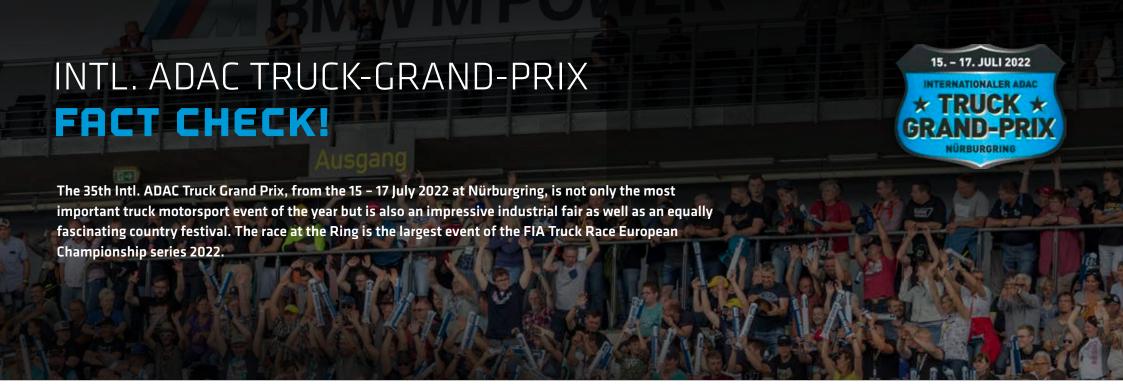
35TH INTERNATIONAL ADAC TRUCK-GRAND-PRIX





MEDIARATESINDUSTRIAL EXHIBITOR

ETM verlag



NUMBER OF DISITORS

In 2019, there were **124,000 visitors estimated over the entire weekend**, of which there were **54,000 visitors alone on Saturday**.

UISITOR STRUCTURE

Decision makers from the commercial vehicle industry, for example freight forwarders and transport companies, motorsport enthusiasts, truck drivers, and families.

HIGHLIGHTS FROM 2019

Sales of all exhibition space.

IDM as a gast racing series.

Premiere of the **new Iveco S-Way in Germany**.

More and more freight forwarders use the **Truck Grand Prix as a job fair.**





SURUEY RESULTS

All visitors have something to do with the industry: as a driver, freight forwarder or fleet manager.

87% of visitors are very satisfied with the event and would recommend it.

40% of the visitors travel over 200 km to attend.

Some of our regulars have been here as many as 12 times. The Intl. ADAC Truck Grand Prix is legendary!

46 years is the average age.

83% of the tickets are sold in advance. People want to come, rain or shine.

92% of the visitors consider the **fair park** to be **very important.**

10% of the visitor's field of expertise is the in the **workshop**.

47% of the 14- to 29year-old visitors are fans of truck race.



INTL. ADAC TRUCK-GRAND-PRIX LIVE IS LIVE!

In addition to the visitors on site, the highlights of the event will also be broadcast nationally and internationally through the coverage in the following channels...

REPORTING 2018/2019

TV-STATIONS

SWR

ARD ZDF

RPR1

SWR

Antenne Koblenz

RADIO-STATIONS

D-MAX

Radio Nürburgring

TV-Mittelrhein

WDR4 Source: ADAC Mittelrhein





















INTL. ADAC TRUCK-GRAND-PRIX IMPRESSIONS EXHIBITION 2019

15. - 17. JULI 2022

INTERNATIONALER ADAC

★ TRUCK ★

GRAND-PRIX

NÜRBURGRING

In the middle of Nürburgring, in the immediate vicinity of the paddock, well-known companies from the commercial vehicle industry will once again pitch their tents. Exclusive presentations and promotions will attract visitors from all over to the exhibition.



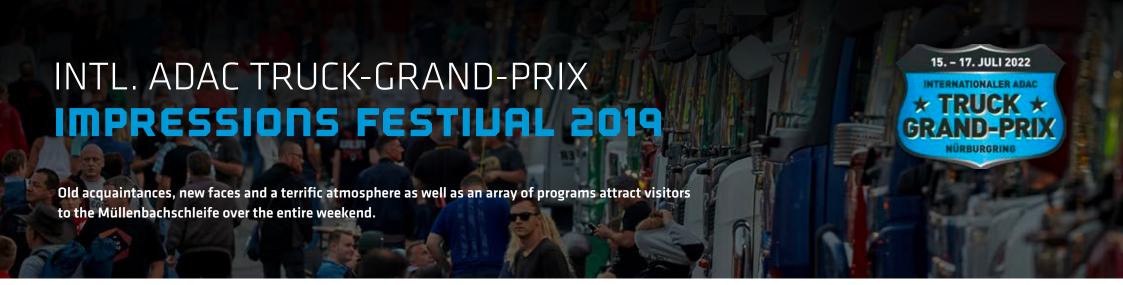
























INTL. ADAC TRUCK-GRAND-PRIX **ACTION FIREWORKS!**

For some, the focus is on hospitality while for others the focus is on the display of a company's exhibits or even to approach visitors with direct promotional activities. Quite a few, however, combine all three components to make the greatest possible benefit.













PREMIUM-PARTNER ADVERTISING

PRESENTER-PACKAGE
TRUCK-GRAND-PRIX-TU

OTHER PACKAGES TRUCK-GRAND-PRIX-TU

Excellent visibility through your logo on all print products and in the TGP online portal.

Your logo on the TGP homepage including a link to your homepage.

12x daily commercials of up to 20 seconds **on TGP-TV** can be selected for a total of 24 spots (Fri-Sun)

Presence on all monitors and video walls, Fri – Sun on site and in the internet livestream.

Only 1 out of 5 Premium partner packages available.

PRICE: 29.000 EUR

Prominent visibility via TGP-TV during the livestream **throughout the entire weekend**.

The presenter's logo displayed during the entire transmission on the upper right corner of the screen.

Presence on all monitors and video screens from Fri - Sun on site and in the internet livestream.

Placement of a total of 24 commercials of up to 20 seconds **on TGP TV.**

PRICE: 19.000 EUR

PACKAGE 1

Prominent visibility

via TGP TV

Placement of a total of 24 commercials on Saturday and Sunday

from up to 20 seconds

on TGP TV.

IIID-PRIX-II

PAKET 2

Prominent visibility

via TGP TV

Placement of a total of 12 commercials of up to 20 seconds **on TGP-TV**.

More detailed information as well as other packages upon request. We will be happy to help you.

PRICE: 6.000 EUR

PRICE: 3.000 EUR

All prices exclude VAT.



PERIMETER ADDERTS CATEGORY 1

Prominent sector advertising with excellent TV presence via TGP TV.

Special emphasis on only one sponsor per sector.

Large-scale perimeter advertising of up to 2 x 24 meters.

Best visibility guaranteed.

Premium perimeter advertising including printing and installation costs.

PRICE: 12.000 EUR

PERIMETER ADDERTS CATEGORY 2

Excellent visibility of advertising space for on-site viewers.

Standard banner size of 2 x 6 meters **included**. Alternative formats available upon request.

Production and attachment of the perimeter advertising will be **carried out at cost by a company authorized by the organizer.**

PRICE: 1.950 EUR

PRICE: 2.900 EUR (incl. production and installment)

ONLINE BANNER PLACEMENT

JANUARY - MARCH

Costs to one advertising order (per month)

PRICE: 1.800 EUR

APRIL - JUNE

Costs to one advertising order (per month)

PRICE: 2.100 EUR

JULY

Costs to one advertising order

PRICE: 2.500 EUR

All prices exclude VAT.



CORSO-SPONSORING

Two attention-grabbing parades ("Corsos") over the race weekend.

Coisos / over the face weekend.

Name and manufacture of start numbers with company logo.

Placement of flags with your own company logo.

Naming the parade with your company name in all media,

Ring Radio and TV.

PRICE: 4.000 EUR (per corso)

PROMOTER ADVERTISING

For all exhibitors: promoters can be booked for the entire site.

E.g., at the paddock, industrial park, Müllenbachschleife.

throughout the race weekend (Fri - Sun).

Billing according to the number of promoters.

PRICE: 950 EUR (per promoter)

FLAG ADVERTISING

Bookable for all exhibitors.

Available for track, barriers, viewing protection facilities, paddock and Müllenbachschleife.

Installation takes place at cost by a company authorized by the organizer. The risk of theft is borne by the advertising company.

PRICE: 700 EUR (per flag)

OTHER ADVERTISING

The following additional advertising options are available for you:

Ad placement in the official program booklet

www.eurotransport.de

www.truck-grand-prix.de

Further individual sponsorship upon request. Contact us!

All prices exclude VAT.

INTL. ADAC TRUCK-GRAND-PRIX FRIR FRCILITIES

With a stand at the Truck Grand Prix, you're not just in the middle of it all- you will definitaly attract a lot of attention because, in the industrial park, you are where all the visitors are.



BOOTH

AUSSTELLER-DERZEICHNIS

COMBINATION PACKAGE EXAMPLE

Basic rental for stand area

Obligatory entry in the exhibitor directory and other mass media.

Stand area in the industrial park (100 sqm)

78,50 EUR x 100 = 7.850 EUR

Entry in the exhibitor directory

= 250 EUR

4 exhibitor tickets

1 weekend pass

2 drive-through ticket set-up

2 weekend parking tickets

250,00 EUR (per exhibitor)

Chargeable for every exhibitor.

100 classic weekend tickets (incl. handling fee 0,84 EUR)

38,32 EUR x 100 = 3.832 EUR

78,50 EUR (per sqm)

125,00 EUR (per co-exhibitor)

PRICE TOTAL: 11.932 EUR

All prices exclude VAT., As of September 2019, subject to change.

INTL. ADAC TRUCK-GRAND-PRIX PRESENTATION 2022



Don't miss the opportunity to use this unique and successful event for your company's benefit. Be part of the Truck Grand Prix in 2022! We look forward to seeing you there. For your presence in the industrial park we recommend the following equipment:

BASIC EXHIBITION EQUIPMENT

An adequate stand size for your exhibition and representation purposes appropriate stand space size.

Your exhibitor tickets.

A sufficient quantity of transit tickets.

A sufficient number of parking tickets.

A sufficient number of admission tickets for your guests.

ADDITIONAL TIPS FOR INCREASING YOUR SUCCESS

Involve your audience.

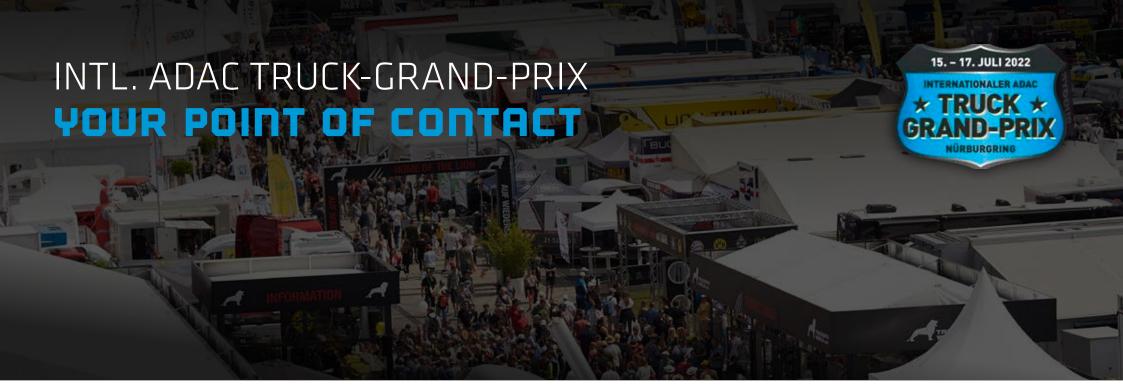
Present yourself in a familiar and comfortable manner.

Offer games for people to participate in, for example.

Convey your messages in a playful manner.

Dress appropriately for the occasion and avoid business attire, if possible.







STEPHAN HURNIK

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