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INDUSTRIAL EXHIBITOR

33. INTERNATIONAL ADAC TRUCK-GRAND-PRIX

29 June – 01 July 2018 Nürburgring

**VISITORS' SURVEY
RESULTS 2017**





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TRUCK-GRAND-PRIX FACTS

- The 33th ADAC Truck-Grand-Prix 29 June – 01 July, 2018 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 including 9 runs of the European FIA Truck Race Championship 2018 series.
- For the weekend in 2017 there were **20,000** visitors on Friday, **45,000** visitors on Saturday and **38,000** visitors on Sunday. In addition there were **12,000** on-site visitors during installation week.
- **Visitors' Structure:**
Commercial Vehicle Managers
Haulage and Transport companies, motorsports enthusiasts, truck drivers and their families.
- **Highlights 2017:**
 - Mercedes-Benz presented comprehensive product range
 - international paddock is the platform for important players of the industry
 - Many exhibitors from different industries



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95% OF THE VISITORS THINK OF THE ADAC TRUCK-GRAND-PRIX AS A CULT EVENT

Core results:

- Average age of the typical visitor is 46
- all visitors from transport companies: drivers, freight forwarders and fleet managers
- 87 % are fully satisfied and recommend the event
- 40 % of visitors have driven more than 200 kilometres
- 83 % are presold tickets - the weather is not a significant factor
- Der ADAC Truck-Grand-Prix is a cult event! Fans have come for the 12th time
- 92 % of visitors are interested in the trade fair
- 47 % of the 14 - 29 year old visitors are Truck Race fans



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TV STATIONS THAT REPORTED IN 2016/2017

- SWR
- TV Mittelrhein
- ARD
- ZDF
- D-MAX
- RTL

RADIO STATIONS THAT REPORTED IN 2016/2017

- SWR
- RPR 1
- Antenne Koblenz
- Radio Salü
- Radio Nürburgring

220 national and international on-site journalists

Source: ADAC Mittelrhein



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IMPRESSIONS 2017



TRUCK SPORT TOTAL

Alle Infos zu Race, Trial & Dakar, die Rennen, die Stars



JETZT HERUNTER-LADEN



Für iOS Für Android
iPhone: fernfahrer.de/trucksportios
Android: fernfahrer.de/trucksportand

Reports in all relevant special interest magazines and portals



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IMPRESSIONS 2017





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IMPRESSIONS 2017





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IMPRESSIONS 2017





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EXHIBITORS' ACTIVITIES

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





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ADVERTISING OPTIONS

Headline sponsoring

A partner (supplier, service or other business) may take on title sponsorship. Partner with individual logo on tickets and car passes, including logo and given names. Additionally, exclusive logo placement on TGP homepage. Media reporting on Sponsor ADAC Truck-Grand-Prix. Further services upon request.

Price: **192,850.00 €**

Truck-Grand-Prix Premium Partner Advertising Package

Exclusive offer of 5 advertising packages for print production on Truck-Grand-Prix titles and the online portal:

www.truck-grand-prix.de.

You may use your logo for tickets, admission and passage tickets, flyers, posters and location plans. Your logo will also appear on the Truck-Grand-Prix homepage, which is linked to your own homepage.

Price: **26,390.00 €**

Advertising during Livestream

Several livestream channels broadcast the ADAC Truck-Grand-Prix. Last year's viewer rate was 350,000. This is why we are offering advertising space during livestream for exhibitors in 2018.

Crawler	1,055,00 €
Insert	1,055,00 €
Spot (per item)	2,000,00 €
Spot (package per race weekend)	6,000,00 €

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.

Price: **21,500.00 €** + required technical costs

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.

Price: **15,700.00 €**

Advertisement Spots Müllenchbachschleife

We offer 4 promotion packages exclusively for events/concerts at Müllenchbachschleife which includes an advertising spot (max. 30 sec.) on video screen prior to concert start and during conversion breaks (approx. 4 x day). The ad spot has to be selected according to the organiser's predetermined format.

Price: **9,050.00 €** for Friday and Saturday.

Backwall Award Platform

In addition up to six premium partners can advertise with their logos on the backwall platform for truck races and for the Go&Stop competition.

Price: **5,800.00 €**



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Champagne Sponsoring

This exclusive sponsoring includes the placement of magnum sparkling wine bottles at the award ceremony with labelled bottles, partner race excluded.

Price: **5,380.00 €**

Parade Sponsoring

On the race weekend two attractive parades are available. Sponsoring includes naming, production of start numbers with individual company logo, positioning of flags with individual logos. The parade will appear on all media channels, Ring Radio and on TV, showing the company logo/name.

Price each parade: **3,770.00 €**

Event Compass

Approximately 20,000 site maps including a program will be distributed at the set, at checkouts and parking lots. You could present yourself with your logo. Up to three sponsors.

Price: **3.550,00 €**

Perimeter Advertising

For advertising there are two exclusive categories. We recommend placing of 3-4 perimeters. Areas are visible for all viewers and media (TV). Special offers upon request. Installation on a cost price basis by authorized company. Advertising companies are responsible for theft risk.

Price for category 1: **2.500,00 €**

Price for category 2: **1.900,00 €**

Banner advertisement on TGP homepage

Every exhibitor can advertise a banner on the TGP homepage. Formats on current visits upon request.

Price: **2,030.00 € per month**

Advertisement via Ring-TV

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

Price: Crawler (1 x with 3 repetitions) **1,055.00 €**

Spot (daily 1 x) **1,290.00 €**



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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.

Price per promoter: **915.00 €**

Flag Advertising

For advertising every exhibitor can use barriers and screens either at the paddock or at Müllenbachschleife. Placement is carried out by an authorised advertising company at cost price. The advertising company takes the risk of theft. TV relevant placements upon request only.

Price per flag: **675.00 €**

Further sponsoring upon request.

Prices are in Euro + VAT.



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FURTHER ADVERTISING OPTIONS FOR YOU:

- TGP – Das Magazin
- TRUCK SPORT Magazin Extra
- TRUCK SPORT Book
- TRUCK SPORT App
- a wide range of calendars
- www.trucksportmagazin.de
- www.fernfahrer.de
- www.truck-grand-prix.de



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RECOMMENDATION FOR YOUR PROFILE 2018

**Use this unique and successful event for your company.
Participate in the Truck-Grand-Prix 2018!**

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 your successful presentation:

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



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PACKAGE DEALS

General information for a package:

- | | | |
|--|----------------|---|
| → Industrial Park Platform 100 sqm
(10 meter frontline length x 10 meter depth) | 7,700.00 € | |
| → 8 Exhibitor tickets | free of charge | |
| → 1 weekend passage route ticket | free of charge | |
| → 2 weekend parking ticket | free of charge | |
| → 100 bronze weekend (36.13 €) | 3,613.00 € | (Base September 2017, subject to changes) |

TOTAL COSTS

+ VAT

11,313.00 €



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YOUR CONTACT



Stephanie Stark

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EuroTransportMedia

Verlags- und Veranstaltungs-GmbH
Handwerkstraße 15, 70565 Stuttgart,
Germany
www.etm.de

Project Manager/ Advertising Manager Events

Stephanie Stark
Phone +49. 711. 7 84 98-12
Fax +49. 711. 7 84 98-75
E-Mail stephanie.stark@etm.de