



## INDUSTRIAL EXHIBITOR

# 27. INTERNATIONALER ADAC TRUCK-GRAND-PRIX

13 to 15 July 2012 Nürburgring





## TRUCK-GRAND-PRIX FACTS

- ← The 27th ADAC Truck-Grand-Prix 13 -15 July 2012 at Nürburgring is not only the most important Truck Motorsport event of the year, but also Industrial Fair and Country Festival.
- ← The Race at the „Ring“ is the biggest event of all together 10 runs of the European FIA Truck Race Championship series.
- ← More than **212,000 visitors** enjoyed the Race weekend in 2011.
- ← **Visitors' Structure:**  
**Commercial Vehicle Managers**  
as e.g. Haulage and Transport companies, motorsports enthusiasts, truck drivers and their families.
- ← **Highlights 2011:**
  - five out of seven truck companies are present
  - MAN, IVECO and Renault on the race track
  - Truck-Grand-Prix I-Phone App and Android-App
  - Competition (DTM Audi vs. Renntruck)
  - World premiere of the new Mercedes-Benz Actros
  - For the first time: participating ADAC GT Master with live broadcast on Kabel 1



**26. INTERNATIONALER ADAC TRUCK-GRAND-PRIX**  
**8. – 10. JULI 2011**

8.-10. JULI 2011  
 INTERNATIONALER ADAC  
 TRUCK GRAND-PRIX  
 NÜRBURGRING

WABCO, Castrol, EXIDE BATTERIES, MAN, SPORTIDE, FA

**GT Masters**

**REVOLVERHELD LIVE!**

Truckers, DMSB, FIA, ADAC, FERNFÄHRER

TICKETS UNTER: **WWW.TRUCK-GRAND-PRIX.DE**

## FACTS ON ADAC TRUCK-GRAND-PRIX

The typical visitor is:

- ← 40 years old and male
- ← working a full time job
- ← employee
- ← working for a transport company
- ← 40 % spend the weekend at the Ring
- ← is interested in the industrial trade fair and in motor sports
- ← 27 % are revisiting
- ← 25 % are here for the first time
- ← 75 % are fully satisfied and will recommend the Truck-Grand-Prix
- ← and 92 % are looking forward to coming back and wanted to see trucks
- ← Core results from reader's survey 2009



## SIGNIFICANT FIGURES

YEAR	NUMBER VISITORS	NUMBER VISITORS	EXHIBITION SPACE IN SQM
2011	212.000	60	26.000
2010	202.000	82	21.000
2009	177.000	42	17.000
2008	192.000	80	23.000
2007	190.000	62	21.000
2006	185.000	67	18.000
2005	180.000	43	17.000

**There is no longer exhibition space available at Nürburgring**

Source: ADAC Mittelrhein



## TV STATIONS THAT REPORTED IN 2010/2011

- ← ADAC TV
- ← SWR
  - Sport am Montag
  - RLP-aktuell Samstag
  - RLP-aktuell Sonntag
  - Landesschau Freitag
  - Landesschau Dienstag
  - Landesschau Baden-Württemberg
  - (ARD Mittagmagazin)
- ← TV Mittelrhein
- ← Motorvision
- ← Kabel 1
- ← Schweiz



## **RADIO STATIONS THAT REPORTED IN 2010/2011**

- ← Big FM
- ← SWR
- ← WDR
- ← RPR1
- ← Antenne Koblenz





## MEDIA 2011



Reports in all relevant special interest magazines and portals



## MEDIA 2011



Reports in all relevant special interest magazines and portals



## MEDIEN 2011



Reports in all relevant special interest magazines and portals



## EXHIBITORS' ACTIVITIES

Focus could be on **Hospitality**, the **display of exhibits** or a **direct sales promotion** (for visitors)  
For customer benefits the three components could be combined.





## RECOMMENDATION FOR YOUR PROFILE 2012

**Use this unique and successful event for your company.  
Participate in the Truck-Grand-Prix in 2012!**

For your successful appearance we recommend the following basic equipment:

- ← Platform for display and representation purposes
- ← Exhibitor tickets
- ← Passage route tickets
- ← Parking tickets
- ← Admission tickets for guests

For a successful appearance:

- ← Include audience
- ← Create an informal atmosphere
- ← Offer games
- ← Carry out your message playfully
- ← No suits



## PACKAGE DEALS

### General information for a package:

← Industrial Park Platform 100 sqm (10 meter frontline length x 10 meter depth)	7.000,00 €	
← 4 Exhibitor tickets	free of charge	
← 1 weekend passage route ticket	free of charge	
← 1 weekend parking ticket	free of charge	
← 100 bronze weekend (35,29 €)	3.529,41 €	(Status October 2011)

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### TOTAL COSTS

+ VAT

**10.529,41 €**



## FURTHER ADVERTISING OPTIONS

### Perimeter advertising and flag advertising

Every exhibitor can draw attention by using perimeter and flag advertisement at the barriers, screens and blinds at Müllenbachschleife. Organiser can apply through authorized company at cost price. TV relevant position upon request only.

Costs: **630,00 €** per banner or flag

### Promoters

For the race weekend (Friday through Sunday) every exhibitor can send promoters on all the sites (paddock, industrial area + Müllenbachschleife). Billing according to number of promoters.

Costs: per promoter **840,00 €**

### Advertisement via Ring-TV

On the race weekend every exhibitor may place his spots or/and crawler via Ring TV and video screen.

Costs: Crawler (1 x with 3 repetitions) **990,00 €**

Spot (daily 1 x) **1.200,00 €**

### Advertisement Spots Müllenbachschleife

Exclusive offer for 4 advertising packages concerning events/concerts at Müllenbachschleife. Included are one logo at stage as e.g. on speakers' cover and one advertising spot (max. 60 sec.) on video screen prior to concert and during short breaks (approx. 4 x day).

Attachment of logos at cost price through an authorized company. The advertisement spot has to be delivered in defined format.

Costs: **8.400,- €** for Friday and Saturday.

### Advertisement via Ring Radio

On race weekend each exhibitor can broadcast Ring radio spots or interviews.

Costs: per spot **550,00 €**

### Truck-Grand-Prix Premium Partner Advertising Package

Exclusive offer of 5 advertising packages for print production and online portal at [www.truck-grand-prix.de](http://www.truck-grand-prix.de). Your logo can appear on admission tickets, parking and passage tickets, flyers + posters.

And your logo will also be on the Truck-Grand-Prix homepage linked to your own homepage.

Costs: **25.000,00 €**



### **Backwall Award Platform**

In addition three premium partners can advertise with their logos on the backwall platform for truck races and for the Go&Stop competition.  
Costs: **5.500,- €**

### **Go&Stop Competition**

Exclusive sponsoring includes naming of competitors, branding of goal pylons and perimeter advertisement. In addition one advertisement page, production of start number stickers and rewards for winners.  
Value: **14.500,00 €**

### **Champagne Sponsoring**

This exclusive sponsoring includes the placement of magnum sparkling wine bottles at the award ceremony with labelled bottles, partner race excluded.  
Value: **5.000,00 €**

### **Parade Sponsoring**

On the race weekend three attractive parades are available (Oldtimer, US trucks, Müllenbachschleife). Sponsoring includes naming, production of start numbers with company logo, positioning of flags with logos. The parade will appear on all media channels, Ring Radio and on TV showing the company logo/name.  
Value each parade: **3.500,00 €**

### **Kickoff Number Sponsoring**

The truck race series with famous flagmen and cup naming will be communicated with company logos in print and online media (Print and online media, Ring TV and Ring Radio) production of kickoff numbers with company logos.  
Value: **25.000,00 €**

### **Music truck**

Exclusive truck sponsoring with full company branding. This truck will be en route 3 times daily on the weekend (9 drives total): You can entertain 10-15 guests each time (total of 45 guests). The drives will be shown on video screens via Ring TV. Being a music truck sponsor you will be presented at [www.truck-grand-prix.de](http://www.truck-grand-prix.de). Photos of the trucks are available for you.  
Value: **25.000,00 €**



### **Grid Girls**

During all races the sponsor is the only presenter at the European Truck Race Competition and the Mittelrhein Cup by exclusively marking name plates on both sides (height 30 cm x width 100 cm) with company logo. Furthermore, the line up girls will be wearing t-shirts, jackets, rain coats, caps, umbrellas etc. with company logo. Sponsor may supply 30 girls who exclusively present kickoff at all truck races. External races are excluded. For the placement of kickoff signs we need approx. 60 prints of your company logo on foil (overall size: height 30cm x width 100 cm).

Value: **5.000,00 €**

### **Roadhouse Müllenbachschleife**

The sponsor may design company branding exclusively and also holds sponsorship for name. He may also illuminate the tent in company colours if required.

Value: **10.000,00 €**

### **Event Compass**

Approx. 20,000 will be printed and distributed on the weekend, including company logo.

Value: **8.000,00 €**

### **Clothes Sponsoring for Race Management, Paddock and Müllenbachschleifen Crew**

The crew presents itself wearing clothing with company logo on the weekend.

Value: **5.000,00 €** + Clothing equipment

### **Fan TV**

On Saturday and Sunday we provide a mobile camera crew on the premises that produces interviews and reports in Fan TV and broadcasts live on video screens at the Ring and to Ring TV (TV sets in business lounges and big exhibition tents at Nürburgring), especially during breaks.

Value: **20.000,00 €** + required technical costs

### **Pace Truck Sponsoring**

During the ADAC Truck-Grand-Prix a pace truck will be available with company branding. Prior to the truck races this truck will be on the route approx. 6 times that weekend.

Value: **5.000,00 €** + required technical costs

Prices are in Euro + VAT.



## HERE ARE YOUR BENEFITS

Please find further information at [www.truck-grand-prix.de](http://www.truck-grand-prix.de)

- ← TGP – Das Magazin
- ← TRUCK SPORT Magazin Extra
- ← TRUCK SPORT Book
- ← a wide range of calendars
- ← [www.trucksportmagazin.de](http://www.trucksportmagazin.de)
- ← [www.fernfahrer.de](http://www.fernfahrer.de)
- ← [www.truck-grand-prix.de](http://www.truck-grand-prix.de)



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