

35TH INTERNATIONAL ADAC **TRUCK-GRAND-PRIX**



MEDIARATES
INDUSTRIAL EXHIBITOR

ETMverlag

INTL. ADAC TRUCK-GRAND-PRIX FACT CHECK!



The 35th Intl. ADAC Truck Grand Prix, from the 15 – 17 July 2022 at Nürburgring, is not only the most important truck motorsport event of the year but is also an impressive industrial fair as well as an equally fascinating country festival. The race at the Ring is the largest event of the FIA Truck Race European Championship series 2022.

NUMBER OF VISITORS

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

VISITOR 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**.

INTL. ADAC TRUCK-GRAND-PRIX IS LEGENDARY! STAYS LEGENDARY!



95% of all visitors surveyed enthusiastically agreed with this statement. This is just one of the many findings we can highlight from our visitor surveys that have been continuously conducted over the last few years.

SURVEY 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 29-year-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

ARD
ZDF
SWR
D-MAX
TV-Mittelrhein

RADIO-STATIONS

SWR
RPR1
Antenne Koblenz
Radio Nürburgring
WDR4

Source: ADAC Mittelrhein



INTL. ADAC TRUCK-GRAND-PRIX MEDIA PRESENCE

Exciting races, chrome trucks and emotional parties offer the media plenty of opportunities to report on at the Ring.



INTL. ADAC TRUCK-GRAND-PRIX

IMPRESSIONS RACING 2019

With exciting races and other highlights on and off the Grand Prix racetrack, the viewers are sure to be spellbound.



INTL. ADAC TRUCK-GRAND-PRIX IMPRESSIONS EXHIBITION 2019



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 IMPRESSIONS FESTIVAL 2019



Old acquaintances, new faces and a terrific atmosphere as well as an array of programs attract visitors to the Müllenbachschleife over the entire weekend.



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.



INTL. ADAC TRUCK-GRAND-PRIX ADVERTISING OPPORTUNITIES / 01

Ensure the visibility of your brand at Truck Grand Prix and use the following packages to position yourself.



PREMIUM-PARTNER ADVERTISING

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

PRESENTER-PACKAGE TRUCK-GRAND-PRIX-TU

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

OTHER PACKAGES TRUCK-GRAND-PRIX-TU

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**.

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

PRICE: 6.000 EUR

PAKET 2

Prominent visibility via TGP TV

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

PRICE: 3.000 EUR

All prices exclude VAT.

INTL. ADAC TRUCK-GRAND-PRIX

ADVERTISING OPPORTUNITIES / 02



PERIMETER ADVERTS 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 ADVERTS 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.

INTL. ADAC TRUCK-GRAND-PRIX

ADVERTISING OPPORTUNITIES / 03



CORSO-SPONSORING	PROMOTER ADVERTISING	FLAG ADVERTISING	OTHER ADVERTISING
<p>Two attention-grabbing parades ("Corsos") over the race weekend.</p>	<p>For all exhibitors: promoters can be booked for the entire site.</p>	<p>Bookable for all exhibitors.</p>	<p>The following additional advertising options are available for you:</p> <p>Ad placement in the official program booklet</p> <p>www.eurotransport.de</p> <p>www.truck-grand-prix.de</p> <p>Further individual sponsorship upon request. Contact us!</p>
<p>Name and manufacture of start numbers with company logo.</p>	<p>E.g., at the paddock, industrial park, Müllenbachschleife.</p>	<p>Available for track, barriers, viewing protection facilities, paddock and Müllenbachschleife .</p>	
<p>Placement of flags with your own company logo.</p>	<p>throughout the race weekend (Fri - Sun).</p>	<p>Installation takes place at cost by a company authorized by the organizer. The risk of theft is borne by the advertising company.</p>	
<p>Naming the parade with your company name in all media, Ring Radio and TV.</p>	<p>Billing according to the number of promoters.</p>	<p>PRICE: 700 EUR (per flag)</p>	
<p>PRICE: 4.000 EUR (per corso)</p>	<p>PRICE: 950 EUR (per promoter)</p>		

All prices exclude VAT.

INTL. ADAC TRUCK-GRAND-PRIX

FAIR FACILITIES



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

BOOTH

Basic rental for stand area

78,50 EUR (per sqm)

AUSSTELLER- VERZEICHNIS

Obligatory entry in the exhibitor directory and other mass media.

Chargeable for every exhibitor.

250,00 EUR (per exhibitor)

125,00 EUR (per co-exhibitor)

COMBINATION PACKAGE EXAMPLE

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

100 classic weekend tickets 38,32 EUR x 100 = 3.832 EUR
(incl. handling fee 0,84 EUR)

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.

INTL. ADAC TRUCK-GRAND-PRIX

YOUR POINT OF CONTACT



STEPHAN HURNIK

Project Manager Truck-Grand-Prix Nürburgring

Phone: +49 (0) 172 28 94 39 8

E-mail: stephan.hurnik@etm.de

EuroTransportMedia

Verlags- und Veranstaltungen GmbH

Handwerkstraße 15, 70565 Stuttgart

www.eurotransport.de