



# IAA MOBILITY



» What will move us next

# Welcome to IAA MOBILITY

The goal of **IAA MOBILITY** is to become the leading global platform for the mobility industry. Bringing together actors from the entire mobility chain and open to everyone who is interested in mobility.

The **IAA MOBILITY** is changing from an automotive-focused trade fair to a platform for the most globally relevant mobility topics. Exactly these are supposed to find their way into the city.

On the following slides you will get a brief overview of the new concept and the various Sponsorship opportunities of **IAA MOBILITY** (07<sup>th</sup>–12<sup>th</sup> September 2021 in Munich, Germany).

# Concept and Sponsoring at a glance

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# The new IAA MOBILITY



As an innovative force and the most widely used means of transport, the automobile forms the core and the driver of global mobility. It is the starting platform and the core of the IAA Mobility, but no longer the only player.

The IAA Mobility opens up to all those involved in future-oriented and sustainable mobility. In this context, all participants are invited to help shape the mobility of tomorrow.

What will move us next? This question defines our actions and is supported by the four heart pieces of the new IAA Mobility: the **Summit**, the **Open Space**, the **Blue Lane** and the **Conference**.

Discover our great new concept and the various possibilities to participate in one or multiple formats.



# IAA MOBILITY Concept

## 01 SUMMIT

The core of IAA Mobility 2021 and decision-making meeting point, trendsetting and networking platform for the entire mobility industry. Focus on B2B.



## 02 CONFERENCE

Located at the heart of the Summit, the Conference is the leading platform for global creators and thinkers, decision-makers and stakeholder of future mobility.



## 03 OPEN SPACE

In the heart of Munich city: a place for discussion and dialogue with the general public. Experience, discuss and help shape the future of mobility. Focus on B2C.



## 04 BLUE LANE

Connection between Open Space and Summit. A transfer and test axis that can be experienced multi-modally, networked via four modes of transport: road, public transport (rail-bound), micromobility and underground.



# Timing.

## Open Space

Setup: September 2–6      Duration: September 7–12      Dismantling: September 13–15



## Summit

Setup: August 27— September 5      Duration: September 6–12      Dismantling: September 13–16



August					September															
Fri 27.	Sat 28.	Sun 29.	Mon 30.	Tue 31.	Wed 01.	Thur 02.	Fri 03.	Sat 04.	Sun 05.	Mon 06.	Tue 07.	Wed 08.	Thur 09.	Fri 10.	Sat 11.	Sun 12.	Mon 13.	Tue 14.	Wed 15.	Thur 16.

# YOUR Benefits as an IAA Sponsor



Positioning as a **relevant and shaping player** in the mobility industry.



The Summit (B2B) offers you the opportunity to **target customers from various backgrounds, investors** and other **business partners**.



Positioning as a driving force through **insights into future mobility developments** through the Open Space (B2C).



**Expert interchange** by delegated staff and professional visitors at the IAA Conference.



Exhibitors, professionals and B2C network efficiently become a part of the **new mobility network**.



The Summit offers **media attention** in the **world press, multipliers** and **influencers** in the industry.



Access to the **global leading** and **innovative mobility players**.



Positioning as an **attractive and sustainable employer**.



**Boost your company awareness** through our various packages — matching your goals.

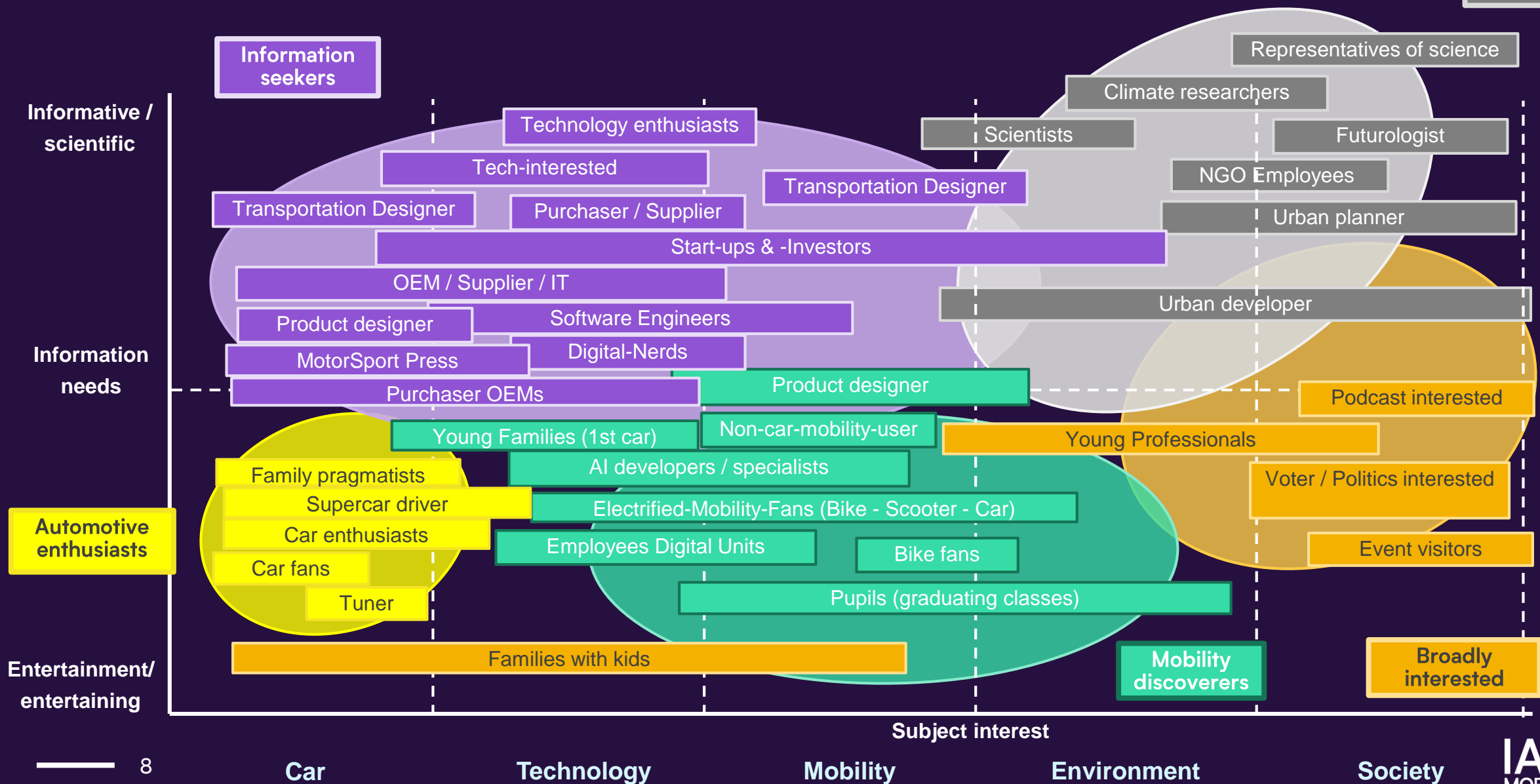


Your brand in front of an **international audience** with **first-class speakers**

# Target group segments

## Visitors

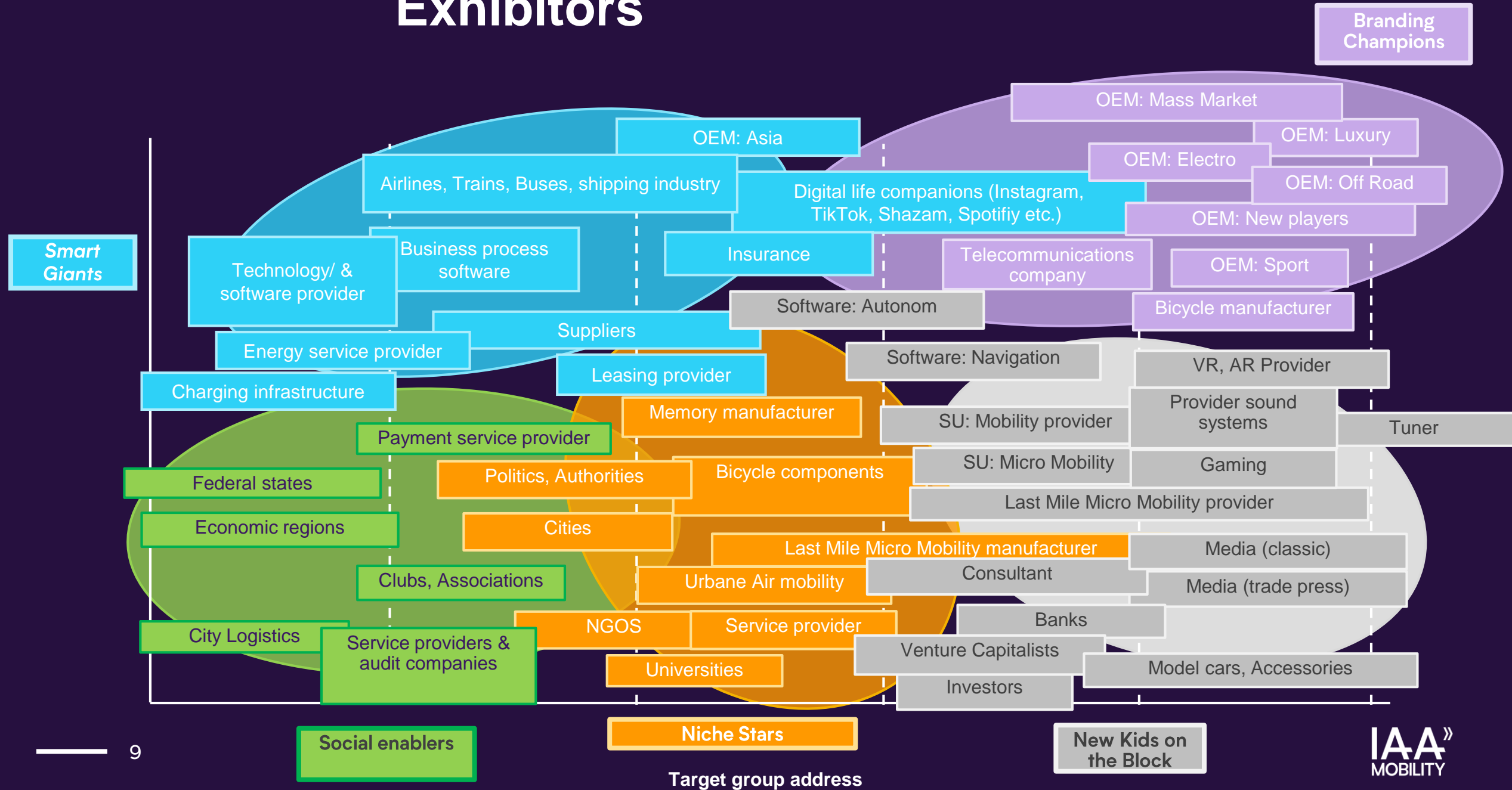
Socio-Eco  
Intellectuals





# Target group segments

## Exhibitors



# Sponsoring CONFERENCE

# This was 2019

- First IAA Conference
- Over 250 Speakers
- From all over the world & the most varied sectors
- More than 60 sessions with debates, interviews & keynotes on 4 Stages over 3 days







# IAA MOBILITY – Conference 2021

The IAA MOBILITY Conference will showcase the key content of the IAA Mobility as the leading platform for creators and thinkers, decision makers and stakeholders in future mobility. We'll bring together the greatest minds from all over the world, from industry to academia, from policy-makers to visionaries

Guiding theme **“What will move us next”**

We will discuss how automation and connectivity, sustainable power and propulsion, smart city solutions and mobility-as-a-service will drive our progression to a more sustainable, inclusive and convenient mobility

# IAA MOBILITY Conference — Programming 2021

On our stages and formats...

## Conference

4 Stages | 3 days | B2B | English

## Master Class

various areas | 5 days |  
B2B/B2C

English/German

## Dialog

2 Stages Open Space  
+ Summit Stages on Weekend  
6 days | German Society

## Virtual

before | during | after

» ...we illuminate 17 topics...

Sustainability/  
Climate Change

Autonomous  
Driving

Connectivity

Artificial  
Intelligence

Future Fuels

eSports /  
Gaming

Rural Mobility

Last Mile

Smart City/  
Urban Mobility

Mobility as a  
Service

Cyber Security

Design

Mobility Safety

Industry  
Solutions

Electrification

Post Covid  
Mobility

» ...from 5 different perspectives

## Mobility Future Technologies

### Mobility Solutions

products and solutions

### Mobility Infrastructure

### Mobility Impact

social | political | economic

### Mobility Inspiration

out of the box thinking



# IAA MOBILITY Conference — Sponsoring Opportunities

Premium Partner	Stage Partner	Day Partner	More Sponsoring
Price on request €	65.000,00 — 85.000,00€	35.000,00 — 50.000,00€	tbd
<ul style="list-style-type: none"> <li>&gt; Your brand will be associated with IAA MOBILITY Conference</li> <li>&gt; 2x <b>Keynote</b> Slots incl. Social Media Snippets</li> <li>&gt; <b>Stage Displays</b> during breaks will be branded with your logo during all conference days</li> <li>&gt; Reserved Seats in Conference area for your clients</li> <li>&gt; <b>Exclusive Media Package</b> incl. Website / Social Media / Newsletter</li> <li>&gt; Logo branding on IAA Tickets (not exclusively)</li> <li>&gt; LED Screen Slot in the entrances</li> <li>&gt; Listed as sponsor in the <b>official IAA program</b></li> <li>&gt; <b>Additional virtual</b> components can be discussed and added</li> </ul> <p>Availability: 1x</p>	<ul style="list-style-type: none"> <li>&gt; One Stage will be branded with your logo during <b>ALL</b> IAA conference days</li> <li>&gt; 1x <b>Keynote</b> Slot</li> <li>&gt; Your Logo during the breaks on LED Screen (with changing daily partners)</li> <li>&gt; Reserved Seats in Conference area for your clients</li> <li>&gt; Listed as a sponsor in the <b>official IAA program</b></li> <li>&gt; <b>Media Package</b> incl. Website/ Social Media/ Newsletter Ads</li> <li>&gt; <b>Additional virtual</b> components can be discussed and added</li> </ul> <p>Availability:  2x Main Stages (700 pax each) <b>1x Sold</b>  1x Expert Forum (200 pax) <b>Sold</b>  1x Inspiration Stage (200-pax)</p>	<ul style="list-style-type: none"> <li>&gt; For one day Sponsor of <ul style="list-style-type: none"> <li>&gt; 2x <b>Main Stage</b></li> <li>&gt; 1x <b>Expert Forum</b></li> <li>&gt; 1x <b>Debate Forum</b></li> </ul> </li> <li>&gt; Listed as a sponsor in the <b>official IAA program</b></li> <li>&gt; 1x <b>Keynote</b> Slot</li> <li>&gt; Your logo during breaks on LED Screen</li> <li>&gt; <b>Media Package</b> incl. Website/ Social Media / Newsletter</li> <li>&gt; <b>Additional virtual</b> components can be discussed and added</li> </ul> <p>Availability: 3x  Wednesday and Thursday <b>Sold</b></p>	<p><b>Do you want more or something else?</b></p> <p>We can discuss more options like Speaker's Lounge, After Party Sponsorships or Master Class</p>

# Sponsoring OPEN SPACE

# IAA MOBILITY – Open Space



*“Experiencing innovative mobility and mobility meets everybody — The Open Space establishes today’s mobility solutions to the public audience (B2C) and therefore delivers the foundation for tomorrow’s novelties at the Summit”*

As a 360° mobility platform, the Open Space involves everyone. Showcase your latest and most efficient vehicles, autonomous means of transport and innovative concepts — away from the trade fair halls. Take tomorrow’s innovative mobility to where it will be lived — in the city.

The Open Space will take place in the most prominent squares of Munich’s city center: Marienplatz, Wittelsbacherplatz, Odeonsplatz, Residenzhöfe, Marstallplatz, Max-Joseph-Platz, Königsplatz.

In contrast to a static trade fair staging, dialogue and entertainment-focused elements as well as future-oriented products will be in the foreground in the Open Space.

# IAA MOBILITY – Open Space

Focus: B2C Visitors ✓



# IAA MOBILITY Open Space — Sponsoring Opportunities

Premium Partner	Entertainment Partner	Day Partner	Program participation
€price on request	€ price on request	€ price on request	€ 4.000*
<ul style="list-style-type: none"> <li>&gt; Your brand will be associated with IAA Open Space on <b>ALL DAYS</b> (excluded Saturday)</li> <li>&gt; 2x <b>keynote</b> slots incl. social media snippets</li> <li>&gt; Stage displays will be branded with your logo during breaks on <b>all</b> event days (with changing daily partners)</li> <li>&gt; <b>Premium marketing package</b> (incl. visibility on website / social media / newsletter / app)</li> <li>&gt; Listed as sponsor in the <b>official IAA program</b></li> </ul> <p>And more — Happy to discuss options in a personal call</p> <p>Availability: 1x Main Stage 5.000 PAX</p>	<ul style="list-style-type: none"> <li>&gt; Become a sponsor of two <b>highlight events</b> on Tuesday and Friday evening of the Main Stage</li> <li>&gt; Listed as an entertainment partner in the <b>official IAA program</b></li> <li>&gt; <b>Marketing package</b> (incl. visibility on website / social media / newsletter / app)</li> <li>&gt; Your logo on LED screen during the event</li> </ul> <p>And more — Happy to discuss options in a personal call</p> <p>Availability: 2x (Tue &amp; Fri evening)</p>	<ul style="list-style-type: none"> <li>&gt; For one day (excluded Saturday) sponsor of <b>Main Stage</b></li> <li>&gt; Listed as a stage sponsor in the <b>official IAA program</b></li> <li>&gt; 1x <b>keynote</b> slot</li> <li>&gt; <b>Marketing package</b> (Website / social media / newsletter / app)</li> <li>&gt; Your logo on LED screen during breaks</li> </ul> <p>And more — Happy to discuss options in a personal call</p> <p>Availability: 2x (Wed &amp; Thu day)</p>	<ul style="list-style-type: none"> <li>&gt; Submit your program proposal to have a chance in being handpicked for the curated <b>IAA Open Space program</b>.</li> <li>&gt; Shape, discuss and inspire the future of our mobility together with the <b>IAA Mobility audience</b> and Munich's citizens</li> </ul> <p>*Fees can be waived under certain circumstances for NGOs, NPOs, startups and academia; Fees include standard stage equipment and a timeslot for up to 30 minutes</p> <p>For more information please contact: <a href="mailto:openspacestages@iaa.de">openspacestages@iaa.de</a></p>



# Our Entertainment Highlights @ Königsplatz



Opening  
on September 7



The grand opening will take place on Tuesday. Under open sky, a classical orchestra with the beats of a well-known DJ duo will set the mood



Concert on  
September 10



IAA MOBILITY for the first time in Munich. Of course, a Bavarian evening is not to be missed.

A well-known "Wiesnband" will bring the Königsplatz stage to life on Friday



SOLD

Concert on  
September 11



The third highlight is still a secret at the moment – otherwise it would be boring if we revealed everything already

# Become an Entertainment Partner — **Your benefits**

## Exklusive Marketing-package

- › **3x Social Media Posts** (Instagram, Facebook, Twitter & LinkedIn)
- › **1x branded Newsletter**
- › **1x Editorial Content** on our IAA-Website
- › Listed as an entertainment partner in the **official IAA program**
- › **Optional:** 60 min Slot for your Panel discussion, Product presentation, etc. on the Open Space stage



- ➔ Your brand is the naming sponsor of the IAA MOBILITY Highlight Event at Königsplatz in Munich
- ➔ Prominent branding of the stage
- ➔ Your brand will be used throughout the day on stage
- ➔ Integration in programme announcements in all channels of the IAA MOBILITY

# IAA MOBILITY – Sponsoring Contact



» If there is anything you would like to adjust, please let me know.  
It is important to me to understand your needs and objectives.

Do you have any own ideas?  
— **crazy or not** —  
let us talk!

**Patrick Keller**

Manager Partnerships & Sponsoring IAA Mobility

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