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# INDUSTRIAL EXHIBITOR

## 35<sup>TH</sup> INTERNATIONAL ADAC TRUCK-GRAND-PRIX

17 – 19 July 2020 Nürburgring

**VISITORS' SURVEY  
RESULTS 2017**





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## TRUCK-GRAND-PRIX FACTS

- The 35<sup>th</sup> ADAC Truck-Grand-Prix 17 – 19 July, 2020 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 8 runs of the European FIA Truck Race Championship 2020 series.
- There were **124,000** visitors for the weekend in 2019, **54,000 on Saturday**.
- **Visitors' Structure:**  
**Commercial Vehicle Managers**  
Haulage and Transport companies, motorsports enthusiasts, truck drivers and their families.
- **Highlights 2019:**
  - Sold out exhibition spaces
  - IDM as guest series
  - German premiere of the new Iveco S-Way
  - Job fair for more and more freight forwarders





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## 95% OF THE VISITORS REMEMBER 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
- The 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 2018/2019**

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

### **RADIO STATIONS THAT REPORTED IN 2018/2019**

- SWR
- RPR 1
- Antenne Koblenz
- Radio Nürburgring
- WDR 4

220 national and international on-site journalists

Source: ADAC Mittelrhein





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## IMPRESSIONS 2019



Reports in all relevant special interest magazines and portals





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## IMPRESSIONS 2019







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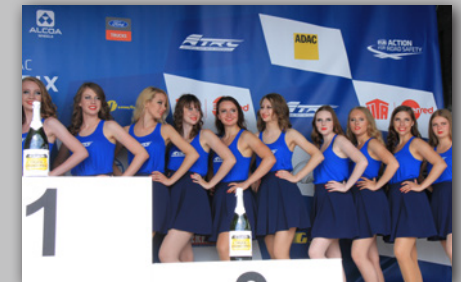
## IMPRESSIONS 2019





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## IMPRESSIONS 2019







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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: **196,700.00 €**

### 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](http://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: **26,920.00 €**

### Advertising during Livestream

The ADAC Truck-Grand-Prix will be broadcasted in the internet via livestream Friday through Saturday in 2019. There were 499,000 visitors throughout the weekend in 2018. Please ask for further details and information.

Expand your presence at the Truck-Grand-Prix and become a presenter during the livestream. Your logo will be transmitted on the top right of the screen.

Price: **7,650.00 €**

### Crawler during Livestream

Take a key sentence to be displayed in the bottom part of the screen and thus attract more attention for your business.

Per run **1,080.00 €**

### 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: **9,230.00 €** for Friday and Saturday.

### 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 for each parade: **3,845.00 €**

### 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: **3,620.00 €**





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### 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: **2,550.00 €**

Price for category 2: **1,940.00 €**

### Banner advertisement on TGP homepage

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

Price: **2,070.00 € 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) **1,075.00 €**

Spot (daily 1 x) **1,315.00 €**

### Promotors

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

Price per promoter: **930.00 €**

### Flag Advertising

For advertising every exhibitor can use barriers and screens either at the paddock or at Müllenschleife. 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: **680.00 €**

Further sponsoring upon request.

Prices are in Euro + VAT.



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### **FURTHER ADVERTISING OPTIONS FOR YOU:**

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





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## 1. Stand Fee per sqm

→ Basic fee for exhibition area 78,50 €

## 2. Entry in exhibitor list and further media obligatory

→ fee-based for every exhibitor 250,00 €

→ Every co-exhibitor 125,00 €

Production and invoicing by-  
ADAC Travel & Event Mittelrhein GmbH

## General information for a package:

→ Industrial Park Platform 100 sqm 7,850.00 €

→ Entry exhibitor list 250.00 €

→ 8 Exhibitor tickets free of charge

→ 1 weekend passage route ticket free of charge

→ 2 tickets for assembly free of charge

→ 2 weekend parking tickets free of charge

→ 100 classic weekend tickets (36.14 €) 3,614.00 €

## TOTAL PRICE

**11.714,00 €**

Price + VAT (as of September 2019, subject to change)



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## RECOMMENDATION FOR YOUR PROFILE 2020

**Use this unique and successful event for your company.  
Participate in the Truck-Grand-Prix 2020!**

For your successful presentation we recommend the following basic equipment:

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

Enhance your chances:

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





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## YOUR CONTACT



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