

● ● Eurobike.com

Hello Future

Partnership models
EUROBIKE 2024

July 3–7, 2024
Messe Frankfurt
Festival Days: July 6–7



Become a EUROBIKE partner!

1. Invest in the future

You will be engaging with a **major on-trend topic**. Bikes belong to the future – as a key part of a healthy and sustainable lifestyle. Above all, they are at the heart of numerous sustainability- and future-orientated clusters. New social developments are shifting bikes into the focus of politics, town planning, and transport, but also lifestyle and urban culture. Legislation and initiatives at a European level are just one example of this.

For you as a company too, involvement in the topics of bikes and future mobility is an important aspect in **employer branding**. Be part of the movement when the mobility of our entire society changes and benefit from the growth of this entire ecosystem.

2. Maximizing media presence

Our extensive media partnerships guarantee you maximized **multimedia reach**. We have developed a cross-media offer to present your brands and messages beyond your physical presence. What's more, EUROBIKE is reported in the **national and international press** – in 2023 some 1,180 media representatives attended from 31 countries.

In 2024, there will be an increased focus on broad media reporting and visibility for the entire programme and the Business Days in particular. You will reach a wide range of target groups and communities interested in bikes, sustainable mobility, bike travel, and conscious lifestyles. No other event enables you to position yourself in such a cross-generational manner.

3. Dynamic growth

While many mobility trade shows have struggled recently, EUROBIKE – the world's leading trade show for the bike industry and future mobility sector – has been setting exhibitor and visitor records for years. The **constantly growing** number of German and international companies among the exhibitors confirms the trend. EUROBIKE is the major event for the bike and mobility industry that offers bicycle enthusiasts, mobility fans and families an unforgettable live experience.

It's **the opportunity** to present your company!

4. Creating contacts and opportunities

EUROBIKE attracts highly interested visitors and affluent prospective buyers, plus well-informed B2B-relevant contacts from brands, industry, politics, associations, and the media. Numerous high-calibre specialist events at and around EUROBIKE support and promote professional exchange and knowledge sharing.

Few ecosystems are so highly focused on creating a liveable future – seize the opportunity to forge new contacts and develop innovative business models to **strengthen your market position**.



Our partnership models

Area or Event Partner

Partnership for an event or area, e.g.

- Partner Cargo Bike Area
- Partner Test Track
- Partner EUROBIKE Party
- Partner Career Center
- Partner Bembel Crit
- Partner Kids Area
- Partner Skyline Contest

Theme Partner

Partnership for a particular theme, for example

- Partner country
- Mobility partner
- Automobile partner
- Innovation partner
- Performance partner
- E-mobility partner

Title partner

Exclusive partnership for a theme, an event, or an area, for example

- Partner country
- Mobility partner
- Automobile partner
- Partner Test Track
- Partner EUROBIKE Party

Presenting partner

Global presence for your brand over the whole EUROBIKE, exclusive co-branding

Package overview

	BRONZE	SILVER	GOLD	PLATINUM
Logo included in list of sponsors in selected advertising and communication measures, and on partner wall at main entrances	✓	✓	✓	✓
Brand advertising PRINT B2B + B2C **				EUROBIKE supported by (Name of your brand)
> Guide/Advert	1/2 page	1/1 page	2/1 page	2/1 page
> Pocket Guide B2C	-	1/2 page	1/1 page	1/1 page
> Show Daily/Advert series over all 4 editions	-	1/2 page	1/1 page	1/1 page
Brand advertising ONLINE B2B + B2C				
> Banner advertising package from media package manager (home and/or theme page eurobike.com, Homepage EUROBIKE event app)	Package M 1 theme page	Package L theme pages (max. 3)	Package XL* Home and theme pages (max. 5)	Package XL* Home and theme pages (max. 5)
> Report in e-newsletter incl. banner placement (approx. 60,000 international subscribers)	✓	✓	✓	✓
> 1 social media post (Facebook + Instagram)	✓	✓	✓	✓
On site presence: site branding banners/beach flags, stage tents**	✓	✓	✓	✓
Mention in press release	-	-	✓	✓
Brand presence on LED walls (5-day package) **	✓	✓	✓	✓
Brand presence on admission ticket ***	-	✓	✓	✓
Job advertisement Top-Job Premium in EUROBIKE JOBMARKET (100% discount, valid until EUROBIKE 2024)	-	-	✓	✓
Free 1-day entrance tickets Business Days	-	20	30	30
Free 1-day entrance tickets Festival Days	25	30	70	70
Free exhibitor passes	3	10	15	15
TOTAL	€ 9,950	€ 22,950	€ 46,675	€ 357,150

Our price
€ 9,950
(30%
discount)

€ 13,725

Our price
€ 22,950
(30%
discount)

€ 33,270

Our price
€ 31,950
(30%
discount)

€ 46,675

Our price
€ 250,000
(30%
discount)

€ 357,150

All prices are net and subject to 19% VAT

* limited to 10

** excl. production

*** limited to 4