

● ● Eurobike

your **BASE** to be

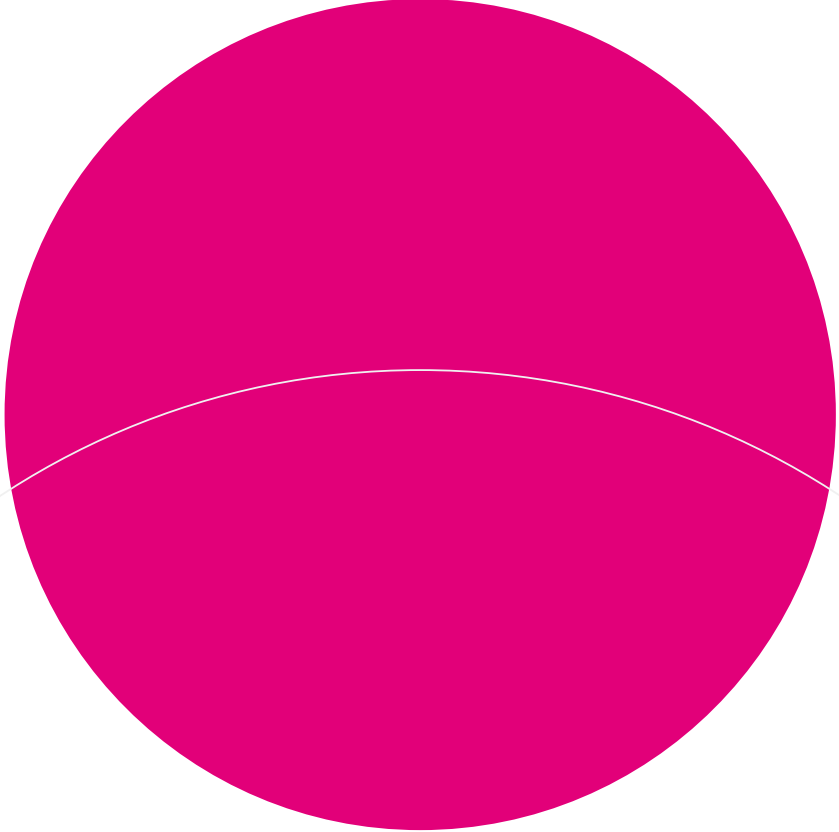
THE GLOBAL FUTURE OF
CYCLING AND ECOMOBILITY

June 30 – July 2, 2027
Messe Frankfurt

eurobike.com



Strategic Positioning



● ● Eurobike

Europe's First International B2B Cycling Fair of the Year

Where the global cycling industry meets to open the season.

European Market Access

Serves as a central hub for the european market entry and networking worldwide.

Leading B2B Trade Fair

Consolidates and expands its position as the leading platform for cycling and ecomobility.

Point of Vision for Innovation & Trends

Where innovation becomes visible and trends are set before anyone else..

Driver of Mobility Transition

Actively shaping force for sustainable, modern ecomobility solutions.

Exhibitor and Visitor Group Matrix

Segments	Exhibitors / Products	Visitor groups	Objectives
Sports & Performance (+Accessories)	- Complete Bicycle Manufacturers - High-End Components - Sports Electronics - Start-Ups	Distributors (Wholesale and Retail)	Showcase Innovations and New Products Networking
		Content Creators	
		Suppliers	
		Media	
Urban Mobility & Logistics	- Cargo Bike/LEV Manufacturers - City Bikes - Logistics Accessories	Distributors (Wholesale and Retail)	Brand Building
		Content Creators	Relationship Building
		Suppliers	
		Media	Maintain Relationships
		Logistics & CEP • Fleet Managers • Urban Planners	
Smart Systems & IoT, Connected Components	- Drive System Manufacturers - Batteries - Software/MaaS - Automotive Tier 1 Suppliers	Complete Bicycle Suppliers	Account Management
		OEM Suppliers	
		Media	Competitive Analysis
		Content Creators	
Retail, Services & Culture	- Company Bicycle Leasing - Enterprise Resource Planning - Insurance - Trade Associations	Retailers	Global branche Meeting Point
		Logistics & CEP • Fleet Managers • Urban Planners	
		HR Managers / Corporations	Reputation Management
Future Concepts & Smart Cities, Circular Economy	- Infrastructure - Charging Infrastructure - Start-Ups	Municipalities	Audience Growth
		Impact Investors	
		Policymakers & NGOs	
Production & Supply Chain	- OEM Suppliers - Production Technology - Raw Materials	OEM Suppliers	Business Development
		Complete Bicycle Suppliers	Closing Deals / Orders
		Distributors (Wholesale and Retail)	



EUROBIKE 2026: Key Facts

- Around 800 exhibitors from 44 countries
- 60 % of trade visitors from international markets
- Media reach of 440 million during EUROBIKE week
- 71% of trade visitors are executives and decision-makers
- 600+ registered media professionals, including 209 international representatives (33%) from 33 countries
- More than 300 YouTube videos about EUROBIKE published during the event
 - 28,000 test rides
 - 7 conferences
 - 180 speakers

EUROBIKE 2026: Press and Social Media

Social Media (12-month period)*

- Impressions: 33,002,000
- Video views: 776,280
- Followers: 124,580

Press Coverage

- Reach: 13,5 billion over 12 months;
743 million from May 31 to June 29, 2026
- 3,775 published articles from
May 31 to June 29, 2026

*Over a time period of one year. Figures refer to Instagram, Facebook, and LinkedIn.



Participation Formats



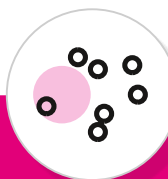
Regular Stand Space

Individual stand construction for maximum brand presence and tailored design concepts.



Premium Package

Turnkey plug-and-play solutions for a hassle-free and efficient trade fair presentation.



NEW: Your Business BASE

Exclusive, quiet meeting rooms in the background combinable with display stand and digital lead generation package.



Media Packages

The Advanced Package boosts media presence, visibility, and reach.

The Premium Package maximizes target-audience reach and engagement.

New: Your Business BASE

- Dedicated meeting room for all three event days: private offices, expandable based on demand
- Two sizes: up to 4 people (Floor area: 12 qm) or up to 8 people (Floor area: 22 qm)
- Fully equipped with furniture, monitor, power outlets, and lighting
- Connected lounge with reception desk and waiting area
- Beverage service included; additional services available
- High visibility through shared overhead signage featuring tenant logos

Official. Discreet. Professional.

● ● Eurobike



Pricing

01

NEW: Your Business BASE

PACKAGE 1

- 12 sqm / max. 4 people
- First Mover (Launch): € 9.000

PACKAGE 2

- 22 sqm / max. 8 people
- First Mover (Launch): € 16.000

02

Hall Stand Space (Early Bird)

€164/m²

When booked by October 31, 2026.

03

Hall Stand Space (Regular)

€194/m²

04

Media Package Classic

€585

per exhibitor

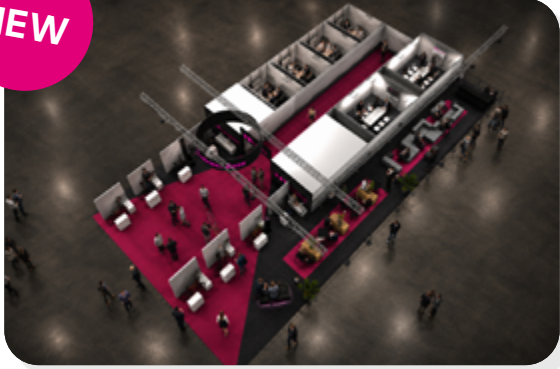
05

Outdoor Area

€150/m²

New Hall Layout

NEW



HALL 3

Your Business BASE

Your Business BASE is a dedicated, bookable meeting room for focused business meetings, valuable connections and conversations that move your business forward.



HALL 3

Smart Mobility and Retail

- **Urban Mobility and Logistics:** Cargo bikes, micro-vehicles, and urban solutions.
- **Smart Systems and IoT:** Drive systems, connected components, drives and batteries.
- **Future Concepts and Retail:** Circular economy, urban planning, and retail services.



HALL 4

Production and Sourcing

- **Global and European Sourcing:** OEM suppliers and component manufacturers from Europe, USA, and Asia.
- **Sourcing and Manufacturing:** Materials, manufacturing technologies, and mechanical engineering.



HALL 5

Sports and Performance

- **Sports and Performance:** High-end road, gravel, MTB, e-performance, and apparel/accessories.
- **Focus:** Premium sport segments and performance innovations.

New: EUROBIKE 2027 Venue Overview

EXHIBITION AREA

Smart Mobility and Retail

- Urban Mobility and Logistics: Cargo bikes, micro-vehicles, and urban solutions.
- Smart Systems and IoT: Connected components, drives, and batteries.
- Future Concepts and Retail: Circular economy, urban planning, and retail services.
- Start-Up Area: Ecomobility

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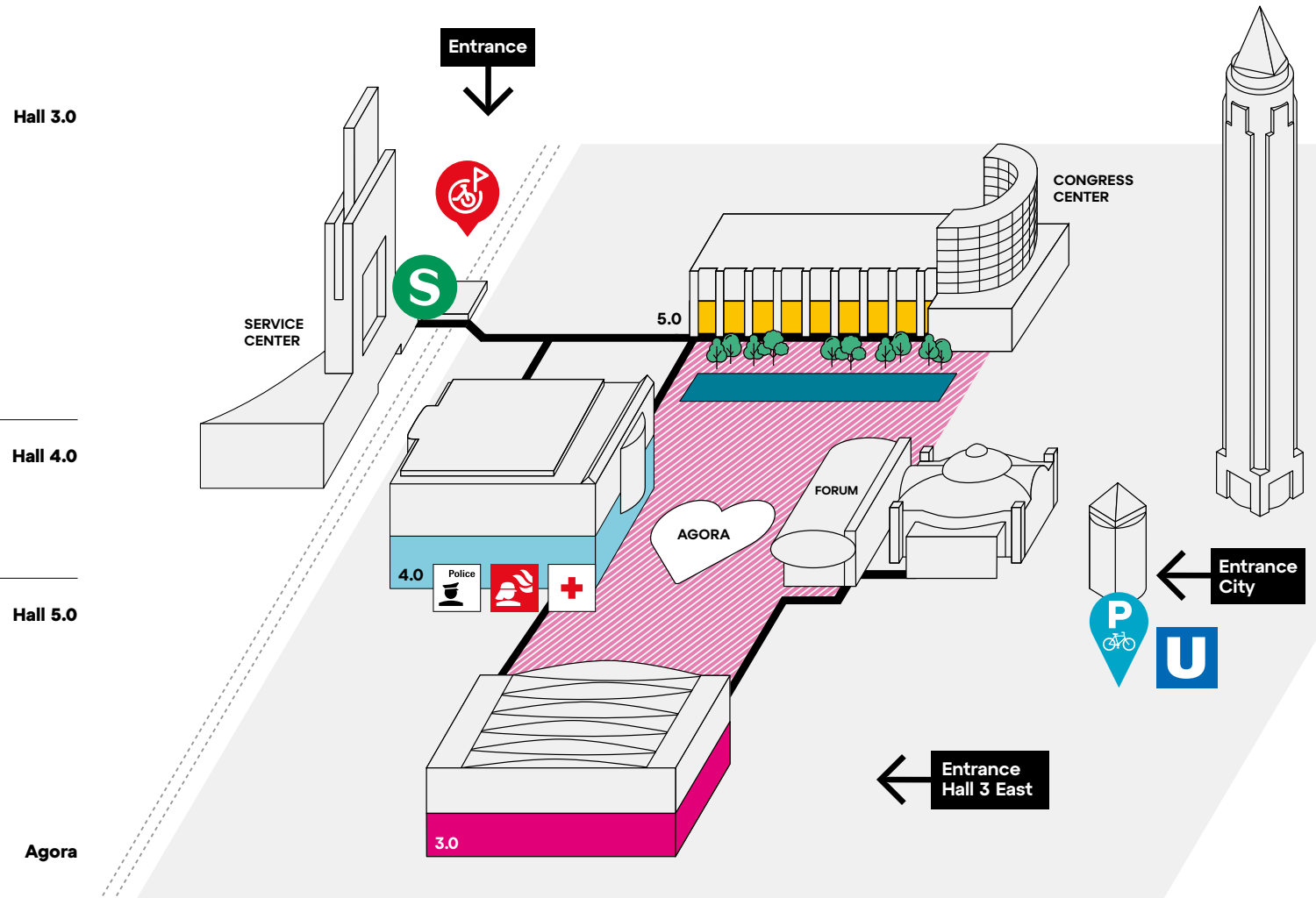
Sports and Performance

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- Focus: Premium sport segments and performance innovations.
- Start-Up Area: Sports and Performance

OPEN AIR GROUNDS

Connect & Explore

Central square as the centerpiece of the EUROBIKE Experience, featuring promotional areas and test areas.



DB Call a Bike Stations



Bicycle parking: at Entrance City

Agora



Exclusive Additional Services



Program Participation

Opportunities to contribute to the EUROBIKE program.



Event Sponsoring and VIP Area

Branding at central networking formats as well as exclusive VIP areas.



TEST TRACK

Exclusive test slots on the outdoor Test Track.



Media Packages

Extension of the message via social media, additional branding, and trade press.



On-Site Matchmaking

Targeted brokering of valuable B2B conversations directly on-site.

Focused Supporting Program

EUROBIKE Stage

Bundled keynotes, product presentations, and industry panel discussions on the main stage.

NEW: Business Club

Highly efficient business networking for top decision-makers and major clients.

NEW:

2 START-UP AREAS: Sports & Performance and Ecomobility

Thematically divided innovation hubs for founders, disrupters, and future concepts.

EUROBIKE AWARD

Recognition of the industry's most innovative products with strong international impact.

ECOMOBILITY Highlights

Focus on fleet management, LEVs, and sustainable future logistics during Mobility Day.

Community and Networking

Leaders' Night, EUROBIKE Party, and Cycle Cafe, as well as Test Track.

EUROBIKE 365

The Year-round Platform

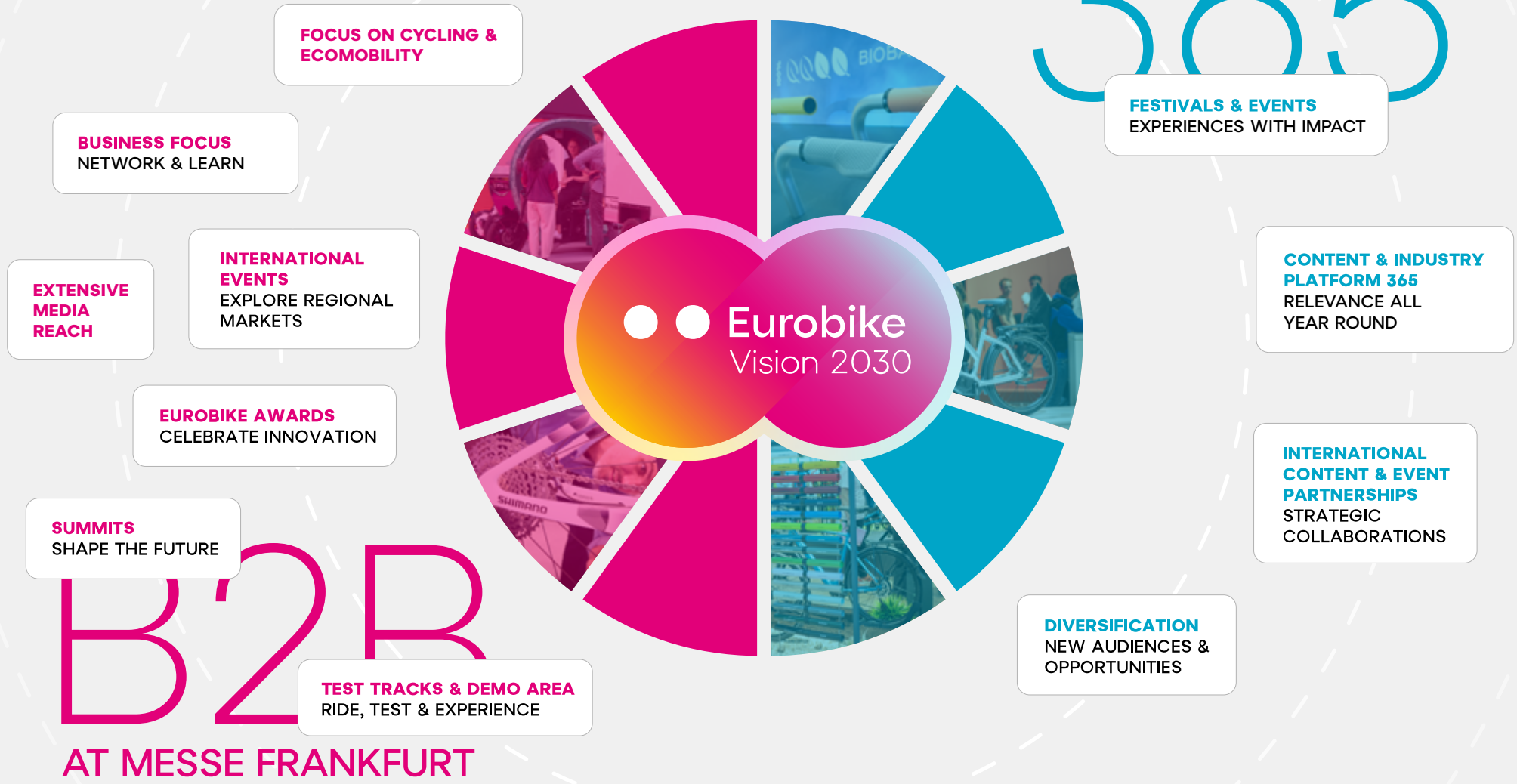
EUROBIKE is no longer limited to the trade fair days in Frankfurt.

Your brand stays connected year-round with the global bike community and all key decision-makers.

An independent strategy is being developed for the B2C sector.



EUROBIKE Vision 2030



Your Contact



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