

● ● Eurobike

START-UP AREA

June 24 – 27, 2026
Messe Frankfurt



EUROBIKE – The Global Platform

The fourth edition in Frankfurt has been an impressive proof: EUROBIKE, the world's leading trade fair for the bike and ecomobility industry has arrived in the Main metropolis!

31,270 trade visitors from 97 nations have followed the trade fair motto 2025: „Hello Future“. The international trade audience was part of an outstanding atmosphere during the BUSINESS DAYS, at the stands of roughly 1,500 exhibitors, in the meeting spots, lounges and in front of numerous conferences and show stages.

In the heart of Europe, close to the large Rhine-Main public and at the same time being at the center of the bike universe, offers the participants unique opportunities and potential.



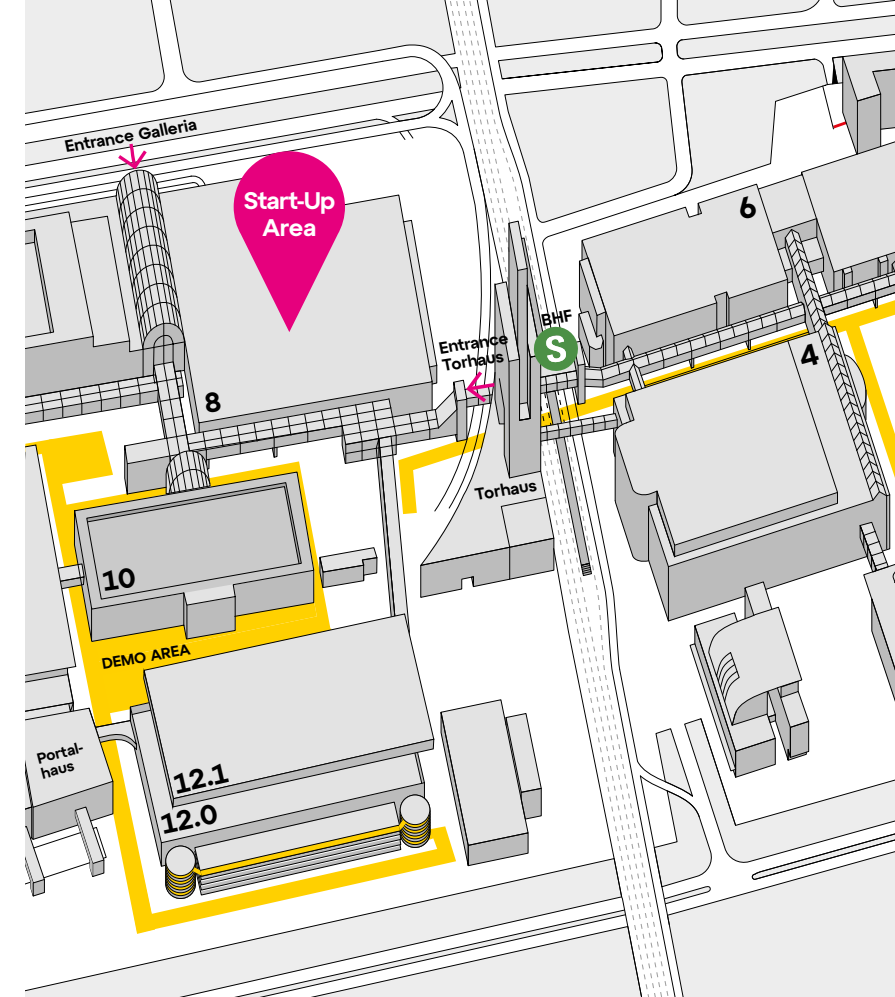
Added value for Start-ups

For years, the **START-UP AREA** has been an established feature at EUROBIKE and continues to provide exciting impetus for the industry with innovative product ideas and innovations.

Since the premiere of EUROBIKE 2022 in Frankfurt, Hall 8 has become the new home of the Start-Up Area. Now the heart of the community beats in the middle of the hall for Urban Mobility and related future topics. Modular system solutions, meeting lounges, access to the test tracks, workshops, lectures – EUROBIKE 2026 offers tremendous added value for exhibitors from the start-up scene. Right in the thick of it and not just on the fringe!

Accompanying the show is the established Start-Up Day, which has a multi-faceted programme to offer newcomers and their innovations an additional stage on the world's largest platform for the bicycle and future mobility.

You too can benefit by helping to shape this inspiring bicycle and mobility universe and become part of EUROBIKE 2026!



Products & exhibitors

The focus is on products from start-ups, who are not more than three years old:

Bike components

Handle bars, brakes, gears, bottom brackets, electrical components, pedals, generators, wheels, spokes, forks, saddles, etc.

E-bike & pedelecs

All bikes with e-drives:

MTBs, road bikes, gravel bikes, cross bikes, cargo bikes, urban bikes, fitness bikes, special bikes, rickshaws, folding bikes, single speed bikes, BMXs, dirt bikes, trekking bikes, recumbent bikes, velomobiles, tandems, trikes, kids' bikes etc.

Digital solutions

Everything digital connected to bikes and mobility:

apps, concepts, campaigns, communication, networks, software, services, etc.

Apparel & accessories

Everything worn by cyclists:

shorts, leggings, jerseys, underwear, baselayers, shoes, gloves, helmets, glasses, backpacks, etc.

Bikes

All non e-drive bikes:

MTBs, road bikes, gravel bikes, cross bikes, cargo bikes, urban bikes, fitness bikes, special bikes, rickshaws, folding bikes, single speed bikes, BMXs, dirt bikes, trekking bikes, recumbent bikes, velomobiles, tandems, trikes, kids' bikes etc.

Bike accessories

Everything that belongs to bikes:

speedometers, water bottles, bells, pumps, grips, bike packs and bags, lights, locks, mudguards, tools, tires, etc.

Mobility solutions

Everything connected to mobility – now and in future:

sharing concepts, e-scooters, segways, small electric vehicles, e-skateboards, mobility and logistics solutions.

Our shell scheme packages

With two bookable complete packages, we enable start-ups to participate in trade fairs efficiently and without complications:

	PACKAGE 1: 6 m ²	PACKAGE 2: 12 m ²
Stand space	Included	Included
Back wall	Height: ca. 2.28 m Width: 3 m	Height: ca. 2.28 m Width: 6 m
Equipment	<ul style="list-style-type: none"> • 1 spotlight • 1 bar table (height: 1.10 m Ø: 0.70 m) • 1 bar stool • Carpet black /dark grey • Power connection including electricity consumption 	<ul style="list-style-type: none"> • 1 spotlight • 1 bar table (height: 1.10 m Ø: 0.70 m) • 2 bar stools • Carpet black /dark grey • Power connection including electricity consumption
Graphics	<ul style="list-style-type: none"> • Stand number • Exhibitor graphic (2.10x1.50 m) 	<ul style="list-style-type: none"> • Stand number • Exhibitor graphic (2.10x1.50 m)
Cleaning services	<ul style="list-style-type: none"> • Full cleaning • Daily cleaning service 	<ul style="list-style-type: none"> • Full cleaning • Daily cleaning service
Further services included	<ul style="list-style-type: none"> • 2x exhibitor passes • Media & Marketing package BASIC • Area security (daily 6 pm – 8 am) • Waste disposal 	<ul style="list-style-type: none"> • 3x exhibitor passes • Media & Marketing package BASIC • Area security (daily 6 pm – 8 am) • Waste disposal
Additional services	• AUMA fee: 0.60 €/m ²	• AUMA fee: 0.60 €/m ²



Possible additional equipment

Applies to both stand types:
6 m², 12 m²

Pcs. Bar stool Orso black

Pcs. Bar table Orso black

Pcs. Counter 75 x 65 x 110cm

Pcs. Counter 150 x 65 x 110cm

Pcs. Base cabinet for counter

Pcs. Shelf XL

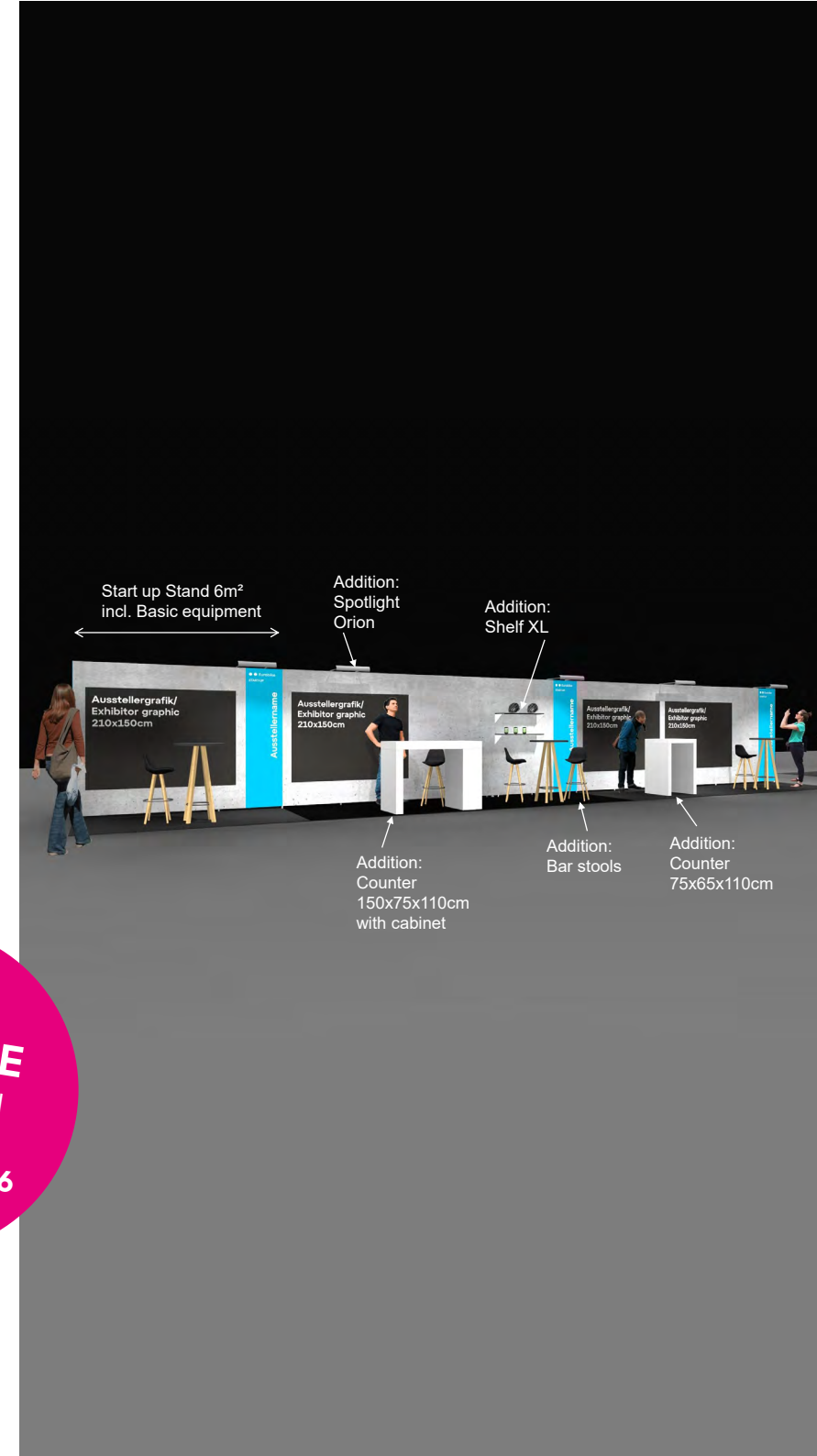
Pcs. Spotlight Orion

Pcs. 3 plug strip
with 1.40m cable, black

Contact additional equipment:

Ms. Hüttmann | imb Troschke
rhuettmann@imb-troschke.de

**ORDER
DEADLINE**
for additional
equipment:
April 24th, 2026



Your contact

Would you like to participate in the START-UP AREA?
We look forward to hearing from you!



Anika Weber

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EUROBIKE

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