

# H WEEKEND

**Date:** 26/27 May 2018  
**Location:** Race Park Meppen (DE)  
**Expected Honda's in 2018:** +/- 1.500 (amount May 2017: +/- 1.650)  
**Expected amount of visitors:** +/- 4.000  
**Origin visitors:** 85% is from The Netherlands, Germany and Belgium  
**Website:** www.hondafest.eu/en

HondaFest has become a concept in the Honda scene. The first edition was already embraced by the Dutch, Belgian and German Honda scene, after which all following editions became a great European success. HondaFest has therefore become the largest Honda event in Europe. From a Type R to a restored Honda oldtimer, all Honda cars and bikes are welcome to join. HondaFest is an event with a lot of attention for the automotive lifestyle, track and aftermarket accessories.

## FIRST HONDAFEST WEEKEND IN 2018

After the two HondaFest editions in 2017, GT Events decided to combine the best of the past events. In 2018, HondaFest will be a two day event for the first time and will again be organized at a location where more activities can take place. There will be a weekend program filled with activities, where the main focus will be on Sunday. The Saturday night will be reserved for activities on the track as well as a party later in the evening, after which visitors are able to stay overnight at the location itself. In addition to the clubs, groups and individual participants, various Honda specialists and automotive companies will be present in order to promote their brand.

## HONDAFEST: INTERACTIVE AND INTERNATIONAL

Apart from a collection of exclusive Honda's, GT Events provides the visitors with an interactive program throughout the day. Our participants are able to drive the track with their own Honda, participate in the Sprint Competition, get your Honda photographed, or join the Show & Shine contest. Participants are even able to drive on the track themselves, during one of the Track Sessions. These activities create an opportunity for visitors and participants to get some advice and information regarding their cars, talk about their shared passion and learn about the new trends and products. For the edition in May, we have chosen for the center of The Netherlands, since this location can be easily visited by our international participants from Belgium, Germany and the UK.

## AUDIENCE OF VISITORS

A large part of the Honda scene consists of young adults and changes rapidly. The current Honda driver just bought their first car or keeps up with the changes in the scene. Companies in this branch, are in need to keep up with this active and rapidly changing audience and must keep their brand

visible in this industry. GT Events focuses on the young adult visitors (18-25 years) with an average spending pattern, who are mostly male (92%). The visitors and participants are an interesting audience for a lot of brands and companies, such as importers and retailers. That is what makes HondaFest such an ideal event; you're able to stay in touch with your leads, potentials and relations. HondaFest offers car-, lifestyle- and performance related companies the opportunity to further improve their image building, campaigns and indirect sales (by for example visibility, promo girls or sampling in goodie bags).

## PARTICIPATION OPTIONS

Fixed rates and clear options, those are the participation possibilities. 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 are able to 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 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 vehicles or a text on the tickets; branded content is possible in a lot of different ways. Consider HondaFest a publicity tool for your company and expand your customer base. Don't hesitate to contact, if you would like to receive professional advice.

## EXHIBITOR AREA

The 'Exhibitor Lane' is the main shopping center of HondaFest. An exhibitor area is either a pagoda tent or a 'plain', reserved space. 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,- |

## ADOPT PROGRAM PART HONDAFEST

The variety of activities during HondaFest, 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

HondaFest 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                 |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>MAIN PARTNER</b> (max 1x)        | Logo exposure during 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 | starting at € 2.500,- |
| <b>EVENT PARTNER</b> (max 8x)       | Logo on digital and printed exposure / 8x banner spot / exhibitor space 6x5m / 8 entry tickets / 4 parking tickets                                                                                         | starting at € 550,-   |
| <b>SPRINT COMPETITION</b> (max 1x)  | Logo exposure program part / logo on digital and printed exposure / exhibitor space 6x5m / sampling to participants / 6x banner spot / 8 entry tickets / 4 parking tickets / company name on awards        | starting at € 650,-   |
| <b>SHOW &amp; SHINE</b> (max 1x)    | Logo exposure program part / logo on digital and printed exposure / exhibitor space 6x5m / sampling to participants / 6x banner spot / 8 entry tickets / 4 parking tickets / company name on awards        | starting at € 550,-   |
| <b>BRANDED TRACK SESSION</b>        | Logo exposure Track Session / track time of 20 minutes / spots for 20 participants/customers / company name on program                                                                                     | starting at € 300,-   |
| <b>BRANDED HONDA GRIDGIRLS</b>      | 3x branded Gridgirls (clothing excluded) / 6 entry tickets / 3 parking tickets                                                                                                                             | starting at € 450,-   |
| <b>DISPLAY ENTRY ARCH</b>           | Possibility to place an inflatable entry arch / exhibitor space excluded / power included / weights excluded / 4 entry tickets / 2 parking tickets                                                         | starting at € 500,-   |
| <b>PAGODA TENT</b>                  | 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,-   |
| <b>GOODIE BAG SAMPLING / FLYERS</b> | - Add an item/product to the goodie bag, max. of 1.000 pieces, or<br>- Hand out flyers at the event                                                                                                        | starting at € 150,-   |