

## » IAA MOBILITY 2025 Citizens Lab

The IAA Citizens Lab covers over 11,840 ft<sup>2</sup> on Munich's beautiful Marienplatz. Here, directly in front of the new town hall, we bring the discussion about the mobility of the future to the people of Munich and visitors to IAA.

With a varied stage program and special programs for children, young people, and seniors, Marienplatz becomes a place of fair, respectful debate culture.



## Dialog formats Exc

The sessions in the Citizens Lab cover the entire spectrum of mobility. Understandable for everyone and on equal footing.



### **Excursions**

Exciting city walks and excursions give visitors a completely different view of mobility in the city.



### **Entertainment**

The popular Citizens Lab entertainment formats and after-work events create a perfect end to the day.



#### Relax

Get out of the hustle and bustle of the city. The Citizens Lab invites you to linger and relax in front of a breathtaking backdrop.

## » IAA MOBILITY 2025 Program selection: Citizens Lab 2023

Safe travel in the city? Realities, perceptions and solutions

Slow down on Germany's roads? How opinions differ...

Myth of e-fuels: Miracle material or just hot air? How will artificial intelligence change the mobility of the future?

How many Munich residents can the mountains tolerate?

The daily madness on the streets:
Why are we all so aggressive?

"Third places":
How inner-city
vacancies can be
used sensibly

Bavarian Bicycle Law: A tailwind for mobility on two wheels? From standing objects to vehicles: Sharing cars – this is how it works!

Workshop: How do we want to move around Munich and the surrounding area in the future?

How our mobility behavior turns stone deserts into livable cities How fair is mobility? Find out on an inclusive city walk Participation Opportunities Sponsoring



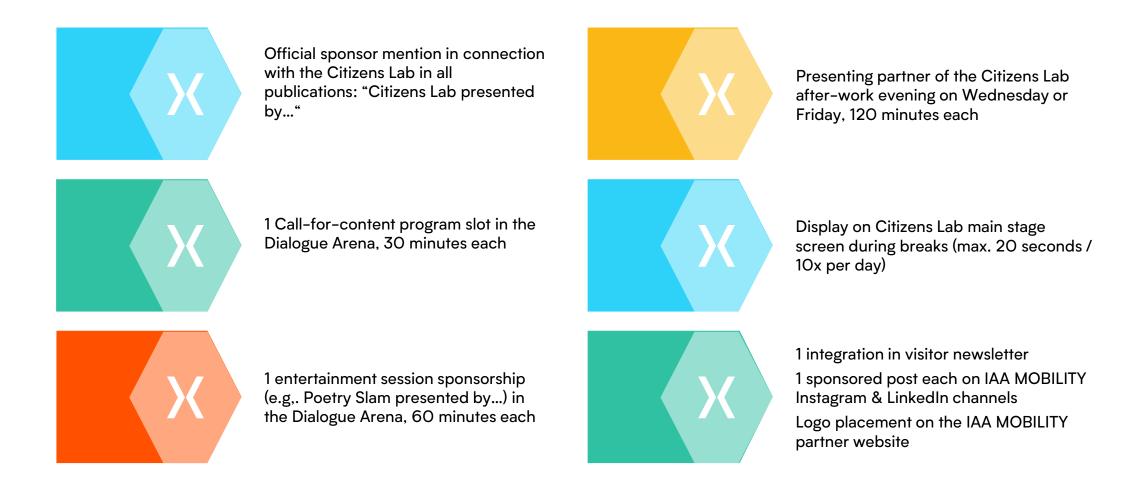


# Citizens Lab Presenting Partner

As an official partner of the Citizens Lab, the sponsor receives exclusive rights such as multiple integration into the varied program, on-site branding, and general communication for the Citizens Lab. This includes the integration of the partner logo into the IAA MOBILITY Citizens Lab logo. Other benefits are listed on the following slide.



## » IAA MOBILITY 2025 Offizieller Partner — Benefits



Price: 44,000€



## Citizens Lab After-Work Partner

As an After-Work Partner, the sponsor is the official host of an evening (7:00 p.m. – 9:00 p.m.) in the Citizens Lab on Marienplatz. There is the option of organizing the evening according to the sponsor's ideas (after consultation with the IAA Open Space team). DJs or smaller musical acts can be brought in and the stage can be used. There is also the option of bringing in your own branding such as beach flags or deck chairs.

The Citizens Lab has its own catering partner who will sell snacks and drinks throughout the day and in the evening. Cooperation is also possible here, such as with drink specials.

## » IAA MOBILITY 2025 Citizens Lab Afterwork Partner — Benefits



Official sponsor mention in connection with the After-Work event in all publications: "Citizens Lab After-Work on Saturday presented by..."



Placement of the event in the official IAA MOBILITY Open Space program on the IAA website and in the app



Possibility to bring in a DJ or music act Possibility to bring in your own, branded materials (beach flags, smaller furniture, drink cups, etc.)



Logo placement on the IAA MOBILITY partner website



Sponsor logo on the main stage screen and 4 LCD screens on the outside perimeter of the Citizens Lab during the entire event

Price: 12,000€



## Citizens Lab Entertainment Partner

An entertainment event in the Citizens Lab is a 60-minute program item with entertainment for the audience that can also relate to mobility. Examples of an entertainment session are a poetry slam, the performance of a comedian / a comedy slam or a fuck-up night format. These formats have already proven successful in the Citizens Lab in recent years. An appearance by a brand ambassador of the sponsor is also an option.

In close cooperation between the sponsor and the IAA MOBILITY team, a suitable format is selected and organized by the IAA MOBILITY team. The basic price of €2,500 includes the benefits mentioned above, but not the costs for the entertainment act, which is billed separately.

## » IAA MOBILITY 2025 Benefits - Citizens Lab Entertainment Partner



Official sponsor mention in connection with the entertainment event in all publications: "Citizens Lab 'Enterainment Session XY' presented by..."



Logo placement on the IAA MOBILITY partner website



Sponsor logo on the main stage screen and 4 LCD screens on the outside perimeter of the Citizens Lab throughout the entire event



Placement of the event in the official IAA MOBILITY Open Space program on the IAA website and in the app

Price: 2,500€ + costs for the entertainment act



# Citizens Lab Call for Content



#### Includes:

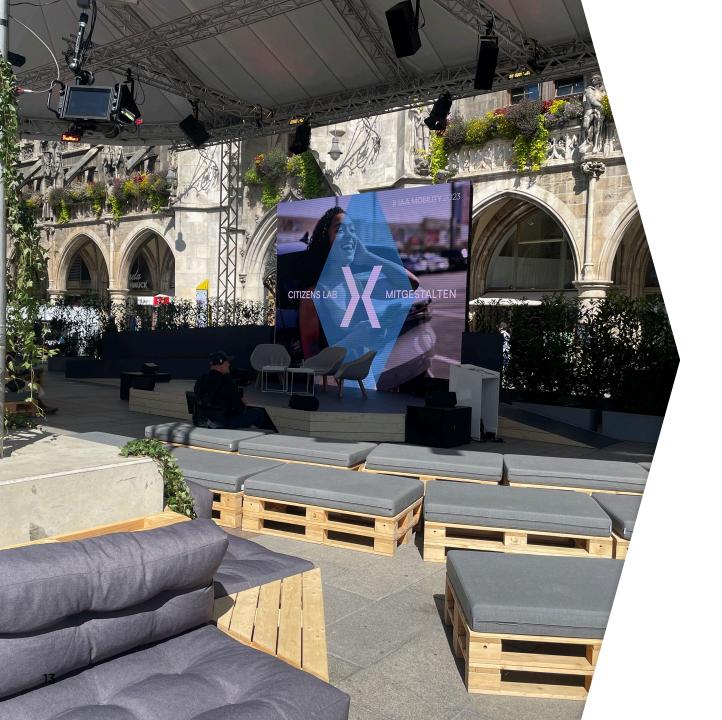
- > 130-minute program slot on the Citizens Lab Mainstage (70 seats)
- > Standard stage equipment (screen, audio, furniture)
- Listing of the event in the official IAA MOBILITY Open Space program on the IAA website and in the app
- Logo placement on IAA MOBILITY partner website

Call for Content: Submission of topics for the selection process via online form: https://www.iaa-mobility.com/en/call-for-content-citizens-lab Recording of sessions in the Dialog Arena can be booked on request.



### Price:

30-minute session between 11 a.m. and 4 p.m.: 4,500 € 30-minute session between 4 p.m. and 7 p.m.: 6,000 €



# Citizens Lab Digital Screen Advertisement

### Includes:

- Display on Citizens Lab main stage screen during breaks (max. 20 sec. / 10x per day) - total time within 6 days: 1,200 sec.
- Logo placement on the IAA MOBILITY partner website



Participation Opportunities Exhibition



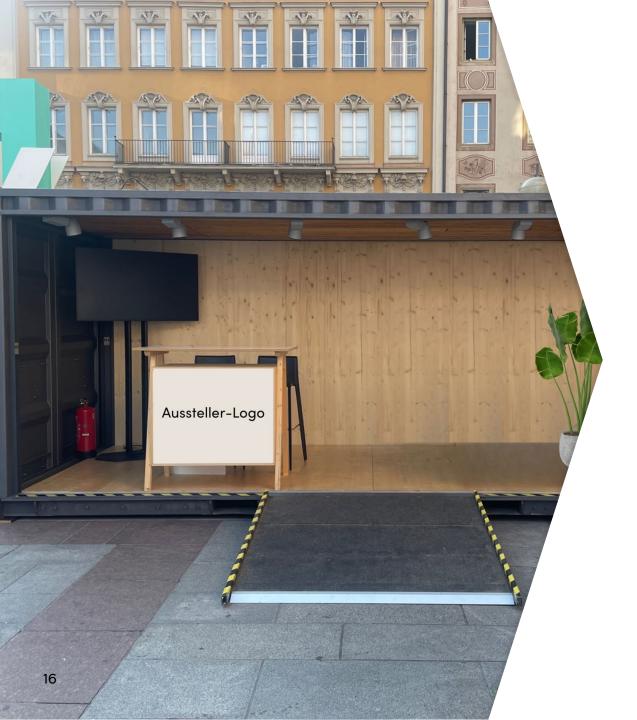


# Citizens Lab Stand Package 7

### Services included in the package:

- > 7 sqm stand area (shared container)
- Modern & sustainable container stand construction including assembly and dismantling, lighting and wheelchair ramp
- > Furniture: 1 counter I 2 bar stools I decorative plant
- Graphic area for logo on counter
- Including additional costs: stand cleaning, 3.5 KW power connection, disposal fee
- Mandatory communication fee (EUR 1,250) included
- 4 exhibitor passes included





## Citizens Lab Stand Package 14

### Services included in the package:

- 14 sqm stand area (entire container)
- Modern & sustainable container stand construction including assembly and dismantling, lighting and wheelchair ramp
- Furniture: 1 counter I 2 bar stools I decorative plant I 2 lounge chairs with side table
- Graphic area for logo on counter
- Including additional costs: stand cleaning, 3.5 KW power connection, disposal fee
- Mandatory communication fee (EUR 1,250) included
- 6 exhibitor passes included



