

NUFAM TRADE FAIR
FOR
COMMERCIAL VEHICLES

**BECOME A NUFAM
EXCLUSIVE PARTNER**

GET THINGS MOVING!

messe
— **karlsruhe**

6 REASONS WHY YOU SHOULD BECOME AN EXCLUSIVE PARTNER?

NUFAM TRADE FAIR FOR
COMMERCIAL VEHICLES



Reach target group directly

Use NUFAM to address decision-makers and professionals in the commercial vehicle industry with pinpoint accuracy!



Make your brand visible

Increase your brand presence with exclusive placements - on site, online and in the programme



Be present online and offline

Benefit from additional digital visibility - before, during and after the trade fair.



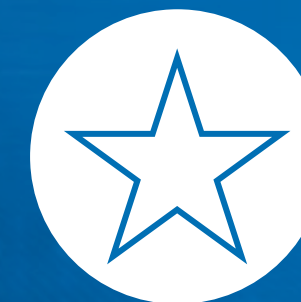
Show expertise

Use the NUFAM stage to present your expertise and build trust.



More leads, more conversations

Increase your reach and generate valuable business contacts by maximising attention.



More visible than the competition

Set yourself apart from the competition and secure the best places in your target group's field of vision.





Example illustration

LANYARDS -

Production via Karlsruhe Trade Fair Centre

Your logo directly on the visitor - we take care of the entire production

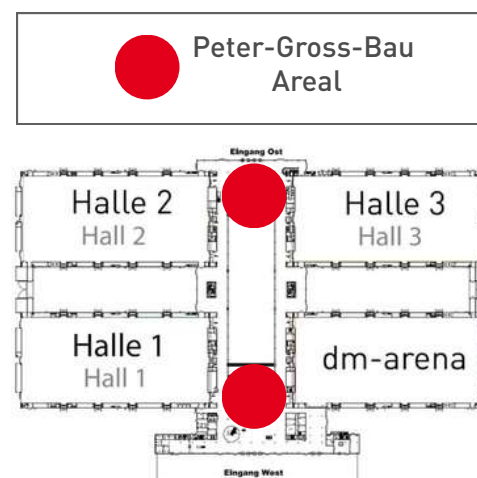
Every trade fair visitor carries your brand imprint directly in front of them - the perfect place to make a lasting impression. Perfect for attaching printed visitor badges.

- Quantity: 10,000 pieces provided by the exhibitor
- Duration: 2 trade fair days (Thursday/Sunday or Friday/Saturday)
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062207G

€ 9,900

plus VAT





Example illustration

LANYARDS -

provided by the exhibitor

Your logo directly on visitors - on every lanyard!

Every trade fair visitor carries your brand imprint directly in front of them - the perfect place to make a lasting impression. Perfect for attaching printed visitor badges.

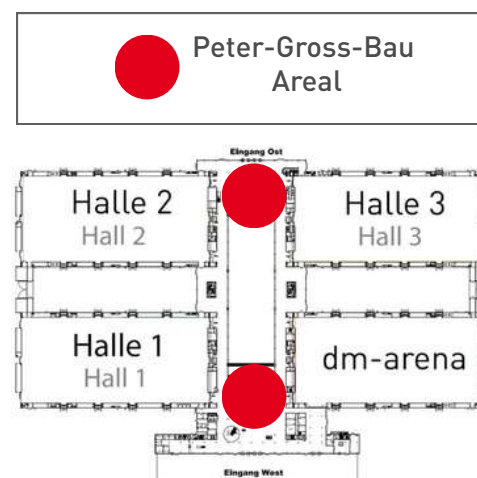
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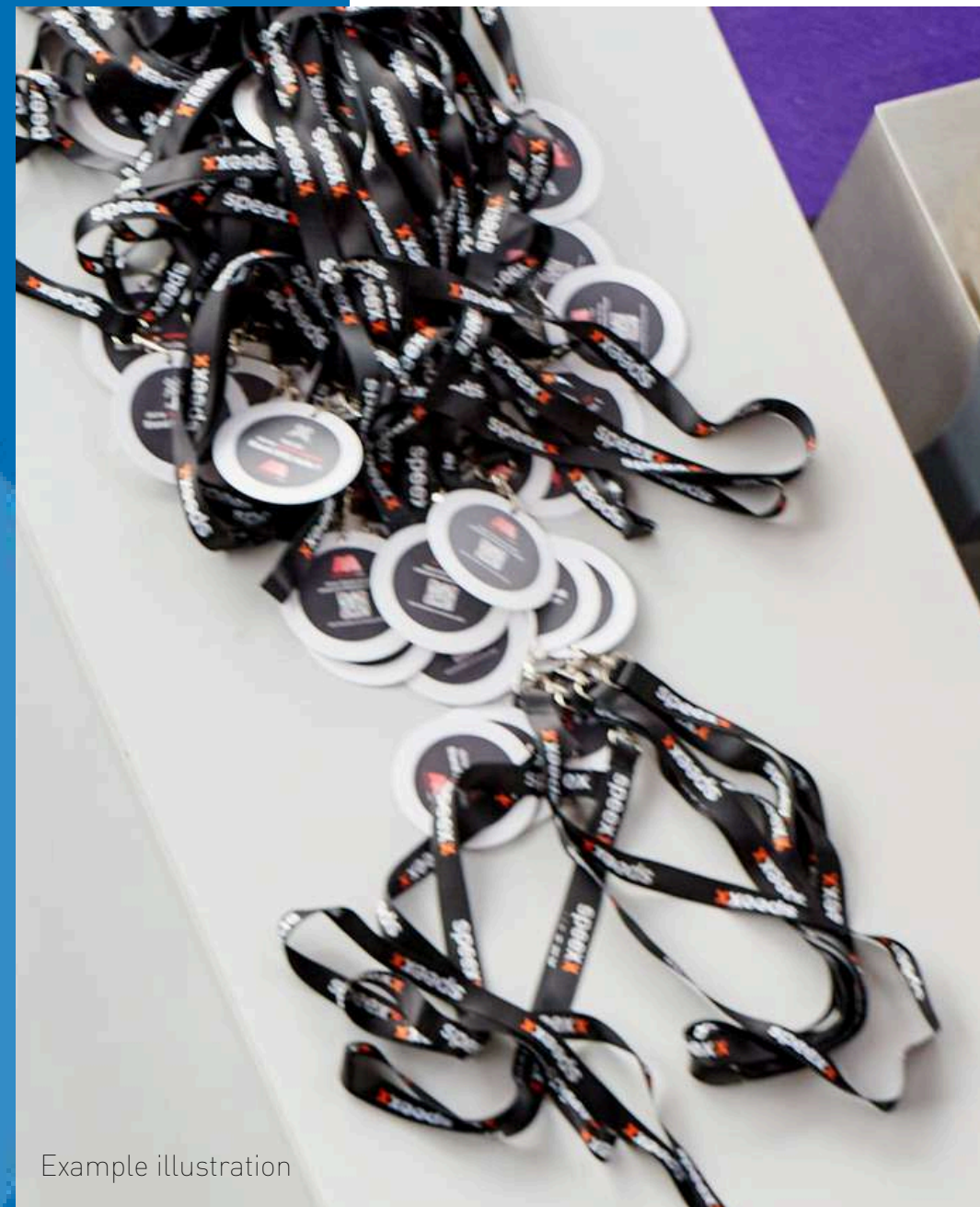
OSC Order no.: 062208G

€ 5,700

plus VAT

LANYARDS





Example illustration

BADGE FOR LANYARDS -

Your branding, always with you - on every lanyard tag!

Use the pendant as additional advertising space! Every visitor carries your message directly visible. Please contact us if you would like to attach your own advertising material instead of printed badges.

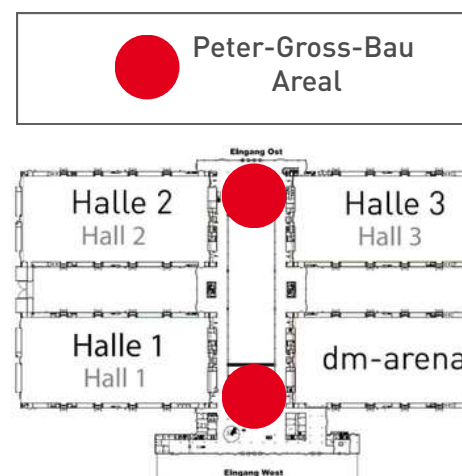
- The badge will be attached via the Karlsruhe Trade Fair Centre
- Quantity: 10,000 units incl. production
- Dimensions: To be determined
- Duration: 2 trade fair days (Thursday/Sunday or Friday/Saturday)
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062209G

€ 8,900

plus VAT

BADGES LANYARDS





Example illustration

ADVERTISING

Logo placement on posters

Your brand in the spotlight - on our outdoor posters!

Place your logo on eye-catching posters and ensure maximum visibility at highly frequented locations.

- Large surfaces, city light posters, city light boards, triangular stands in Karlsruhe and within a radius of 100 km
- Duration: from the beginning of September
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062216G

€ 11,500

plus VAT



Example illustration

POSTERS

Rotary drum doors at entrances

Your advertising in continuous use - on revolving drum doors!

Use the constant movement of the doors for your advertising message!
Every visit becomes an opportunity to put your brand in the spotlight. Your advertising with logo on all revolving drum doors in the entrances at eye level of the visitors

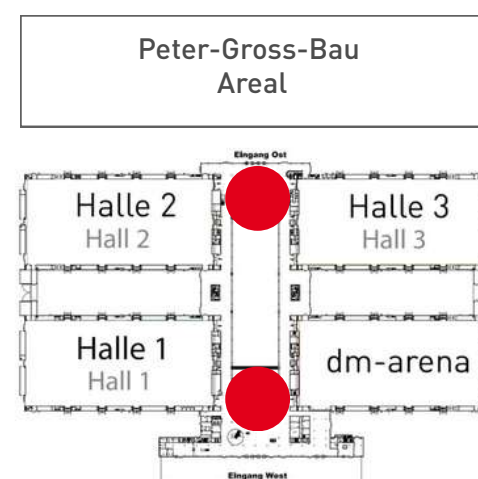
- Number: 48 advertising spaces (4 revolving drum doors at the west main entrance and 4 revolving drum doors at the east entrance)
- A4 to A2 (other formats by arrangement)
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062217G

€ 5,800

plus VAT

ROTARY DRUM DOORS



Example illustration



FLAG AVENUE -

at the Messering

Flying the flag - your brand in the wind of Messering

The closed exhibition road, which safely connects the hall area and the outdoor exhibition area, will be effectively staged for the first time: Large-format beach flags adorn the route and skilfully set the scene.

- Quantity: 30 pieces incl. production
- Dimensions: 3500 x 580 mm
- Print: 4c, print data provided by the exhibitor
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062211G

€ 4,850

plus VAT

FLAG AVENUE



Example illustration



OUTDOOR FLAGS

at the transition to the outdoor area

Right in the middle of it all: outdoor flags at the transition to the outdoor area

Make your company an eye-catcher at a central location at NUFAM: four imposing outdoor flags with your branding rise into the sky between the hall area and the outdoor area. Your brand floats above the heads of visitors and ensures an unmistakable presence.

- Quantity: 4 pieces incl. production
- Print: 4c, print data provided by the exhibitor
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062213G

€ 3,750

plus VAT

OUTDOOR FLAGS



Example illustration



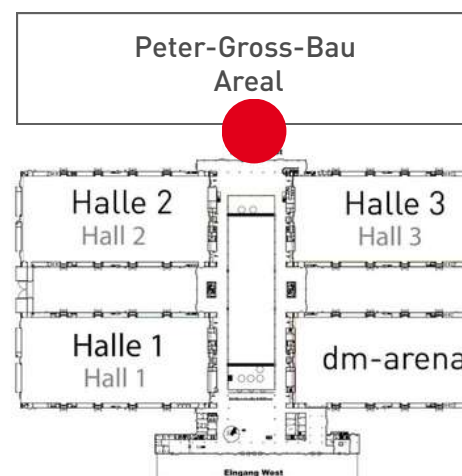
FENCE BANNER

at the transition to the outdoor area

Your advertising in focus - directly at the transition to the outdoor area!

Use the exclusive position for your advertising banners and reach visitors exactly at the point where they take the next step. Maximum visibility guaranteed!

- Quantity: 4 pieces incl. production
- Dimensions: 340 x 173 cm, print data will be provided by the exhibitor
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards



OSC Order no.: 062214G

€ 2,325

plus VAT

FENCE BANNER

Example illustration



FENCE BANNER

at the entrance to the outdoor area

Ihre Werbung im Fokus – direkt am Einlass ins Freigelände!

Use the exclusive position for your advertising banners and reach visitors exactly at the point where they enter the trade fair. Maximum visibility guaranteed!

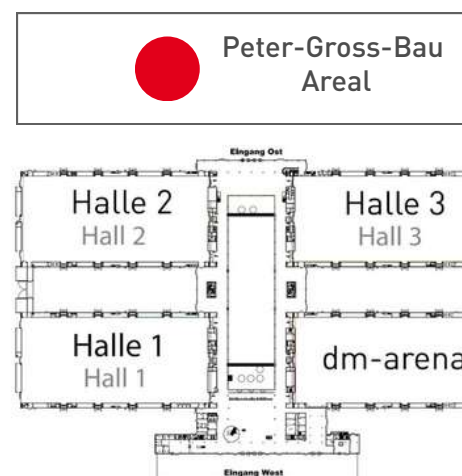
- Quantity: 4 pieces incl. production
- Dimensions: 340 x 173 cm, print data will be provided by the exhibitor
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062215G

€ 2,325

plus VAT

FENCE BANNER





FREE WIFI

on the entire site

Free WLAN for everyone - always connected!

Offer visitors free Wi-Fi and make sure they can stay online at all times.

- Wide-spread announcement via free WiFi sponsored by 'you' in the run-up to the trade fair and on site in the visitor information, on the website and on the LED wall in the action hall as well as in the digital visitor information displays at the hall entrances
- Landing page designed with your logo when using the WiFi
- Redirect from the landing page to a website of your choice so that visitors land directly on your site
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062210G

€ 4,500

plus VAT

FREE WIFI



DEMO PARK

Sponsoring

Make contact with visitors in our spacious outdoor area!

The Demo Park is one of the visitor attractions in the outdoor area with shows and live demonstrations. The Demo Park is equipped with grandstands, a large LED wall, camera technology and a sound system including control room and moderation.

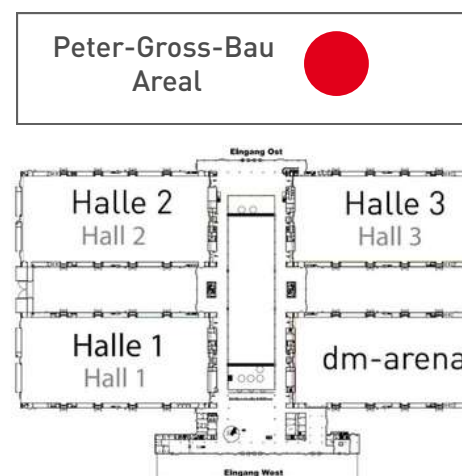
- Exclusive, moderated demonstration of your vehicle as part of the Demo Park program
- Your spot with sound on the LED screen before each program item (played around 25 times for up to 30 seconds)
- Naming your company as a sponsor of the Demo Park in an advance press release
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062212G

€ 5,500

plus VAT

DEMO PARK



Example illustration



GLASS PANES

in the visitor circuit

Your advertising right in the middle of the action - stickers on the glass panes!!

Place your brand exactly where visitors enter the atrium. Visible, eye-catching and directly in circulation!

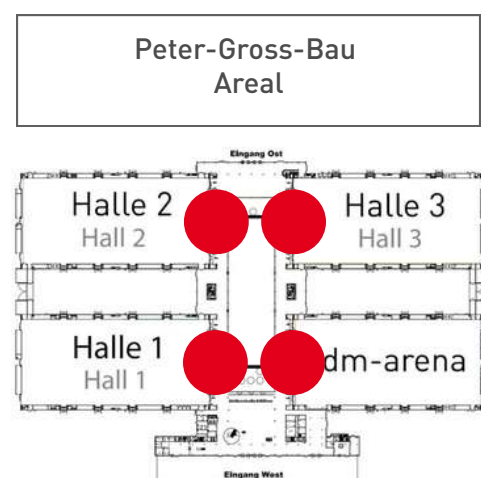
- Quantity: 4 pieces incl. production
- Dimensions: To be determined
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062206G

€ 3,450

plus VAT

GLASS PANES





Example illustration

1/1 AD

on the back of the trade fair catalogue

The best place for your advertising - the U4 in the trade fair catalogue!

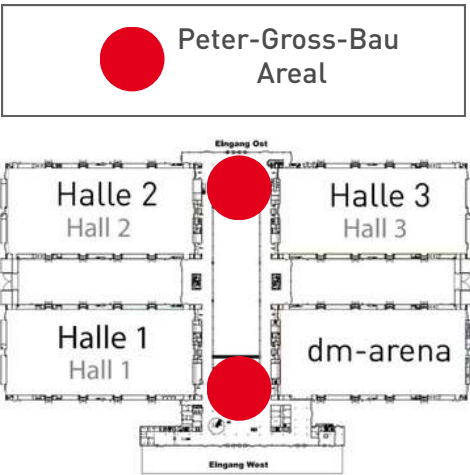
Secure the exclusive rear side and ensure maximum visibility for all trade fair visitors. A premium space that is guaranteed to catch the eye! The trade fair catalogue will be displayed free of charge.

- Dimensions: 148 x 210 mm (W x H) plus 3 mm bleed
- Plus basic services for exclusive partners: Logo website under exclusive partners, social media contribution, logo on the LED screen in the action hall and demo park, logo display on at least 5 LED information boards

OSC Order no.: 062218G

€ 2,150

plus VAT




CAN'T FIND WHAT YOU'RE LOOKING FOR?

In the Online Service Centre (OSC) you will find further advertising options such as our marketing packages as a modular system.

You can choose from 5 services per category (Basic, Plus or Premium).

Choose the 3 services that suit you best!



Basic	Plus	Premium
EUR 389	EUR 879	EUR 2,449
Logo in the site plan	1/2 page ad in the exhibition catalogue	LED screens at the main entrance and car park for visitors
Logo in the list of exhibitors in the exhibition catalogue	50 free vouchers for a free visit to the trade fair	Video spot max. 30 seconds on the LED wall (events halls + outdoor area)
Information display for visitor circulation	Information display for visitor circulation	Sanitary advertising
Advertising text for the exhibitor entry (120 characters each) in the exhibition catalogue	2 Banners for construction fences in the outdoor area	1/1 page ad in the trade fair catalogue
5 additional product entries in directory of products	Display/graphics on the LED wall (events halls + outdoor area)	Floor prints 10 pieces

CONTACT



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NUFAM DIE
NUTZFAHRZEUG
MESSE



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— **karlsruhe**