An international showcase to display the results of your investments? An EXHIBITION EVENT which confirms its leadership every year by the presence of the public, professionals, journalists and exhibitors? EICMA IS THE ANSWER.

A story more than a hundred years old. A path marked out by commitment and success confirmed by the extraordinary numbers recorded at the last edition and the interest aroused by its special areas. The road to EICMA 2019 is open. It is the best instrument at the service of the industry of two wheels. In time it has evolved and grown together with the needs of companies. And today it can offer exhibitors, through the drive of internationalization and the numerous dedicated services, unique visibility and competitive advantages.

Taking part in EICMA is an experience unique of its kind, because it is the largest container of passion in the world, an appointment waited for by hundreds of thousands of fans, which crosses the boundaries of the exhibition area and which also continues beyond the days of the Show.

THE FUTURE OF YOUR COMPANY IS TODAY, AT EICMA.

The event as always guarantees standards of excellence, from the presence of all the top brands in the cycling sector to the traditional special areas (Start Up and Innovation, Temporary Bikers Shop and E-Bikes). More than 280,000 square metres of total surface area occupied, pavilions 9 – 11, 13 – 15 and 12 – 24, a layout for the exhibition which will make visiting the Show easier.

MOTOLIVE
the event in the event, where the public can watch spectacular competitions, in a unique atmosphere, accompanied by music and performances, with the presence of the greatest riders in off-road disciplines and shows dedicated to Freestyle Motocross and Acrobatic Trial, MotoLive is adrenaline and passion, the roaring engine of EICMA!

RIDEMOOD
this is the spirit and the passion of EICMA outside the exhibition grounds, with events, installations and performances which brings the streets of Milan alive, the "motoquartiere" of Isola, the "creative nightlife" of Porta Venezia, the "clubbing district", which goes from Garibaldi to Sempione, the "east side" of Lambrate, the "rebelot" of the Navigli and the Ticinese.

The appointment with EICMALAND, is repeated, the party dedicated to all two wheels; music, passion, entertainment and performances will bring life to a unique event, now in its second edition.

INTERNATIONALIZATION
EICMA again focuses on innovation and internationalization for the 2019 edition, putting into contact exhibitors and specialized professionals from all over the world, giving them a great opportunity to be able to expand and generate new contacts, developing their business as best as possible, coming into contact with a numerous and passionate public. The companies present at Eicma can approach new foreign markets or consolidate their existing presences. Every year EICMA welcomes companies from every continent, you can make contacts with trade professionals, organize meetings and expand your business.
Numbers

- **TOTAL SURFACE AREA OCCUPIED**
  280,000 square metres of which 85,000 MotoLive

- **1,278 EXHIBITORS**
  from more than 44 countries
  (International 52% and Italy 48%)

- **PRESS AND MEDIA SERVICE**
  thousands of operators from 5 continents
  (International 25% and Italy 75%)

- **TRADE PROFESSIONALS**
  (International 54% and Italy 46%)

Web

- The last edition set record numbers: the press office and on-line news desk took more than 10,000 photos, recorded more than 47 hours of film footage, published 160 items of news and 15 press releases on the website and, lastly, edited 52 video footages of the stands.
  These contents obtained incredible numbers through the social and digital platforms:
  - More than 900,000 visits to the website eicma.it
  - 20,000 downloads of the app
  - 1.3 million users reached
    and over 6.4 million views of the posts on Facebook
  - 850,000 impressions on Youtube
    with 200,000 minutes of views and almost 58,000 unique viewers
  - + 72% followers on Instagram
    reaching with the images and videos posted more than 750,000 people
    and totalizing some 2.5 million impressions.
Special Areas

**E–BIKE**

The hottest trend of the market, in constant growth, with an eye on innovation and sustainable mobility, will again be present at EICMA in a wholly dedicated area.

You can present your products and thanks to the test ride circuit, the public can try out the latest developments.

It is a sector which is recording very important numbers: in 2017, production grew by 48% and in Italy alone more than 150,000 E-bikes were sold, keeping the same positive trend for 2018.

**START UP AND INNOVATION**

The special area dedicated to young companies that offer services or products linked to the sector of 2 wheels, the place where innovation and tradition meet, the kingdom of creativity.

At the last edition, many companies decided to be present with innovative products and solutions in the field of two wheels and sustainable mobility.

**TEMPORARY BIKERS SHOP**

The commercial area wholly dedicated to the motorcyclist is reconfirmed for the sixth consecutive edition: an exclusive space enriched with the presence of major brands offered at second-hand prices.

A unique occasion for your store, thanks to an area invaded every year by thousands of fans in search of spare parts, clothing, helmets, as well as tyres and components. In addition, for the second year running, you will have the chance to exhibit and sell second-hand and vintage vehicles during the event.

The Area will be located in one of the most important pavilions of EICMA thanks to the presence of the big brands on the sector, and you’ll have the possibility to take part in EICMA with the “all inclusive” formula at advantageous prices.

For any information and assistance you can reach us:
+39.02.677351.1 - fax +39.02.66982072 - segreteriaorganizzativa@eicma.it
77th INTERNATIONAL BICYCLE AND MOTORCYCLE EXHIBITION  
Milan, 5th - 10th November 2019

Solutions and costs of participation:

### REGISTRATION FEE COMPULSORY

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration</td>
<td>EURO 250,00 (+IVA if due)</td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>EURO 100,00 (+IVA if due)</td>
<td></td>
</tr>
</tbody>
</table>

### EXHIBITING AREA

**“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: EURO 252,00 (+IVA if due)
  - PREMIUM: EURO 327,00 (+IVA if due)

### E-BIKE AREA

**“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: EURO 252,00 (+IVA if due)
  - PREMIUM: EURO 327,00 (+IVA if due)

### STARTUP AND INNOVATION AREA

**“FURNISHED TURN KEY” SOLUTION**

- Cost per Module of 16 sq.m
  - STANDARD: EURO 2,400.00 (+ VAT if due)

See attached Technical sheet

### MEZZANINE FLOOR/AISLE SPACE

Upon request to the secretariat employment can be requested of 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”

EURO 2,400.00 (per Module)
TO BE BOOKED BY SEPTEMBER 30th, 2019

Reserved to start-ups and young companies that are less than 48 months old or with at least one partner under the age of 35, that have never been at the Show as exhibitors

FLOOR AND STRUCTURE:

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)

WAREHOUSE
available n°1 shelf

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

INSTALLATION
EXHIBITING AREA
TRANSPORT
ASSEMBLY AND DISMANTLING
ELECTRICAL ENERGY CONSUMPTION UP TO 20 KW
CLEANING
SIAE AND MUNICIPAL ADVERTISING TAX
FIRE EXTINGUISHERS
EXHIBITORS PASSES
OFFICIAL CATALOGUE, GUIDE AND SMART CATALOGUE ENTRY

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

For any information and assistance you may need, contact
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67th INTERNATIONAL BICYCLE AND MOTORCYCLE EXHIBITION
Milan, 5th - 10th November 2019

Proposal turn key stand “All inclusive”
Characterized by a functional set-up and low costs.

“STANDARD”

EURO 252.00 per sq.m (+ VAT if due)
TO BE BOOKED BY OCTOBER 10th, 2019

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FLOOR AND STRUCTURE:
FLOOR CARPETING, colors:
BLUE
ANTHRACITE
GRAY
INTERNAL WALLS in sandwich panels painted white
BEAMS AND COLUMNS (where present) in painted wood
STORAGE AREA dimensions 1x1 m., closed with a single-door with a lock

EXHIBITION AREA FURNITURE:
n’1 ROUND TABLE
n’3 CHAIRS
n’3 SHELVING in white laminate
n’1 DESK in white laminate with internal shelf;
n’1 STOOL

STORAGE AREA FURNITURE:
n’1 wastepaper BASKET
n’1 free-standing CLOTHES HANGER

ELECTRICALS:
n’4 150/300 Watt HALOGEN SPOTLIGHTS for stand interior
n’1 three-outlet POWER SOCKET

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

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
OFFICIAL CATALOGUE, GUIDE AND SMART CATALOGUE ENTRY

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

For any further information, please contact:
eicma.it

WARNING!
The elements in the pictures are approximate.
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”

€327.00 per sq.m + VAT if due

TO BE BOOKED BY OCTOBER 10th, 2019

**FLOOR AND STRUCTURE:**

- **LAMINATE FLOOR,** on 36 mm platform, 3 finishes:
  - Whitened Oak
  - Grey Oak
  - Tobacco Oak

- **INTERNAL WALLS** in sandwich panels 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

**ELECTRICALS:**

- **n’1** 150/300 Watt HALOGEN SPOTLIGHTS for stand interior
- **n’1** 300 Watt SPOTLIGHTS with arm for totem lighting
- **n’1** three-outlet POWER SOCKET

**DISPLAY GRAPHICS:**

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

**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
- OFFICIAL CATALOGUE, GUIDE AND SMART CATALOGUE ENTRY

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

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Visibility
(services included in the registration fee):

▷ GUIDE TO THE SHOW AND OFFICIAL CATALOGUE
All the exhibiting companies will be in the Official Catalogue and in the Guide to the Show. In addition, in order to be able to offer greater visibility to the brand, it will be possible to purchase advertising packets.

▷ ONLINE “SMART CATALOGUE”
An exclusive area dedicated to the companies. All the company data provided by the exhibitor and the links to the digital and/or social platforms will be published in it to generate traffic thanks to the search engines and consequently increase the opportunity to develop new business.

Advertising Packets
(customized solutions):

Both publications will contain not only the information relative to your company which you have provided through filling in the “catalogue weblink“, but will also give, for those who wish, the opportunity to be present with their logo and advertising pages.

MARKETING & COMMUNICATION
The digital and social platform of EICMA records millions of visits and views every year, generating a unique opportunity of visibility, thanks to different marketing & communication packets structured ad hoc for every requirement in line with the strategy and the wishes of the client. Branding activities, engagement, product sampling and any action aimed at spreading a company’s values can be structured, through adapted strategies differentiated in their language to optimize the efficacy of every single message in relation to the tool identified.