

Essential information in brief

Please also see our Conditions of Participation.

1 New opening times

For exhibitors: 06.09.-07.09.2027, 09:00 a.m. - 7 p.m.,
08.09.2027, 09:00 a.m. - 5 p.m.

For visitors: 06.09.-07.09.2027, 10:00 a.m. - 6 p.m.
08.09.2027, 10:00 a.m. - 4 p.m.

2 Reservation

To register, please use the exhibitor sign-up and booking, which you can find on the towards tomorrow - European Bike Show website. This application be completed in full and sent to Koelnmesse by clicking on the "Submit binding application" button.

Co-exhibitors can also be registered (see "General Section of the Conditions of Participation", Item V).

If you wish to register as a group organiser, please use the corresponding online registration link for group organizers.

The minimum stand size is 12 sqm. This does not apply to co-exhibitors and group participants.

Hall layout planning starts on: December 2026

3 Participation fee/Early Bird fee and other remunerations

Early Bird: €190.00 per sqm of floor space.
Regular Price: €235.00 per sqm of floor space.
Last Call: €280.00 per sqm of floor space.

The Early Bird fee applies during the period from 09.09.2026 to 10.11.2026 inclusive, the Regular Price applies during the period from 11.11.2026 to 25.07.2026 inclusive and the Last Call fee applies from 26.07.2027.

The participation fee does not include the cost for any constructions and floor coverings.

Please also note that there are no boundaries (rear and side walls) to any neighbouring stands and that you must erect them yourself.

Plus proportional flat-rate energy fee of €22.00/sqm
Plus AUMA fee of €0.60/sqm
Plus media services (Marketing Package, cf. below item 15)

After the end of the event, a separate final invoice will be issued for the services used for the event (e.g. electrical and water connections, stand cleaning, etc.). Invoice amounts are payable immediately upon receipt.

All prices given are net prices to which VAT must be added.

4 Turnkey stands/Koelnmesse stands

Koelnmesse GmbH offers turnkey stands. Why not take advantage of this service? These stands are available in various designs.

Your contact partner is:
Tel. +49 221 821-3998
e-mail: services@exhibitor.koelnmesse.de

5 Construction times

Construction period begins: Friday, 03. September 2027, 06:00 a.m.
Construction period ends: Sunday, 05. September 2027, 06:00 p.m.

6 Dismantling times

Dismantling period begins: Wednesday, 08. September 2027, 4 p.m.
Dismantling period ends: Friday, 10. September 2027, 05:00 a.m.

Dismantling may not begin before **Wednesday, 08. September 2027, 4 p.m.**

Dismantling the trade fair stand and/or the product presentation before the official end of the event represents a serious infringement of the Conditions of Participation. In the event of any violation of this condition, Koelnmesse is entitled to impose a **fine of up to €5,000.00** (depending on the severity of the violation) for each such violation and/or to exclude the exhibitor from subsequent events.

7 Confirmation/conclusion of contract

Once your company has been accepted for participation, you will receive the corresponding confirmation beginning in February 2027. The contract for participation in the trade fair event is concluded upon receipt of the confirmation. Contractual relationships exist exclusively between Koelnmesse GmbH and you as the main exhibitor or group organiser, in accordance with Item V of the General Section of the Conditions of Participation. The same applies to entries in the Marketing Package.

8 Technical Guidelines/services

You may download the Technical Guidelines from the event website. Our entire range of services can be ordered from our online ordering system, the Koelnmesse service shop.

9 Maximum stand height/special constructions

The maximum permissible stand height (including signs, banners and any other advertising or construction elements) is standardised at 4.00 m, insofar as this is permitted by the hall ceiling height and any fixed structures that may be present. On request, Koelnmesse can approve a higher stand height. Rear walls must be neutral in design. The regulations on stand construction approval and its request can be found in the Technical Guidelines.

10 Withdrawal and non-participation

You are bound by your registration after you submit your registration and before you receive the acceptance/confirmation. If you cancel your registration during this period, you will be charged a fee of €500.00.

After the exhibitor has received the acceptance/confirmation, it is no longer possible to release the company in question from the contractual relationship free of charge. Koelnmesse may, in exceptional cases, consent to a request for (partial) release from the contract if the stand area made available can be rented to someone else. In this case, a flat-rate fee amounting to 25% of the participation fee is charged for the costs incurred. If the space cannot be re-rented, the full participation fee must be paid.

11 Invoice

You will receive the invoice for the participation fee approximately **12 weeks before the event**. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

12 Value added tax registration number

All prices given are net prices. The statutory VAT will be charged additionally where applicable.

As a rule, Koelnmesse provides exhibitors (proprietors) with a uniform service

— a so-called event service — pursuant to Section 3a.4. Par. (2) of the German ordinance on the application of VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. Exhibitors from the European Union need to enter their valid VAT identification number during registration in order to be considered proprietors. Exhibitors must immediately notify Koelnmesse in writing of any changes to their VAT identification numbers.

13 Exhibitor passes

As an exhibitor, you will receive free exhibitor passes that are valid for the period from the first day of construction to the last day of dismantling:

- 3 passes for a stand of up to 20 sqm
- 1 pass for each additional 10 sqm up to a stand area of 100 sqm
- 1 pass for each additional 20 sqm over 100 sqm

The codes for the passes must be ordered by the exhibitor from the service shop and must be redeemed online via the event's ticket shop. Any additional exhibitor passes required can be ordered from the service shop for a fee.

14 Passes for construction and dismantling periods

In the service shop, you can order the necessary construction passes for the personnel employed during construction and dismantling. These passes only entitle the holder to enter the exhibition grounds before and after the event, but not during the event.

15 Media services (marketing package)

The media services offered by Koelnmesse are a comprehensive and attention-getting solution for all phases of your trade fair communication.

The provision of the media services specified under Item 7.1 a)) Special Conditions of Participation, which are included in the Marketing Package Basic, is obligatory and costs €1,490.00.

The provision of the media services specified under Item 7.1 b) Special Conditions of Participation, which are included in the Marketing Package Light, is obligatory and costs €350.00.

You will receive all of the ordering information and documentation relating to the media services offered from our official contract partners. Please note that participation by your company is only fixed on acceptance by Koelnmesse. The offers and order confirmations are therefore subject to the condition subsequent that the acceptance has been issued.

Please note: **The editorial and advertising deadline is July, 22nd 2027.**

Information about unofficial lists of exhibitors

There have been misunderstandings and questions among many exhibitors concerning offers to be entered in what appear to be official lists of exhibitors. The suppliers of these lists of exhibitors mail unsolicited forms that are designed to give the impression that they are proof copies or invoices from the media publisher that has been commissioned to publish the official trade fair media. These entry offers are actually forms for ordering entries in lists of companies or exhibitors that are entirely unrelated to the official trade fair media of Koelnmesse GmbH. These are published exclusively by Koelnmesse GmbH in cooperation with the media publisher commissioned by Koelnmesse GmbH. Entries in the official trade fair media can only be ordered from Koelnmesse GmbH or the media publisher commissioned by Koelnmesse GmbH.

16 Professional conceptual sponsor

The ZIV - Die Fahrradindustrie Zweirad-Industrie-Verband e.V. is the professional conceptual sponsor of the towards tomorrow - European Bike Show.

17 Koelnmesse representatives abroad

Our sales network is there for you in more than 100 countries. A list of these offices is available on the Internet at <https://www.koelnmesse.com>.

18 Group participation

Registration of group participants (companies that will participate at the group stand that you have organised, under their own name and with their own personnel and products) is done by submitting the fully completed group participants registration form during the exhibitor registration. This can either be done immediately after submitting the group organiser registration, or later via the "My Stands" menu item in the service shop.

Every participant must meet towards tomorrow - European Bike Show participation requirements – see in particular Item 2 of the Conditions of Participation. Koelnmesse GmbH retains the right to reject registrations by companies that do not meet these conditions of participation.

The information provided in the exhibitor registration must contain the correct details of the registered group participant. The company details are mandatory and will be published in the trade fair media. Additional details for entry in the trade fair catalogue, the trade fair app and the online exhibitor search can be entered in the service shop. You as the group organiser bear responsibility for the correct catalogue entry of the group participants. If the exhibitor has not submitted an order by the editorial and advertising deadline, they will be included, still subject to the standard fee, in the official trade fair media using the information provided when registering for the event. Registrations and orders received later will only be taken into account in the official trade fair media to the extent that this is still possible. In cases of orders and registrations received by Koelnmesse GmbH after the editorial and advertising deadline, Koelnmesse GmbH is unable to guarantee the provision of all the marketing services that are normally available. In such cases, all claims, of whatever type, but in particular claims for a reduction in the fee for inclusion in the official trade fair media, or claims for compensation, are excluded.

The distribution of individual areas at the trade fair is your responsibility as the organiser of the joint stand. Koelnmesse GmbH must be notified as to how the individual areas have been distributed. This information will be used as the basis for the allocation of the individual stand numbers and thus for the entry of the stand numbers in the trade fair catalogue, the trade fair app and the online exhibitor search. Koelnmesse GmbH will allocate the stand numbers.

As the group organiser, you are responsible for ensuring that all necessary documents are completed in full and returned on time. Should you fail to provide us with the allocation of the stand areas, participants will be entered into the catalogue with a group stand number.

Orders for services by individual group participants (e.g. ordering of rental furniture) via the service shop are made in the name and for the account of the group organiser. The prerequisite is the timely notification of the allocation of the individual spaces and the granting of a corresponding authorisation by the group organiser. Orders can only be placed in the service shop until the end of the event.

Last amended: September 2026