

NUFAM

TRADE FAIR
FOR

COMMERCIAL VEHICLES

TRADE FAIR INFORMATION



KARLSRUHE TRADE FAIR CENTRE

21 – 24 SEPT 2023

GET THINGS MOVING!

NUFAM.DE

messe
— karlsruhe

IMPORTANT DATES



Starting in April 2022:

Register at
www.nufam.de/exhibitor



For everyone who registers on or before 30 June 2022:

Free banner presence
worth € 250.00

Until 31 August 2022:

Preferential reservation
option for desired placements

25 November 2022:

End of early booking period



March – April 2023:

Stand confirmation
including hall plan

March – September 2023:

Online service orders

19 May 2023:

Deadline for
stand registration

July 2023:

Invoices sent out



August 2023:

Deadline for trade fair media

18 – 20 September 2023:

Assembly



21 – 24 September 2023:

Trade fair

25 – 26 September 2023:

Dismantling

**You too can be there at:
NUFAM 2023 – GET THINGS MOVING!**

WELCOME TO NUFAM

NUFAM is a leading trade fair for the commercial vehicle industry and combines current technology with mobility concepts of the future. In addition to more than 400 exhibitors, the fair also offers more than 100 free informative events and live demonstrations. This gives NUFAM its unique character. From 21 to 24 September 2023, NUFAM offers a platform for information, networking, partner meetings and doing business.

Share ideas with approximately 25,000 representatives of the industry from Germany and neighbouring European regions during intensive discussions at the stand or at the diverse events of the fair's accompanying programme.

What do our customers appreciate about NUFAM?

- The special ambience of the exhibition halls
- The exemplary organizational procedure
- The individual support
- Concentrated contacts on four exhibition days

We cordially invite you to Karlsruhe from 21 to 24 September 2023. Be there when NUFAM, the no. 1 commercial vehicle trade fair on the German market, GETS THINGS MOVING in 2023!



YOUR TRADE VISITORS

The trade visitors at NUFAM:

- › Transport, forwarding and logistics
 - › Municipal authorities and public institutions
 - › Craftsmen in the skilled trades
 - › Construction industry
 - › Public transport companies
 - › Automotive industry
 - › Fleet managers
 - › Professional drivers
 - › Trade media
 - › Interested public
-

THE EXHIBITORS

NUFAM's exhibitors are manufacturers, dealers and service providers from the following sectors:

- › Trucks / tractor units
- › Light commercial vehicles
- › E-mobility, alternative drives and hybrid systems
- › Autonomous driving
- › Bodies and trailers
- › Tyres, wheels, axles
- › Workshop equipment
- › Load securing
- › Municipal technology and attachments
- › Interior technology
- › Telematics solutions for the commercial vehicle industry
- › Cranes and lifting equipment
- › Repair / care / maintenance
- › Accessories, parts and lubricants
- › Freight forwarding and logistics companies
- › Services
- › Special suppliers

EXHIBIT SUCCESSFULLY – WE SUPPORT YOU

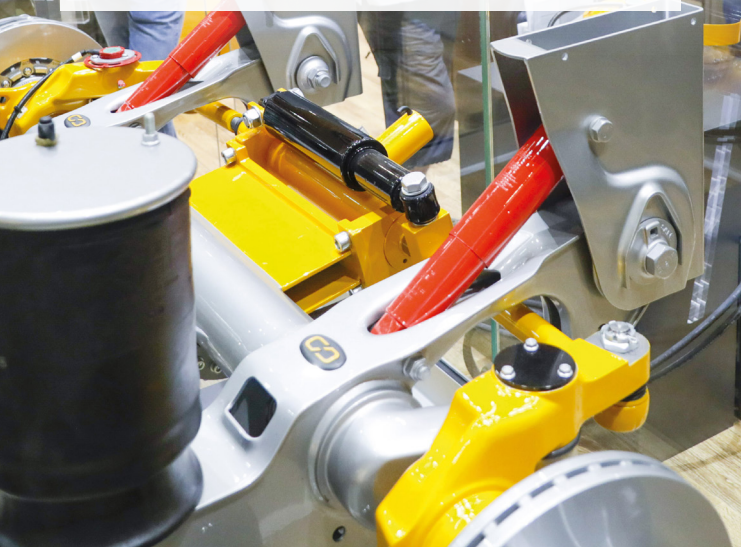
Newly exhibiting companies benefit from a service that's tailored to meet their specific needs. You receive individual advice on optimal placement, customised stand solutions and personal support from our specialists for your successful presence at the trade fair.

Our regular customers also benefit from our well-coordinated team. Together with you, we analyse your previous appearances and optimise your presentation.

Your short way to NUFAM:

Join the **virtual tour** of NUFAM:

<https://web.messe-karlsruhe.de/nufam/360>



FACTS & FIGURES

NUFAM has established itself over the long term as an important event for exhibitors and visitors:

- › **84 %** share of trade visitors
- › **95 %** satisfied visitors
- › **95 %** of visitors recommend NUFAM to others

**[HIGH DEGREE OF
SATISFACTION IN
YOUR TARGET GROUP]**

The outstanding data on the fair's trade visitors speaks for itself:

- › **79 %** intend to make purchases after the fair
- › **35 %** concluded business transactions on site
- › **74 %** view NUFAM as an important platform for investment decisions
- › **55 %** of trade visitors belong to their company's management or uppermost management level
- › **80 %** have an impact on the purchase decision

**[EXTREMELY HIGH-QUALITY
VISITORS GUARANTEE
SUCCESS FOR YOUR
PRESENCE AT THE FAIR]**

98 %

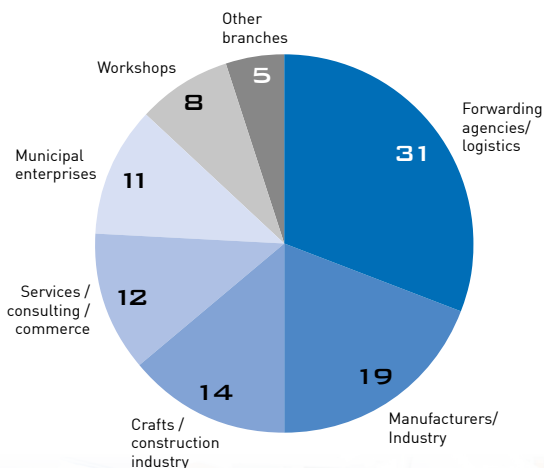
of exhibitors praise
NUFAM's overall concept



That expects you on site:

- › Four action-packed days of exhibits and events
- › More than 25,000 visitors, including circa 20,000 trade visitors
- › Over 400 exhibitors from approximately 15 nations and regions
- › Circa 70,000 m² of exhibition area

The industry affiliations of NUFAM's visitors:



Source: NUFAM 2021 visitor and exhibitor survey



THEMATIC HIGHLIGHTS

Experts provide information at NUFAM

Help shape the extensive range of topics at NUFAM and showcase practical demonstrations and interactive demos alongside your presence at the trade fair. Participate in expert lectures and panel discussions. The trade public will experience topics and trends that move the industry at more than 100 accompanying events at NUFAM. Many formats are concentrated in the respective exhibition areas of the fair.

MUNICIPAL MEETING PLACE

Exhibitors present their solutions for municipal technology and accessory equipment – with guided tours of the trade fair for additional presence.

EQUIPMENT MEETS TRUCKS

The Automotive Aftermarket presents products and services from the areas of workshop equipment, parts and accessories.

DIGITAL SERVICES & TELEMATICS

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



LOAD-SECURING FOCUS

The special event dedicated to safety in freight transport – a meeting place for executives who are responsible for load safety.

DEMO-PARK

Experience the latest vehicle technology live and enjoy a diverse show programme in the outdoor area – technology in action to touch and test.

TRUCK DRIVER FORUM

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

CRAFT & CONSTRUCTION

Industry-specific solutions for daily implementation – extensive reach for exhibitors among the visitors.

NEW MOBILITY

Alternative drive concepts, digital assistance systems and premieres of vehicles and products in all areas related to New Mobility – media reach guaranteed.



Facebook

Linkedin



COMMUNICATION & TOURS

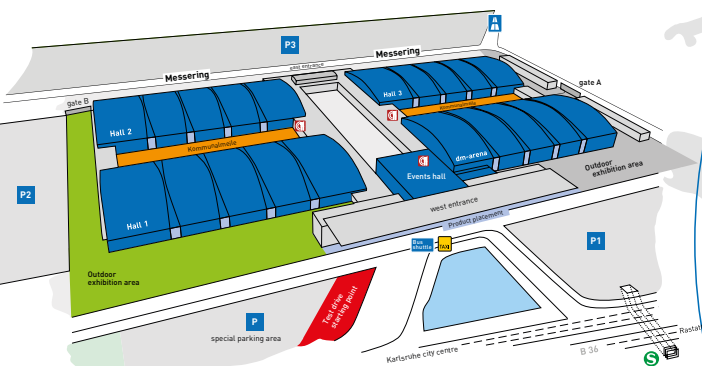
Take advantage of diverse options for communication

We support you in assuring the success of your presence at the trade fair. To achieve this goal, we provide you with a wide range of tailor-made digital and printed products for an optimized approach to your target group.

Free individualised communication packages form the basis for your successful appearance at the trade fair. We also include you in our comprehensive press work, thus heightening your visibility on the market.

Guided Tours – thematic tours

In consultation with you, we offer the opportunity to present your company exclusively to selected visitors. Informative tours with a mix of innovations, services and specific solutions assure accurately targeted, valuable contacts and lead to high satisfaction among exhibitors and visitors.



LECTURES & SPONSORING

Lectures and presentations

Are you looking for a big stage? We offer it to you! We will include you and your topic in the supporting programme. Address your target group directly or demonstrate your vehicles and products on-site in the Demo-Park on the open-air campus. This enables you to reach your customers directly.

Sponsoring

Do you want to present yourself prominently and unrivalled? We offer you the opportunity to present yourself to our trade visitors at NUFAM 2023 in an individualized, theme-oriented and target-group-specific way. As a sponsor, you will significantly increase your touchpoints around the trade fair and thus gain excellent visibility.

Contact us: together with you, we'll create the ideal sponsoring to meet your needs.



OUR EXPERTS ARE YOUR
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