

BIMMERFEST '18

"GATHERING OF BMW DRIVERS"

Date: June 10th 2018

Location: Evenementenhal Gorinchem (NL)

Expected BMW's 2018: 3.000* (amount 2017: +/- 3.000)

Expected amount of visitors: +/- 10.000 (estimated increase of 10%)

Origin visitors: about 35% of the visitors is foreign, mainly from Germany, Belgium and the UK

Website: www.bimmerfest.eu/en

BIMMERFEST 2018 BACK IN GORINCHEM

After years of being located at Trafficport Venlo, BimmerFest had its first edition at Evenementenhal Gorinchem last year. GT Events decided to stay with the same, centrally located event location in 2018. Therefore, exhibitors are again able to book an indoor or outdoor exhibitor area.

BimmerFest may be seen as one of the largest BMW events in Europe. An event with a lot of attention for the automotive lifestyle, track, after-market accessories, but with a main focus on the BMW brand. The variation in models, production years and in different types of models, are creating the right balance for this event. BimmerFest is therefore unique in Europe: no other (BMW) event can match the amount of BMW's and special models.

BIMMERFEST '18: INTERACTIVE AND INTERNATIONAL

In addition to a special and exclusive BMW collection, GT Events also provides the true BMW experience, through various interactivities. Join the Kickdown Competition, drive along with a drifter in the Action Arena, or join the Concours d'Elegance, it's all possible during BimmerFest. These activities create an opportunity for visitors and participants to gather advice and information regarding their cars, talk about their shared passion and learn about the new trends and products. GT Events has chosen for a centrally located event location in The Netherlands, in order to make the event easily accessible for Belgium, German and UK BMW drivers.

AUDIENCE OF VISITORS

The BMW scene has an extremely diverse audience, starting with the new BMW driver, to the experienced M driver, a diversity of visitors can be found at the event. A scene which is changing rapidly and companies are in need to keep up with these changes. This is what makes BimmerFest such an ideal event; you are able to keep in touch with your leads, potentials and relations. GT Events focuses on adult visitors (25-45 years) with an average to high spending pattern, who are mostly male (91%). The visitors and participants are an interesting target group for a lot of brands and

companies such as importers and retailers. BimmerFest offers car-, lifestyle and performance related companies the opportunity to further improve their image building, campaigns and indirect sales (for example by visibility, promo girls or sampling in goodie bags).

PARTICIPATION OPTIONS

Fixed rates and clear options, those are the participation options for BimmerFest. Companies are able to handpick only those options which are interesting for them. And if you're not sure which options suits you best, we would be happy to think along and give you a well thought-out advice, due to our years of event experience. Whether this is about an exhibitor space, visual presence, online advertising, a topic in our newsletter or a comprehensive introduction of your brand; we are here to listen to your needs and translate them into the right participation options. Whether it's a logo on the event flyer, a sticker on the participating BMW's or a text on the tickets; branded content is possible in many different ways. Consider BimmerFest a publicity tool for your company and expand your customer base. Don't hesitate to contact us, if you would like to receive professional advice.

EXHIBITOR AREA

The 'Exhibitor Lane' is divided in two sections during the event. The location offers exhibitors the possibility to choose between an indoor or outdoor stand. Indoor stands are standardly provided with carpet tiles. By being able to select your own company participation preferences, you are able to create a matching business presentation. An exhibitor area can be booked starting at € 185,- (4x5m). In order to get an impression of the possibilities, please view the prices below. Additional sizes can be discussed.

Floor space	4x5m	6x5m	8x5m	10x5m	12x5m
Outdoor	€ 185,-	€ 235,-	€ 285,-	€ 335,-	€ 385,-
Indoor	€ 200,-	€ 260,-	€ 320,-	€ 380,-	€ 440,-

ADOPT PROGRAM PART BIMMERFEST

The variety of activities during BimmerFest, will offer companies the opportunity to profit from this type of direct publicity. For example: adopt an activity, whereby your company or brand will be directly linked to this part of the event. When it comes to the communication to participants and visitors, as well as the layout of the activity, the company name or brand will be made clearly visible.

ORGANIZED BY GT EVENTS

BimmerFest is organised by GT Events, a company with a clear vision when it comes to car events. We offer various possibilities for branding, interaction and experience. This allows companies to come into contact with their target group in an accessible manner. Is your interest awakened after reading this brochure? Contact us for more information or to discuss the opportunities for your business.

OPTIONS	PACKAGE	RATES
MAIN PARTNER (max 1x)	Logo exposure event (logo on digital and printed exposure) / online media package / exhibitor space max 12x5m / sampling to participants / 10x banner spot / 25 entry tickets / 10 parking tickets / 1x 220V power connection	starting at € 3.000,-
EVENT PARTNER (max 12x)	Logo on digital and printed exposure / 8x banner spot / exhibitor space 6x5m / 8 entry tickets / 4 parking tickets / sampling to participants / 1x 220V power connection	starting at € 600,-
ACTION ARENA (max 1x)	Logo exposure at activity / logo on digital and printed exposure / outdoor exhibitor space 6x5m / sampling to participants / 10x banner spot / company name on the awards	starting at € 850,-
KICKDOWN COMPETITION (max 1x) About 100 participants	Logo exposure at activity / logo on digital and printed exposure / exhibitor space 6x5m / sampling to participants / 10x banner spot / 8 entry tickets / 4 parking tickets / company name on awards / 1x 220V power connection	starting at € 850,-
CONCOURS D'ELEGANCE (max 1x) About 50 participants	Logo exposure at activity / logo on digital and printed exposure / exhibitor space 6x5m / sampling to participants / 6x branded banners / 8 entry tickets / 4 parking tickets / company name on awards / 1x 220V power connection	starting at € 850,-
BRANDED BIMMER GRIDGIRLS	3x branded Gridgirls (clothing excluded) / 6 entry tickets / 3 parking tickets	starting at € 450,-
DISPLAY ENTRY ARCH	Possibility to place an inflatable entry arch / exhibitor space excluded / power included / weights excluded / 4 entry tickets / 2 parking tickets	starting at € 500,-
VIP DECK	Package composition in consultation	in consultation
PAGODA TENT	Pagoda tent of 5x5m / exhibitor space 8x5m / rental amount, shipping, weights and placing of tent are included / 4 entry tickets / 2 parking tickets	starting at € 500,-
GOODIE BAG SAMPLING / FLYERS	- Add an item/product to the goodie bag, max. of 1.000 pieces, or - Hand out flyers at the event	starting at € 150,-