

NUFAM TRADE FAIR
FOR
COMMERCIAL VEHICLES

FAIR INFORMATION

22 – 25 SEPT 2027
KARLSRUHE TRADE FAIR CENTRE

messe
— karlsruhe



EXPERIENCE NUFAM 2027

Become part of our success.

Since 2009, NUFAM has established itself as one of the leading trade fairs, combining the latest technology with the future of mobility.

Growing steadily, NUFAM is now one of the industry's most important platforms, offering exhibitors a unique opportunity to raise their visibility and expand their network.

Four compact days and a high-calibre setting makes NUFAM the perfect stage for your target audience – and a valuable platform for information and decision-making within the commercial vehicle sector.

Transport, freight forwarding and logistics all in one place – compact yet comprehensive, manageable yet diverse – NUFAM offers a focused overview of the entire commercial vehicle sector.



98%

of the exhibitors praise the overall concept of the event



over

80%

of the attendees are trade visitors



93%

of the visitors recommend NUFAM to others



73%

see NUFAM as an important platform for investment decisions



Networking, sharing information and convincing decision-makers in the industry through direct dialogue – that is our common goal.

Our professional trade fair team is here to help you and ensure an effective presence with maximum visibility for your company.

Comprehensive marketing and public relations campaigns ensure that NUFAM is the perfect moment for you.

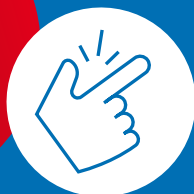
Your success drives us.
YOUR NUFAM-TEAM

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THE BENEFITS OF BEING AN EXHIBITOR AT NUFAM

- › Access to experts and qualified decision-makers
- › Meet the leading players in the commercial vehicle industry, all in one place
- › Experience current technology and innovations first-hand
- › Experts share insightson solutions for efficiency and the environment
- › Attract domestic and international customers
- › Comprehensive advertising and public relations campaigns
- › Customised presentation options in the exhibition halls and at the outdoor area
- › Your personal contact throughout every stage of preparation
- › Extensive spectrum of topics with over 100 free side events
- › Practical demonstrations, interactive live demonstrations and specialist forums

Be part of it!



ERFOLGSZAHLEN DER NUFAM 2025

About
24,000
visitors

› **93%**
satisfied visitors

› **73%**
exert an influence on
the purchase decision

› **74%**
intend to buy
afterwards

› **51%**
of the trade visitors belong
to company management
or executive level

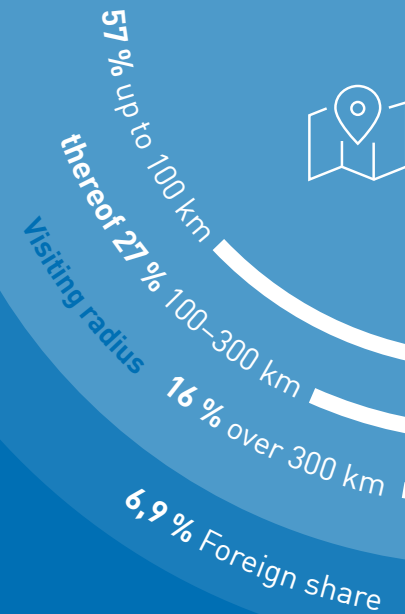
› **53%**
visit only NUFAM and no
other related trade fairs

About
440
exhibitors

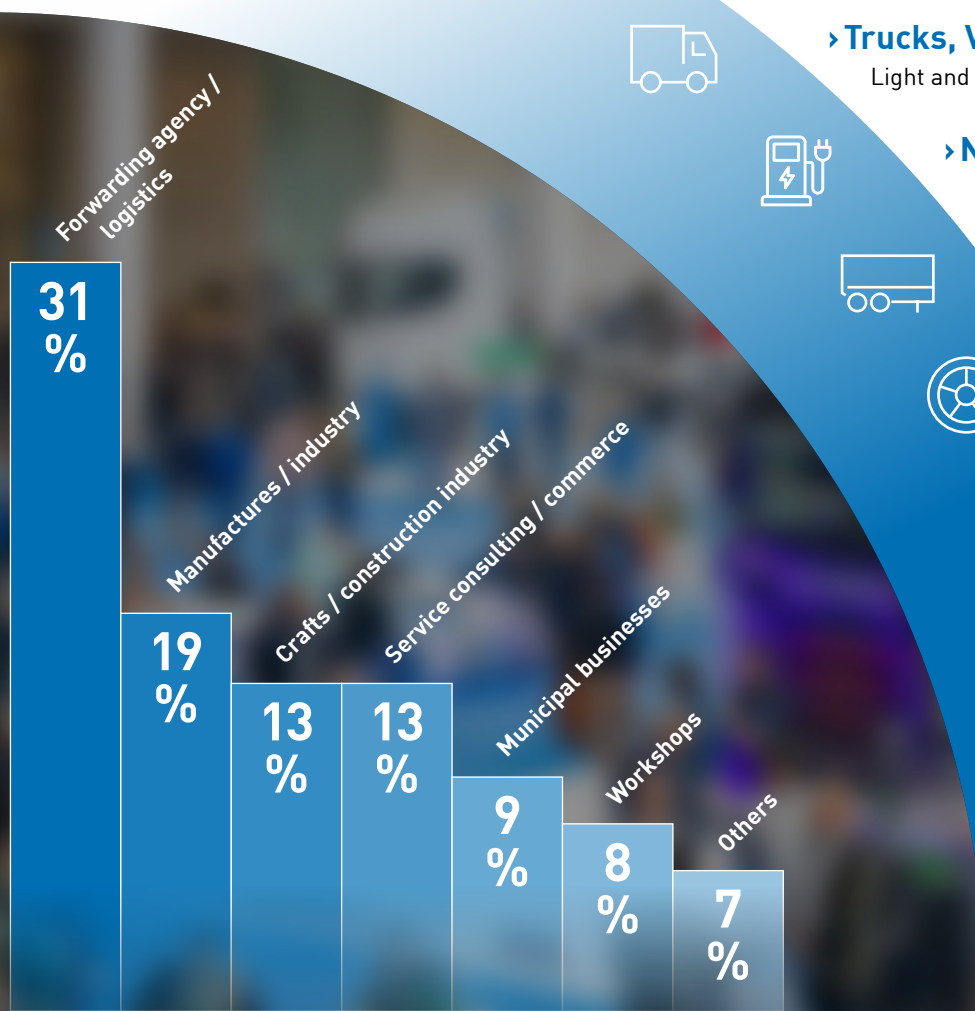


From
› **23**
nations

Approx.
90,300 m²
exhibition space



THEMATIC AREAS AND VISITOR TARGET GROUPS AT NUFAM



› Trucks, Vans and More

Light and heavy commercial vehicles from the relevant brands



› New Mobility

Suppliers of alternative driving concepts, digital assistance systems and charging infrastructure



› Bodies and Trailers

Trailers, superstructures and systems in all weight classes



› Tyre, Wheels & Axles

Experience the entire value chain alongside our standard range of tyres



› Equipment Meets Trucks

The automotive aftermarket with workshop equipment, parts and accessories



› Interior Technology

The latest in-vehicle equipment, load securing modules and loading aids for all weight classes



› Digital Services & Telematics

The newest solutions for efficient applications and business processes



› Smart City Logistics

Cargo bikes, last-mile and CEP solutions for optimised urban logistics



SITE MAP

Exclusive ambience paired with state-of-the-art infrastructure – our exhibition centre leaves nothing to be desired.

Four light-flooded halls with a special architecture, a spacious entrance hall and an extensive outdoor area provide space for every requirement.

The expanded outdoor area complements our indoor exhibition space and provides additional capacity – equipped with state-of-the-art technical infrastructure.

Expanding the exhibition area will make exhibiting even easier, more flexible and more attractive.



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We offer even more!

+ Enlarged outdoor exhibition area

+ Direkter Zugang zum Freigelände vom Eingang Ost

+ Test drives with transport links

+ Exhibited vehicles live in action

+ Many other attractions and options

P3 PETER GROSS BAU KASSEL

East Entrance

Gate A

Messering

Gate B

Hall 2

Visitors Circuit

Atrium

Outdoor Area North

Events Hall

Messeallee

P2

Hall 1

Main Entrance

2nd floor: Conference Centre

Open-Air Exhibition Area

P VIP/ Presse

P

P1

B36 Richtung Rastatt →

THEMATIC HIGHLIGHTS AND PROGRAMME

**Expert know-how framed by
innovation – live at NUFAM.**

Shape the extensive spectrum of topics at NUFAM and present practical demonstrations and live presentations, in addition to your exhibition stand. Moreover, you can participate in specialist presentations and panel discussions.

More than 100 side events give visitors the chance to explore the topics and trends shaping the industry. Many of these events will be concentrated within the respective exhibition areas of the trade fair.



› Municipal Meeting Place

Exhibitors present innovative solutions for municipal technology and attachments – we ensure additional presence via guided tours of the trade fair.



› Equipment Meets Trucks

The automotive aftermarket presents the entire portfolio of products and services from the areas of workshop equipment, parts and accessories.

› Digital Services & Telematics

Companies present their newest solutions for efficient applications and processes – with a centrally located forum for direct contact and maximum impact.

› Load Safety Concept

A special event focussing on safety in freight transport – the centre of attraction for load securing managers.

› Infrastructure Forum

The forum for the future of depots and loading parks. Infrastructure, consulting

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THEMATIC HIGHLIGHTS AND PROGRAMME

› The NUFAM Demo Park

The latest vehicle technology live in action and a varied show programme in the outdoor area – technology in action to touch and test.

› New Mobility

Everything about the mobility transition and the decarbonisation of the transport sector

› Truck Driver Forum

The meeting place for professional drivers, with panel discussions on current topics – the answers to political, regulatory and practical questions.

› Guided Tours

Offer exclusive visitor groups an insight into your product range. Informative tours with a mix of innovation, services and concrete solutions.

› Craft & Construction

Industry-specific solutions and a concentrated range of products for practical use.

› Lectures and Presentations

Address your target group and invite our visitors to immerse themselves in your world of topics – we offer you an optimal stage for your customised product presentation.



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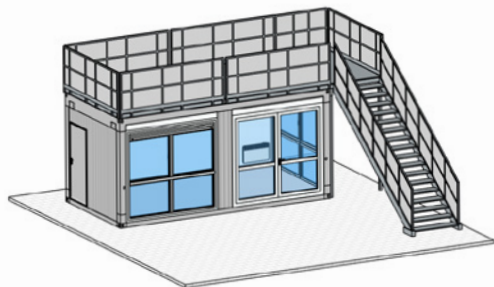
FULL-SERVICE NUFAM



Stand construction and services.

Whatever your needs regarding your trade fair presence, our exhibitor service has the right solution for you. Whether you require bespoke stand construction or ready-made stand systems – numerous service partners are on hand to provide professional support.

Cost-effective. Efficient. Time-saving. We'll take care of your perfect trade fair presence at NUFAM.



Space for your meetings and events.

Are you planning a presentation, a meeting or your own event at NUFAM to complement your trade fair presence? Choose the ideal solution of venues in our Conference Centre or other locations on the exhibition grounds. We offer you the complete package!



FULL-SERVICE NUFAM



Your personal advertising presence. We make you visible.

Take advantage of our range of advertising and sponsorship opportunities. Tailored to your specific needs, we will help you achieve maximum visibility and catch the attention of your target audience.

By using a variety of formats, you can effectively reach your target audience and strengthen your brand presence in the long term.

Create valuable synergies.

Please contact us for a personal consultation, and we will develop a personalised concept to ensure your success at NUFAM.

Maximum
reach is
guaranteed!



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Your communication with your customers.

To make your trade fair appearance as successful as possible, we also support you in communication – both during the run-up to the event and on site at the fair.

From digital invitation management to classic advertising media, we offer you the full range of options.

Our extensive press work in the relevant media maximises your long-term visibility before, during and after the event.

THE TRADE FAIR LOCATION: KARLSRUHE IS MODERN, DYNAMIC AND GROWING

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Since 2003, Karlsruher Messe- und Kongress GmbH has developed Karlsruhe into one of Germany's leading trade fair locations.

The central location of the Karlsruhe Technology Region scores points thanks to its excellent accessibility. The region can be easily reached by plane, train or car.

An ample range of accommodations in all categories is available in the immediate vicinity.

Inspired by its outstanding environment of science and high-tech industry, Karlsruhe Trade Fair Centre scores points thanks to the quality of life in Baden and an outstandingly flexible selection of venues.

We network people, interlink knowledge and provide a stage for emotions. Both exhibitors and visitors are offered a wide spectrum of different event formats.

Karlsruhe Trade Fair Centre is committed to the United Nations' sustainability goals and was therefore the first German trade fair centre to be validated in accordance with EMAS.

EMAS is a "gold standard" environmental management system developed by the European Union on the basis of the European EMAS Regulation. EMAS creates transparency and measurability in environmental performance. As an EMAS-certified company, we effectively contribute to environmental protection, reduce expenses and shoulder social responsibility.

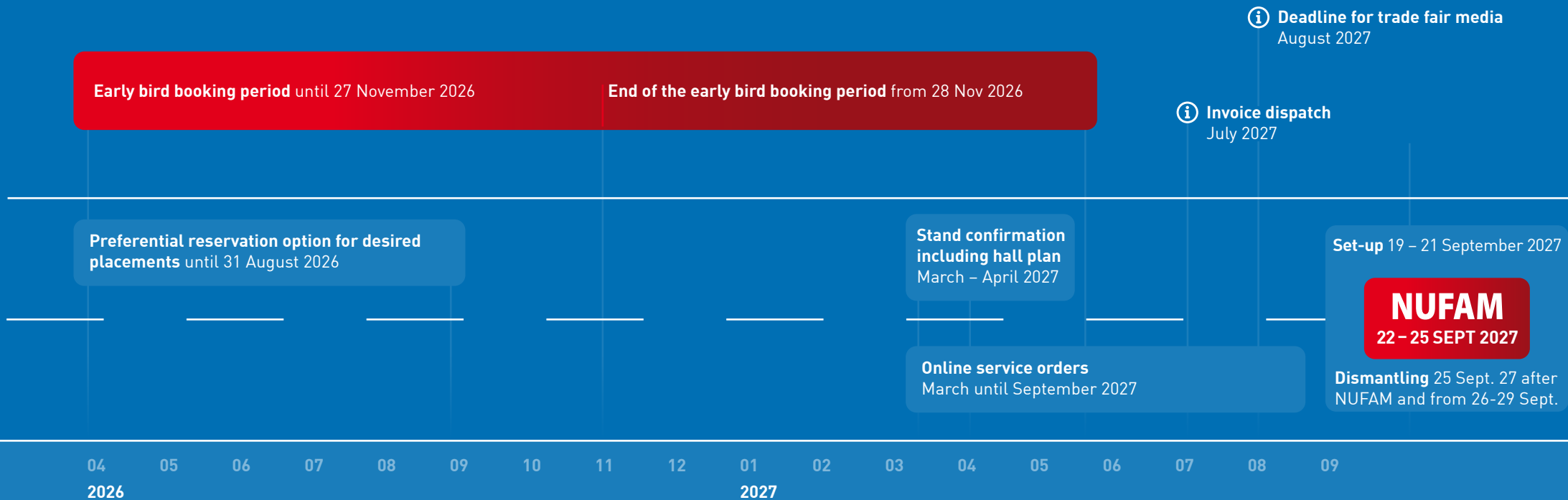
We support you in making your trade fair presence as sustainable as possible. We conserve resources!



SCHEDULE FOR EXHIBITORS



NUFAM 2027 – GET THINGS MOVING!



CONTACT



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22 – 25 SEPT 2027
KARLSRUHE TRADE FAIR CENTRE



[NUFAM.DE](https://www.nufam.de)

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Subject to change without notice | Status: 05/26

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