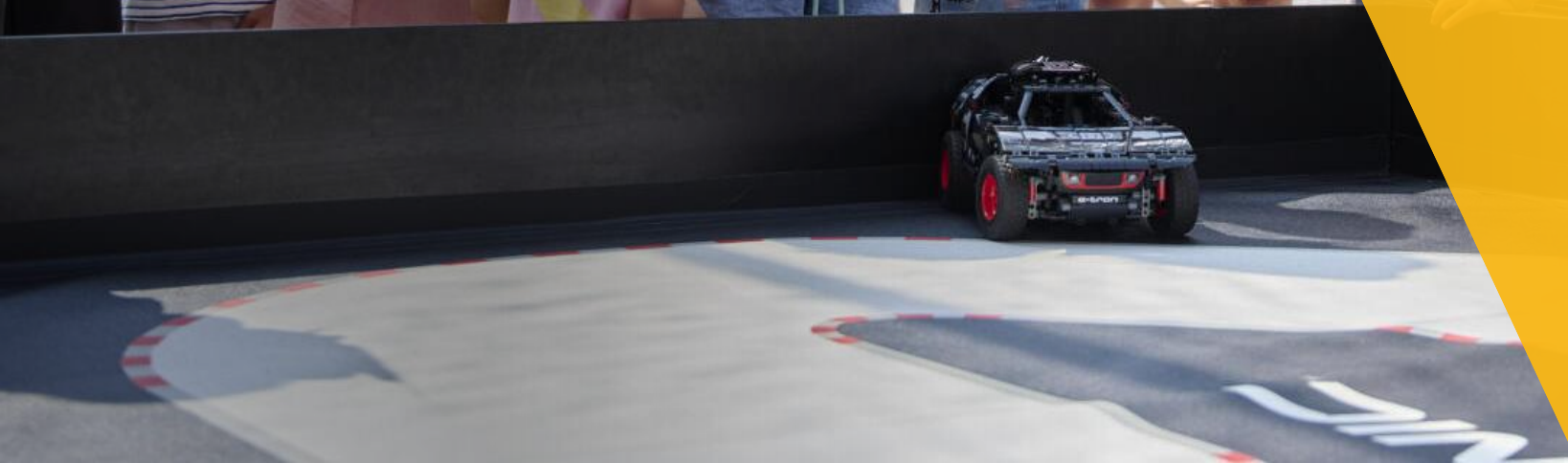




# FAMILY TRAIL



# » 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 FAMILY TRAIL »

NEW  
in 2024

1



Participating child and family collects stamp card, program leaflet and, if applicable, additional sponsor giveaway\* at the information stand OR at one of the participating stations.\*

2



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.

3



Participating child and family collect stamps at the participating stations.

4



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 (“VW Cap”)
- › 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 € (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



## YOUR CONTACT PERSON

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