

Definitions

fairnamic Fairnamic GmbH shall hereafter be referred to as **fairnamic**.

Conditions of Participation General Conditions of Participation, Technical Guidelines, [Media and Marketing Packages](#), Site Regulations, General Privacy Policy and other documents are available [here](#).

1. General Event Information: Opening Times

The International Bicycle Trade Exhibition EUROBIKE will take place from Wednesday, June 24th 2026, to Saturday, June 27th 2026, at the exhibition grounds of Messe Frankfurt.

EUROBIKE are open from Wednesday through Saturday from 09:00 a.m. to 6:00 p.m.

Access for exhibitors is two hours before the start of the show.

The exhibition is open to the public on Saturday, July 27th 2026 (EUROBIKE FESTIVAL), from 09:00 a.m. to 6:00 p.m.

2. Self-Guided Tours – Description of Services

The Self-Guided Tours are curated, digital thematic tours presenting selected exhibitors of EUROBIKE 2026. The tours are available at any time via the EUROBIKE app and are consistently designed from the visitors' perspective: relevant, focused, and easy to understand.

The service per booked slot includes:

- an approximately three-minute digital presentation slot within a thematically defined Self-Guided Tour,
- a structured product or solution presentation focusing on added value, USPs, and application context,
- professional voice-over of the content by fairnamic,
- curated, thematically appropriate integration into a Self-Guided Tour by fairnamic,
- overarching promotion of the Self-Guided Tours on the EUROBIKE website, the EUROBIKE app, and in selected newsletters.

Only a limited number of exhibitor slots is available per tour. Selection and placement are carried out in the interest of a balanced thematic mix.

There is no entitlement to inclusion in a specific tour, nor to a specific order or placement within the tour.

3. Self-Guided Tours – Pricing

Participation in a Self-Guided Tour within the framework of EUROBIKE 2026 is subject to a fee.

The fee for one Self-Guided Tour slot is EUR 295.00 plus the applicable statutory value-added tax per exhibitor and per tour.

A maximum of eight (8) exhibitor slots is available per tour.

The booking of a Self-Guided Tour slot is exclusively available to exhibitors of EUROBIKE 2026.

4. Self-Guided Tours – Booking and Approval Process

The booking of a Self-Guided Tour slot is carried out on a non-binding basis via the booking system provided by fairnamic.

By submitting a booking, the exhibitor declares its interest in participating in a specific tour. This does not constitute any entitlement to participation.

Fairnamic reviews each booking in the context of the respective tour, in particular with regard to a balanced mix of topics and industries.

The contract for participation in a Self-Guided Tour is concluded only upon dispatch of the binding participation confirmation by fairnamic.

Invoicing is issued only after dispatch of this participation confirmation.

5. Self-Guided Tours – Content and Cooperation Obligations of the Exhibitor

The content required for the Self-Guided Tour is collected via a query form provided by fairnamic.

The exhibitor is obliged to provide all requested content in full and no later than 12 June 2026.

In the event of late or incomplete submission of the content, timely integration cannot be guaranteed. In this case, there is no entitlement to publication of the content or to a refund of the participation fee.

Fairnamic is entitled to edit, shorten, or adapt the content provided by the exhibitor for editorial purposes, provided that the core content remains unchanged.

6. Self-Guided Tours – Delimitation from Main Participation at EUROBIKE

Participation in a Self-Guided Tour constitutes an additional, voluntary marketing service.

It is:

- independent of stand size or stand location,
- without influence on hall or stand positioning,
- without impact on further marketing or communication measures within the framework of EUROBIKE.

7. Self-Guided Tours – Minimum Number of Participants / Free Cancellation

After dispatch of the binding participation confirmation, cancellation by the exhibitor is excluded; a refund of the participation fee shall not be granted.

If, up to and including 12 June 2026, fewer than five (5) registrations per Self-Guided Tour have been received, fairnamic is entitled to review an alternative allocation to another Self-Guided Tour with the exhibitor. If such alternative allocation is not agreed upon, the exhibitor is entitled to cancel the booked tour slot free of charge.

8. Self-Guided Tours – Payment Terms

100% of the participation fee is due two weeks after receipt of the invoice.

The payment terms stated on the fairnamic invoices shall apply. Please observe the bank details provided.

9. Self-Guided Tours - Reverse-Charge-Procedure

All quoted prices are net prices. If the statutory VAT is applicable, it will be invoiced in addition. Please note the explanations on the reverse charge procedure and the VAT identification number in the General Terms and Conditions of Participation.

10. Self-Guided Tours – Liability and Warranty

Fairnamic assumes no warranty for reach, visitor numbers, leads, or economic success resulting from participation in a Self-Guided Tour.

Responsibility for the content of provided information, statements, trademarks, and image rights lies exclusively with the exhibitor. The exhibitor shall indemnify fairnamic against all third-party claims arising from the use of such content.

11. Self-Guided Tours – Use of Trademarks, Content, and Media

The exhibitor grants fairnamic an unrestricted right, in terms of time, territory, and content, to use the content (text, images, video, audio, logos) provided within the scope of the product presentation.

Such use shall take place in particular:

- within the EUROBIKE app,
- for trade fair, press, and marketing purposes,
- for reporting on and documenting the event.

No separate remuneration shall be granted for such use.

12. Legal Notices

- 12.1 In case of a dispute, these Special Conditions of Participation shall be interpreted based on the German text.
- 12.2 The entire legal relationship between fairnamic and the exhibitor shall be governed exclusively by the law of the Federal Republic of Germany, to the exclusion of the United Nations Commission on International Trade Law.
- 12.3 Place of fulfilment for both parties is Frankfurt am Main.

Special Conditions for EUROBIKE 2026

– Self-Guided Tours



Place of jurisdiction: Tettnang
HRB-Nr. 742665 Handelsregister B, Amtsgericht Ulm

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