



FERNFAHRER ROADSHOW 2020

DAS TRUCK-MAGAZIN FÜR BERUFSKRAFTFAHRER
DRIVE YOUR DREAM-TOUR





THE TOUR

With our roadshow „Drive your Dream“, **FERNFAHRER** has successfully been more than 10 years in major truck festivals/events **FERNFAHRER** presents branded showtrucks including stages live programme, music, moderation and visitors' attractions.

TOUR STOPS 2020 (Subject to modifications)

- **Rüssel Truck Show**, Truck Meeting at Autohof Lohfeldener Rüssel 18 - 19 April, 2020; appx. 350 trucks, appx. 5,000 visitors
- **Truckfestival Geiselwind**, Autohof Strohofer 29 May - 1 June, 2020; appx. 700 trucks and appx. 20,000 visitors
- **Truck Event Austria**, Wels, Austria, 27 - 28 June, 2020, appx. 550 trucks, appx. 12,500 visitors
- **Truck-Grand-Prix Nürburgring** 17 - 19 July, 2020; appx. 1,000 trucks, appx. 150,000 visitors
- **Trucker Treffen Frontenhausen**, Bavaria, 7 - 9 August, 2020; appx. 550 trucks, appx. 6,000 visitors
- **IAA Nutzfahrzeuge**, Hannover, 24 - 30 September, 2020; appx. 250,000 visitors



ACTIVITIES

Logo presentation on all posters, banners „**FERNFAHRER Roadshow 2020**“ - sponsored by are distributed at exhibitions, music stages and event trucks.

Logo presentation of sponsors on event 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 all 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. „**FERNFAHRER Roadshow**“ 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 as well as www.eurotransport.de 308,844 additional users and 648,467 page impressions per month on average. Compared to traditional advertising there is a much wider recognition and acceptance.

Sponsoring Roadshow subscription 2020: 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

either Rüssel Truck Show,
Truckfestival Geiselwind,
Truckfestival Wels, TGP Nürburgring,
Trucker Treffen Frontenhausen or
IAA Nutzfahrzeuge:

3.500,— €

All prices in Euro + VAT.



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TOUR IMPRESSIONS





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