

● ● Eurobike

# START-UP AREA

June 24 – 27, 2026  
Messe Frankfurt



# EUROBIKE – The Global Platform

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**The fourth edition in Frankfurt has been an impressive proof:**  
EUROBIKE, the world's leading trade fair for the bike and ecomobility  
mobility 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

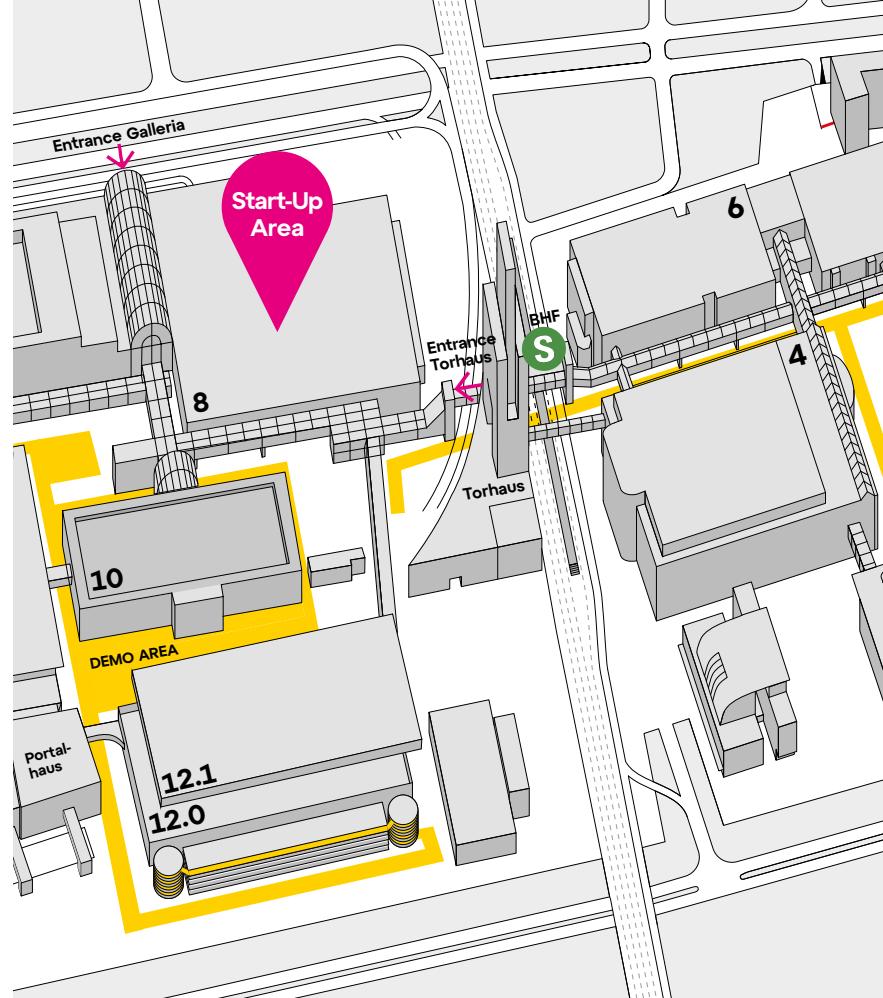
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For years, the **START-UP AREA** has been an established feature at **EUROBIKE** and continues to provide exciting impetus for the industry with innovative product ideas and innovations.

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

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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.

## Apparel & accessories

### Everything worn by cyclists:

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

## Digital solutions

### Everything digital connected to bikes and mobility:

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

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

	PACKAGE 1: 6 m <sup>2</sup>	PACKAGE 2: 12 m <sup>2</sup>
<b>Stand space</b>	Included	Included
<b>Back wall</b>	Height: ca. 2.28 m Width: 3 m	Height: ca. 2.28 m Width: 6 m
<b>Equipment</b>	<ul style="list-style-type: none"> <li>1 spotlight</li> <li>1 bar table (height: 1.10 m   Ø: 0.70 m)</li> <li>1 bar stool</li> <li>Carpet black /dark grey</li> <li>Power connection including electricity consumption</li> </ul>	<ul style="list-style-type: none"> <li>1 spotlight</li> <li>1 bar table (height: 1.10 m   Ø: 0.70 m)</li> <li>2 bar stools</li> <li>Carpet black /dark grey</li> <li>Power connection including electricity consumption</li> </ul>
<b>Graphics</b>	<ul style="list-style-type: none"> <li>Stand number</li> <li>Exhibitor graphic (2.10 x 1.50 m)</li> </ul>	<ul style="list-style-type: none"> <li>Stand number</li> <li>Exhibitor graphic (2.10 x 1.50 m)</li> </ul>
<b>Cleaning services</b>	<ul style="list-style-type: none"> <li>Full cleaning</li> <li>Daily cleaning service</li> </ul>	<ul style="list-style-type: none"> <li>Full cleaning</li> <li>Daily cleaning service</li> </ul>
<b>Further services included</b>	<ul style="list-style-type: none"> <li>2x exhibitor passes</li> <li>Media &amp; Marketing package BASIC</li> <li>Area security (daily 6 pm–8 am)</li> <li>Waste disposal</li> </ul>	<ul style="list-style-type: none"> <li>3x exhibitor passes</li> <li>Media &amp; Marketing package BASIC</li> <li>Area security (daily 6 pm–8 am)</li> <li>Waste disposal</li> </ul>
<b>Additional services</b>	<ul style="list-style-type: none"> <li>AUMA fee: 0.60 €/m<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>AUMA fee: 0.60 €/m<sup>2</sup></li> </ul>



PACKAGE 1:  
2,599 €



PACKAGE 2:  
4,199 €

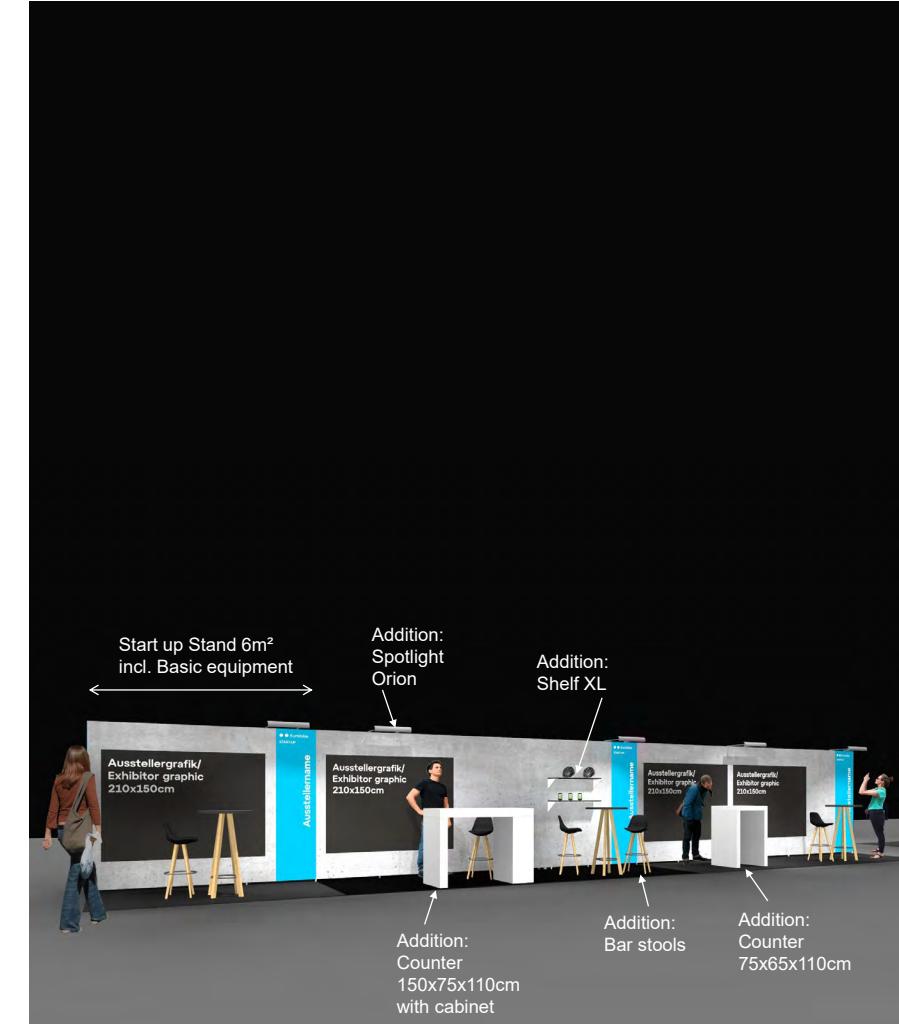
# Possible additional equipment

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Applies to both stand types: 6m <sup>2</sup> , 12m <sup>2</sup>
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](mailto:rhuettmann@imb-troschke.de)

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



# Your contact

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



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EUROBIKE

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