



START-UP
AREA 2024

START-UP AREA

July 3–7, 2024
Messe Frankfurt



EUROBIKE – The Global Platform

The second edition in Frankfurt has impressively proven it: EUROBIKE has arrived in the Main metropolis as the world's leading trade fair for the bike and future mobility industry!

This year, 34,750 trade visitors from 122 nations followed the trade show motto „Hello Future“. During BUSINESS DAYS, the international trade audience ensured a great atmosphere at the stands of over 1,900 exhibitors, in the meeting spots and lounges, as well as in front of the numerous conference and show stages.

EUROBIKE 2023 was thus once again the central platform for intensive exchange and networking between the players from industry, trade, politics and the media.



Frankfurt – the new hub for the bike biz

With its flexible halls and the spacious outdoor area, Messe Frankfurt offers the perfect site for your presentation – from exhibition booth to test fleet. Located in the centre of Germany, Frankfurt is readily accessible from all corners of the country by train or car in just a few hours, and, thanks to its rapid train links and international airport, it is also well connected with all of Europe – and in fact the whole world. With a modern public transport system and multimodal offers, with hotels to suit all requirements and an enormous range of culinary and cultural attractions, the metropolis on the River Main impresses through its international flair – and local character.

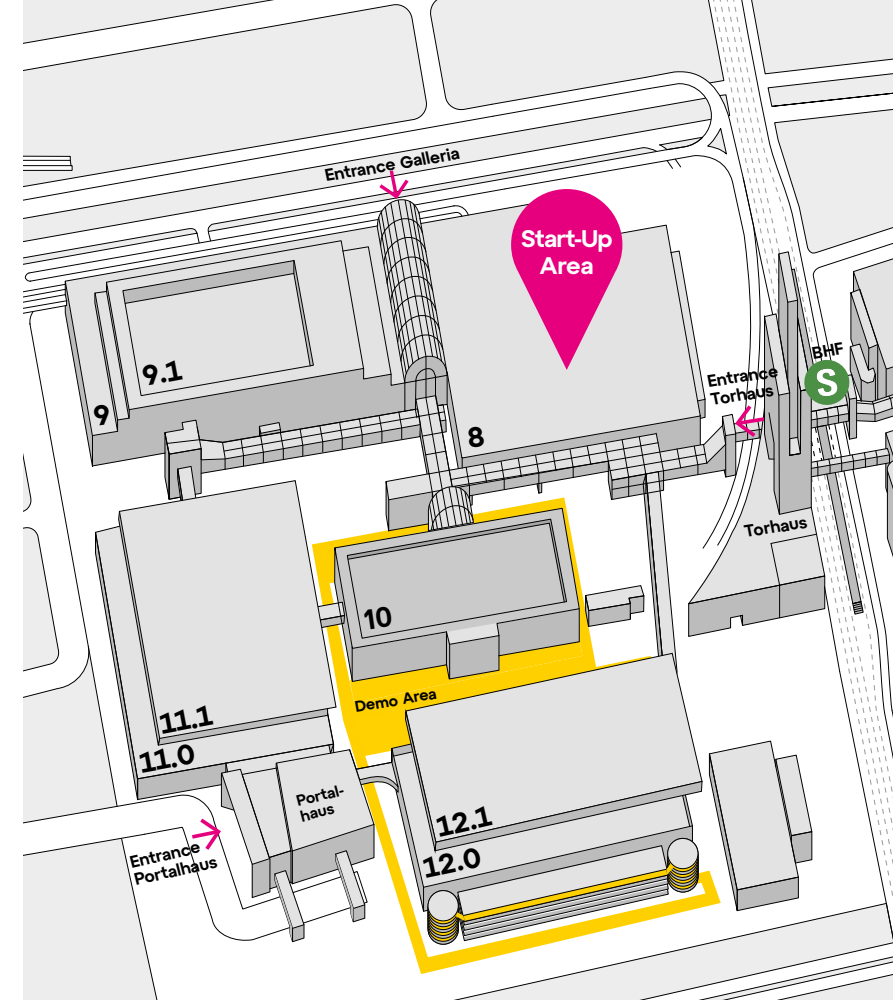


Added value for Start-ups

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 2023 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 becoming part of EUROBIKE 2024!



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) • 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) • Carpet black /dark grey • Power connection including electricity consumption
Graphics	<ul style="list-style-type: none"> • Stand number • Exhibitor graphic (2.10 x 1.50 m) 	<ul style="list-style-type: none"> • Stand number • Exhibitor graphic (2.10 x 1.50 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 • <u>Media & Marketing package CLASSIC</u> • Area security (daily 6pm-8am) • Waste disposal 	<ul style="list-style-type: none"> • 3x exhibitor passes • <u>Media & Marketing package CLASSIC</u> • Area security (daily 6pm-8am) • Waste disposal
Additional services	<ul style="list-style-type: none"> • AUMA fee: 0.60 €/m² 	<ul style="list-style-type: none"> • AUMA fee: 0.60 €/m²



Possible additional equipment

Applies to both stand types:
6m², 12m²

Bar stool Orso black

Bar table Orso black

Counter 0,65x1,10x0,75 m

Counter 1,50x1,10x0,75 m

Base cabinet for counter

Decoration grid

Shelf XL

Coat rail

Spotlight Orion

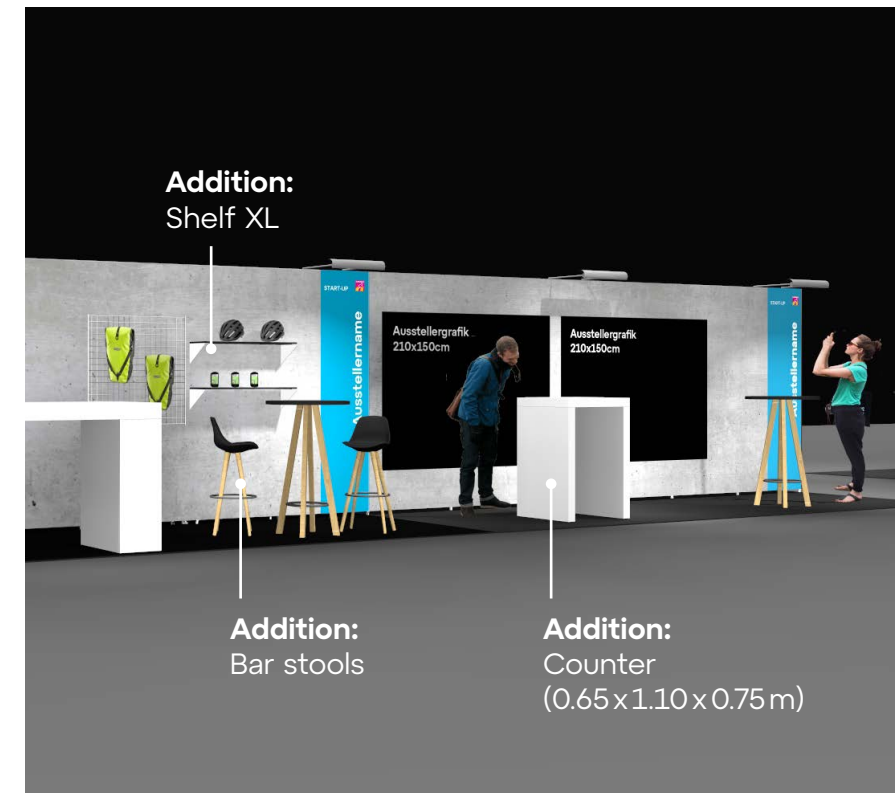
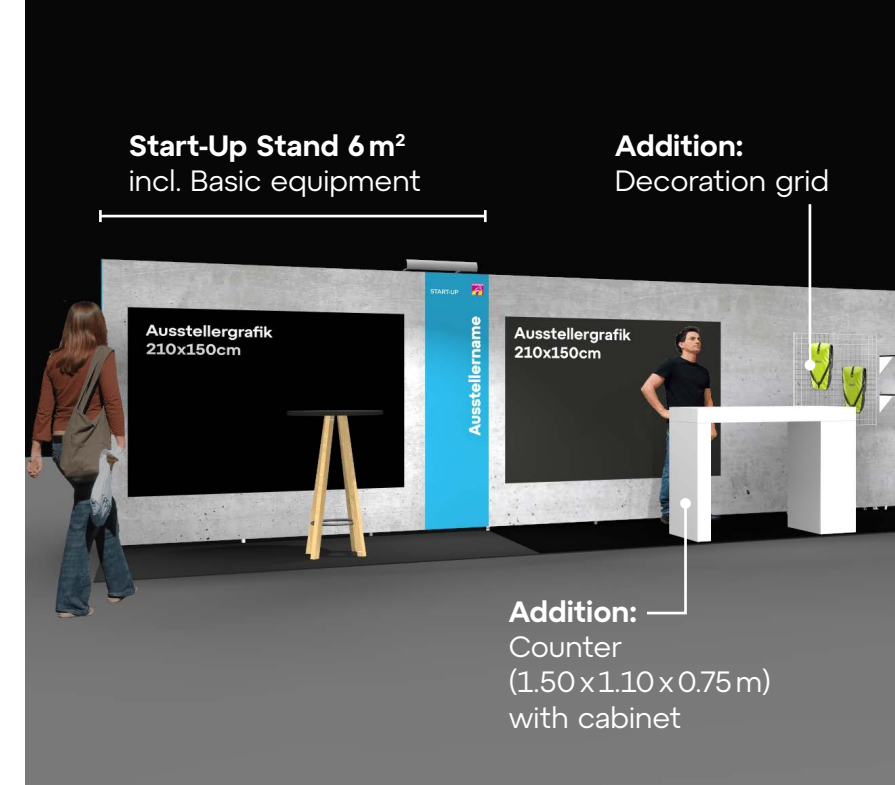
Pcs. 3 plug strip
with 1.40 m cable, black

Order
deadline for
additional
equipment:
May 3, 2024

Contact additional equipment:

Ms. Hüttmann | imb Troschke

✉ rhuettmann@imb-troschke.de



Your contact

Would you like to participate in the Start-Up Area? We look forward to hearing from you!

**Book here
without
commitment:**
[click here](#)



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EUROBIKE

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