



# HAND- MADE AREA

presented by *fahrstil*  
DAS RADKULTURMAGAZIN

July 3–7, 2024  
Messe Frankfurt

# EUROBIKE – The Global Platform

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The second edition in Frankfurt has been an impressive proof: EUROBIKE, the world's leading trade fair for the bike and future mobility industry has arrived in the Main metropolis!

34,750 trade visitors from 122 nations have followed the trade fair motto 2023: „Hello Future“. The international trade audience was part of an outstanding atmosphere during the BUSINESS DAYS, at the stands of more than 1,900 exhibitors, in the meeting spots, lounges and in front of numerous conferences and show stages.

Over the past few years, the EUROBIKE FESTIVAL DAYS have established themselves as a magnet for all cycling enthusiasts in the Rhine-Main region and beyond.

This year, a further increase in visitors to over 40,000 over the weekend is expected.

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.



# Frankfurt – the new hub of the Bike Biz

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With its flexible halls and spacious outdoor area, Messe Frankfurt offers the perfect location for your brand presentation - from exhibition stand to test fleet offers. Located in the center of Germany, Frankfurt can be reached by exhibitors and the public from all corners of the country in just a few hours by train or car. With Europe-wide express train connections and the international airport, the city is well connected throughout Europe and the world. Modern public transport, plenty of hotels and multimodal services cater for all requirements from exhibitors. With a wide range of culinary and cultural offerings, the Main metropolis impresses with its international flair - and charming local character.

As a novelty this year, as in the past in Friedrichshafen, there will be camping facilities directly on the exhibition grounds and at the Rebstockpark.



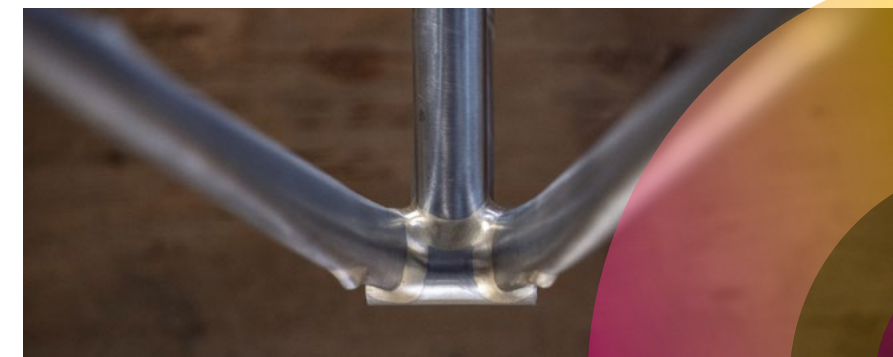
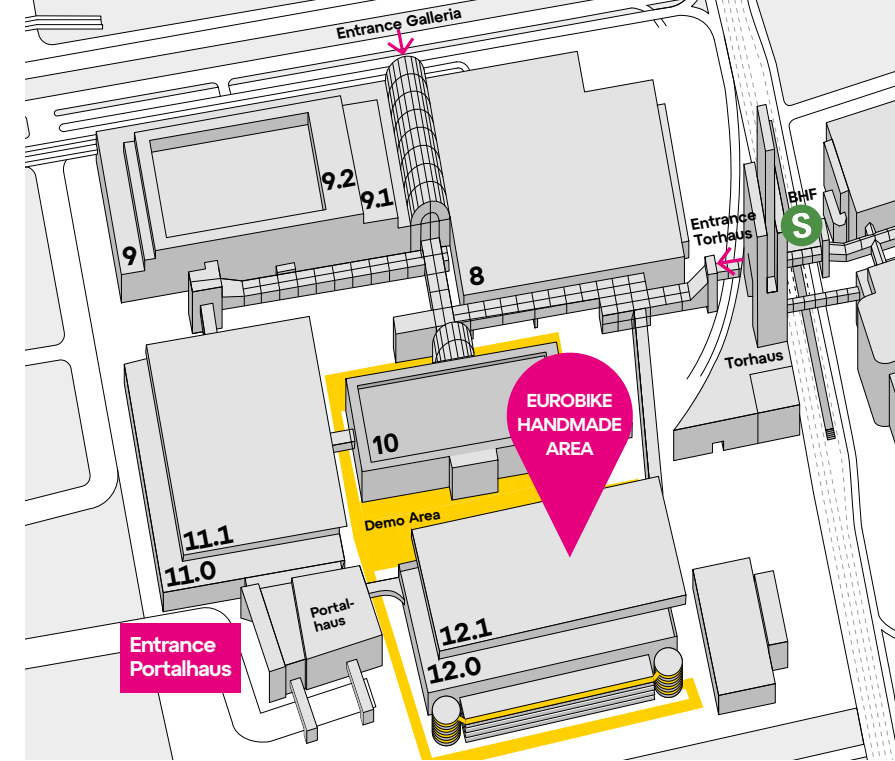
# EUROBIKE HANDMADE AREA – all tailored and custom

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Prominently located in the center of Hall 12.1, the special exhibition area 500m<sup>2</sup> offers plenty of space for passionate cycling dreams, lots of elegance and avant-garde on two wheels; opportunities for networking and to linger around. With around 40 exhibitors from frame construction and individual bike manufacturing, this is where the grand cru of craftsmanship will open its showcase during the EUROBIKE Festival Days, as well as to a large parts of the Business Days.

The concept for the EUROBIKE HANDMADE AREA was developed in co-operation with radraum, a spin-off of the Hochschule für Gestaltung, which also runs the radraumBar and the radraumTalks.

On the Business Days, the space invites you to enjoy cocktails during the HANDMADE Happy Hours from 6 - 9 p.m., on the rocks with pumping beats. The exhibitor party on Saturday, 06.07. is another HANDMADE highlight.



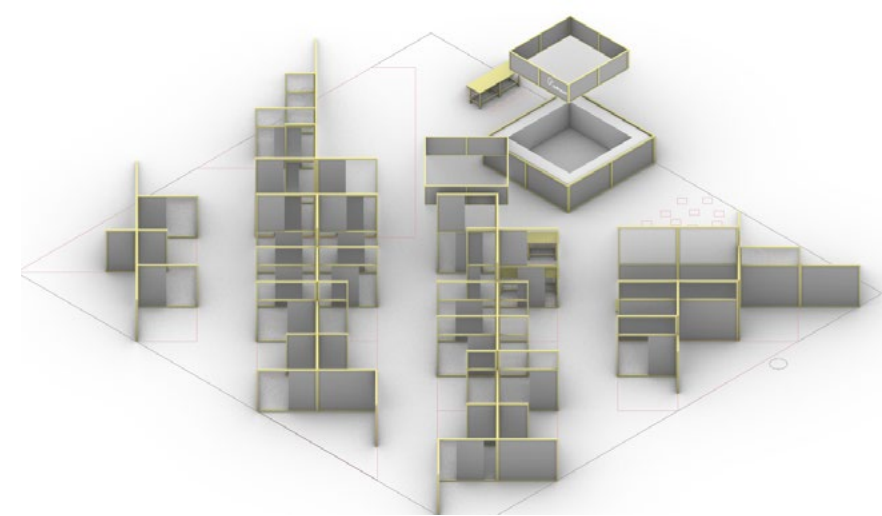
# EUROBIKE HANDMADE AREA – added value

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The EUROBIKE HANDMADE AREA not only offers a special group of exhibitors an incomparable opportunity for external presentation during the trade fair, but also embeds its contents in a sustainable and publicity-effective way. In addition, it offers points of contact to important, future-oriented topics by means of spacious networking tables and a dedicated area stage. Optional video portraits for participating exhibitors will round-up the offer.

fahrstil presents and accompanies the EUROBIKE HANDMADE AREA as a media partner, moderates the EUROBIKE HANDMADE x fahrstil trophy 2024 and awards three exhibitors with a fahrstil media package valued at € 3000. The public will have access to an archive of past fahrstil publications to browse through.

Showcases of current 3D printing technologies by an outstanding group of suppliers, provide an insight into what is currently possible in this exciting sector, which is particularly suitable for individualized production processes.



# Our offer

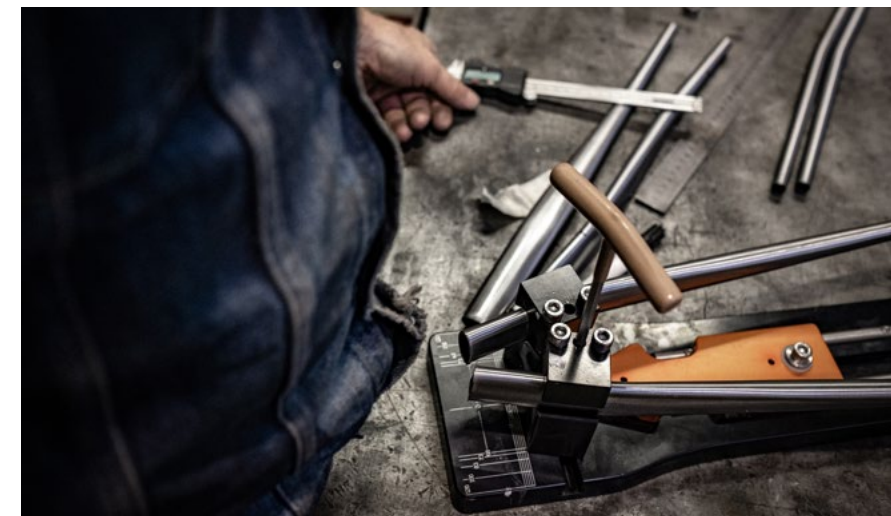
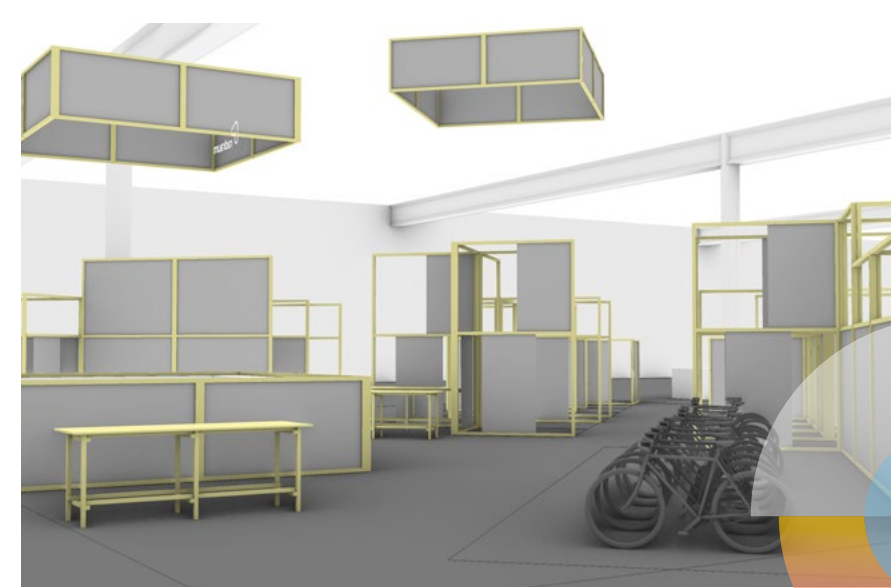
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We caught your fancy? Become part of the EUROBIKE HANDMADE AREA: Budget-oriented and with a manageable time commitment, we offer 40 selected brands an exhibition space and presentation opportunities with a bicycle-fascinated and affluent audience, at the hub of the bike industry.

Exhibitor passes for the entire duration of the trade fair, additional tickets for the Festival Days and the EUROBIKE TRENDLOUNGE are included for all EUROBIKE HANDMADE exhibitors.

On the following page you will find an overview of the services provided for EUROBIKE HANDMADE exhibitors at a glance.

You are interested in the EUROBIKE HANDMADE AREA and your label also offers a high degree of customization, but does not meet any other criteria to be admitted to the area? Then become a EUROBIKE HANDMADE AREA partner and contact us directly! E-mail: [frederik.stautz@fairnamic.com](mailto:frederik.stautz@fairnamic.com)



# EUROBIKE HANDMADE - exhibitors' options

	<b>PACKAGE 1.1: 6 m<sup>2</sup></b>	<b>PACKAGE 1.2: 6 m<sup>2</sup></b>	<b>PACKAGE 2.1: 12 m<sup>2</sup></b>	<b>PACKAGE 2.2: 12 m<sup>2</sup></b>
<b>Duration</b>	2 days (Festival Days)	5 days	2 days (Festival Days)	5 days
<b>Stand space</b>	Inclusive (2.45x2.45m)		Inclusive (2.45x2.45m)	
<b>Back wall</b>	Varying heights 2.10–3.95m		Varying heights 2.10–3.95m	
<b>Equipment</b>	<ul style="list-style-type: none"> <li>• Lighting via rig</li> <li>• 1 pedestal</li> <li>• No carpet, No furniture</li> </ul>		<ul style="list-style-type: none"> <li>• Lighting via rig</li> <li>• 2 pedestals</li> <li>• No carpet, No furniture</li> </ul>	
<b>Graphics</b>	<ul style="list-style-type: none"> <li>• Booth ID</li> <li>• Exhibitor graphic</li> </ul>		<ul style="list-style-type: none"> <li>• Booth ID</li> <li>• Exhibitor graphic</li> </ul>	
<b>Cleaning services</b>	<ul style="list-style-type: none"> <li>• Full cleaning</li> <li>• Daily cleaning service &amp; Waste disposal</li> </ul>		<ul style="list-style-type: none"> <li>• Full cleaning</li> <li>• Daily cleaning service &amp; Waste disposal</li> </ul>	
<b>Further services included</b>	<ul style="list-style-type: none"> <li>• Area security (daily 6pm -8am)</li> <li>• Access TRENDLOUNGE</li> <li>• Participation in EUROBIKE HANDMADE AREA Trophy pres. by fahrstil</li> <li>• Discounts at radraumBar</li> <li>• Media &amp; Marketing Package CLASSIC</li> <li>• Networkdesks with poweroutlets on the area</li> <li>• 1 slot for a presentation on area stage</li> </ul>		<ul style="list-style-type: none"> <li>• Area security (daily 6pm -8am)</li> <li>• Access TRENDLOUNGE</li> <li>• Participation in EUROBIKE HANDMADE AREA Trophy pres. by fahrstil</li> <li>• Discounts at radraumBar</li> <li>• Media &amp; Marketing Package CLASSIC</li> <li>• Networkdesks with poweroutlets on the area</li> <li>• 1 slot for a presentation on area stage</li> </ul>	
	<ul style="list-style-type: none"> <li>• 2x exhibitor's passes</li> <li>• 10x Tickets Festival Days</li> </ul>	<ul style="list-style-type: none"> <li>• 2x exhibitor's passes</li> <li>• 3x Tickets Business Days</li> <li>• 10x Tickets Festival Days</li> </ul>	<ul style="list-style-type: none"> <li>• 3x exhibitor's passes</li> <li>• 20x Tickets Festival Days</li> </ul>	<ul style="list-style-type: none"> <li>• 3x exhibitor's passes</li> <li>• 6x Tickets Business Days</li> <li>• 20x Tickets Festival Days</li> </ul>
<b>Additional services</b>	• Production of video portraits on the spot for own use		• Production of video portraits on the spot for own use	

**PACKAGE 1.1:**  
599 €

**PACKAGE 1.2:**  
859 €

**PACKAGE 2.1:**  
699 €

**PACKAGE 2.2:**  
1159 €

Become a EUROBIKE HANDMADE AREA partner and get in touch with us directly to discuss a wide range of integration options!

# Products and exhibitors

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Away from mass production, global supply chains and the catalogs of full-range retailers, the special exhibition area appeals to brands whose core business is in the areas of frame construction, customization, small series of bikes and components, but also individual fashion fashion and bicycle accessories.

Therefore, only applicants will be admitted to the EUROBIKE HANDMADE AREA who have specialized accordingly and through sustainable materials, local production, upcycling, or particularly artistic workmanship in their custom-made products.

## 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.

## Apparel & accessories

### Everything worn by cyclists:

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

## Bike components

Handle bars, brakes, gears, bottom brackets, electrical components, pedals, generators, wheels, spokes, forks, saddles, etc.



# Your contact

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Would you like to participate in the EUROBIKE HANDMADE AREA? We look forward to hearing from you!

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



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EUROBIKE

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