



» IAA MOBILITY 2025

SUMMIT — PRESS CONFERENCE

Press conference at the IAA MOBILITY Summit

WHEN:

- › September 8, 2025, first press conference of the day starts at 8:30 am
- › Slots: max. 20 minutes per press conference

WHO:

- › only for IAA MOBILITY Summit exhibitors & partners

WHERE (several options):

- › At your own booth
- › At the Main Stage
- › At the Yellow Forum (additional 30 min networking slot)
- › Rooms in the international congress center

HOW:

- › Sign up via the survey (starting at 01 March 2025) and indicate your preferred time slot and location
Please note: If you would like to host a press conference at the Main Stage or at the Yellow Forum, please register by 30 June 2025 at the latest.
- › IAA MOBILITY team creates a schedule and ensures on-site operations




IT'S ALL ABOUT MOBILITY

» IAA MOBILITY 2025 Press conference at the Main Stage / Yellow Forum

MAIN STAGE

500 PAX

 Use the innovative and impressive surrounding at the Main Stage to attract the international press visiting the IAA MOBILITY press day.

Press conference — package | 120 min slot

- › 60 min set-up
- › 20 min press conference
- › 40 min dismantle
- › Rehearsal time of 3 hours on Sunday, 7 September
- › Logo placement on the LED walls & info screens (no print)
- › Event staff included (technicians, 2x stagehands, 4x hostesses)
- › Add-Ons not included, e.g. interpreter cabins, driveable stage, photographer, etc.

» 89,000.00 € (plus VAT)

YELLOW FORUM

120 PAX

 Use all benefits of the Yellow Forum and connect with the international press and brands visiting the IAA MOBILITY press day.

Press conference — package | 120 min slot

- › 20 min press conference
- › 40 min networking
- › 60 min for set-up and dismantle
- › Rehearsal time of 3 hours on Sunday, 7 September
- › Logo placement on the LED walls & info screens (no print)
- › Catering: Coffee & tea, softdrinks, staff
- › Event staff included (technicians, 2x stagehands, 2x hostesses)
- › Add-Ons not included, e.g. interpreter cabins, photographer, additional catering, etc.

» 39,000.00 € (plus VAT)



Press conference at the international congress center

The International Congress Center has several rooms of different capacities.

Press conference at the Congress Center

- › Room booking for the whole day
- › 20 min press conference
- › Capacity from 125 to 1,400 PAX (row seating)

Add-Ons not included:

- › Seating, technical equipment, staff, catering, speakertickets, etc.

» starting at € 2,700.00 (plus VAT)*

* Exact costs & availability on request.
The price refer to the standard staging of the rooms.





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YOUR CONTACT PERSONS

Till Nehls

Team Communication IAA MOBILITY

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(Option 1: Main Stage / Yellow Forum)

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Beate Silwedel

Team Service IAA MOBILITY

(Option 2: ICM rooms)

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