

A photograph of a bicycle with gear parked inside a tent in a forest. The bicycle is the central focus, with a large pannier bag on the rear rack and a smaller bag on the handlebars. The tent's interior is visible, with a blue tarp on the ground. The background shows a dense forest of trees under a soft, blue sky. The overall mood is adventurous and serene.

● ● Eurobike

ADVENTURE AREA

June 24 – 27, 2026
Messe Frankfurt

Hello future. Hello adventure.

EUROBIKE is the global hotspot, innovation driver and trendsetter for tech, style and culture in the cycling industry. As the world's most important meeting place for the industry, it showcases and celebrates the latest trends, products and innovations in bikes, equipment and accessories every year.



Facts and
Figures

Why the Adventure Area should become your basecamp too:

01 This is where the **international who's who of the bike, mobility and sports industry** meets with the common target groups and communities in both the B2B and B2C

02 Benefit from an **experience-oriented concept** that perfectly combines business and lifestyle and offers you insights, inspiration and future prospects at the same time.

03 Use the ADVENTURE AREA as your business booster, because the ascent is known to be easier after a stopover in the Basecamp!



What is the ADVENTURE AREA?

Adventure is out there!

Whether it's gravel fun with a gravel bike, bikepacking adventures in the Alps or trekking tours on Europe's most beautiful long-distance cycle routes – the possibilities are endless! Equipment is crucial, especially in the adventure sector, and the product worlds of bikes, outdoor activities and travel are merging.

In the ADVENTURE AREA, you will find the entire portfolio: from tents to sleeping bags, gas cookers, panniers and frame bags to clothing, accessories, tools and equipment. Ready for your next adventure? Then let yourself be inspired!

This is precisely where the ADVENTURE AREA concept comes in: it offers a base camp for all those who are equally at home in the worlds of cycling, outdoor activities and travel, and provides a space for experiences and adventures, trends, inspiration, exchange and cross-disciplinary business.



The concept of the ADVENTURE AREA

The newly designed ADVENTURE AREA offers the business and community base camp for the bike, outdoor and travel industry:

- with an attractive presentation area and a large base camp in a central location in Hall 11.0
- a bar and lounge area that makes you want to go on adventure and brings a campfire feeling to the trade show setting
- themed open spaces, cozy seating areas and hideaways for business topics
- a stage for keynote speeches, themed talks and an after-show atmosphere
- as well as flexible participation models for brands, stand price €205/sqm



Register
now



Your contact

Would you like to participate in the ADVENTURE AREA?
We look forward to hearing from you!



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