

TOUR de
FLEETTM
2018

poučení • zážitek • byznys

What is Tour de Fleet?

Tour de Fleet is a nationwide tour of events aimed at the information and commercial support of the car fleet management sector in the Czech Republic. The Tour consists of both outdoor as well as indoor activities organised in appealing locations of the Czech Republic. The events are well received by professionals both from fleet operators as well as from wide range of suppliers.

The Konverso, s.r.o. company, the publisher of the FLEET firemní automobily magazine* is the promoter of the Tour de Fleet 2018.

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*FLEET Company Car



Tour de Fleet 2018 Calendar

17/5/18

Fleet Day Brno & LUV Day

Golf resort Kaskáda (www.golfbrno.cz)

14/6/18

Fleet Day Most & SUV Day

Most Race Track (www.autodrom-most.cz)

13/9/18

Fleet Day Pardubice & Management Day

Golf & Spa resort Kunětická hora (www.grkh.cz)

10/10/18

Fleet festival Prague & Plug-in Day

Břevnov Monastery (www.brevnov.cz)

Subject to change for organizational reasons



The Fleet Day standard schedule

Time span of the event: **9:00 – 16:00 hod**

Morning schedule

- ▣ Specialised lessons and presentations
- ▣ Booked test drives (via www.testujauto.cz)
- ▣ Car test drives by jurors of the Company Car of the Year awards

Afternoon schedule

- ▣ Test drives
- ▣ Presentations on the partners' stands
- ▣ Additional program on the partners' stands
- ▣ Business talks, networking
- ▣ Specialised workshops



The Fleet Day Brno & LUV Day

Golf Resort Brno

Na Golfu 1772

664 34 Kuřim

www.golfbrno.cz



Main topic

Light Commercial Vehicles, up-to-date market situation and offerings, efficiency of operation, TCO, conversion and modification offerings of standard models.

Additional topic

Professional drivers – training, education and up to date legislation.

17 May from 9:00 hod



Den s Fleetem Most & SUV Day

Race track Most

Tvrzova 5

434 01 Most

www.autodrom-most.cz



Main topic

Passenger and light commercial cars with offroad capabilities for light as well as harsh terrain. Up to date market offerings; terrain driving lessons; all wheel drive systems explained; economy of operation.

Additional topic

All Season Tires, up to date trends and technical development, comparison with winter and summer tires

14 Jun from 9:00 hod



Den s Fleetem Pardubice & Management Day

Golf & Spa Resort Kunětická hora

Dříteč 155

533 05 Dříteč

www.grkh.cz



Main topic

Executive cars for middle, senior and top management; up-to-date market offerings, awaited and brand new models; current trends in top car market segments.

Additional topic

Car fuels – development and trends; premium quality fuels; network and distribution services for fleet operators.

13 September from 9:00 hod



Company Car of the Year

The Fleet Days in Brno, Most and Pardubice are also serving as official test sessions for the Management Jury voting 2018 Company Car of the year.



Fleet festival Prague

Plug-in Day

Time span of the event: **9:00 – 15:00 hod**

- ▮ Conference
- ▮ Test drives (via www.testujauto.cz)
- ▮ Specialised workshops and meetings

Fleet Gala

Time span of the event: **19:00 – 22:00 hod**

- ▮ Fleet Awards Evening prize-giving ceremony
- ▮ Entertainment program
- ▮ Banquet



Břevnovský klášter

Markétská 1/28

169 00 Praha

www.brevnov.cz



Partner offerings

Fleet Days

- ▬ Three partnership levels
- ▬ Non exclusive, with possibility of honorary partnership
- ▬ Progressive packages for one, two or three participations
- ▬ Individual cooperation (subject to negotiation)



Plug-in Day

- ▬ Three partnership levels
- ▬ Non exclusive, with possibility of honorary partnership
- ▬ Offer of package for the whole Fleet Festival Prague (Plug-in Day + Fleet Gala)

Fleet Gala

- ▬ Three partnership levels
- ▬ Non exclusive, with possibility of honorary partnership



Tour de Fleet & Company Car of the Year media coverage

Media cover of the Tour de Fleet 2018 and Company Car of The Year award consists of numerous participating subjects. The Economia publishing house is the main media partner with the Ekonom and Hospodářské noviny titles.

Media coverage support includes press releases, electronic newsletters and photo coverage supplied to the media. Each event is covered with full follow-up content.

International cooperation

The FLEET firemné automobily (FLEET company cars) of Slovakia is cooperating partner Cooperation with international title Fleet Europe



Tour de Fleet 2018 Price List

	Gold partner ¹⁾	Silver partner ¹⁾	Bronze partner ²⁾
1	99 000 Kč	45 000 Kč	29 000 Kč
2	169 000 Kč	79 000 Kč	49 000 Kč
3	249 000 Kč	112 000 Kč	72 000 Kč

⏏ All prices excluding VAT

⏏ Price of partnership applies for one car brand

¹⁾ All partners eligible

²⁾ Only for car brand representatives

Range of services / Level of partnership	Z	S	B
Audiovisual presentation possibility during conference (max. 20 min.)	*		
Printed summary of the presentation in FLEET magazine (1/2 page)	*		
Publication of the presentation on iFleet.cz webpages	*		
Priority for stand place selection and branding placement	*		
Stand or similar form of outdoor presentation build possibility	*	*	
Car test drive and static presentation possibility	*	*	*
Branding possibility in main conference hall and other public areas	*	*	
Branding possibility within assigned stand only			*
Promotional activities during the event possibility	*	*	*
Database of event attendants supplied	*	*	*
Photo graphic coverage of the event supplied	*	*	*
Own guests invitation possibility (qty subject to organiser approval)	*	*	*
Possibility of invitation cards supply with logo of partner	*	*	*
Printed thanks to the partner in FLEET magazine	*	*	*



Fleet Festival Prague

Price List

Plug-in Day

Gold partner	Silver partner	Bronze partner
58 000 Kč	46 000 Kč	18 000 Kč

Fleet Gala

Gold partner	Silver partner	Bronze partner
42 000 Kč	29 000 Kč	14 000 Kč

Plug-in Day + Fleet Gala

Gold Partner	Silver partner	Bronze Partner	Honorary Partner ¹⁾
87 000 Kč	64 000 Kč	24 000 Kč	98 000 Kč

- All prices excluding VAT
- Price of partnership applies for one car brand

Range of services Plug-in Day / Level of partnership	Z	S	B	T
Linking the partner's trademark with event				*
Audiovisual presentation during conference	*			*
Printed summary of the presentation in FLEET magazine (1/2 page)	*			*
Publication of the presentation on iFleet.cz webpages	*			*
Priority for stand place selection and branding placement	*			*
Car test drive and static presentation possibility ²⁾	*	*		*
Option for presentation during the subsequent Fleet Gala event ³⁾	*			*
Branding possibility within assigned stand	*	*		*
Promotional activities during the event possibility	*	*	*	*
Database of event attendants supplied	*	*	*	*
Possibility of invitation cards supply with logo of partner	*	*	*	*
Range of services Fleet Gala / Level of partnership	Z	S	B	T
Display of one ⁴⁾ car and/or branding on the courtyard	*			*
Priority for indoor branding placement selection	*			*
Special thanks during the event	*	*	*	*
Joint range of services / Level of partnership	Z	S	B	T
Branding possibility in main conference hall	*	*		*
Branding possibility in other public areas only			*	
Photo graphic coverage of the event supplied	*	*	*	*
Printed thanks to the partner in FLEET magazine	*	*	*	*

¹⁾ Car brand representatives not eligible for honorary partner
²⁾ Alternatively the stand build is possible (for non car suppliers)
³⁾ The area would be illuminated and accessible prior to the event and after the banquet opening
⁴⁾ Honorary partner up to two cars / brandings of appropriate size

