

An aerial photograph of a city square, likely in Munich, Germany, featuring the Marienplatz church. In the foreground, a modern event space is set up with tables, chairs, and a large white canopy. The sky is a soft orange, suggesting sunset or sunrise. A large blue triangle is overlaid on the right side of the image.

CITIZENS
LAB



PARTICIPATION
OPPORTUNITIES

» IAA MOBILITY 2025

» IAA MOBILITY 2025 Citizens Lab

The IAA Citizens Lab covers over 11,840 ft² 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

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

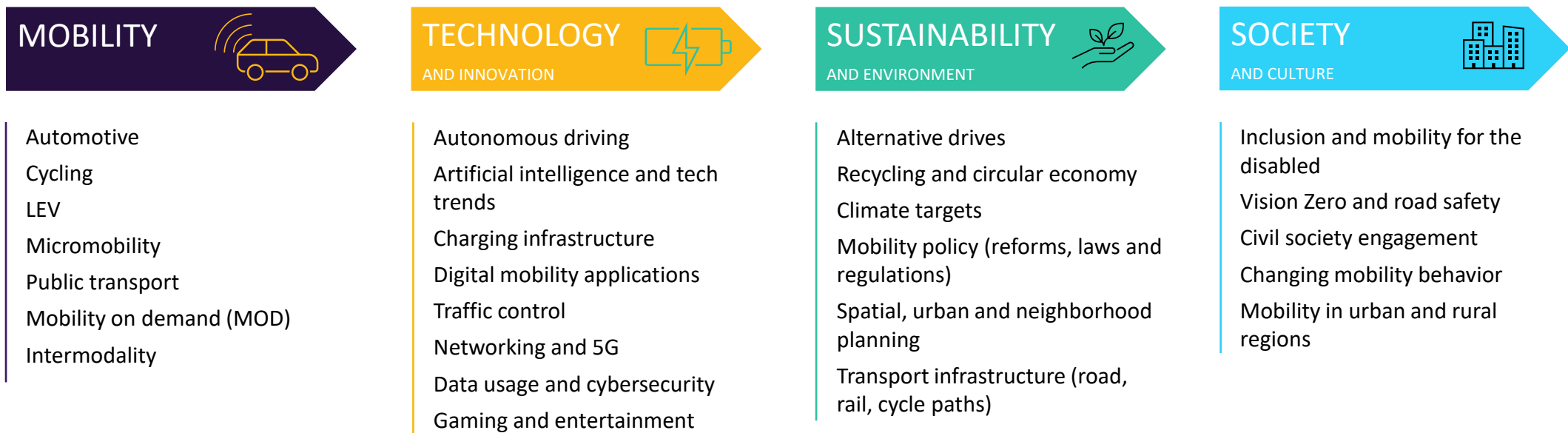
The popular Citizens Lab entertainment formats and after-work events create a perfect end to the day.

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 Join us in making mobility cohesive*

» Mobility for everyone - sustainable and innovative. All **B2C core topics** relating to the mobility of the future will be covered by our internationally renowned exhibitors, partners and sponsors at the IAA MOBILITY.



» IAA MOBILITY 2025 Program recap: 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

» IAA MOBILITY 2025





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 Presenting Partner – Benefits



Official sponsor mention in connection with the Citizens Lab in all publications: “Citizens Lab presented by...”



Presenting partner of the Citizens Lab after-work evening on Wednesday or Friday, 120 minutes each



1 Call-for-content program slot in the Dialogue Arena, 30 minutes each



Display on Citizens Lab main stage screen during breaks (max. 20 seconds / 10x per day)



1 entertainment session sponsorship (e.g., Poetry Slam presented by...) in the Dialogue Arena, 60 minutes each



1 integration in visitor newsletter
1 sponsored post each on IAA MOBILITY Instagram & LinkedIn channels
Logo placement on the IAA MOBILITY partner website

Price: 44,000€

IT'S ALL ABOUT MOBILITY



Citizens Lab After-Work Partner

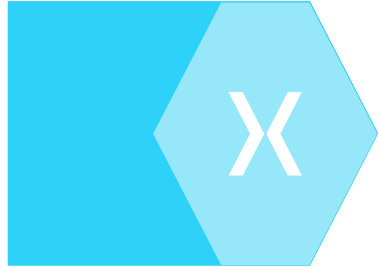
As an After-Work Partner, the sponsor is the official host of an evening (7:00 p.m. - 9:00 p.m.) in the Citizens Lab on Marienplatz. There is the option of organizing the evening according to the sponsor's ideas (after consultation with the IAA Open Space team). DJs or smaller musical acts can be brought 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.



Price:
12,000 €

» IAA MOBILITY 2025 Citizens Lab After-Work 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



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.



Price:
2,500 €*

*excl. costs for the entertainment act

» IAA MOBILITY 2025 Citizens Lab Entertainment Partner - Benefits



Official sponsor mention in connection with the entertainment event in all publications: "Citizens Lab 'Entertainment 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



Citizens Lab Call for Content

Exhibitor
discount
10%

Includes:

- › 1 30-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/exhibitors/iaa-formats/iaa-open-space/call-for-content>

Recording of session can be booked with additional costs 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



Price:
3,500 €

Participation Opportunities Exhibition

» IAA MOBILITY 2025





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 | 2 bar stools | 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



Price:
8,500 €



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 | 2 bar stools | decorative plant | 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



Price:
15,500 €



YOUR CONTACT PERSON

Diana Eberl

Project Manager IAA MOBILITY Open Space

Diana.Eberl@messe-muenchen.de