

ADAC SIMRACING EXPO GOES DORTMUND!

After the spectacular success of the 2022 ADAC SimRacing Expo, it is time for the sim racing event of the year to shift into yet another higher gear. The trend of more than 21.000 visitors, a social media reach of more than 15 million users and overwhelmingly positive feedback from the 46 national and international exhibitors is now going to be built upon.

In cooperation with Messe Dortmund, the ADAC SimRacing Expo is going to find its new home for the upcoming five years in the metropolitan area in the heart of Northrhine-Westphalia. A catchment area with more than 22 million inhabitants in a 150-kilometer radius, the homes of German tuning legends Jean Pierre "JP" Kraemer and Sidney Hoffmann, world-famous football club Borussia Dortmund and one of the most modern exhibition areas in Germany – all of them are important cornerstones for the strategic planning of the event's promising future.

Sabine Loos, Managing Director Westfalenhallen Unternehmensgruppe GmbH: „Messe Dortmund is one of the top addresses in Germany with around 60 individually planned trade, guest and public exhibitions. Accordingly, we are very excited about the new partnership with ADAC SimRacing Expo and organizer Cowana. The exhibition for virtual motorsports shows a strong growth after the pandemic and we are convinced that the SimRacing Expo, with its innovative concept is perfectly placed in Dortmund.

Due to partnerships with NASCAR, the World Rally Championship, gaming powerhouse Nintendo and Henkel subsidiary got2b, the ADAC SimRacing Expo proved itself as an attractive fair for executing activation campaigns on the pulse of the multiple target audiences in the past year already. Visitors are offered an all-day experience for the entire family not only through a dedicated press lounge for influencers and sim racing platforms, but also a community party and food courts.

At over 17.000 square meters, the ADAC SimRacing Expo is going to open its doors at Messe Dortmund from October 13th to 15th, 2023.

Ticket sales for the sim racing event of the year start on February 16th, 2023.

“It has been an incredible journey with the ADAC SimRacing Expo that we have started in 2018. To develop the discipline and the fair itself was nearly impossible during the COVID 19 pandemic – now, our hunger for advancing sim racing and the fair is bigger than ever. In our talks, Messe Dortmund in particular has proven itself as a versatile and solution-oriented partner with an eye for the future and innovation. We plan to welcome more than 30.000 visitors from the metropolitan area this year and round out their visits with other topics like car tuning, entertainment electronics and a job fair”, states Michael Wamser, CEO of cowana GmbH.

Coverage of the ADAC SimRacing Expo, the biggest sim racing event in the world, will be taking place exclusively on the news platform SimRacing-Unlimited.com. Readers will be able to gain overview of all relevant news and information of the fair and its exhibitors via a dedicated content hub.

About cowana GmbH:

cowana GmbH is a media house based in the Fürth district of Germany and is specialized in Electronic Entertainment and Gaming. The company owns a 240 m² streaming studio, which can be rented and where streaming and Esports are hosted with cowana's expertise. Furthermore, cowana also uses the studio for the creation of own content like live stream shows and video content.

Under the brand medialounge, the team organizes a 1.000 m² joint fair booth at the gamescom in Cologne, among other things. Influencer marketing and the operation and promotion of various websites are among cowana's activities as well.

In cooperation with the ADAC, the Franconians have also been hosting the SimRacing Expo annually since 2018, which is the most important event worldwide in this sector, and offers it an online platform in SimRacing-Unlimited.com.

Amongst past and present partners of the company are the ADAC, Bethesda Softworks, Red Bull and Constantin Film.