

EXHIBITOR INFORMATION 2024

October 24, 2023



11. - 14. JULI 2024

NÜRBURGRING

FESTIVAL 

RACING 

NFZ MESSE 



FACTS AND FIGURES

ON SITE?

- VISITORS: 130,000 IN 2023
- TRUCKS: 1,200 ARTICULATED LORRIES
- FIREWORKS: 15 MIN.
- TRADE FAIR EXHIBITORS: 60 – 80
- JOB EXPO: 30 – 40 EXHIBITORS
- RACE TRUCKS: 45 – 50
- GT RACE CARS: 20

WHERE ELSE?

- LIVE STREAM: 630,000 viewers
- TV: SWR, TV Mittelrhein, ARD, ZDF, D-MAX, Bild TV
- RADIO: SWR, RPR 1, Antenne Koblenz, WDR 4
- PRINT: Industry Magazine, Truck Drivers, ADAC Motorwelt
- SOCIAL: Facebook, Instagram, Influencer

WHO?

Motorsport enthusiasts and decision-makers from the commercial vehicle industry, e.g. freight forwarders and transport companies, truck drivers and families. Visitors usually come in groups, enjoy racing and the relaxed event atmosphere at the Nürburgring.

AGE



The average age of visitors is 39 years

SEX



69% of visitors are male

OCCUPATION



Share of truck drivers is 20%

BRANCH



Proportion of professionally connected visitors is 48%



RACING

TRUCK GRAND PRIX

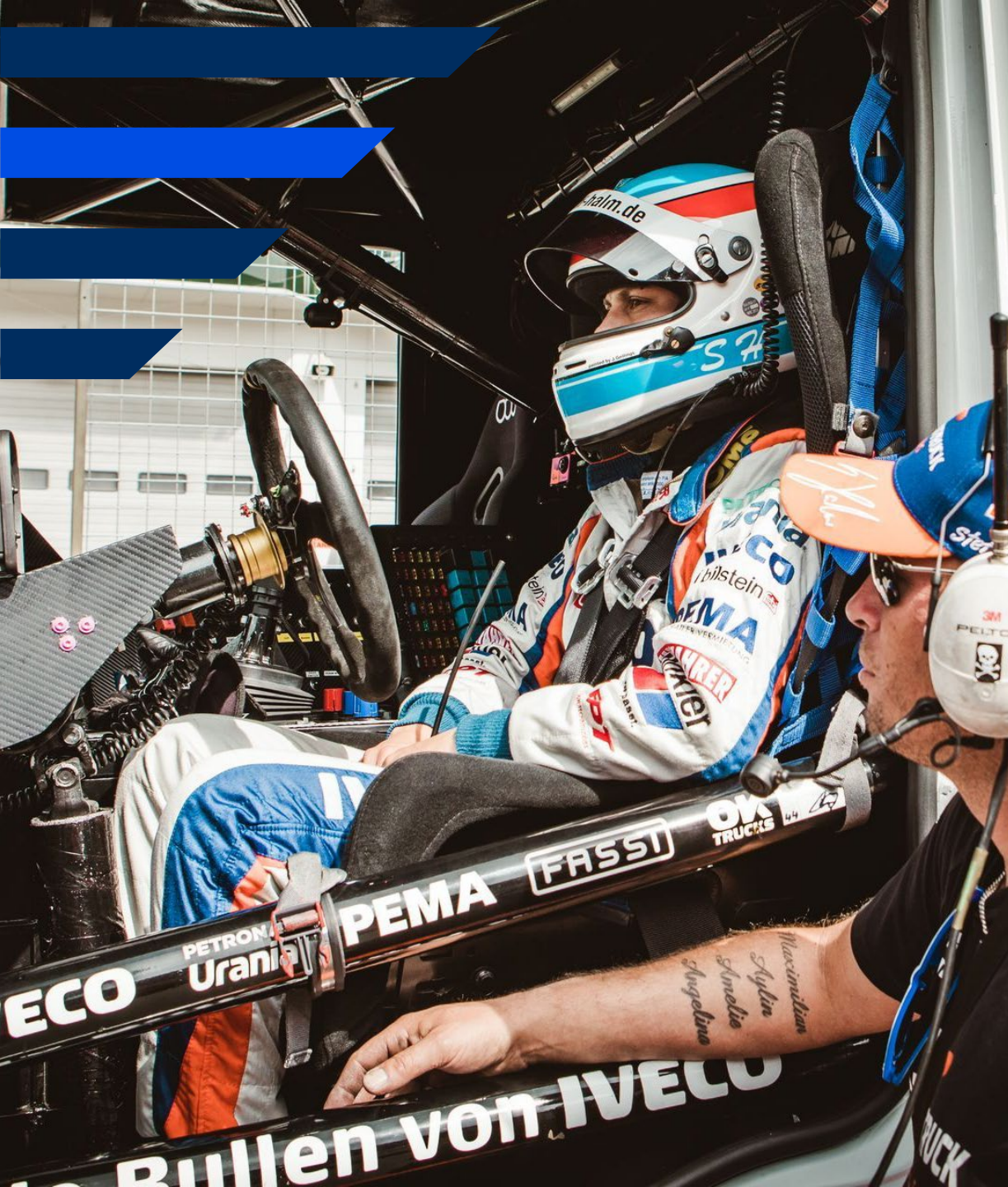




PURE RACING

The race at the "Ring" is the biggest event of the 2024 Goodyear FIA Truck Race European Championship series.

In total, racing cars from 3 series will make the asphalt glow in around 10 races. The ADAC GT Masters and the Dutch Truck Racing Championship will also be on the grid next year.



THE CHAMPIONSHIP GOODYEAR FIA ETRC

Every year, around 400,000 visitors flock to Europe's racetracks. This makes truck racing one of the most popular motorsport series in Europe.

Around 20 race trucks will be fighting for victory and, above all, for important points in the Goodyear FIA ETRC European Championship standings.

Prominent German drivers include the six-time European Truck Champion Jochen Hahn from the Black Forest, or the local hero Sascha Lenz, who lives only a few kilometers away from the Nürburgring, who is accompanied by a large fan base every year and thus ensures the best atmosphere, even in the stands.

5 tons of iron and steel, around 1200 hp, just under 5 seconds to the sealed top speed of 160 km/h.

www.fiaetrc.com



United Nations
Climate Change

Offizieller Unterzeichner der UN
Sports for Climate Action und Race to Zero



Goodyear FIA ETRC's sustainability efforts to date have been evaluated in an independent Sustainable Championships Index and ranked 16th out of 105 global motorsport series.

Goodyear FIA ETRC is committed to achieving net-zero emissions by 2038 at the latest to further strengthen its position as a leading platform for sustainable technologies in road freight.



100% RENEWABLE
HVO BIO-DIESEL

World's first motorsport series to save up to 90% CO2 with 100% sustainable HVO diesel in all racing trucks



ELECTRIC

Technical regulations allow electric and hybrid racing trucks from 2023. World premiere of the first all-electric Iveco Race Truck



BIO-LNG

Bio-LNG-powered Iveco S-Way Pace Truck NP, reduces nitrogen dioxide, soot emissions and CO2.



Goodyear recycles used racing tyres and returns them to the product life cycle as refurbished road tyres



The Innovation Camp provides a platform for manufacturers to showcase their sustainable developments at the events in order to increase the acceptance of new technologies in the logistics industry and among truck drivers



Since 2019, the #onetruckfamily campaign has been raising awareness of the socio-economic problem of the shortage of truck drivers across Europe



Unavoidable CO2 emissions are offset by investments in UN-certified climate protection projects

FESTIVAL

TRUCK GRAND PRIX





MUSIC FESTIVAL WITH HIGH STANDARDS

When the service tents are pulled up for the night in the paddock, things really get going in the Müllenbachschleife.

Thousands of trucks and a huge open-air stage form the backdrop for two unforgettable party nights in the most famous loop of the Nürburgring.

The fans are thrilled anew every year when hundreds of trucks sound their horns to the world's loudest horn concert on Saturday evening to accompany the magnificent fireworks.

FESTIVAL



INDUSTRY

TRUCK GRAND PRIX





EXHIBITING IN A FORWARD-LOOKING WAY

In order to adapt the truck racing platform to future developments and to be prepared for changes and challenges in the commercial vehicle and logistics industry, a new strategic orientation has already begun.

In addition to the core topics of safety and the shortage of professional drivers, the exhibitor area is increasingly focusing on the challenges of the mobility transition. As a result, the topic of sustainability is also moving to the center of our activities.

Professionals in the industry will be happy to answer any questions visitors may have. A trade fair at eye level in a unique setting.

Summarised in a guideline, we point out to our exhibitors to refrain from avoidable waste or at least to keep it as low as possible. For the first time, any unavoidable waste from our trade fair exhibitors can be handed in to recycling islands, from where it is then disposed of properly.



SUSTAINABLY CERTIFIED EVENT

ISO 20121 is an international standard for the management of events in terms of sustainability.

This standard sets out requirements and guidelines to ensure that events are conducted in a socially, economically and environmentally responsible manner. Key principles include integrating sustainability aspects, stakeholder engagement, compliance with laws and regulations, risk management, and continuous improvement.

The TÜV Italia Nord team of experts commissioned for ISO certification examined the 2023 event according to these internationally defined sustainability criteria, all of which the ADAC Truck Grand Prix was able to meet.



COOPERATION WITH THE ENVIRONMENTAL CAMPUS BIRKENFELD

This also includes a cooperation with the Environmental Campus Birkenfeld, which advises the ADAC Mittelrhein on the sustainable design of its events.

The starting signal for the sustainability project with the Birkenfeld Environmental Campus was given in June 2022 with the ADAC Mittelrhein Rally, which served as an inventory. Based on this, an interdisciplinary team of experts from the campus located at Trier University of Applied Sciences created a corresponding roadmap. This includes various measures that are intended to contribute to making our events more sustainable by 2024.

The identified fields of action are very complex: from material procurement and use of resources to energy consumption and waste management to mobility behaviour and accessibility.

The assessment of sustainability is to be based on the 17 Sustainable Development Goals of the United Nations and other predefined benchmarks, among other things. The guiding principle of this agenda, which is now widely accepted on a broad front, is to enable a dignified life worldwide and at the same time to preserve the natural foundations of life in the long term.

FESTIVAL

TRUCKER CAMPS

- 01 Camp Müllenbachschleife
- 02 Historisches Camp
- 03 Camp B3
- 04 Camp der Außergewöhnlichen
- 05 Camp B5
- 06 US-Truck Camp

FESTIVAL & BÜHNEN

- 07 Große Open-Air Bühne
- 08 Partyzelt Roadhouse
- 09 Fan Village Bühne

WEITERES (ring°boulevard)

- 10 Kinderland

RACING

FAHRERLAGER

- 12 Goodyear FIA ETRC
- 13 ADAC GT Masters
- 14 Franz. Truck Meisterschaft

HISTORISCHES FAHRERLAGER

- 15 BMW Motorrad-Test

TRIBÜNEN

- Infield: AMG Tribüne
- Start-Ziel: T3, T4, T4a
- Strecke: T11, T12, T10b, T5a

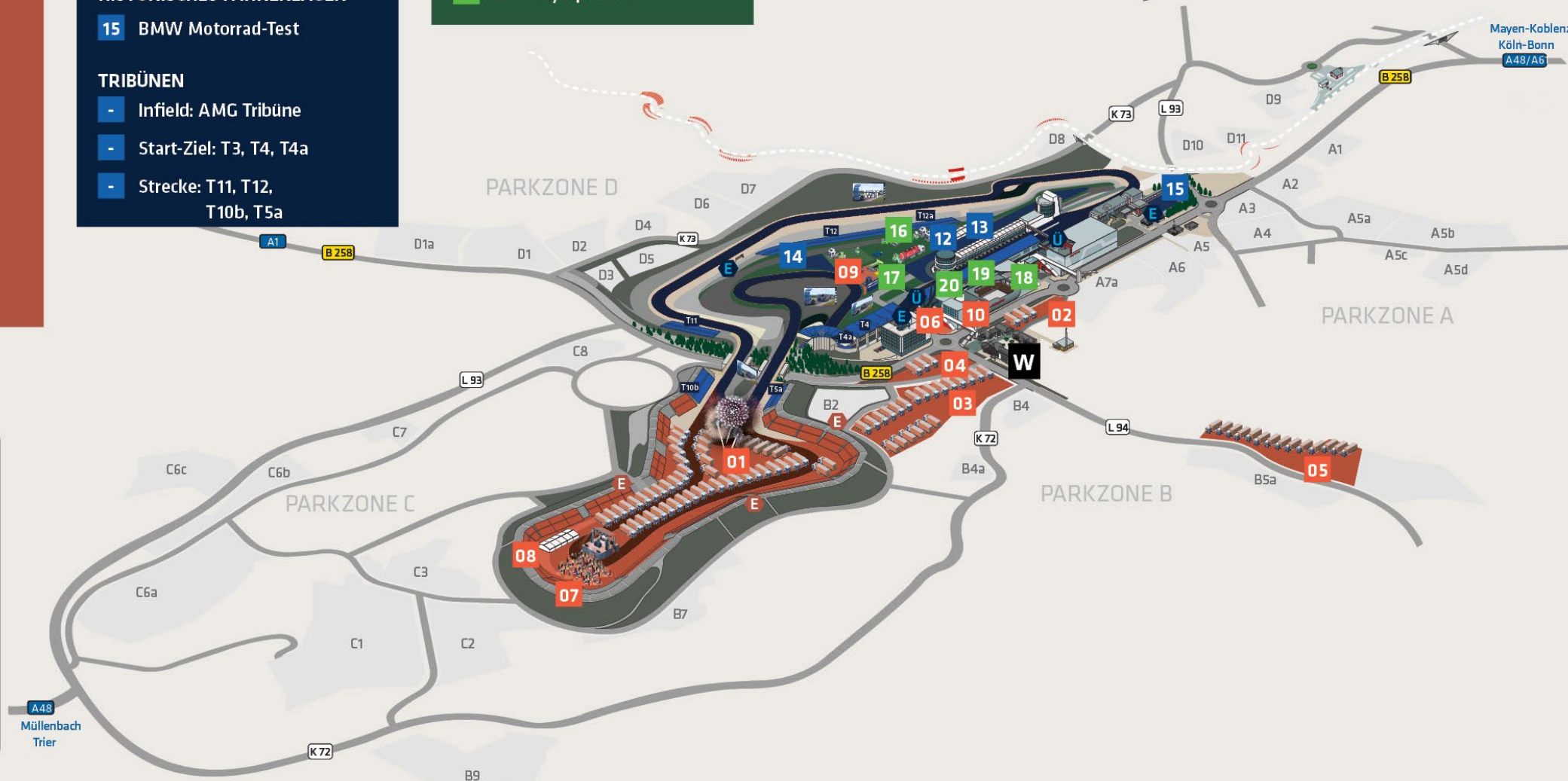
INDUSTRY

- 16 NFZ Messe
- 17 Innovation Camp
- 18 Job Expo
- 19 Spediteurs VIP Lounge
- 20 Truck Symposium

SERVICE

- E Eingänge Festivalbereich
- E Eingänge Fahrerlager
- Ü Übergang BMW M Brücke / Tunnel

- W WELCOME CENTER
- Parkplätze



ZEITPLAN AUF DER WEBSITE

truck-grand-prix.de



www.truck-grand-prix.de



TRUCK SYMPOSIUM & JOB EXPO

TÜV Rheinland and ADAC Mittelrhein e.V. have been jointly organising the Truck Symposium since 2006. This conference, which is now firmly established, is primarily aimed at freight forwarders and transport companies, but also at associations, authorities and decision-makers from politics

At the JOB EXPO, which is organized by ADAC Mittelrhein e.V. and SVG Rheinland, all those who want to become professional drivers as well as those interested in a career in the field of logistics are brought together with companies in the industry from our region.

MEDIA DATA

PRESSE MONITORING

5,9B

Radio*

0,53K

Print & Online**

XXX

TV***

SOCIAL MEDIA MONITORING

2,3K

Results

60,3K

Engagement

1.6B

Potential Reach

LIVE STREAM

150K

Goodyear FIA ETRC

480K

Goodyear FIA ETRC & TGP

FACEBOOK

594K

Reach

+229

Likes

40.315

Total Follower (Stand 18.08.23)

INSTAGRAM

56K

Reach

+823

Follower

2.494

Total Follower (Stand 18.08.23)

YOUTUBE

54,2K

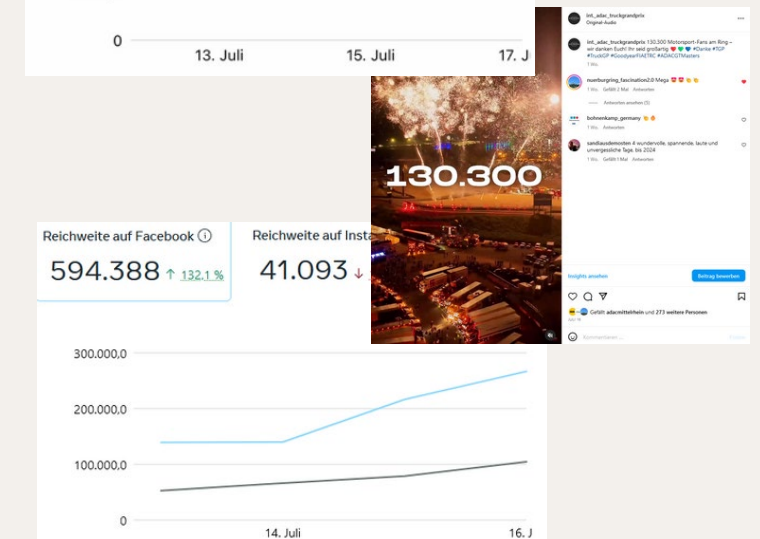
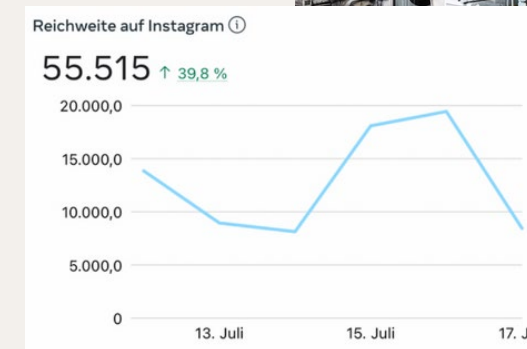
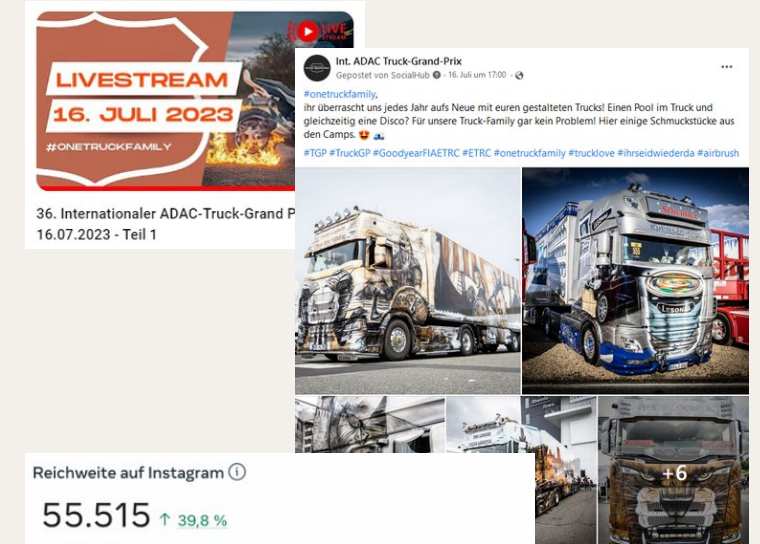
Views

+356

Follower

866

Total Follower (Stand 18.08.23)



BOOTH

Basic rent for stand space

PRICE: 88,00 EUR (per sqm)

incl. appropriate and sufficient

- Exhibitor tickets
- Transit Permits Construction
- Weekend transit ticket
- Weekend parking tickets

LIST OF EXHIBITORS

- Obligatory entry in the exhibitor directory and other mass media.
- Subject to a fee for each exhibitor.

PRICE: 300,00 EUR (per exhibitor)

PRICE: 175,00 EUR (per co-exhibitor)

ENTRANCE TICKETS

Involve your guests.

- Classic Weekend Tickets
- PRICE: 42,02 EUR (plus handling fee 0,84 EUR)
- Premium Weekend Tickets
- PRICE: 68,91 EUR (plus handling fee 0,84 EUR)

EXHIBITION EQUIPMENT

With a stand at the Int. ADAC Truck Grand Prix, you are not only right in the middle of the action – you also secure a lot of attention. Because in the industrial park you are where all visitors pass by at least once.

All prices are exclusive of VAT as of October 2023.

OPTIONAL EXHIBITOR UPGRADES

The prices listed below are only valid in connection with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

BRANDING

- Event Sponsor
- Racetrack
- Other

See Appendix for details



NAMING

- Korso-Sponsoring
- Go&Stop Contest
- Festival Stage

See Appendix for details



ACTIVATION

- Promoters
- Goodie-Bag Promotion

See Appendix for details



TV PRESENCE

- Commercials
- Editorial contribution
- Presenter Fan-TV

See Appendix for details

APPENDIX

- BRANDING
- NAMING
- ACTIVATION
- TV PRESENCE
- SAMPLE PACKAGES





OPTIONAL EXHIBITOR UPGRADES

The prices listed below are only valid in connection with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

BRANDING

EVENT SPONSOR

Focus: On-site visitors & advertising target group (before & after the event)

Only **1 of 5 Premium Advertising Partner Packages** bookable

Excellent visibility through your logo presence in all event-related print and online media (e.g. tickets, website, posters, advertisements, online shop, etc.)

PRICE: 15.000,00 EUR

RACETRACK

Focus: Fan TV, Live Stream & TV Worldfeed

Prominent sector advertising with excellent TV presence via fan TV and global world feed

Special emphasis by only one sponsor per sector. Large-scale perimeter advertising of up to 2 x 24 meters. Best visibility guaranteed.

Premium perimeter advertising (plus manufacturing costs and installation)

PRICE: from 12.800,00 EUR

OTHER

Focus: Fan TV, Live Stream & TV Worldfeed

Logo placement on the back wall of the award ceremony

PRICE: 2.500,00 EUR

Sparkling wine sponsorship with logo label as label

PRICE: 2.500,00 EUR Logo-

Scherpe for Gridpeople

PRICE: 4.000,00 EUR

Branding event area on site (beach flags, banners, etc)

PRICE: from 2.000,00 EUR

Further, individual options and packages on request.





OPTIONAL EXHIBITOR UPGRADES

The prices listed below are only valid in connection with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

NAMING

KORSO-SPONSORING

Focus: Fan TV, live stream, on-site visitors

Two attentive convoys on the race weekend (Saturday & Sunday)

Naming and production of the start numbers with company logo

Mention of the parade with company name in all media, Ring radio and fan TV/live stream

PRICE: 4.500,00 EUR
(per Corso)

GO & STOP COMPETITION

Focus: Fan TV, live stream, on-site visitors

Naming and sponsoring of the popular event that takes place on the start and finish stretch
GO & STOP competition (Friday & Saturday following the last races)

PRICE: 16.500,00 EUR

FESTIVALSTAGE „POWERED BY“

Focus: On-site visitors

Naming and co-branding at the Müllenbachschleife festival site

PRICE: ab 20.000,00 EUR

OPTIONALE AUSSTELLER-UPGRADES

Die im folgenden aufgeführten Preise gelten nur in Verbindung mit der Buchung einer Ausstellungsfläche. Alle Upgrades können auch unabhängig davon gebucht werden. Sprechen Sie uns hierzu gerne an.

AKTIVIERUNG

PROMOTER ADVERTISING

Focus: Visitors on site

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

e.g. paddock, industrial park, Müllerbachschleife

During the entire race weekend (Friday – Sunday)

Billing is based on the number of promoters.

PRICE: 1.000,00 EUR

(per Promoter)

GOODIE BAG AKTION

Focus: Visitors on site

3,000 sports bags, which will be handed out to visitors at the ADAC promotion truck.

Package 1: Logo on the bag and merchandise in the bag

PRICE: 5.000,00 EUR

Package 2: Logo imprint only

PRICE: 2.500,00 EUR

Package 3: Only merchandise items in the bag

PRICE: 1.000,00 EUR



OPTIONAL EXHIBITOR UPGRADES

The prices listed below are only valid in connection with the booking of an exhibition space. All upgrades can also be booked independently. Please do not hesitate to contact us.

TV PRESENCE



On Site



Live-Stream



terrestrial TV

Four large LED screens show the all-day program of the fan TV on site, over the entire weekend, which will also be broadcast via live stream for viewers at home.

Fan-TV

TV-Worldfeed

COMMERCIALS

Focus: Fan TV, live stream, on-site visitors

24 commercials of up to 20 seconds each

PRICE: 6.800,00 EUR

12 commercials of up to 20 seconds each

PRICE: 3.600,00 EUR

EDITORIAL CONTRIBUTION

Focus: Fan TV, live stream, on-site visitors

Live contribution approx. 3 min. to promote the exhibition space of the company, or the products.1

Contribution with approx. 3 min. length

PREIS: 2.500,00 EUR

3 posts with a length of approx. 3 min.

PREIS: 5.000,00 EUR

GIFTS PACKAGES FAN TV

Focus: Fan TV, live stream, on-site visitors

Fan TV presenter and naming: Company logo as a TV graphic overlay in the upper right corner of the screen and co-branding of the fan TV with prominent visibility on site and in the live stream.

4 editorial contributions & placement of a total of 24 commercials of up to 20 seconds each

PRICE: 19.800,00 EUR



SAMPLE PACKAGES



EXAMPLE: EXHIBITOR PACKAGE

Stand space in the industrial park (100sqm)	88,00 EUR x 100 = 8.800,00 EUR
Obligatory entry in the exhibitor directory	300,00 EUR
4 exhibitor tickets	inkl.
1 weekend transit ticket	inkl.
2 passage tickets for construction	inkl.
2 Weekend parking tickets	inkl.
30 Classic Weekend Tickets (incl. Handlingfee 0,84 EUR)	42,86 EUR x 30 = 1.285,80 EUR

PRICE Total: 10.385,80 EUR

All prices are exclusive of VAT as of October 2023. Subject to change

EXAMPLE: UPGRADE - PREMIUM PARTNER

EVENT SPONSOR

- Only 1 of 5 Premium Advertising Partner Packages bookable
- Excellent visibility through your logo presence in all event-related print and online media (e.g. Tickets, website, posters, advertisements, online shop, etc.)

15.000,00 EUR

GIFTS PACKAGE FAN TV

- Fan TV presenter and naming: Company logo as a TV graphic overlay in the upper right corner of the screen and co-branding of the fan TV with prominent visibility on site and in the live stream.
- 4 editorial contributions & placement of a total of 24 commercials of up to 20 seconds each

19.800,00 EUR

Logo placement on the back wall of the award ceremony incl. champagne sponsorship

3.450,00 EUR

30 Classic Weekend Tickets (incl. handling fee 0,84 EUR)

42,86 EUR x 30 = 1.285,80 EUR

PRICE Total: 39.535,80 EUR

All prices are exclusive of VAT as of October 2023. Subject to change

KONTAKT

INT. ADAC TRUCK–GRAND–PRIX

organized by

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