



FERNFAHRER ROADSHOW 2018

„DRIVE YOUR DREAM TOUR“





THE TOUR

With our roadshow „Drive Your Dream“, **FERNFAHRER** has successfully been participating in major Truck Festivals/ Events in Germany and Switzerland. Eight events (7 Festivals and 1 Trade Show) have been planned for 2018. **FERNFAHRER** presents branded showtrucks including stages, live programme, music, moderation and visitors' attractions.

TOUR STOPS 2018 (Subject to modifications)

- **Rüssel Truck Show**, Charity Truck Meeting at Autohof Lohfeldener Rüssel
20 - 22 April, 2018; ca. 350 Trucks, 5,000 visitors
- **Truckfestival Geiselwind**, Autohof Strohofer
18 - 21 May 2018; ca. 700 Trucks and ca. 20,000 visitors
- **A Happy Day Of Life** Charity Truck Meeting at Autohof Wörnitz Bayern, 16 June 2018; ca. 300 Trucks
- **Truck & Country Festival Interlaken**, Switzerland,
22 - 24 June, 2017; ca. 1,400 Trucks, ca. 60,000 visitors
- **Truck Grand Prix Nürburgring** 29 June - 01 July, 2018;
ca. 1,000 Trucks, ca. 150,000 visitors
- **Truck Treff Kaunitz**, Ostwestfalenhalle Kaunitz
10 - 12 August 2018; ca. 400 Trucks and ca. 6,000 visitors
- **Trucker & Country Festival Lichtenfels**, Oberfranken
31 August - 02 September, 2018; ca. 360 Trucks, ca. 6,000 visitors
- **Messe IAA Nutzfahrzeuge**, Messe Hannover
20. - 27 September 2018;
ca. 250,000 visitors



ACTIVITIES

Logo presentation on all posters, banners „**Drive Your Dream Tour 2018**“ - **sponsored by** are distributed at exhibitions, music stages and showtrucks.

Logo presentation of sponsors on show trucks/stage trucks.

On-site flyers and promotion material

All sponsors appear on the specific page including their logo on printed and online reporting page

Presentation word + image at **www.eurotransport.de**

Logo presentation with banner at **www.eurotransport.de**

Every event will be reported in the printed edition **FERNFAHRER** as well as on the internet. Sponsor logos will be presented on the showtrucks, on posters, advertisements and on internet banners. This means the advertising effect will be guaranteed throughout the year. The Tour will be advertised at sales' spaces, on the highways at every Autohof and many service areas.

Visitors at the festivals are commercial vehicle enthusiasts, drivers and businessmen.

Professional drivers and their families are attracted by the combination of truck and music. A relaxed atmosphere guarantees contact with target group. „**Drive Your Dream**“ sponsoring is an attractive and convenient way to get in touch with your target group without advertising and staff expenses. There are no extra costs for exhibition space and personnel.

With the reporting in **FERNFAHRER** you will reach more than 35,000 freight carriers, professional drivers, haulage contractors and managers of the commercial vehicle industry sowie über **www.eurotransport.de** 82,000 additional user and 470,000 page impressions per month. Compared to traditional advertising there is a much wider recognition and acceptance.

**Sponsoring Roadshow subscription
for 8 dates in 2018:**

7,900.00 €



SINGLE PACKAGES

You can choose to advertise in single events. You may use the existing infrastructure of festivals, exposed sites and contacts to festival operators of many years and profit from their products and services.

Please contact us for further details, we will send you an individual offer.

Sponsoring package for one top event
(Geiselwind, Interlaken, TGP Nürburgring
or Messe IAA Nutzfahrzeuge):

3,500.00 €

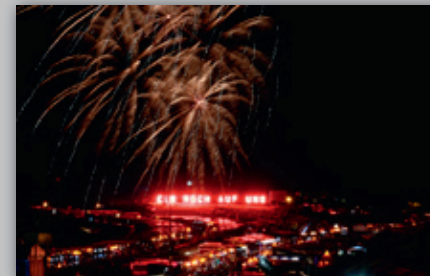
Sponsoring package for Rüssel Truck Show,
A Happy Day of Life, Trucker Festival Kaunitz,
Trucker Festival Lichtenfels:

2,500.00 €

All prices in Euro + VAT.



TOUR IMPRESSIONS





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