

EICMA: THE ROAD TO THE 2021 SHOW IS OFFICIALLY OPEN

The most eagerly awaited rendezvous for the two-wheel industry is back, with these new dates. It is an international showcase where you can display the result of your investments, a modern and flexible instrument at the service of your business.

The services offered, the internationalization, the visibility on media and professionals coming from all over the world and the enthusiastic warmth of the general public are only some of the ingredients of success of this journey, which assure the exhibitors at EICMA a unique competitive advantage.

It is a series of exclusive opportunities that do not end only in the stands, but continue to live in the contents of the outdoor area and in the special areas. The result is an effort that is never interrupted to identify areas of innovation and implementation of new services, of digital solutions and new visiting experiences.

This is the exclusive effectiveness of our stage, a container of passion that can represent the whole demand and supply of the sector at one time.

For 2021 as well, EICMA will be devoting increasing attention to electric bikes which are the stars of sustainability and micromobility, with a dedicated special area.

Young entrepreneurs will be given visibility in the Start Up and Innovation area, the space dedicated to technological evolution and change while the Temporary Bikers Shop, the commercial project for all the enthusiasts of the world on two wheels who want to make purchases, is becoming firmly established.

The EICMA staff are at your complete disposal to answer your questions and to support you in any requirements you may have on the path which will bring us to EICMA 2021.

As always, it is a path we want to take with you, so that it can once again be a unique opportunity of visibility for your business, as well as an unforgettable experience for our large public.

NUMBERS EDITION 2019

TOTAL SURFACE AREA OCCUPIED
280,000 SQUARE METRES OF WHICH 85,000 MOTOLIVE

1,887 BRANDS
FROM MORE THAN 44 COUNTRIES (64% FROM ABROAD)

4,053 JOURNALISTS

4,065 INFLUENCERS AND MEDIA PROFESSIONALS
FROM 5 CONTINENTS

43,623 TRADE PROFESSIONALS
FROM 5 CONTINENTS (55% FROM ABROAD)

WEB EDITION 2019

1.2 MILLION VISITS TO THE EICMA.IT WEBSITE

38.000 DOWNLOADS OF THE APP

1.8 MILLION USERS REACHED
AND OVER 6.6 MILLION VIEWS OF THE POSTS ON FACEBOOK

+ 72% FOLLOWERS ON INSTAGRAM
WITH THE PICTURES AND VIDEOS POSTED REACHING OVER 780,000 PEOPLE
AND TOTTALING ABOUT 4 MILLION IMPRESSIONS (+ 37% COMPARED TO 2018)

OUTDOOR AREA

The external spaces are an opportunity for further visibility for the exhibitors, where test rides and promotional activities can be held.

Everything revolves around **MotoLive**, the spectacular and adrenalin-inducing racing container of EICMA.

In 2021 the indispensable external area reaches its 16th year and is where the public can watch free of charge competitions, exciting shows, live music and entertainment.

It is a unique and eagerly awaited occasion by fans to see close at hand national and international riders of the most prestigious on- and off-road disciplines and be thrilled by the phenomenal runs of Freestyle Motocross and Acrobatic Trials.

SPECIAL AREAS

E-BIKE: the area dedicated to electric bikes.

The sector of electric vehicles for urban micromobility is gaining increasing interest on the national and international scene.

In 2020, this sector underwent an exponential transformation and growth in response to the new needs of the time, the desire to privilege alternative travel methods and above all capable of meeting needs of all kinds, from daily commuting to exploring landscapes and natural beauty spots in the greatest freedom.

Mobility by electric pedalling, a reality firmly established at worldwide level, is recording an important increase in sales to the extent that some international experts are showing very interesting market scenarios for the forthcoming years, when the whole production will be hybrid or electric.

At EICMA, as well as the innovations concerning electric pedalling mobility present throughout the exhibition area, an even larger area is dedicated to the E-Bike universe than in previous years with the presence of the main leaders of the Italian and international industry of reference. It will be possible to take part with an individual space or with our "turnkey" formula, a solution designed for medium and small firms which do not want to sacrifice giving visibility to their business.

TEMPORARY BIKERS SHOP: the commercial space for bikers.

The most eagerly awaited shopping area by lovers of two wheels, now in its 7th year, comes again with a consolidated formula that is increasingly successful.

The event, recognized as the most eagerly awaited marketing event of the year, and which can generate in only six days visibility and attraction for those who want to take part in it, will be hosted in one of the most important halls of Eicma.

It is a unique opportunity that will allow all retailers and dealers to advertise their business, to reach a large public and offer a new shopping experience.

The fans and enthusiasts who will be visiting the Eicma halls will be able to choose and buy in complete security accessories, clothing, helmets, components and all sorts of equipment for bikes of the best brands to travel safely and in style.

The ALL INCLUSIVE formula is a great opportunity on offer, a turnkey solution that will let you devote all your time and resources to the presentation of your products and to customer care.

The space, the set-up, the supply of all the services are included in the cost. All the information is in the dedicated attached form.

START UP AND INNOVATION: making way for creativity, innovation and young entrepreneurs.

It is a unique opportunity for new businesses that are taking their first steps in the world of two wheels, the mobility of the future and the sector of public and private transport.

At a historic time, where the motoring sector is in constant movement, technological evolutions keeps abreast with the transformation of mobility and the change in lifestyles, Eicma is betting on the new start-uppers and on innovation.

Space will be given to the ideas, the solutions, the technology and the new prototypes capable of meeting the change and new needs in a dedicated area.

The offer, with its now consolidated "ALL INCLUSIVE" formula, is addressed to young companies that are no more than 5 years old which offer and sell innovative products or services with a high technological value.

The Start Up and Innovation area is a window on to the future of mobility.

LEGEND

-  **CS** CENTRO CONGRESSI
"STELLA POLARE"
CONGRESS CENTRE
"STELLA POLARE"
 -  **E** SEGRETERIA
ORGANIZZATIVA
SECRETARIAT
 -  **SALE RIUNIONI**
MEETING ROOM
 -  **PRIMO SOCCORSO**
FIRST AID
 -  **R** RECEPTION
 -  **PARCHEGGIO MOTO GRATUITO PM1**
FREE BIKERS PARKING PM1
 -  **AREE PARCHEGGIO**
PARKING
 -  **BUS**
 -  **NAVETTE AEROPORTI**
AIRPORTS SHUTTLE
 -  **TAXI** AREA TAXI
-
-  **M** METROPOLITANA
Linea 1
METRO STATION
Red Line n°1
 -  **STAZIONE FERROVIARIA**
RAILWAY STATION
 -  **TRENORD**
SUBURBAN RAILWAY
TRENORD
 -  **PASSANTE FERROVIARIO**
SUBURBAN RAILWAY
linee S5 - S6
-
-  **AUTOSTRADE**
SUPERHIGHWAYS
 -  **STRADE STATALI**
SUPERSTRAD
STATE ROADS HIGHWAYS
 -  **STRADE DI ACCESSO**
AL QUARTIERE
FIERISTICO
INTERNAL ROADWAYS



ADVERTISING and SOCIAL

MARKETING AND COMMUNICATION

The digital and social platform of EICMA receives millions of visits and views every year, generating a unique opportunity for visibility, thanks to different packets of marketing and communication structured ad hoc for every need, in line with the strategy and objectives of the client.

The social and digital platform of EICMA can be used by taking advantage of the dedicated visibility packets to create branding and engagement activities as well as to spread your values through projects that are adapted and differentiated in their language.

GUIDE TO THE SHOW

The paper publication at the disposal of all the visitors to EICMA and distributed free of charge at the receptions, the information points and the "MotoLive" external area.

The guide will contain the company data of all exhibitors and it will be possible to obtain greater visibility by purchasing advertising packets and being present with advertising pages and company logos.

DIGITAL CATALOGUE

This is the free of charge virtual showcase dedicated to the Exhibitors of Eicma 2021.

In addition to the company information, the Digital Catalogue will be constantly enriched with news and information "captured" from the web and the various social platforms to keep the public of fans updated all the time.

Exploring the list of exhibitors will be easy and intuitive, searching by individual company, by brands and makes represented or through thematic and commodity groups.

You can give visibility to your brand in this instrument as well by purchasing the Advertising packets.

DIGITAL SOLUTION MyMATCHING

The exclusive MyMATCHING platform has taken important steps for improvement.

We add solutions and functions conceived to connect exhibitors and visitors with one another, more easily and efficiently, to expand the possibilities of exchange and to create new conditions of contact, to develop streaming, remote matching, webinars and to manage appointments, meetings and contacts with professionals.

Open Agenda is the integrated system of appointments that allows exhibitors to be available to meet visitors.

The appointments can be held both during the event and remotely by using the video chat and webinar service.

INTERNATIONALIZATION

Through the official Eicma website, professionals all over the world, profiled and selected by Eicma, can interface directly with the exhibitors to develop commercial relations.

Thanks to the new Mymatching platform, they will be able to fix meetings with the exhibitors present well in advance.

SOLUTIONS AND COSTS OF PARTICIPATION:

REGISTRATION COMPULSORY FEE

EURO 250,00 (+IVA if due)

• EXHIBITING AREA

• E-BIKE AREA

Dedicated to electric bicycles. The area will be limited and contextualized in one of the EICMA pavilions.

“NOT FURNISHED” Cost per sq.m

(without any partition walls, flooring and lights)

1 open side	cost per sq.m EURO 172,00 (+IVA if due)
2 open sides	cost per sq.m EURO 177,00 (+IVA if due)
3 open sides	cost per sq.m EURO 182,00 (+IVA if due)
4 open sides	cost per sq.m EURO 187,00 (+IVA if due)

“FURNISHED” Cost per sq.m

STANDARD SOLUTION

EURO 252,00 (+IVA if due)
See attached Technical sheet

PREMIUM SOLUTION

EURO 327,00 (+IVA if due)
See attached Technical sheet

MEZZANINE FLOOR/AISLE

Upon request to the secretariat, can be requested the following solutions:

MEZZANINE	cost per sq.m EURO 86,00 (+IVA if due)
AISLE SPACE	cost per sq.m EURO 51,60 (+IVA if due)

• START UP AND INNOVATION AREA

The proposal is reserved to young companies that have been in business for no more than 60 months that produce and sell innovative products or services.

“FURNISHED TURN KEY” SOLUTION

Cost per Module of 16 sq.m EURO 2.400,00 (+ VAT if due)
See attached Technical sheet Startup And Innovation Area

PROPOSAL TURN KEY STAND “ALL INCLUSIVE”

Characterized by a functional set-up and low costs.

“STANDARD”

TO BE BOOKED BY OCTOBER 10th, 2021

Cost per sq.m: see attached Technical sheet
“Solutions and costs of participation”.



WARNING!
The elements in the pictures are approximate.
The set-up will comply with the rules set out in the General Rule Art 9.3 (closures and wall heights).

FLOOR AND STRUCTURE:

FLOOR CARPETING, colors:



INTERNAL WALLS
in sandwich panels h. 300 painted white

BEAMS AND COLUMNS
(where present) in painted wood

STORAGE AREA
dimensions 1x1 m., closed with
a single-leaf door with a lock

EXHIBITION AREA FURNITURE:

n°1 ROUND TABLE

n°3 CHAIRS

n°1 WHITE DESK
with shelf

n°3 SHELVES
in white laminate

n°1 STOOL

STORAGE AREA FURNITURE:

n°1 wastepaper BASKET

n°1 free-standing
CLOTHES HANGER

DISPLAY GRAPHICS:

FOREX SIGN
with the name of the Exhibitor
(one per each side)

ELECTRICALS:

n°4 HALOGEN SPOTLIGHTS
for stand interior

n°1 1 three-outlet
POWER SOCKET

SERVICES INCLUDED

(Common to all types of stands):

INSTALLATION
EXHIBITING AREA
TRANSPORT
ASSEMBLY AND DISMANTLING
ELECTRICAL ENERGY CONSUMPTION UP TO 20 KW
CLEANING
SIAE AND MUNICIPAL ADVERTISING TAX
FIRE EXTINGUISHERS
EXHIBITORS PASSES
COMPANY DATA ON OFFICIAL CATALOGUE AND EXHIBITION GUIDE

Any items not included in the equipment list
will be at the expenses of the exhibitor.

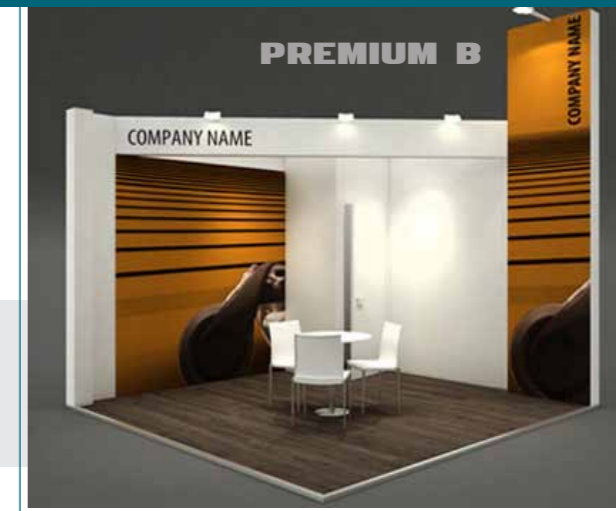
PROPOSAL TURN KEY STAND “ALL INCLUSIVE”

It offers the opportunity to set up a well-designed stand in the smallest details, through the use of materials high quality and the realization of the graphics included in the price.

“PREMIUM”

TO BE BOOKED BY OCTOBER 10th, 2021

Cost per sq.m: see attached Technical sheet
“Solutions and costs of participation”.

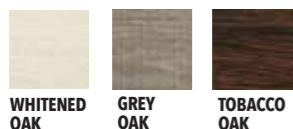


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FLOOR AND STRUCTURE:

LAMINATE FLOOR, on 36 mm
platform, 3 finishes:



WHITENED
OAK

GREY
OAK

TOBACCO
OAK

INTERNAL WALLS
in sandwich panels h. 300
painted white

BEAMS AND COLUMNS
(where present) in painted wood

STORAGE AREA
dimensions 1x1 m., closed
with a single-leaf door with a lock

EXHIBITION AREA FURNITURE:

n°1 ROUND TABLE

n°3 CHAIRS

STORAGE AREA FURNITURE:

n°1 wastepaper BASKET

n°1 free-standing
CLOTHES HANGER

DISPLAY GRAPHICS:

FOREX SIGN
with the name of the Exhibitor
(one per each side)

PVC WALL GRAPHIC
max 250x300 h.

ELECTRICALS:

n°4 HALOGEN SPOTLIGHTS
for stand interior

n°1 SPOTLIGHTS
with arm for totem lighting

n°1 1 three-outlet
POWER SOCKET

SERVICES INCLUDED

(Common to all types of stands):

INSTALLATION
EXHIBITING AREA
TRANSPORT
ASSEMBLY AND DISMANTLING
ELECTRICAL ENERGY CONSUMPTION UP TO 20 KW
CLEANING
SIAE AND MUNICIPAL ADVERTISING TAX
FIRE EXTINGUISHERS
EXHIBITORS PASSES
COMPANY DATA ON OFFICIAL CATALOGUE AND EXHIBITION GUIDE

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START UP E INNOVATION AREA

PROPOSAL TURN KEY STAND “ALL INCLUSIVE”

**2.400,00 EURO + VAT if due (per Module 16 Sq.M)
TO BE BOOKED BY OCTOBER 10th, 2021**



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The set-up will comply with the rules set out in the General Rule Art 9.3 (closures and wall heights).

The proposal is reserved to young companies that have been in business for no more than 5 years that produce and sell innovative products or services with high technological value.

A unique opportunity for emerging realities entering the world of two wheels, to the mobility of the future and to the sector of public and private transport.

FLOOR AND STRUCTURE:

AREA mt.4x4
Mt.4x4 AREA
floor carpeting light blue,
blue, green or dark green

GRAPHICS WALLS
in white mt. 1 x h. 2,50,
graphic front and back
(graphic not included)

SHARED WAREHOUSE

EXHIBITION AREA FURNITURE:

n°1 ROUND TABLE

n°3 CHAIRS

ELECTRICALS:

n°2 SPOTLIGHTS with arm
for graphic elements

n°1 three-outlet
POWER SOCKET

SERVICES INCLUDED

(Common to all types of stands):

INSTALLATION
EXHIBITING AREA
TRANSPORT
ASSEMBLY AND DISMANTLING
ELECTRICAL ENERGY CONSUMPTION UP TO 20 KW
CLEANING
SIAE AND MUNICIPAL ADVERTISING TAX
FIRE EXTINGUISHERS
EXHIBITORS PASSES
COMPANY DATA ON OFFICIAL CATALOGUE AND EXHIBITION GUIDE

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TEMPORARY BIKERS SHOP

PROPOSAL TURN KEY STAND "ALL INCLUSIVE"

TO BE BOOKED BY OCTOBER 10th, 2021

TEMPORARY BIKERS SHOP, the commercial project dedicated to motorcyclists. In this area it is possible to sell accessories, clothing, helmets, components and equipment of all kinds for the motorcycle.

The area will be set up in one of the most important EICMA pavilions visited by thousands of passionate visitors thanks to the presence of major brands in the sector.

**REGISTRATION
COMPULSORY FEE**

EURO 250,00 (+IVA if due)

**"FURNISHED
TURN KEY"**

Cost for sq.m EURO 174,00 (+VAT if due)



WARNING!
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The set-up will comply with the rules set out in the General Rule Art 9.3 (closures and wall heights).

FLOOR AND STRUCTURE:

FLOOR
anthracite gray carpeting

CLOSED STORAGE AREA
with hinged door
fitted with locks, m 1x1

ISLAND PERIMETER STRUCTURE
and columns h mt 3,50
External columns red.

GRAPHICS:

Company name
(one per each side).

EXHIBITION AREA FURNITURE:

It's possible to personalize
the fitted space
"Turn key Stand"
hiring additional furniture.

ELECTRICALS:

HALOGEN SPOTLIGHTS
(1 every 4 linear meters).

SERVICES INCLUDED

(Common to all types of stands):

- INSTALLATION
- EXHIBITING AREA
- TRANSPORT
- ASSEMBLY AND DISMANTLING
- ELECTRICAL ENERGY CONSUMPTION UP TO 20 KW
- CLEANING
- SIAE AND MUNICIPAL ADVERTISING TAX
- FIRE EXTINGUISHERS
- EXHIBITORS PASSES
- COMPANY DATA ON OFFICIAL CATALOGUE AND EXHIBITION GUIDE

Any items not included in the equipment list
will be at the expenses of the exhibitor.