

EICMA 2022, the future of your business it is still written here.

NUMBERS: EDITION 2021

On site



883

BRANDS, 46% of which
ARE FROM ABROAD
(from 36 countries)



5.127

JOURNALISTS AND MEDIA
PROFESSIONALS, of whom
35% FROM ABROAD



28.840

TRADE PROFESSIONALS, of
whom 43% FROM ABROAD
(from 85 countries)

Online



1,4 mln

VISITS TO THE EICMA
WEBSITE



6,2 mln

VIEWS OF
FACEBOOK POSTS



2,2 mln

INSTAGRAM
IMPRESSIONS



3,2 mln

PAGES VIEWED



1,8 mln

USERS REACHED
ON FACEBOOK



768.000

USERS REACHED
ON INSTAGRAM

A SINGLE PLACE, MANY OPPORTUNITIES

Only one week, only one large container that could host all the supply and demand of the sector, only one place where to measure up to the best of the industry in the sector through innovative and made-to-measure exhibition solutions, exchange knowledge and weave relations. An exclusive and indispensable space, where you can intercept the latest trends and be projected on to new markets. Today the market delivers to the sector of two wheels a renewed leading role, a trend that still looks at the passion and the tomorrow of individual mobility and which, above all, emphasizes the exclusive role of EICMA in channelling and catalysing this interest on an exclusive international stage of measurable opportunities. It is an extraordinary context that is brought alive and also made increasingly attractive by the countless special initiatives inside and outside the halls and by the entertainment offered by the external MotoLive area. In short, after each EICMA the world of two wheel is no longer the same, because this is where the future of our sector takes place. This is why the tomorrow of your companies is still written in EICMA.

EICMA, after having been forcibly stopped in 2020, has once again shown the efficiency of its exhibition model with a unique and absolute live event. An organizational challenge which was not to be taken for granted and complex, which was successful with the contribution of everyone. Eicma 2021 closed with big numbers.

The success found in terms of interest by the public and the trade, international attractiveness, press review and business opportunities was not only very meaningful but it was a real confirmation of the value of EICMA. In a sector where passion is a driving motivation for purchase, direct relations with products and the need to keep a genuine relationship with the public make EICMA a topical event focused on the future. It was the public that unanimously decreed the success of Eicma 2021.

10 REASONS FOR DO NOT MISS

1

LEAD GENERATION

EICMA offers you the opportunity to carry out your marketing actions and rapidly expand your database through the large presence of public and qualified contacts.

2

BUSINESS LIVE

Met in person thousands of trade professionals and potential new customers interested in your products and services in a unique atmosphere.

3

BE AT THE CENTRE OF THE ACTION

For one week EICMA transforms Milan into the world capital of the two wheel sector, you will be in the right place at the right time.

4

COMPARISON WITH THE OTHER PLAYERS

The numerous and qualified presence of firms in the sector from all over the world offers you the opportunity to analyse your competitors from close at hand to improve and seek new inspiration for your business.

5

NETWORKING

Build up new and valuable professional relations, measuring yourself up in an international context, look on to and project yourself on to unexplored markets, sharing knowledge and processes to generate business opportunities.

6

DIRECT CONTACT

Experience in person the contact with the general public of EICMA and see the reactions that come when they meet your products and have this irreplaceable direct experience.

7

CONSOLIDATE YOUR BRAND

Make EICMA an event of communication to the full for your brand directly on your market of reference and in a highly reactive context.

8

STRENGTHEN THE BOND WITH YOUR ACTIVE CLIENTS

Much of your business comes from them, EICMA is the right place to listen to them, to meet their expectations and to increase their loyalty. Their contribution is decisive to make your business grow.

9

INTERNATIONAL VISIBILITY

Take advantage of the world stage offered by EICMA, its institutional value, the services it offers and the attention that the exhibition-event generates on the Internet, in the trade media and the general media.

10

NEW TRENDS

Experience the future of mobility on two wheels ahead of time and explore in person the state of the art of innovation in the sector.

SOLUTIONS AND COSTS OF PARTICIPATION**COMPULSORY FEE****REGISTRATION EURO 250,00 (+VAT if due)** (art. 3.3 Eicma General Regulation)**EXHIBITING AREA****“NOT FURNISHED” Cost per sq.m.**

(without any partition walls, flooring and lights)

1 open side EURO 172,00 per sq.m. (+VAT if due)**2 open sides EURO 177,00 per sq.m. (+VAT if due)****3 open sides EURO 182,00 per sq.m. (+VAT if due)****4 open sides EURO 187,00 per sq.m. (+VAT if due)****“FURNISHED” Cost per sq.m.****STANDARD SOLUTION****EURO 259,00 per sq.m. (+VAT if due)**
(see attached technical sheet)**PREMIUM SOLUTION****EURO 339,00 per sq.m. (+VAT if due)**
(see attached technical sheet)**MEZZANINE FLOOR/AISLE**

In addition to the booth and upon request to the secretariat can be requested also the following solutions:

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

PROPOSAL TURN KEY STAND ALL INCLUSIVE

Characterized by a functional set-up and low costs.

STANDARD

FLOOR AND STRUCTURE:

FLOOR, CARPET with the possibility of choosing from a defined range of colours

INTERNAL WALLS in sandwich panels h. 3 m paintend white

BEAMS AND COLUMNS (where present) in painted wood with the possibility of choosing from a defined range of colours

PANEL h. 4 m of black or white stretched sheet metal (only in solution B)

STORAGE AREA DIM. 1X1 m, sandwich panel hinged door painted in the colour of choice with lock

ELECTRICALS:

N. 4/5 HALOGEN SPOTLIGHTS for stand interior

N. 1 SOCKET with three connections

EXHIBITION AREA FURNITURE:

N. 1 RECTANGULAR WHITE TABLE

N. 3 WHITE CHAIRS

N. 1 WHITE DESK with shelf

N. 1 STOOL

N. 1 wastepaper BASKET

N. 1 free-standing CLOTHES HANGER

DISPLAY GRAPHICS

FOREX CARD with name of the Exhibitor, one per display front

SERVICES INCLUDED

INSTALLATION

EXHIBITING AREA

TRANSPORT

ASSEMBLY AND DISMANTLING

ELECTRICAL ENERGY CONSUMPTION UP TO 20 KW

CLEANING

SIAE E MUNICIPAL ADV TAX

FIRE EXTINGUISHERS

EXHIBITORS PASSES

COMPANY DATA ON ONLINE CATALOGUE AND EXHIBITION GUIDE



SOLUTION A



SOLUTION B

TO BE BOOKED BY OCTOBER 10th, 2022

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

WARNING! Any items not included in the equipment list will be at the expenses of the exhibitor. The elements in the pictures are approximate. The set-up will comply with the rules set out in the General Rule Art 9.3 (Wall height and Closure of the sides)

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.

FLOOR AND STRUCTURE:

FLOOR on 4 cm PLATFORM IN WOOD finish laminate

INTERNAL WALLS in sandwich panels h. 3 m paintend white

BEAMS AND COLUMNS (where present) in painted wood with the possibility of choosing from a defined range of colours

PANEL h. 4 m of black or white stretched sheet metal

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N. 1 free-standing CLOTHES HANGER

DISPLAY GRAPHICS

FOREX CARD with name of the Exhibitor, one per display front

CUSTOMIZED DESIGN of 6 sq.m.

SERVICES INCLUDED

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SOLUTION A



SOLUTION B

TO BE BOOKED BY OCTOBER 10th, 2022

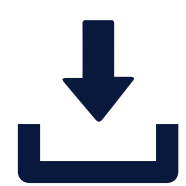
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MARKETING AND COMMUNICATION

We live in a market where there is also competition from a narrative point of view. We stake a great deal on the ability to build up an authoritative story of doing business and communication of the products in order to emerge in an increasingly complex and noisy context. This is why EICMA has decided to further increase the commitment of the exhibitors, creating a set of packets of visibility for activities of engagement and promotion, increase your digital and physical presence during the event. Consolidated opportunities but also new suggestions that leverage the efficiency, the numbers and the authority of our web platform and social networks.

THERE ARE VARIOUS SOLUTIONS OF VISIBILITY ON THE FOLLOWING DIGITAL AND NON-DIGITAL CHANNELS.



GUIDE TO THE SHOW

The tool in paper and offered free of charge to all the visitors to EICMA



PLAN OF HALLS

Publish your logo on the plans positioned at the entrance to the halls. Give visibility to your brand and orient the public to your stand



DIGITAL CATALOGUE

The virtual showcase dedicated to all the exhibitors at EICMA 2022, consulted by the large public of fans



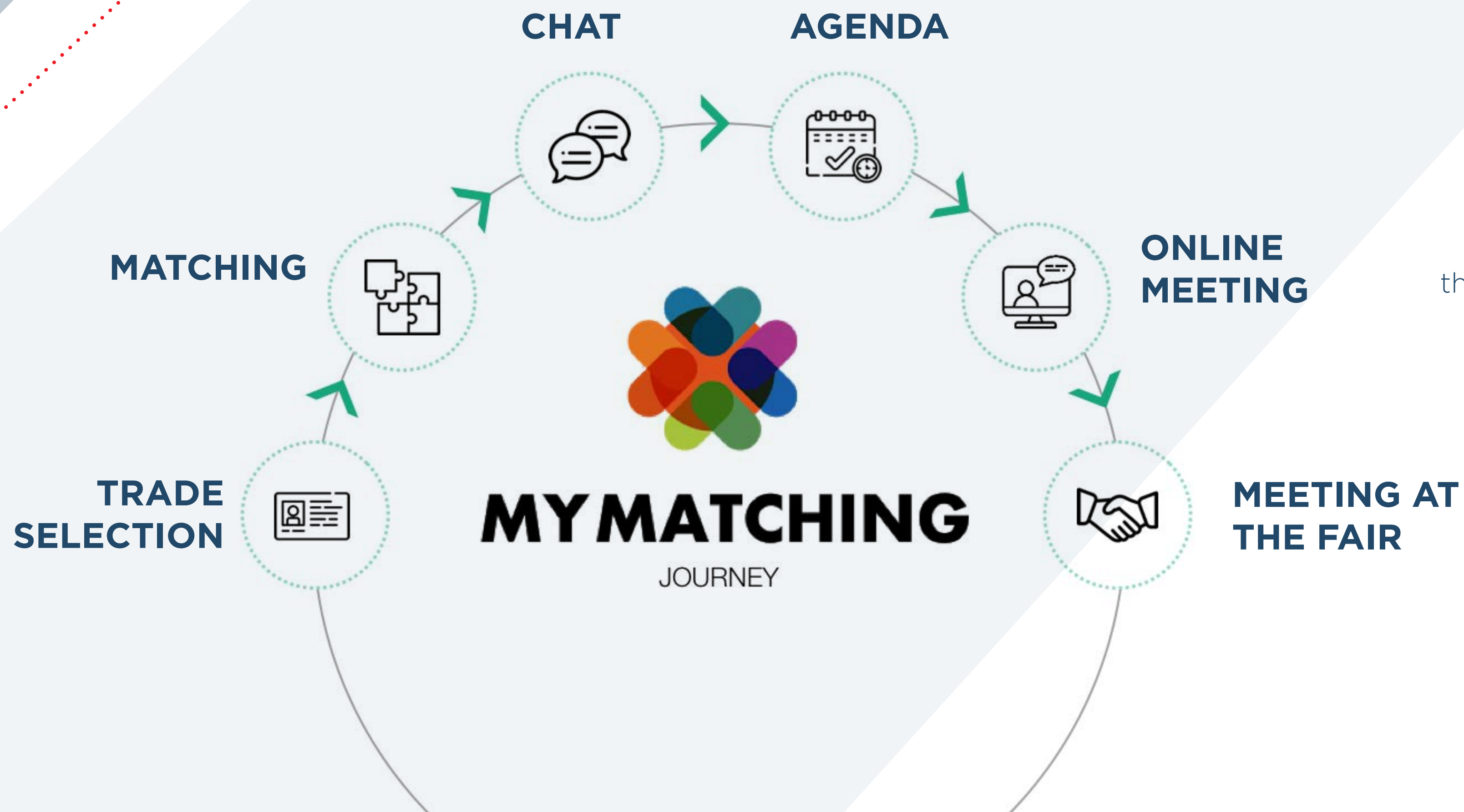
SOCIAL PLATFORMS

Create branding activity, engagement and spread your values and your activities on the official EICMA channels

You can choose the best solution, structured ad hoc, from euro 1,500 + VAT

For more information, contact marketing@eicma.it

INTERNATIONALIZATION AND MY MATCHING DIGITAL SPACE



Thanks to the innovative instruments consolidated in time, EICMA can guarantee the presence of a qualified public from all over the world.

The many operators who every year register through the official EICMA site, profiled and selected, can interface with the exhibitors present thanks to the "My Matching" platform