



FAMILY TRAIL»

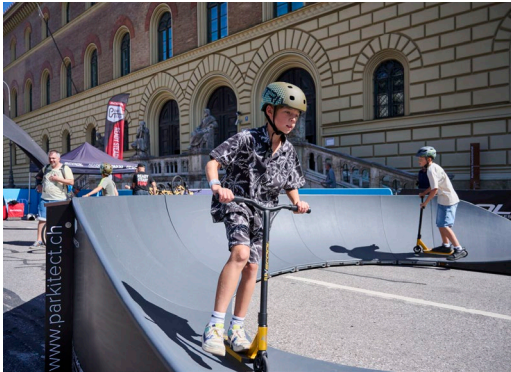
» IAA MOBILITY
2025



» IAA MOBILITY 2025 THE FAMILY TRAIL

» The Family Trail is a scavenger hunt for children and families in the IAA MOBILITY Open Space. As a participating exhibitor, you integrate a station in your stand area.

Whether completing exciting courses or taking the first steps towards a driver's license in the children's driving school, there are no limits to the fun, games, and adventure. The activity can be individually organized by you in cooperation with our team.



Our topics

Safety and training

- › Interactive mobility education for our young visitors

Fun & games

- › Experiences with surprise moments for the whole family

Knowledge & research

- › Mobility explained in a fun way

Your advantages

- › Implement “It’s all about mobility” holistically in your concept and reach the generation of the future.
- › Integration into digital and analog program communication.
- › Be part of the Family Trail network and create added value for the whole family. Great prizes await all children who take part.
- › Additional communication as a partner of our children and youth program at your exhibitor area.

» IAA MOBILITY 2025 THE FAMILY TRAIL 2023 – REVIEW



PARTICIPATING STATIONS

There were 14 stations to discover on the Family Trail 2023.



PARTICIPATING KIDS

Almost 30,000 children took part in the Family Trail 2023.



MEDAL WINNERS

4,000 children completed four or more stations.

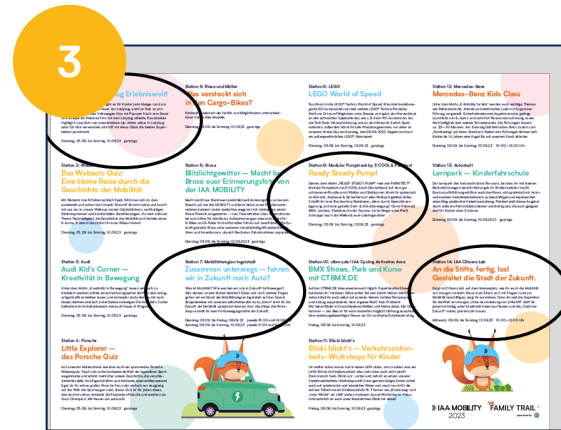
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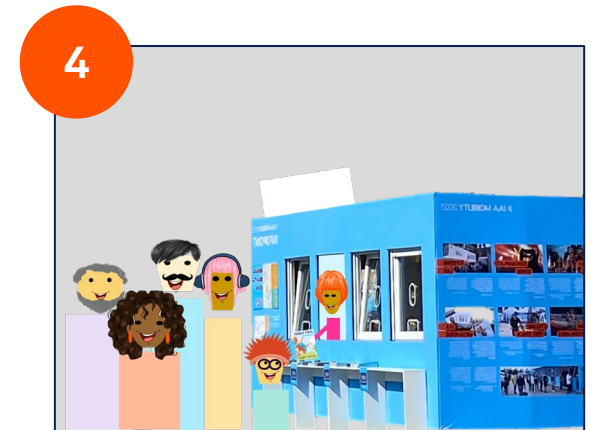
Participating child and family collects stamp card, program leaflet and, if applicable, additional sponsor giveaway at the information stand OR at the participating station.



You can find the program items and details about the 15 stations in the Family Trail Flyer, as well as on the IAA website and app.



Participating child and family collect stamps at the participating stations.



Participating child and family exchange a full stamp card for a prize at the information stand or main sponsor station.

» IAA MOBILITY 2025 FAMILY TRAIL » FINISHER

“It’s All About Mobility” – the Family Trail offers a varied program for our young explorers. Experiences full of surprises for the whole family are to be found along the entire IAA MOBILITY Open Space.

How it works:

- › Pick up your individual scavenger hunt stamp card at one of our information stands.
- › Discover the Open Space Family Trail together & collect a stamp at each participating station.
- › Redeem your full stamp card for great prizes at one of our information stands.



» IAA MOBILITY 2025 FAMILY TRAIL» PARTICIPATION OPPORTUNITIES

FAMILY TRAIL MAIN SPONSOR



- › Naming right (“sponsored by”) & jointly named communication digital, on-site, print and all Family Trail advertising material (medal, etc.)
- › Right to first naming (“Station 1”) on the Family Trail Map and finisher's station issue
- › Joint prize design or the option to provide an additional prize or start giveaway
- › Booking of an exclusive time slot with Liaa at the exhibitor stand

» 27,000.00 € (tax excluded)

FAMILY TRAIL TRAIL PARTICIPANT



- › Inclusion in digital & on-site communication
- › Mention in Family Trail documents, in the visitor guide, in the app and on the website (via icon or similar)
- › Program communication digital & in print
- › Part of the Family Trail community (limited number of participants)

» 1,500.00 € (tax excluded)

FAMILY TRAIL PROGRAM SPONSORING



- › Inclusion in digital & on-site communication
- › Program announcements in the Family Trail program, in the app, on the website & on-site
- › Inclusion in the communication
- › Can be part of the main sponsorship

» Price depends on program

You want to be part of the FAMILY TRAIL 2025? Then register here: [Registration for FAMILY TRAIL 2025](#)

An aerial photograph of a city square, likely in Munich, featuring a prominent church tower with a green dome and a clock face. The square is surrounded by historic buildings and a large green park area. A large yellow diagonal overlay covers the right side of the image, containing contact information.

YOUR CONTACT PERSON

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Open Space

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