



» IAA MOBILITY 2025

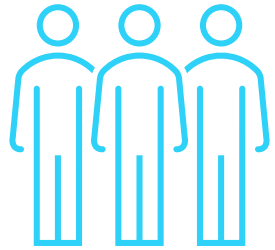
STARTUP EVENT SPONSORINGS

IAA MOBILITY FACTS

» IAA MOBILITY 2025



» IAA MOBILITY 2023 A success story



>500,000

visitors from
110 countries



750

exhibitors from 38
countries

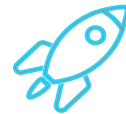


> 500
international
speakers

> 300
world debuts



82,000 sqm
of exhibition space



91 Startups
across 2,200 sqm



> 8,500
test drives



3,700
accredited journalists from 82
countries



50k +
media reports worldwide
(digital)



+ 70%
international media clippings compared
to 2021



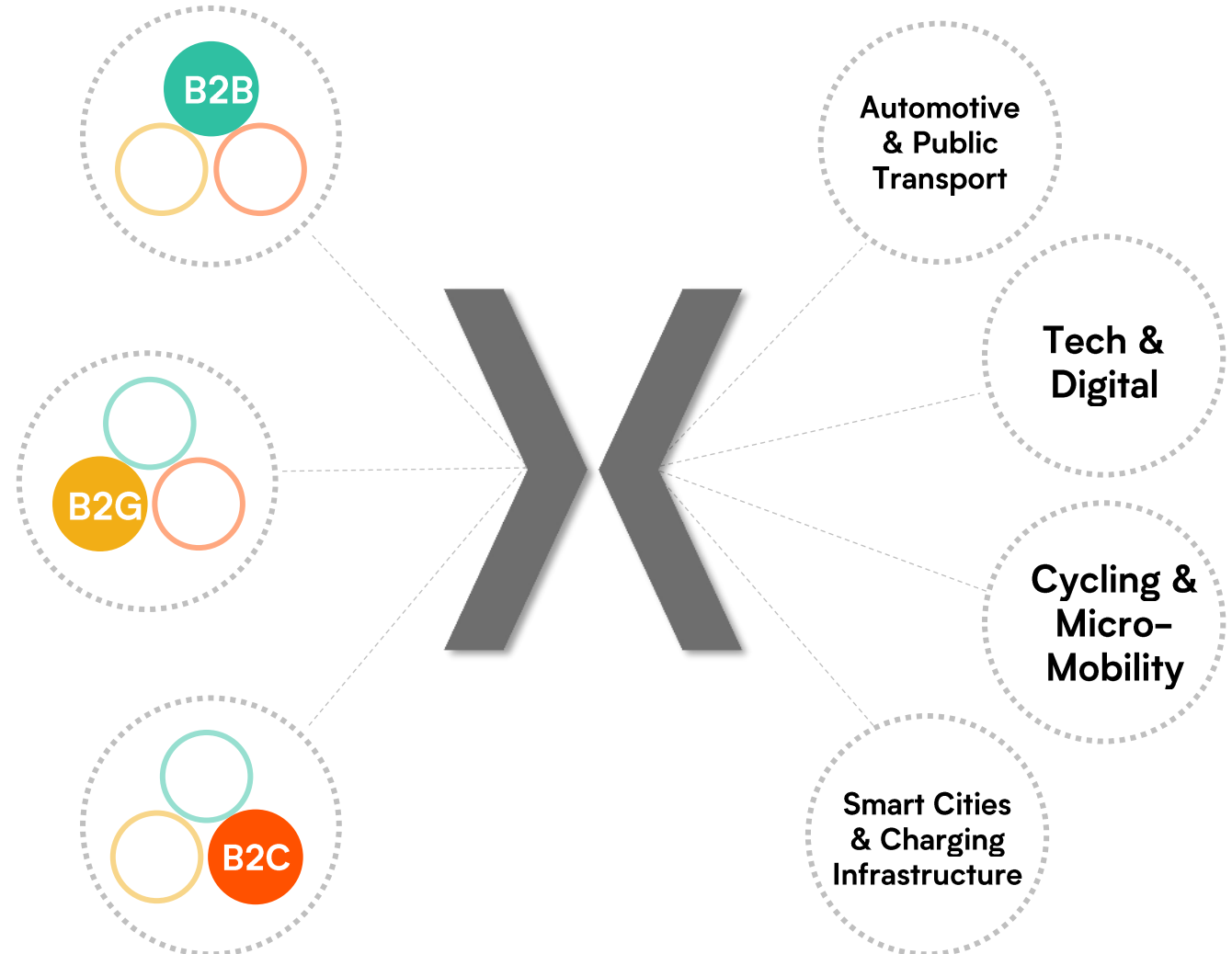
> 4,000
test drives in the English Garden

WHO

ARE OUR TARGET GROUPS?

Bridging markets, uniting audiences! The Ultimate Event for B2C, B2B and B2G Synergies

IAA MOBILITY serves as the global nexus for future-focused mobility. This is why our community reaches well beyond B2B interactions!



» IAA MOBILITY 2025 Summit – For Mobility Professionals

Make Your Mark

Join the leaders across different industries to forge groundbreaking solutions for the entire value chain.

Connect and Collaborate

The Summit serves as the hub for dialogue and innovation, where you can immerse yourself in the latest technologies, tackle challenges, and engage with future-forward mobility visions. Build significant connections with key decision-makers, influential politicians, media representatives, and opinion leaders: our Summit environments are designed for networking and interaction.

Share Your Vision

Engage with a worldwide community of specialists to share your forward-thinking vision, harnessing innovative ideas and transformative trends to benefit your business and its value generation.

Participation Opportunities

- › Individual stands, stand packages & startup stands
- › International press conferences for premieres and product launches
- › Integration of exhibitor events
- › Area and event sponsoring
- › Networking tours



Founders Fight sponsoring

» IAA MOBILITY 2025





IAA MOBILITY Founders Fight 2025: The toughest Pitch Event in the Universe!

The Founders Fight is a unique mix of competition, entertainment, and networking.

It is a pitch duel where two startups face off with no slides, each getting one minute to pitch, one minute to attack, and one minute to defend. Experts ask tough questions, but in the end, the audience decides the winner. Because, just like in the real world, the market always has the final say.

The format was developed by the Founders Fight Club. Since 2014, this startup ecosystem contributor has been hosting innovative startup events, hackathons and interactive innovation workshops.

In this co-hosted show with IAA MOBILITY Founders Fights will be one of the innovation highlight events on September 11, 2025, with a focus on start-ups in the mobility sector.

The IAA MOBILITY Founders Fights 2025 combine entertainment with added business value!



» IAA MOBILITY 2025 FOUNDERS FIGHT — “POWERED BY” PARTNER

Description of the event



- > Six pre-selected startups compete in three rounds, consisting of attack and defense.
- > The expert jury challenges each startup masterfully while the audience selects the winner.
- > Startups are sourced in accordance with the show’s key themes, with particular focus defined by the “powered by” partner.

Target group



- > Startups and mobility innovators seeking exposure and investment.
- > VCs, investors, and corporate innovators looking to engage with emerging technologies and talent. Furthermore, the event format typically draws a large crowd from the show’s overall audience.

Location & date



- > 11th of September 2025 / 4-5pm
- > Highlight event in the afternoon at the Yellow Forum

The sponsoring



- > The exclusive sponsor will co-host Founders Fight, focusing on mobility startups and innovation leaders. The sponsor can select a judge from their network and will be featured as the official sponsor, with branding on-site, the websites of the IAA MOBILITY and Founders Fight Club and social media channels.

Sponsoring Package — Founders Fight

Position your brand at the heart of innovation with the IAA Mobility Founders Fights 2025. This unique pitch format blends entertainment and business impact, offering sponsors high visibility, direct engagement with startups, and networking with industry leaders.

With a range of features that already includes jury participation, social media exposure, and logo placement, you can align your marketing goals seamlessly. Don't miss the chance to foster meaningful partnerships, discover talent, and amplify your innovation narrative in this electrifying arena.

Your benefits as a sponsor:

- Maximum visibility: presence at a global mobility platform
- Direct exchange: networking with start-ups and industry leaders
- Exclusive network: access to investors and experts

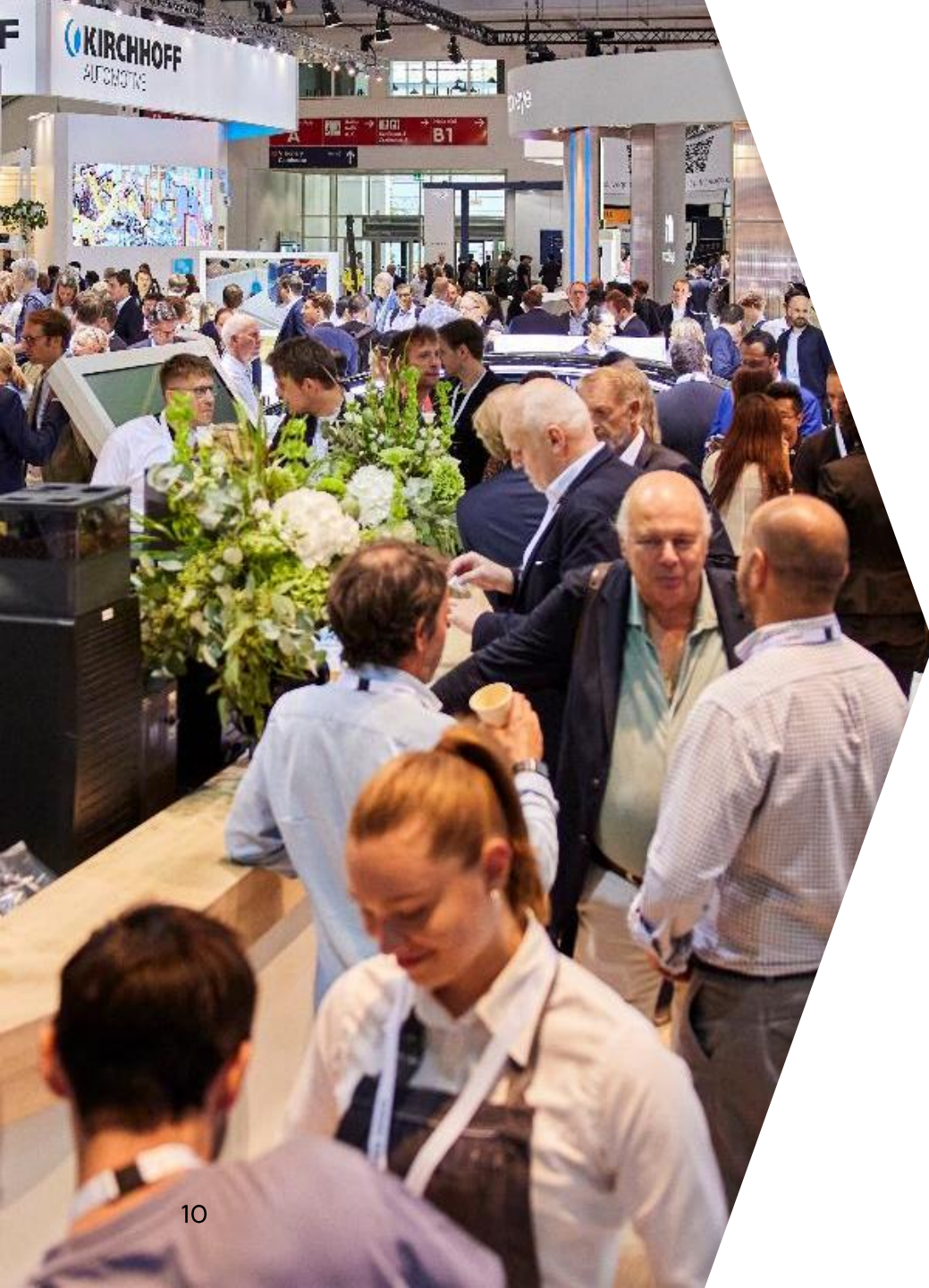
The sponsoring package includes:

- Official sponsor of the IAA MOBILITY Founders Fights
- Sponsor's logo on IAA MOBILITY website and Founders Fight Night Microsite
- Communication of sponsorship on B2B channels of IAA MOBILITY, Social Media Announcement on IAA MOBILITY and Founders Fight Club LinkedIn + Instagram channels
- 10 Summit exhibitor passes
- Onsite brand placement on voting cards provides perfect placement of marketing messages

Price: 27,500 € plus VAT*

* Individual additional requests may result in higher costs.





Founders Fight sponsoring — your benefits



Premium visibility through logo placement, social media, and digital content



Support and connect with startups driving industry innovation



Build valuable relationships with founders and decision-makers



Achieve goals like talent acquisition and lead generation



Fast-track ROI with broad reach and targeted engagement

Startup Get Together Sponsoring

» IAA MOBILITY 2025





Recap Founders Night 2023

As part of the IAA Startup packages at the Summit, the startup night offered a thrilling and interesting panel with inspiring speakers for founders and investors.

This networking format was free of charge and exclusively accessible for all registered startups at IAA MOBILITY 2023. It offered the young companies the unique chance to network with well-known investors and corporates.

- › connect startups with investors and potential clients
- › exclusively for exhibiting startups of IAA MOBILITY
- › upstream matchmaking increases lead quality for all stakeholders

» IAA MOBILITY 2025 Startup Get Together sponsoring — Become a sponsor

Description of the event



- › A get together after the startup fight in the afternoon — bringing together startups & venture capitalists, business angels, accelerators, founders and corporates in a relaxing atmosphere for networking with high-ranking decision-makers.

Target group



IAA MOBILITY + sponsor

- › Founders of the 100 startups participating in IAA MOBILITY Summit & venture capitals, business angels, accelerators, founders and corporates

Location & date



- › Day t.b.d
- › Afternoon till evening
- › Event location: Summit, yellow forum

The sponsoring



- › The startup get together will be branded with your name (IAA MOBILITY startup get together sponsored by ...)
- › Your logo will be on the IAA MOBILITY website and we will communicate the sponsorship on B2B channels of IAA MOBILITY furthermore you will receive 10 Summit day tickets

Sponsoring Package — Startup Get Together

At IAA MOBILITY 2025 we will have different startup events to bring together startups, investors, VCs and industry leaders.

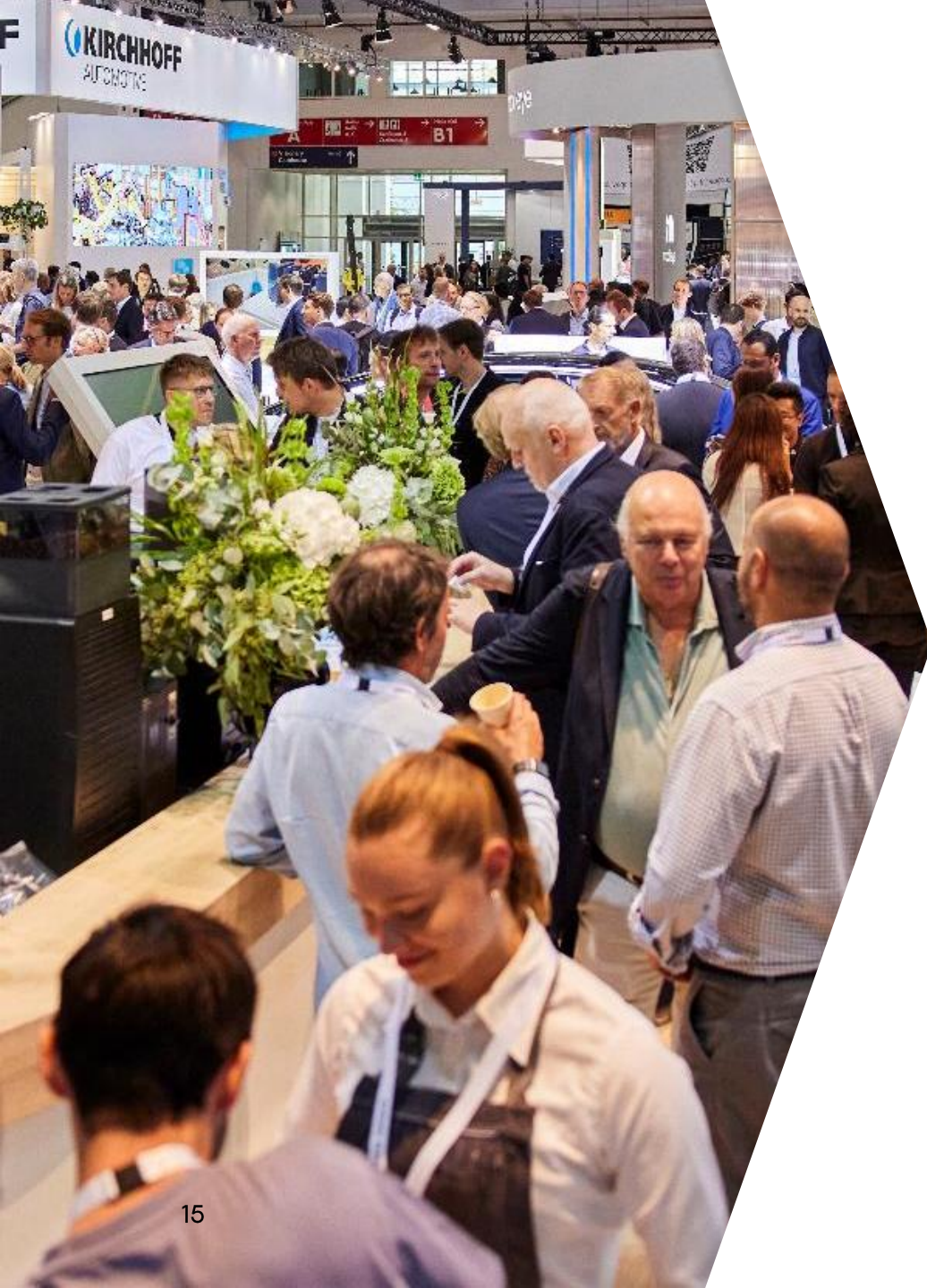
The get together will be held after the Startup Fight, to give the participants and visitors of the startup fight the possibility to network right after the event. We will invite all exhibitors of the IAA MOBILITY 2025 Summit as well as all startups and investors, VCs and industry leaders.

The sponsoring package includes:

- › Official Sponsor of the IAA MOBILITY startup get together (IAA MOBILITY startup get together sponsored by ...)
- › Sponsors logo on IAA MOBILITY website
- › Communication of sponsorship on B2B channels of IAA MOBILITY
- › 4 Summit exhibitor passes
- › Branding of the get together area (digital & print)

Price: 28,000 € plus VAT*





Startup Get Together sponsoring — your benefits



high brand visibility due to attractive central location of the event area



innovative environment



high quality materials and area design at the event area



target mobility experts & decision makers, startups, VCs, and many more



international participants guaranteed



low organizational effort for the sponsor



» IAA MOBILITY 2025

YOUR CONTACT PERSON



Manuel Ezberci

Project Manager Partnerships & Sponsoring

manuel.ezberci@messe-muenchen.de

+49 172 3908741