

# Travel & Nature

## CONNECTED

## THE STAGE FOR CARAVANNING AND OUTDOOR TOURISM.

Participate in our new digital additions and present your tourist offer not only to trade fair visitors but also to outdoor fans in front of their screens!



**28.08. – 05.09.2021**  
27.08. Trade visitor day  
[caravan-salon.com](http://caravan-salon.com)

### DATA & FACTS

#### When

9 days, from August 28<sup>th</sup> to September 5<sup>th</sup> 2021

#### What

Programme as a combination of the stage programme from the hall and digital feeds.

#### Who

Suppliers with main focus in the product category 13 or 17 - Caravanning tourist industry / Outdoor activities / Associations

#### Target group

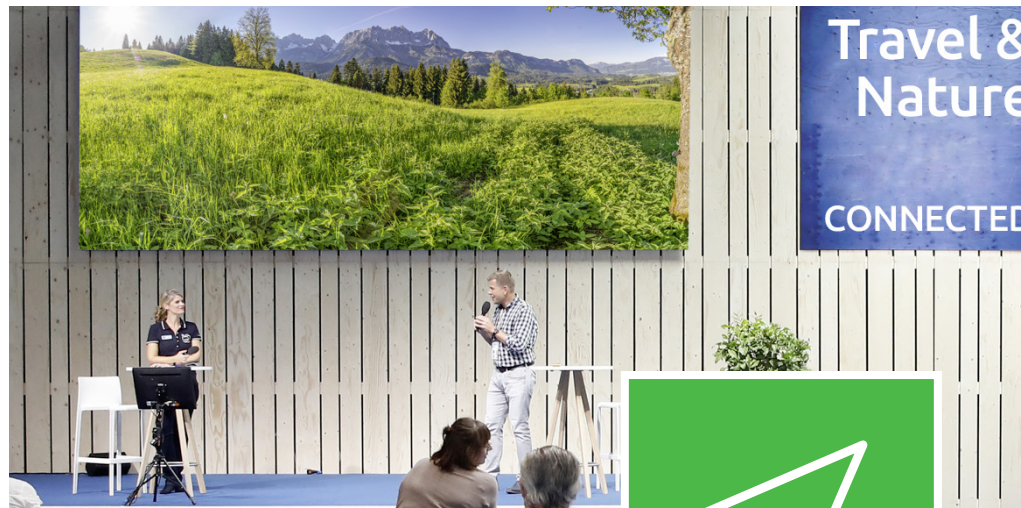
All caravanning and outdoor fans!

#### Where

In the hall:  
stage in the „Travel & Nature“ theme world  
On the net:  
livestream from the stage at [www.caravan-salon.com](http://www.caravan-salon.com)

#### How

**25 minutes slot** for the stage presentation in the exhibition hall



### YOUR ADVANTAGES

- ✓ Profit from the caravanning boom and the charisma of the brand **CARAVAN SALON Düsseldorf**.
- ✓ Address in addition to the experienced caravanners as well the many newcomers who are interested in the outdoor and caravanning lifestyle.
- ✓ Take advantage of this opportunity and combine the advantages of the physical and digital platform.
- ✓ Convey your enthusiasm for your offer to the visitors on site and at the same time from the hall to the spectators online.
- ✓ For the first time the hybrid format allows you to reach the digital viewers besides the trade fair audience.
- ✓ Communication and interaction is possible with the visitors on site as well as the digitally participating spectators.

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## YOUR PRESENTATION

- The aim is to offer visitors a varied, inspiring and informative programme.
- Your presentation should be designed in such a way that a free dialogue with the moderator arises and questions from the audience can be answered.
- Photos and film sequences should complement the presentation, but should not dominate it.
- Every presentation is streamed live.

## OUR MARKETING REACH

### Social Media Daten

- more than 60,000 fans on social media
- over 1.8 million reach via facebook and Instagram
- around 115,000 interacting users just on facebook

### Website

- [www.caravan-salon.com](http://www.caravan-salon.com)

### CARAVAN SALON Düsseldorf

- highest-attended trade fair in 2020

### CARAVAN SALON Club

- 71,000 club members, weekly newsletter

## PARTICIPATION COSTS

- combination: 1 x stage presentation on weekend (25 min.) and 1 x stage presentation on a weekday (25 min.)
- livestreaming of the presentations
- provision of presentations as video on demand
- advice on technical and organisational questions
- integration of contact information in the digital timetable during the show

**250.- €**  
zzgl.MwSt.

## APPLICATION

If you are interested in participating, please fill in the enquiry form (Inquiry - Program contributions in the stage program „Travel & Nature Connected) in the Online Order System and then submit the enquiry on time.

- The number of presentation slots available is limited. Details on times, presentation formats and technical conditions will be provided at a later date.

## CONTACT

### Franziska Middrup

[middrup@messe-duesseldorf.de](mailto:middrup@messe-duesseldorf.de)  
+49 211 4560 957

### Jessica Schmitz

[schmitzj@messe-duesseldorf.de](mailto:schmitzj@messe-duesseldorf.de)  
+49 211 4560 546

### Patricia Barth

[barthp@messe-duesseldorf.de](mailto:barthp@messe-duesseldorf.de)  
+49 211 4560 485



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