

43. ANNUAL

american car SHOW

by

Finnish Hot Rod Association

MORE IS MORE!



10.-12.4.2020 HELSINKI FAIR CENTER



MEDIACARD 2020



**AMERICAN CAR SHOW — TUNING CAR SHOW —
CLASSIC CAR SHOW — CUSTOM TRUCK SHOW
— MC HEAVEN — MOTORSPORT AT HELSINKI FAIR
CENTER 10.-12.4.2020**

One of the largest events in the Scandinavia **The AMERICAN CAR SHOW - TUNING CAR SHOW -CLASSIC CAR SHOW - CUSTOM TRUCK SHOW - MC HEAVEN - MOTORSPORT 2020** event is the best meeting point for communities, teams, competitors, professionals and enthusiasts involved in recreational vehicles and motor sports. The event is organized in a huge exhibition area with four different fairhalls and three days at the Helsinki Fair Center. Exhibitors like organizers can also focus on the three busy show days of the Easter weekend.

The original American Car Show is highly well-restored, refined and finely tuned american cars of technical and craftsmanship samples, classic 'American cars' from both Finland and the rest of the world. Many vehicles appear for the first time in the American Car Show!

Classic Car Show This is a totally new show area at our car show! The exhibition presents the finest classic cars, various mobilist clubs and industry representatives!

Custom Truck Show features the finest trucks and transport equipment. These huge vehicles are real works of art and bring great and delightful content to the show.

MC Heaven is the terrestrial sky of every motorcycle fan, with the most beautiful, most powerful and the oldest unique motorcycles of the nation for many decades. MC Heaven is compiled by the two biggest media publications of custom-made motorcycles, Kopteri Magazine and Bomber Magazine, with years of experience.

Tuning Car Show can be enjoyed from the sporty, modern and unique vehicles à la Fast and Furious, created through thoughtful customization, accurate design and thousands of hours of craftsmanship.

Motorsport 2020 has a wide range of motor sports from clubs and teams to competitors. Everything for racing and hobby equipment to spare parts and accessories. Tuning, custom shops and dealers, motor sport events and their organizers, and other products and services. It's only motor sport, but we love it!

YOU WANT TO JOIN US AS AN EXHIBITOR?

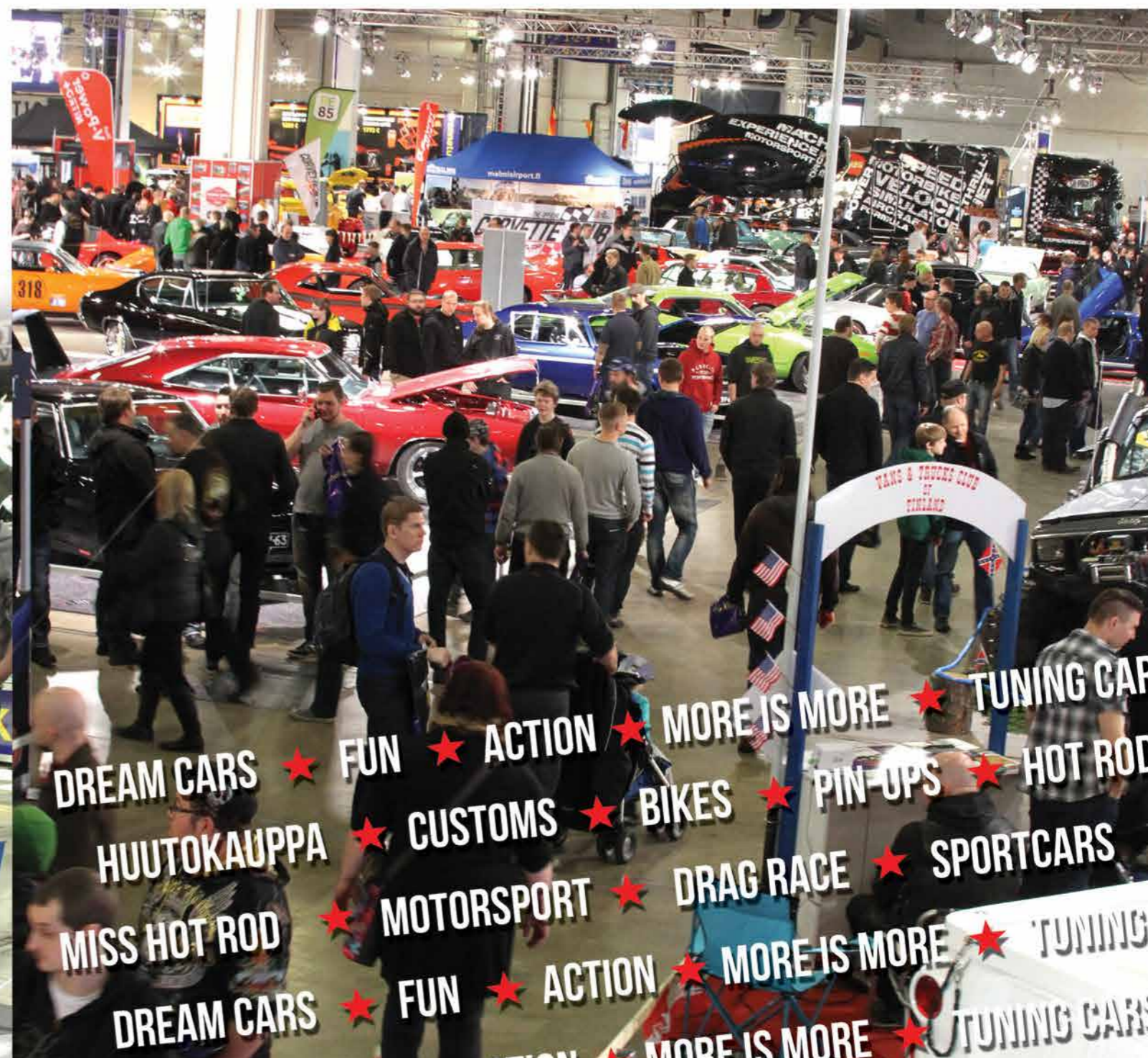
PRICING

m ²	6 & 7 hall	3 hall
12-32	70,00 €	35,00 €
33-64	50,00 €	25,00 €
65-100	40,00 €	20,00 €
101-	30,00 €	15,00 €

Registration fee 200 €.

After registration 14 days net 30%,
The remainder by 1.3.2020.

**AMERICAN CAR SHOW - TUNING CAR
SHOW - CLASSIC CAR SHOW - CUSTOM
TRUCK SHOW - MC HEAVEN -
MOTORSPORT 2020 OFFERS A TARGER
GROUP OF PEOPLE INTERESTED IN
RECREATIONAL VEHICLES AND
MOTORSPORTS!**



MOTORSPORT 2020

The MOTORSPORT 2020 exhibition, organized by the Finnish Hot Rod Association FHRA, AKK Motorsport and the Finnish Motor Association SML, will be held in Easter on the 10th to 12th of April 2020 at the Helsinki Fair Center. The exhibition introduces the entire field of motor sports, ranging from sporting events to major motor sport clubs and teams. The exhibition offers a great cross-section of the Finnish motor sport.

The previous Motorsport exhibitions have been established by Motorsport as part of our show collection. Visitors' feedback as well as the exhibitors involved think that there has been an calling for this kind of exhibition! As an organizer of recreational vehicle events, we would like to provide both our visitors and our exhibitors as complete show as possible.

MOTORSPORT 2020 IS THE BEST MEETING POINT IN ITS FIELD FOR MOTOR SPORTS ENTHUSIASTS, COMPETITORS OF DIFFERENT MOTORSPORTS, PROFESSIONALS AND ENTHUSIASTS, AS WELL AS MOTOR SPORTS AND RECREATIONAL VEHICLES TO THE INTERESTED PUBLIC.

**IT'S JUST MOTORSPORT,
BUT WE LOVE IT!**

MOTORSPORT
MOOTTORIURHEILUTAPAHTUMA

AMERICAN CAR SHOW – TUNING CAR SHOW – CLASSIC CAR SHOW – CUSTOM TRUCK SHOW – MC HEAVEN – MOTORSPORT 2020 WE HAVE MADE THE PRICING BENEFICIAL TO EVERYBODY. THE MORE YOU TAKE, THE LESS YOU PAY.



**ASK ABOUT CHEAPER
NON-COMMERCIAL
SHOW SPACE!**

**SIGNIFICANT VISIBILITY
AT THE HELSINKI FAIR
CENTER AND OUR SOCIAL
MEDIA CHANNELS?**

**ARE YOU INTERESTED
IN LARGER MARKETING
CO-OPERATION? PLEASE
DON'T HESITATE TO CON-
TACT OUR SALES!**

WWW.FHRA.FI/AMERICANCARSHOW - SINCE 1978

AMERICAN CAR SHOW IS MAKING BIGGER EFFORTS ON DIGITAL VISIBILITY!

The American Car Show wants to offer its customers the widest variety of coverage in our event. Past couple of years at our show we have introduced live broadcast with Mobile-Tv, Jent Oy and FHRA Race Radio, which was broadcast live via ISTEV and FHRA livestream on each show day. A moving camera and a professional interviewer circulated the exhibition, interviewing exhibitors, performers and car owners. At night, we revived the most interesting interviews on the show day. Our consignment was followed by tens of thousands of different viewers throughout the exhibition.

We bring two unprecedented giant displays to the showroom to rotate the scene and the ads. In addition, the Exhibition Center's own huge displays at main entrance, along with the main corridor, are included in the media coverage package.

Our social media team is actively sharing pre-existing content in all our social media channels. @fhray and @americancarshow in Instagram, Facebook, Twitter, Youtubessa and Livestream.

We offer visibility in the media package:

- On the jumbo screens
- On the various screens of the exhibition center
- Visibility in live broadcast

Ad impressions will be over 400 during one show date. Displays will reach our hundreds of thousands of visitors several times a day on multiple screens in showrooms. You can market your product efficiently, guide your customers to your showroom and take over the space in a modern and digital way. We can tailor the visibility package to your wishes if you feel that the package we offer is not enough. Contact our sales team and plan a more complete package together. Contact information can be found on the last page of the brochure.

Material types

- Image files .jpg or .png
- Video files .mpg, .mp4 or .mov
- flash animation .swf
- the maximum file size is 200Mb and maximum duration of 7 seconds
- Maximum video frame rate of 24 fps

Delivery of ad material

When the material is delivered, the advertiser's name must appear. We ask you to submit the ready-to-publish material 2 weeks before the event by e-mail kaisa.lokfors@fhra.fi or some of the many cloud services.

AT THE AMERICAN CAR SHOW WE ARE NOW FOCUSING ON LARGER ENTITIES AND BIGGER DIGITAL VISIBILITY AT THE EXHIBITION CENTER'S NUMEROUS SCREENS!



WE BRING THE LARGEST JUMBO SCREEN IN EUROPE TO THE SHOW. VISIBILITY GUARANTEED!



WITH THE LARGE NUMBER OF GIANT DISPLAYS ON THE EXHIBITION CENTER, YOUR AD WILL CERTAINLY REACH THE VISITOR!



Material sizes
horizontal 1920 x 1080 pixels
vertical 1080 x 1920 pixels

YOUR AD HERE?

SIGNIFICANT VISIBILITY AT THE HELSINKI FAIR CENTER AND OUR SOCIAL MEDIA CHANNELS?



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MEETING FACE-TO-FACE ALWAYS WORKS!



A HIGH QUALITY PROGRAM FOR VISITORS

In addition to exhibitions of interest to our visitors, a high quality and topical program is organized on the exhibition area and its main stage, in cooperation with partners and exhibitors of the event.

Miss Hot Rod 2020, Young Builder Competition and FHRA Auction bring interesting showcases to the show visitors.
Read more on our website fhra.fi/americancarshow

PARTNERSHIPS

In addition to the American Car Show, FHRA will arrange the Finnish Championship series in drag racing, the European Championship series race in Kauhava, several cruising and street racing events at airports and motorways during the year. Drag Racing and Hot Rod events are good marketplaces and offers good visibility for your business. Our event calendar covers about 20 events that you can be seen. Our active Livestream account is also a great place for your business to be seen!

If you are interested in a broader partnership for the whole season, do not hesitate to contact our sales. Let's see together the best way for your company to be present in our events.

MORE INFORMATION AND EXHIBITION SPACE SALES

FHRA sales: Jori Vainio, +358 50 362 5515 email: jori.vainio@fhra.fi

Organizer:

FHRA Marketing Oy (Finnish Hot Rod Association FHRA), www.fhra.fi
Martti Luoso, tel. +358 40 163 20 54 email: martti.luoso@fhra.fi

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