILITY the third most successful event in the world, trailing only the 2021 European Football Championship and the Olympic Games.

REACH POTENTIAL AUDIENCES AROUND THE WORLD!

Showcase your strengths to a growing international community of mobility fans. Featuring a daily live programme, virtual sessions, content collaborations and our Mobility-TV experience formats. Exploit our reach for the interests of your company!
IAA MOBILITY 2021 — WHO WAS THERE?

IAA MOBILITY is the world’s leading platform for companies, organisations and start-ups from all areas of innovative and sustainable mobility. A selection of our customers from 2021.
The new IAA MOBILITY was a resounding success for Dolby. The event was the perfect starting point for our goal of successfully establishing the Dolby Atmos in-car music experience. We found the right setting — both face-to-face and in a digital format — to persuade important local and international contacts from throughout the automotive industry of what an in-car music experience should sound like in the future. We will reap lasting rewards from our eye-catching presence that was made possible at the trade fair complex.

ANDREAS EHRET, Director Automotive
DOLBY LABORATORIES

“IAA MOBILITY 2021 has grown from being just an auto show to become a global fair addressing all facets of mobility in tomorrow’s world — which reflects the industry’s transformation overall. So far, no other motor show around the world has successfully made this leap, which makes the performance of the IAA team and the VDA all the more remarkable. Extending the trade fair complex to include various popular places in the city centre of Munich and a mobile Blue Lane with fresh mobility concepts was a highly complex undertaking, but moved both industry visitors and consumers — in the truest sense of the word.”

FELIX KUHNERT, Partner and Automotive Leader
PwC GERMANY

“This is the perfect opportunity to establish and build on high-level relationships with relevant decision-makers. Adopting a clear focus on sustainability, electromobility, connectivity and assisted driving, IAA MOBILITY built strong bridges between the strengths of our platform and the needs of the automotive industry.

We look forward to future collaboration with IAA MOBILITY!”

DIRK PAPE, Senior Lead Automotive & Mobility
LINKEDIN MARKETING SOLUTIONS

“We can now say that we have achieved our goal of successfully establishing the Dolby Atmos in-car music experience with IAA MOBILITY 2021. We have surpassed all expectations and will continue to work towards further developments.”

CARSTEN ANHALT, Head of Car Rental, Partnerships and B2B Products
SHARE NOW

For LinkedIn, IAA MOBILITY 2021 in Munich was the perfect opportunity to establish and build on high-level relationships with relevant decision-makers. Adopting a clear focus on sustainability, electromobility, connectivity and assisted driving, IAA MOBILITY built strong bridges between the strengths of our platform and the needs of the automotive industry.

We look forward to future collaboration with IAA MOBILITY!”

ANDREAS KRAJEWSKI, Marketing & Communications Leader Europe
CANNONDALE-CYCLING SPORTS GROUP EUROPE B.V.

“In the past few days, we had many visitors from different sectors at our booth and had great conversations. We are pleased to see that people are becoming aware of the importance of bicycle mobility for the mobility shift. However, in the context of the trade fair we would have liked to see a stronger fusion and more opportunities for dialogue between the different forms of mobility. In order for mobility to be multimodal and demand-oriented, it is essential to bring all transport users together. Here we see potential for further development of the format to promote a constructive exchange and synergies between the individual actors.”

DR SANDRA WOLF, Managing Director
RIESE & MÜLLER GMBH

IAA MOBILITY 2021 — TESTIMONIALS
IAA MOBILITY 2023
AT A GLANCE

» What
IAA MOBILITY is the international gathering place for mobility in tomorrow’s world. The mobility shift is increasingly shining a spotlight on sustainable and digital solutions that connect and delight us — besides bringing us where we need to go.

» Who
Our audience extends way beyond B2B.
IAA MOBILITY is the meeting place for **B2B plus**:

**Business**
C-level, sales, purchasing, marketing, product management, design, HR, (young) professionals, tech (big tech, start-ups, OEM and supplier departments), digital, software, platforms, AI, gaming, entertainment, R&D, production, strategy, micromobility, mobility solutions, VCs, incubators, M&A, collaborations, start-ups

**ESG (Environmental, Social, Governance)**
Politics (countries, regions, cities), ESG organisations and initiatives, smart city infrastructure, urban development, transport (urban, rural, public), energy, CSR and the exhibitors’ legal departments

**End Consumers (B2C)**
Special interest mobility, Open Space audience, incl. Gen Z and Gen Alpha

» Where

**Open Space & Blue Lane (B2C):**
Munich city centre
Königsplatz, Odeonsplatz, Ludwigstraße, Max-Joseph-Platz, Marstallplatz, Wittelsbacherplatz, Hofgartenstraße

**Summit & Conference (B2B plus):**
Messe München trade fair complex

» When
Open Space: September 5 — 10, 2023
Summit: September 5 — 8, 2023
Summit Press Day: September 4, 2023
THE KEY TOPICS AT IAA MOBILITY 2023

CONNECTED MOBILITY
Connected vehicles and mobility solutions are becoming increasingly convenient and safe — thanks to new smart technology as well as innovative and secure transmission channels. New vehicle types are also emerging, for instance in public transport, along with smaller and more tailored mobility concepts.

AUTONOMOUS MOBILITY
The dream of self-driving cars. A hot topic within the research community. The goals are numerous and diverse: improved safety in private transport, automated buses for rural areas and an optimised traffic flow for less congestion.

SUSTAINABLE MOBILITY AND CIRCULAR ECONOMY
What can be done to create a genuinely circular economy (batteries, for instance)? Best practice cases and research findings — on hydrogen drives and other issues — inspire companies in the area of mobility.

DIGITAL INNOVATIONS AND DATA
Smart, digital solutions are transforming mobility in numerous ways. For instance, the integration of AI enables enhanced automation in manufacturing, secure standards for data sharing and useful services in smart cities.

URBAN AND RURAL MOBILITY
Broadly speaking, mobility means enabling access to all areas of everyday life. This access should be as fair and sustainable as possible — and not just conceived for the needs of big cities and metropolitan areas.

SMART CITY INFRASTRUCTURE AND DEVELOPING LIVABLE SPACES
Smart cities connect state-of-the-art technology from the areas of energy, mobility and communication to improve quality of life throughout the community. For instance, the process of connecting traffic, environmental and vehicle data enables smart traffic management, which will cut traffic volumes, reduce carbon emissions, improve air quality and increase road safety.
SHAPE THE FUTURE WITH US!
REASONS TO ATTEND IAA MOBILITY 2023

THE WHOLE WORLD OF MOBILITY GATHERS AT A SINGLE LOCATION
Everyone meets face-to-face in Munich, at the heart of Europe: OEMs, start-ups and suppliers are the voice of the mobility community.

THE FUTURE IS WITHIN REACH
Marvel, touch, drive, test and share your experience. The future becomes real at IAA MOBILITY.

SHOWCASING IDEAS, VISIONS AND PRODUCTS
IAA MOBILITY is the place to discuss the most innovative ideas and generate global attention in the B2B and B2C communities.

ALL TARGET AUDIENCES!
Engineers, decision-makers, tech experts ... All professional groups gather in Munich to share their ideas. The event also attracts a large, enthusiastic consumer audience. Classic motor fans and increasingly young audiences: from tech trendsetters to digital influencers.

NEW NETWORKS!
Connect with new contacts in multiple sectors and talk shop in a truly interdisciplinary setting.

IAA MOBILITY CREATES THE RIGHT SETTING
Stories and innovation take shape in Munich and build media reach. Take advantage of our multipliers.
Take your mobility to where it matters most: at the heart of the city. Our Open Space format generates unbeatable public interest.

**ATTRACTION**
IAA MOBILITY creates the opportunity to deliver persuasive arguments at the most prominent locations in Munich city centre. More dynamic than any static trade fair show, a vibrant urban environment is the perfect setting to showcase your innovation and highlights.

**INTERACTION**
The Open Space is a festival site, product showroom and test track rolled into one. The perfect stage for the urban mobility that users need and a place for brands, initiatives and interested parties to share their thoughts.

**EXPERIENCE**
Framed by an artistic and cultural programme, food concepts and live entertainment, the Open Space establishes the ideal setting for mobility in tomorrow’s world. A unique opportunity to experience products at a relaxed and accessible location.
IAA has always been a crowd-puller. But expanding the Open Space will take interest to a new level. In 2021, 70% of the people at the Open Space were first-time visitors. A remarkable 37% even decided to attend spontaneously. The event therefore caters to a broad spectrum of audiences: from motor fans and young adults to Gen Z. And they are all thrilled: 89% of guests plan to come back.

OPEN SPACE:
CONNECT WITH NEW TARGET AUDIENCES

The mix of passers-by — most of them residents of Munich — and visitors from all over the world transforms the Open Space into a diverse and lively setting to showcase your innovations.
Our Open Space sites in Munich city centre
Citizens Lab

The Citizens Lab is the go-to place to share thoughts about mobility and community development in cities and rural spaces. Companies, government institutions, NGOs as well as citizens and visitors to IAA MOBILITY gather here to discuss the future of mobility and work on its realisation.

Königsplatz & the Königsplatz Stage

The largest exhibition site in the Open Space provides space for a uniquely diverse and international mix of exhibitors from all areas of mobility — the best spot for manufacturers and tech companies. Home to the largest stage and the food court.

Die Residenzhöfe

Perhaps our most beautiful exhibition space and definitely the most historical. Showcase your brand in this unique setting.

Kids World

An interactive and playful world with a creative and adventurous touch to captivate the next generation. The perfect place to experience your programme for kids and families.
## OPEN SPACE: PRICES

<table>
<thead>
<tr>
<th>Location</th>
<th>Price for OPEN SPACE only</th>
<th>Price for bookings of SUMMIT and OPEN SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residenzhöfe</td>
<td>€430/m²</td>
<td>€180/m²</td>
</tr>
<tr>
<td>Hofgartenstraße</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marstallplatz</td>
<td></td>
<td></td>
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<tr>
<td>Königsplatz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ludwigstraße</td>
<td>€480/m²</td>
<td>€230/m²</td>
</tr>
<tr>
<td>Odeonsplatz (from Brienner Straße to Galeriestraße)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Max-Joseph-Platz</td>
<td>€505/m²</td>
<td>€255/m²</td>
</tr>
<tr>
<td>Wittelsbacherplatz</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The booth rent comes with a ticket allowance (€30/m²) to invite your guests to IAA MOBILITY.

All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.
TURNING MUNICH INTO YOUR STAGE!

REASONS FOR THE OPEN SPACE

NEW TARGET AUDIENCES
Present your innovations to a young audience in an eye-catching, urban setting.

EMOTIONAL EXPERIENCE
The unique opportunity to experience and test mobility programmes strengthens sustainable and emotional bonds with current and potential customers.

COMMON STRENGTH
Join with other pioneering exhibitors to bring the innovative vision of connected mobility, smart cities and urban mobility to life.

FEEDBACK & DIALOGUE
Receive qualified feedback on your company’s new products, studies and services. Direct, live and professional.

DIVERSE
Raise your brand profile in an interesting community of innovative exhibitors from the automotive, cycling, micromobility and tech industries. In whichever way you prefer: Exhibits, key notes, workshops or content presentation.
Our Blue Lanes belong to the undisputed highlights of IAA MOBILITY. These thrilling test tracks connect the city centre with the trade fair complex, among other routes. Naturally, more traditional exhibition space is up for grabs at the Summit, but the Blue Lanes come with the advantage of testing your innovations under real conditions and demonstrating their benefits in an interactive setting.

Future and sustainable mobility solutions can be experienced and technological hurdles overcome — not just at the trade fair complex, but right into the heart of Munich as well.
BLUE LANE ROAD
Always on the move! Visitors can experience and test new mobility at first hand as they travel from the trade fair complex to the Open Space.

BLUE LANE UNDERGROUND
Running between the trade fair complex and Königsplatz, underground line 2 will be transformed into the Blue Lane Underground during the trade fair — as a direct link to IAA MOBILITY 2023.

BLUE LANE MICROMOBILITY & BIKE
Announce your own very special and sustainable mobility solution to a large audience at the Blue Lane Micromobility & Bike: From e-scooters to cargo bikes, various means of transport will be available for hire in the city centre. Our added bonus for all bikers: a 15.5 km cycling route between Königsplatz and Messestadt.

BLUE LANE FUTURE
Feel the future: The Blue Lane Future test track in the outside areas of the trade fair complex will transform the findings of a concept study into a real mobility experience. For instance, our visitors can travel conveniently in a fleet of self-driving buses.
### BLUE LANE: PRICES

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>½ container at an arrival and departure point (incl. equipment, whole event)</td>
<td>€13,500.00</td>
</tr>
<tr>
<td>1 container at an arrival and departure point (incl. equipment, whole event)</td>
<td>€27,000.00</td>
</tr>
<tr>
<td>Exhibition platform on a container at the Summit (only available with exclusive booking of a container) (incl. set-up/lifting the vehicle, whole event)</td>
<td>€10,000.00</td>
</tr>
<tr>
<td>Exhibition platform on a container at the Open Space (only available with exclusive booking of a container) (incl. static calculation, approval procedure with the responsible agencies, set-up/lifting of the vehicle, whole event)</td>
<td>on request</td>
</tr>
<tr>
<td>Service charge* (participating hybrid, hydrogen or fully electric vehicle, whole event)</td>
<td>€1,800.00</td>
</tr>
<tr>
<td>* Includes one night parking space per vehicle, personnel costs (hall attendant, fire guard, stewards, staffing of the gate, inclusion of the vehicles in the app.</td>
<td></td>
</tr>
<tr>
<td>Charging infrastructure &amp; power consumption (Summit)** (participating hybrid or fully electric vehicle, whole event)</td>
<td>€1,750.00</td>
</tr>
<tr>
<td>** Includes power connection (11 kW) and electricity consumption; the guest must bring wall boxes or similar facilities for charging.</td>
<td></td>
</tr>
<tr>
<td>Provision of necessary special infrastructure (e.g. sensor technology along the route for demonstration use cases)</td>
<td>on request</td>
</tr>
</tbody>
</table>

All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.
THE INTERACTIVE ROUTE TO SUCCESS!

REASONS FOR THE BLUE LANE

AN INTERACTIVE WORLD
The Blue Lane is our experience format and one of the absolute highlights of the IAA formats. It gives you the opportunity to present your products live in a real environment throughout the entire event. Invest in interactivity to make certain you leave a lasting impression.

YOUNG AND ENTHUSIASTIC TARGET AUDIENCE
As a Blue Lane partner, you will come into direct contact with young and highly adventurous target audiences. Use the direct and unobstructed communication to obtain valuable feedback or for live testing of your visions for the future.

DEMONSTRATE YOUR TRENDS SETTING QUALITIES
As a 360° mobility platform, the Blue Lane attracts all mobility enthusiasts with a strong interest in the latest industry highlights. Showcase your innovative and efficient vehicles, self-driving means of transport and revolutionary concepts — outside the trade fair halls.

IMPRESSIVELY SUSTAINABLE
The positive impressions you leave behind can be just as enduring as the sustainability of your innovative products. The Blue Lane delivers an emotional, up-close and tangible experience that turns your product or service into a moving event. It’s the ideal way to build new and loyal customer relationships. Bring your technology into the real world to reduce inhibitions!
UNMISSABLE INDUSTRY MEET
The Summit is the obligatory gathering place for all major players and decision-makers in the area of mobility. It sets the pace in the world of mobility. The Summit is the venue of the Conference and a host of various networking and curated partnership areas.

CENTRE OF DIALOGUE
A unique collaboration between all players within the mobility ecosystem. It brings together manufacturers, suppliers, tech providers and other groups. The focus here is not on specialised knowledge alone, but also on dialogue about the major innovations, strategies and visions from throughout the sector.

NETWORK BUILDING
The Summit’s thematic diversity and cross-sectoral interest makes the event an ideal place to cultivate relevant new business relationships. Discover fresh ways to collaborate, also beyond your own field.

TRENDSETTER
With its focus on innovation and sustainability, the Summit is a revolutionary trendsetter in all matters of mobility. The large gathering of new providers and start-ups pays testimony to this fact. So IAA MOBILITY is and remains the driver of corporate innovation and transformation.
SUMMIT: THE WHOLE WORLD IS WATCHING

BUSINESS
The Summit at IAA MOBILITY is an absolute must for all professionals in the mobility sector. Over 50,000 of them attended the 2021 event. Everyone gathers here, from CEOs to young professionals, from developers to strategists. The Summit therefore creates a unique opportunity to talk with the entire mobility sector.

SOCIETY AND POLITICS
The Summit is, however, more than a classic B2B event. It is also attended by numerous representatives from the public sector and civil society. This creates the opportunity to discuss innovation in a societal and political context, e.g. solutions for smart cities or urban and rural mobility. Not to forget the numerous media representatives following the latest trends as interested observers.

MOBILITY ENTHUSIASTS
Mobility moves the masses: Mobility has loyal fans, and this particularly dedicated target audience will definitely visit the Summit. No matter whether they are cycling enthusiasts or automotive experts — they all long to interact with the products, services and exhibitors.
SUMMIT: PARTICIPATION OPTIONS

Build a strong presence for your company and innovations. As a partner at the Summit, you are invited to present yourself in the thematic area in which your company possesses the greatest expertise. For instance, you can show an international audience who is responsible for innovation, tech & connectivity or strategy and development.

HOW TO TAKE PART IN THE SUMMIT:

» Booths and presentations
» Positioning as a thought leader in dialogue and networking spaces
» Integration of exhibitor events in the supporting programme
» International press conferences on world premiers, product launches and collaboration & strategy announcements
» Experience formats to enable a hands-on glimpse of mobility in tomorrow’s world
» Master classes, networking events, gatherings to connect start-ups and investors and exclusive evening functions
Our Easy & Pure full packages are the most convenient way to present yourself at the Summit. They already include all services such as booth space, communication charge, power connection, waste disposal fee, assembly and dismantling and personalised artwork spaces, etc.

The rental prices for booth space and, of course, our consulting services apply to more customised solutions. Feel free to get in touch. We will definitely find the right solution with you.

Rental prices at the Summit*

<table>
<thead>
<tr>
<th>Stand Type</th>
<th>Price/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row stand (one side open)</td>
<td>€315/m²</td>
</tr>
<tr>
<td>Corner stand (two sides open)</td>
<td>€370/m²</td>
</tr>
<tr>
<td>End stand (three sides open)</td>
<td>€405/m²</td>
</tr>
<tr>
<td>Island stand (four sides open)</td>
<td>€425/m²</td>
</tr>
</tbody>
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EASY & PURE booth packages, incl. assembly

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 m²</td>
<td>€14,990</td>
</tr>
<tr>
<td>40 m²</td>
<td>€23,990</td>
</tr>
<tr>
<td>60 m²</td>
<td>€34,990</td>
</tr>
</tbody>
</table>

* The booth rent comes with a ticket allowance (€50/m²) to invite your guests to IAA MOBILITY.

All prices are exclusive of VAT and subject to change. We reserve the right to adjust the prices in line with rising inflation/material costs.
YOUR BENEFITS AS OUR PARTNER!

REASONS FOR THE SUMMIT

SHOW YOURSELF
Present your company together with the market leaders in the various sectors and join with them to create innovative solutions for the entire mobility value chain.

SHARE YOUR VISION
Discuss your business visions for the future, outlooks and trends with like-minded people from a global business audience. Harness the energy of innovation and transformation for your company and your mobility value chain.

EVOLVE
Meet face-to-face with visitors to grow your network of professional contacts as a trusted partner and go-to company. Harvest direct feedback on prototypes and vehicle studies, automation and technology solutions and integrate the response into your development processes.
The IAA MOBILITY Conference is the most relevant international content and dialogue platform for mobility in tomorrow’s world — and an integral part of the Summit. World-renowned speakers, visionaries, celebrities, industry leaders and representatives of NGOs discuss current topics such as “mobility trends against the backdrop of social policy” or set the agenda for the future.

We warmly invite you to take part: on our three stages and the special curated areas with conference and networking zones. Selected programme contributions will be broadcast online on the IAA MOBILITY channels. This lets you benefit from IAA MOBILITY’s social media reach — especially in Europe, the United States and China.
CONFERENCE: PARTICIPATION OPTIONS

Share your views on the important and current thematic areas (refer to the main topics) to maximise your visibility.

MAJOR CONFERENCE SPONSORSHIP
Our major sponsoring option offers you maximised presence and integration of the topics that matter to you.

STAGE SPONSORSHIP
You will be present on one of the three conference stages, with inclusion of your main topics.

CONTENT SPONSORSHIP
You will set the agenda for a 45-minute session on a conference stage — or take part with a 15-minute keynote.

DIALOGUE SPACE SPONSORSHIP
As a Presenting Partner, you will occupy one of the dialogue spaces for either a whole day or the entire event. Each of these spaces addresses a particular topic (e.g., sustainability) and are part of the IAA MOBILITY conference programme.

INTEGRATION OF YOUR PROGRAMME
There is also an option to integrate your exhibitor programme as part of the official agenda.

Prices available on request. Just contact our sponsoring manager!
SHINE A SPOTLIGHT ON YOU!

REASONS FOR THE CONFERENCE

AGENDA SETTING
Place the topics that matter to you — and that your company is currently addressing — on the conference agenda. Your speakers and contributions will define the mobility topics in tomorrow’s world.

FRONT ROW SEAT
As a sponsor, you will place yourself front and centre in a gathering of C-level executives and experts — across the automotive, tech, start-up and micromobility sectors.

REACH
Naturally, not only will you increase your visibility at the IAA MOBILITY, but also the entire media reach of your brand and speakers. This will bring you into contact with an international target audience and generate global presence.

COMMUNITY BUILDING & TRENDSETTING
Exploit the visibility at the IAA Conference to agree new partnerships that actively shape the mobility revolution.
SUSTAINABLE GROWTH.
RECRUIT EXPECTS AT THE CAREER DAY!

As an exhibitor, the Career Day gives you a great opportunity to present yourself to suitable experts or even young professionals as an attractive employer. Participating exhibitors can approach their specific target audience in a compact and interactive format at the Summit and/or the Open Space.

AT THE OPEN SPACE
» Focus on graduates, students and young professionals
» Over 400,000 visitors promise immense reach
» ½-day stage programme at one of Munich’s most beautiful venues
» Company presentations and Q&A sessions
» Personal contact to potential candidates
» Central gathering place for graduates and young professionals looking for employment
» Including online job advertisements

AT THE SUMMIT
» Over 50,000 experts from R&D, sales, marketing, IT and tech in the mobility sector
» Targeted contact with highly qualified persons
» The programme shines a spotlight on participating companies
» ½-day stage programme with reverse pitch sessions
» Networking event
» Advertising on the IAA MOBILITY channels
» Including online job advertisements

Just talk to us!
ACHIEVING MORE TOGETHER.  
BECOME AN IAA MOBILITY PARTNER

Present yourself and your company as a driver of mobility in tomorrow’s world. Why become a partner?

- STAGE & ENTERTAINMENT SPONSORSHIPS
- LOUNGES (“BUSINESS CLUB HOUSE” AND OTHERS)
- BRANDING OPTIONS
- GUIDED TOURS & MASTER CLASSES
- NETWORKING EVENTS & PARTIES
- EXHIBITION OPPORTUNITIES

LEVERAGE YOUR BRAND AWARENESS
IAA MOBILITY delivers the platform you need to reach your global audience. Our creative advice addresses your specific needs and wishes to create an individual package for you. For us, every partnership is unique!

DRIVE INNOVATION
Showcase your company as a driving force for mobility. We give you the chance to participate in a variety of collaborations and position yourself as a major and defining player in the mobility sector.

BUILD VALUABLE CONTACTS
IAA MOBILITY offers simple and efficient networking opportunities. The IAA MOBILITY Summit and the IAA MOBILITY Conference opens the door to a network of global movers & shakers, thought leaders and decision-makers. Your focus is on B2C? No problem: The Open Space is situated at the heart of Munich city centre as a space for direct contact and communication with the general public.
EVEN MORE OPPORTUNITIES!
BECOME AN IAA MOBILITY PARTNER

Showcase your strengths and leverage your visibility — like the IAA MOBILITY 2021 partners.
YOUR CONTACT WITH US.
YOUR PRIMARY CONTACTS

Patrick Keller  
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patrick.keller@messe-muenchen.de

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daniela.steiner@messe-muenchen.de

Oliver Jänisch  
+49 171 16 92 837  
oliver.jaenisch@vda.de

Visit our website for more information  
www.iaa-mobility.com