



ADVENTURE CAMP

**VEHICLES & CAMPING
EQUIPMENT DISPLAY FAIR**
OFFROAD & SUPERCROSS POLYGON

27. SEPTEMBER — 1. OCTOBER 2017.

Westgate — ZAPREŠIĆ, CROATIA

promo⁵
—IDEA



Project
presentation



PROJECT PURPOSE

01



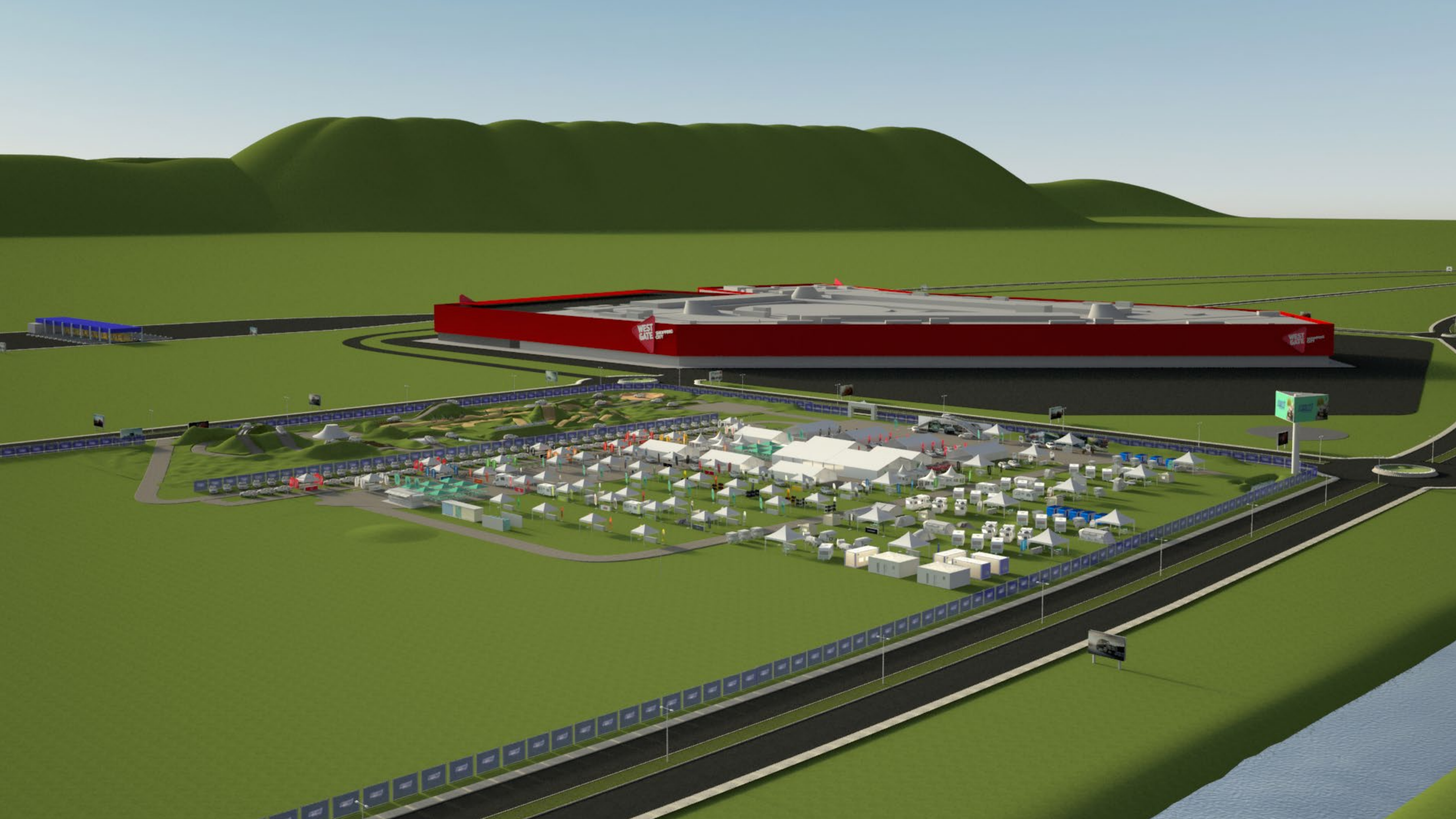
Due to all more significant shares of 4x4 in car sales, market increase in adrenaline off road and quad adventure, as well as the ever increasing supply of camping services in tourism supply offer, we came up with new ideas about creating a unique outdoor fair show.



02

27. SEPTEMBER — 1. OCTOBER

Westgate Shopping city — ZAPREŠIĆ
car, motorcycle & camping equipment fair





CONTENT OF THE SHOW



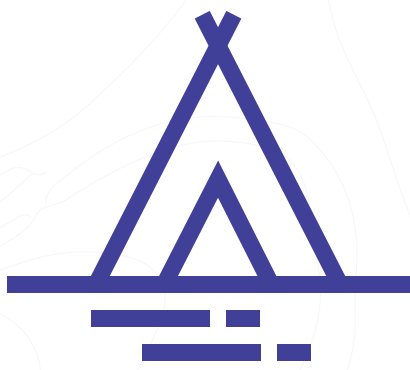
SHOW PARK

Located nearby to the northwest access to Zagreb, with the biggest Shopping City spread over 68,000 m2 of floor space, we created a unique the-



OFFROAD PARK

matic fair that besides connectivity, infrastructure and free transportation, offers some extraordinary additional content.



CAMPING PARK



CAMPING PARK

— AREA



SHOW PARK

— AREA



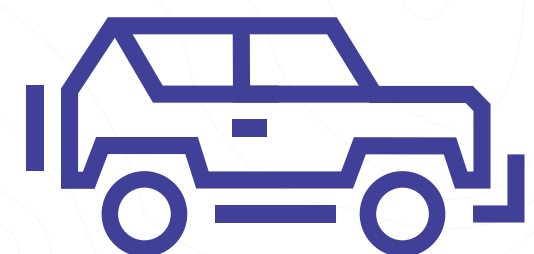
OFFROAD PARK

— AREA

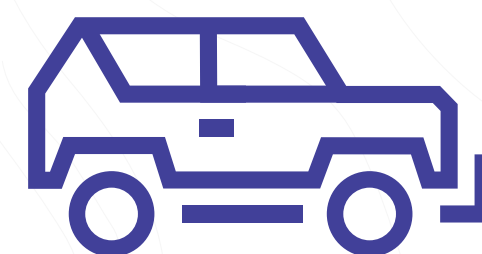


SHOW PARK

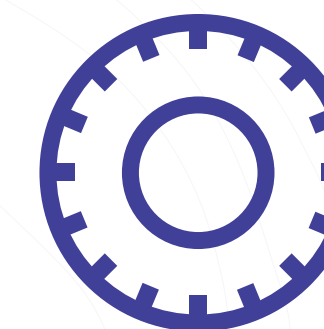
04



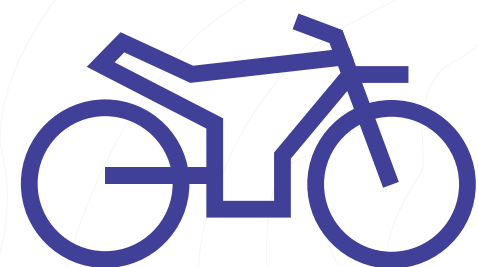
NEW CARS



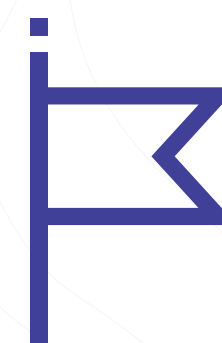
USED CARS



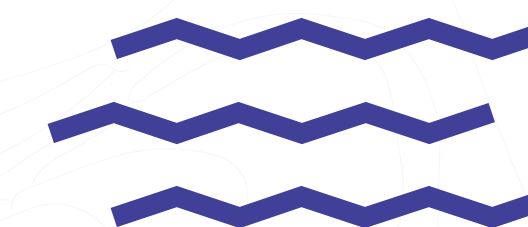
CAR EQUIPMENT



**MOTORCYCLES AND
QUADS**



AUTO – MOTO CLUBS



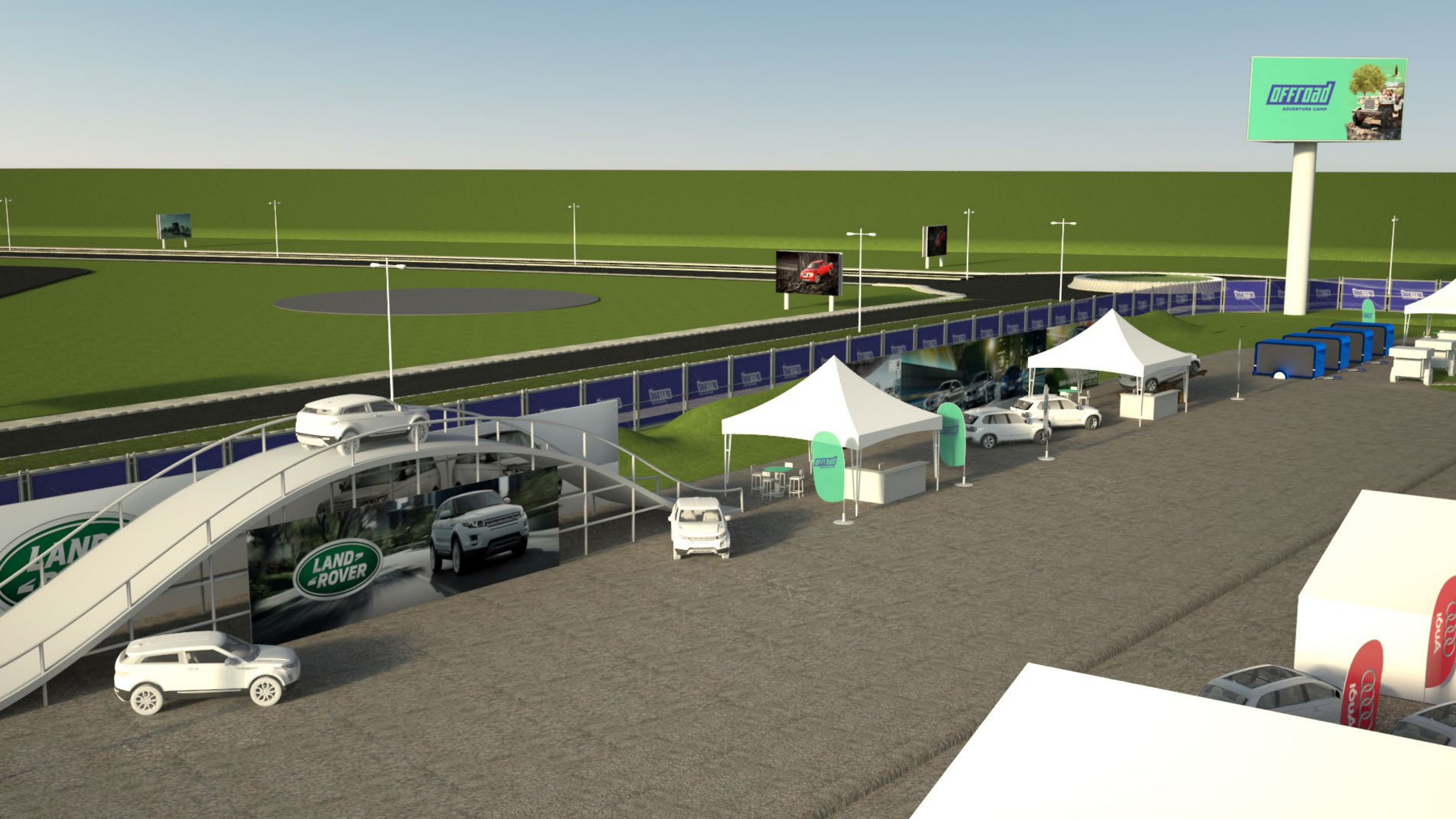
TOURIST OFFER

Spread on a surface of 45,000 m², divided in thematic zones, visitors can experience a completely new approach

in showing and natural experience with loads of different content, innovations and entertainment.





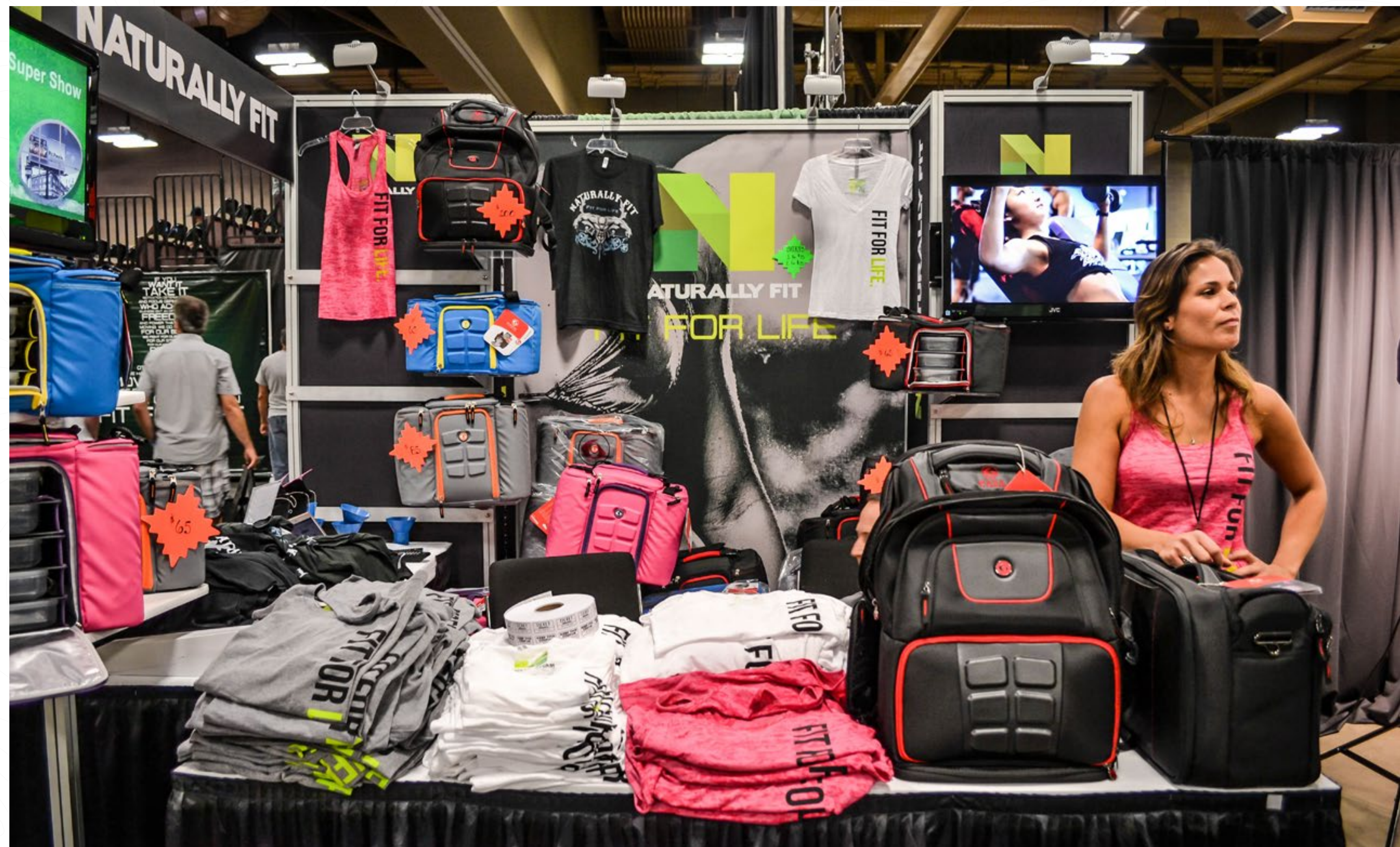








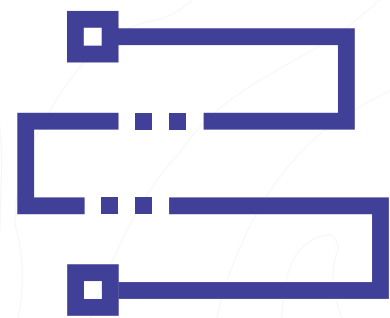






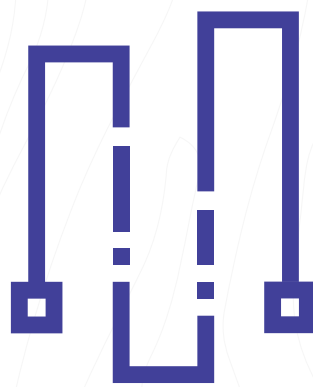
OFF ROAD PARK

05



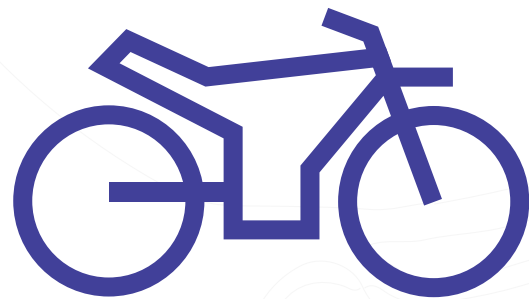
OFFROAD POLYGON

Situated within an area of over 23,000 m2, designed as an additional content for the fair, three conceptual tracks will



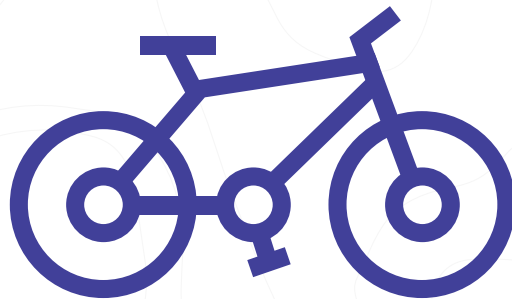
**EXTREME OFF ROAD
POLYGON**

provide a unique possibility to test drive SUV and 4x4 vehicles in natural surrounding and provide additional enter-

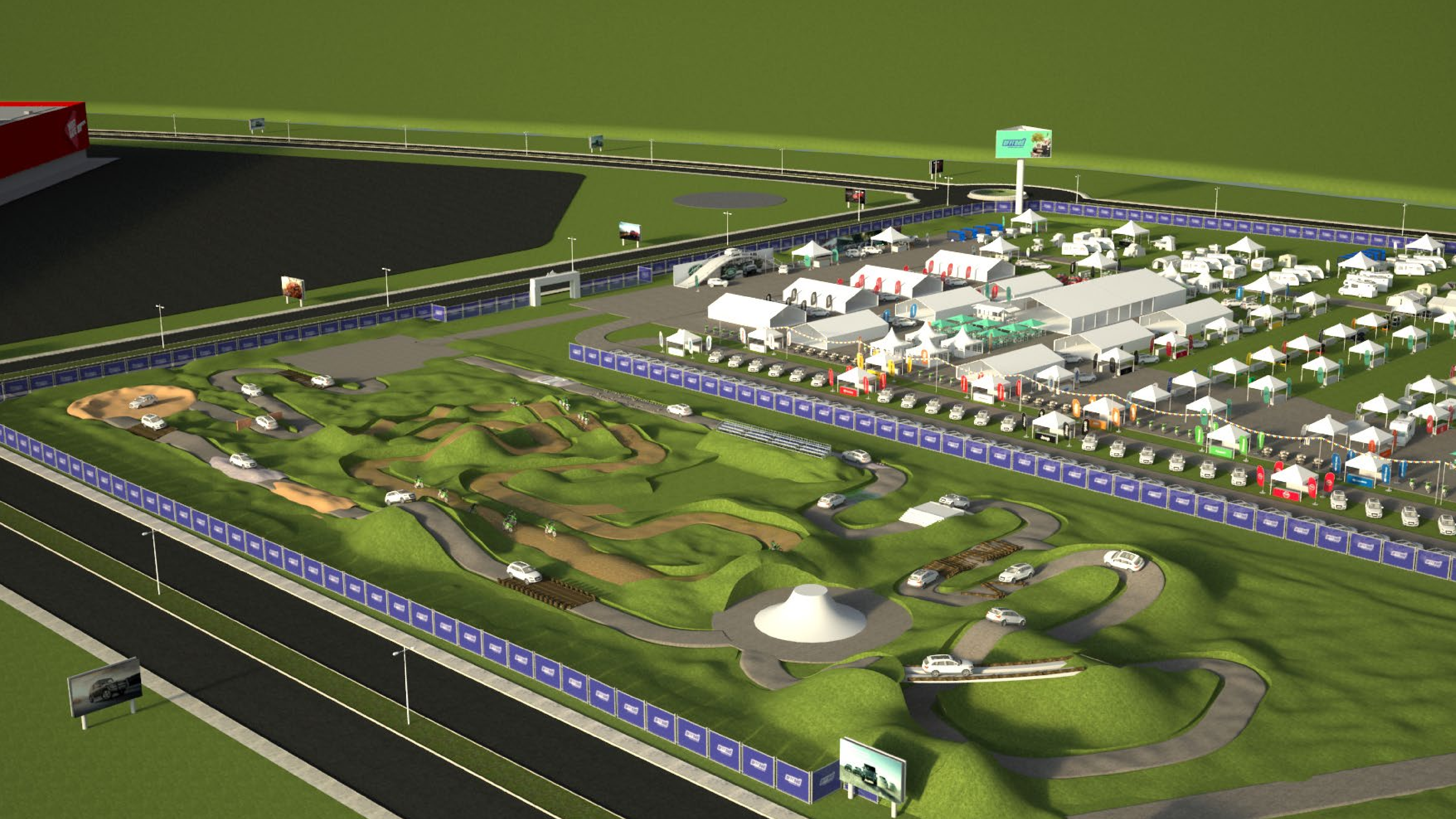


**CROSS/QUAD
POLYGON**

tainment content.

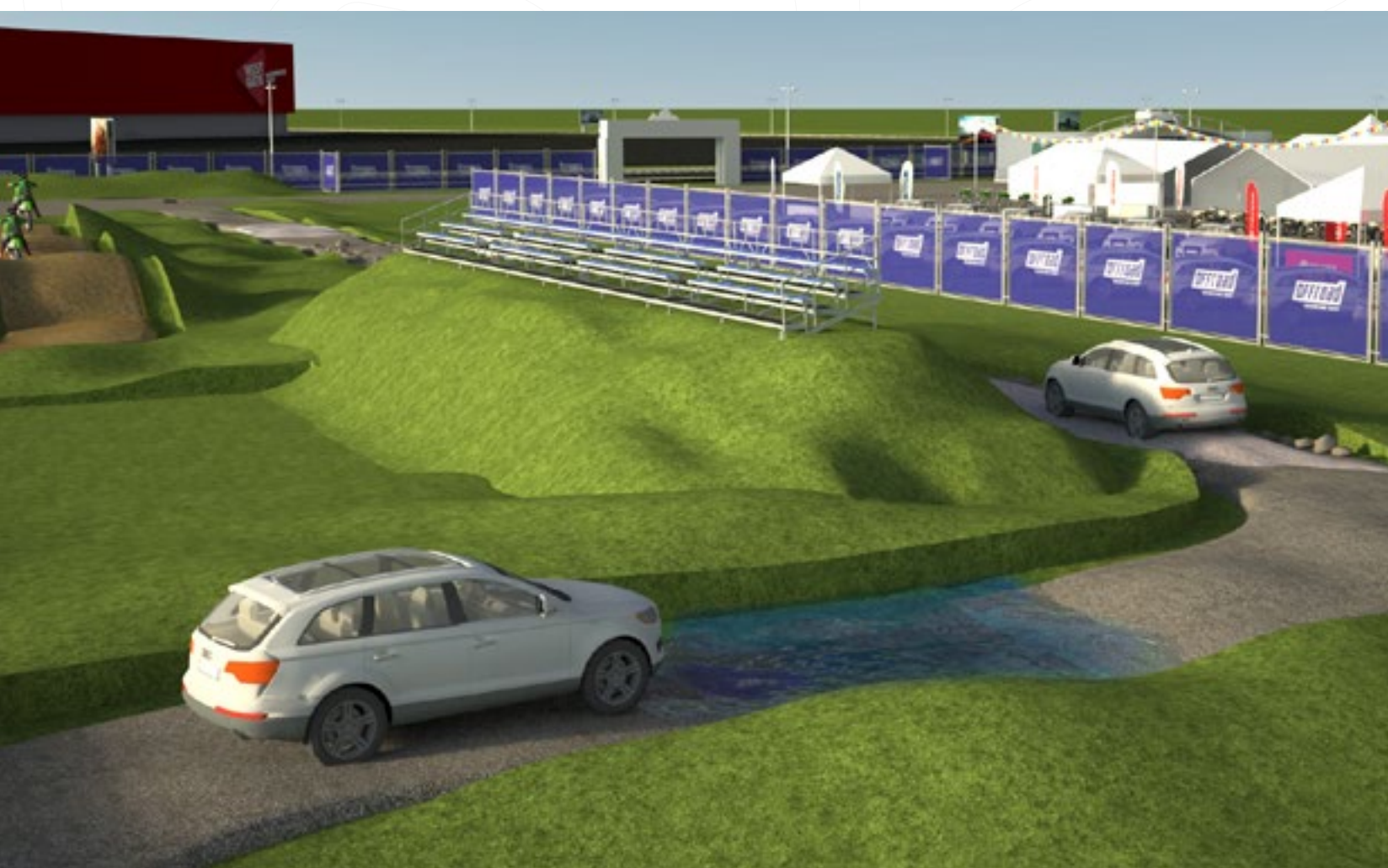


DOWNHILL BIKE







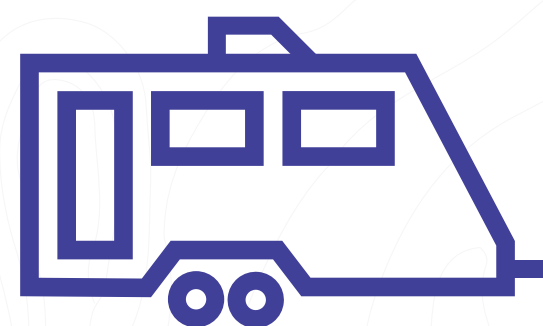






CAMPING PARK

06



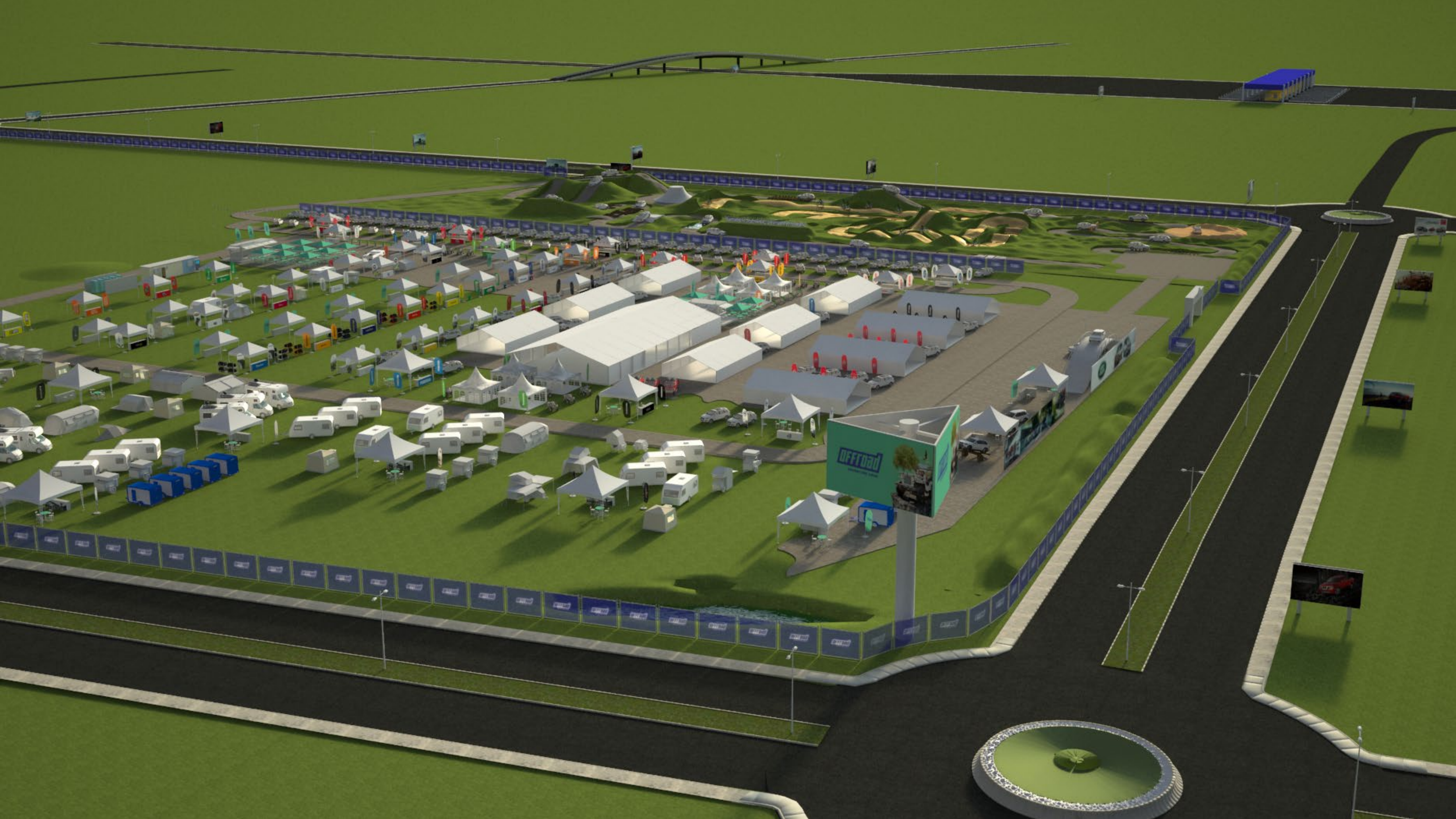
EXHIBITION PARK

Within the Show Park, on the surface of 10,000 m², designed for camper, trailer, mobile home and tent installation, except



CAMPING ZONE

exhibit-sale content, visitors will also be introduced to camp-stops as an increasingly popular way of active vacation.







GROUND FLOOR SPACE

07

SHOW PARK 45.000M2

Car fair 7.000m2

Used-car park 2.000m2

Moto fair 2.000m2

Camping fair 10.000 m2

Auto-moto & camping equipment 2.800 m2

OFF ROAD PARK 23.000M2

Off road parcour 2.000 m

Super cross track 1.300 m



- A. **CARS**
- B. **MOTO**
- C. **CAMP**
- D. **RETAIL**
- E. **OIL AND TYRE OFFER**
- F. **EQUIPMENT AND MODIFICATION**
- G. **CATERING**
- H. **OFF ROAD POLYGON**
- I. **USED CARS**
- J. **EXTREME OFF ROAD CLUB**



PROJECT GOALS

08

Using tourism potential and camping equipment promotion, as well as adventure repertoire.

Off-road polygon construction for recreational, competitive and commercial-marketing purposes.

Combining domestic auto-moto Sales and marketing potential usage of the domestic auto-moto and other industries in surrounding countries.

Building a specialized international fair brand.

EVENT ORGANIZER

promo⁵
—IDEA

PROMO PET IDEA D.O.O.

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ADVENTURE CAMP

THANK YOU
FOR YOUR TIME

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