



Showtrain and Chartertrain: **Your show. Your schedule. Your train.**

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*14 ct/min. from German landlines,
mobile phone charges max. 42 ct/min.

Innovative mobility for trade fairs,
events, presentations, promotional
events and group travel.

We get you moving.



Ever dreamed of having a **train of your own?**

Deutsche Bahn will turn your dream into reality. And you have two options – you can choose between the Showtrain and the Chartertrain. We offer you the perfect route to your ambitious sales and marketing targets.

Get your business moving.

Would you like to inspire your clients, increase brand awareness, present your products, capture new audiences or motivate your employees? Then try something different. Impress your guests with the Showtrain.

Whether a trade fair on wheels, a fascinating presentation or a nationwide sales campaign – take the Showtrain and leave your competitors behind. You'll steal the show!

The journey is the goal.

With the Chartertrain you have a captive audience. Entertain your guests on board while travelling – you can choose any destination. The Chartertrain is ideal for staff outings, for group travel to trade fairs or major events – the choices are many. You could even have several trains converging at a chosen location!



Which train is for you?

Two unique concepts compared. Take a look at the individual strengths of both train concepts – the Showtrain and the Chartertrain. You know where you're going – we'll take you there ...

Your event	Showtrain	Chartertrain	
	Offer your guests (customers, staff or the general public) a fascinating stage for presentations of your choice. Perhaps you'd like to organise a roadshow throughout Germany or right across Europe, a mobile product launch or a PR campaign. Or you need a mobile, innovative platform for an attention-grabbing event.	Offer your guests (staff or customers) the perfect atmosphere for conversation as you travel together to trade fairs, meetings or other destinations of your choice. We can offer you the perfect train for your event – from ultra-modern to historic trains. You want your customers or employees to experience something that binds them together and lowers the travel costs at the same time.	
	Your aim	To create new ways of getting your message across.	To make use of the travel time to talk to your guests in unique surroundings
	Your route	You determine the schedule – Deutsche Bahn's rail network is at your disposal right across Europe.	
	Organisation	You receive all the services you need for your concept from a single source.	
	Additional services	Interior design and restyling of coaches, exterior branding, catering.	Exterior branding, catering and transfers to and from the station.
	Your benefits	You determine the type and number of coaches to meet your needs and your budget. You benefit from the central location of the station with large numbers of visitors. You demonstrate proximity to the customer. You only have to set up and take down the displays once – no matter how many stations you stop at.	You create a shared experience that motivates. You configure your train to meet your specific needs – you can also include a club car.



Your Showtrain: tailor-made presentation, planned information

A trade fair on wheels – this principle adds a new dimension to the way your company presents itself. Whether you're planning to launch a product, provide information, organize a sales campaign or motivate your workforce: the Showtrain is your own mobile event location that stops wherever you want it to.

- The stage is yours for your show**
With the Showtrain, what you say goes. This not only applies to the train schedule, but also to all the details of your tour:
- individualised configuration of the train
 - individualised exterior and interior design of the train
 - attention-grabbing displays (e.g. large-scale branding on the coaches)
 - you meet potential customers by making presentations in city centres

The stage is yours for effective use of your budget
With the Showtrain, you eliminate the constant setting-up and dismantling of a trade fair stand. With the full service we provide, you also benefit from direct communication with a competent contact who will handle everything for you – from branding on the coaches to catering, we are there for you with expertise and good ideas.

The show must roll on ...



Your Chartertrain: motivate while travelling to a trade fair or a meeting

Are you planning to send your staff to a trade fair soon or organising a meeting? Try something different this time with a tailor-made solution that will also promote team spirit: the Chartertrain.

The larger your travel group, the more benefits offered by the Chartertrain. Instead of arriving singly by air or company car, your employees will travel together. That promotes a sense of belonging – and also gives you the opportunity to provide an attractive supporting programme on the train. The club car is a communications centre that you can set up to promote group dynamics – as a bistro or dance floor etc.

Which train is for you?

In terms of flexibility, it's hard to beat the Chartertrain. Chartertrains range from state-of-the-art trains to milestones in railway history – such as the legendary Rheingold train. Other benefits:

- tailor-made route planning
- choice of type and number of coaches
- compartments or open-plan coaches
- full service from a single source (from branding on the coaches and catering to shuttle services)



Ameropa

Science Express

Climate Express

On track and in good hands

The Showtrain – facts and figures:

- event area per coach:
25 m / 2.50 m / 2.80 m (L x W x H)
- approx. 60 m² of display area
- mounting rails on the walls and in the floor
- power supply with 10 x 230 V sockets
- individual train configuration e.g. with a club car in addition to the exhibition coaches

The Chartertrain at a glance:

the Chartertrain can be configured to include a club car, which offers the following features:

- 25 m² dance floor or standing room with two bars
- small kitchen area with steamer, ceramic hob and refrigerators
- on-board sound and lighting system
- high-performance air conditioning system
- room for approx. 70 – 100 people

Showtrain and Chartertrain successes!

Ameropa

Brand relaunch for Ameropa Reisen GmbH on a 6-day tour through Germany's major cities. The target groups included travel agencies, the press, customers and opinion leaders.

Train configuration: 2 club cars, 1 exhibition coach, 1 CityNightLine sleeping car, 3 flatbed wagons with billboard supports.

Science Express

An interactive exhibit on the subjects of science and research. Customer: Max Planck Society and the Federal Ministry for Education and Research. 12 Showtrains stopped in 62 cities from April to November 2009.

Climate Express

The Climate Express was on tour during the climate summit in December 2009. The train travelled from Brussels to Copenhagen, stopping at major German cities, and included numerous events and visits from celebrities.