



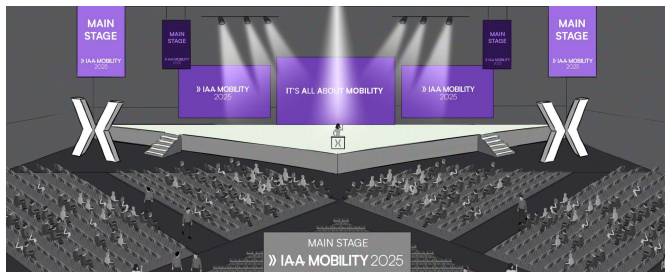
» IAA MOBILITY 2025

# CONFERENCE

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

## » IAA MOBILITY 2025 Conference stages and forums

### Main Stage



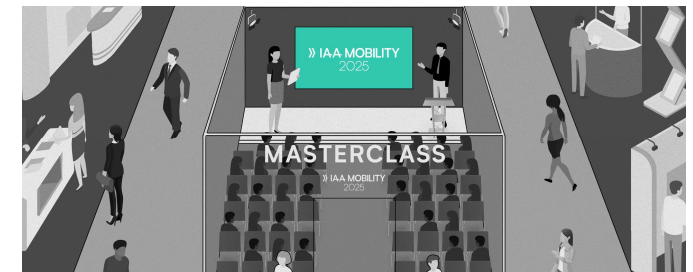
Largest stage at the IAA SUMMIT, designed as an open stage with space for 500 visitors.

### 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 Additional participation options

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## » IAA MOBILITY 2025 Additional participation options

BOOKABLE FOR  
ALL SPEAKER

### ADD-ONS FOR YOUR PARTICIPATION

#### 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

# Add-Ons for your participation

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BOOKABLE  
FOR ALL  
SPEAKER

## » IAA MOBILITY 2025 Digital content extension | Live-streaming

BOOKABLE  
FOR ALL  
SPEAKER

### 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**



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