



L'ARTE DELLE DUE RUOTE. DA 110 ANNI.

THE ART OF TWO WHEELS. SINCE 1914

110 years of history is a unique milestone. There is no other exhibition event at the same time so long-lived and current. The 2023 edition then reaffirmed its international centrality with record numbers in terms of brand presence, number of visitors and visibility generated. Here are some facts:

2036 brands present (a historical record for the event).

More than 700 direct exhibitors, 67% of them from abroad representing 45 countries

More than 30% of companies present for the first time

8 halls occupied, two more than in 2022 and three more in comparison with 2021

Enthusiastic participation of the business and consumer public: **over 560 thousand attendees**

Reading these results leaves no room for interpretation and confirms how EICMA is still today the best performing business and relations, marketing and communication opportunity for companies in the sector.

This year EICMA enters its 110th year of history, strong in its historical roots and with an open look to the future and innovation of the event itself. It is also for this reason that EICMA continues to design and offer special content, shows and new visitor experiences.

EICMA has been telling the art of two wheels for more than a century on an unmissable stage of measurable opportunities, which is able to project exhibiting companies on the global market, to attract the attention of institutions, and to allow the development of relationships and communication and marketing initiatives thanks to contact with the general public. Choosing to be there, as a protagonist, still makes a difference. The 2024 edition will be full of surprises and special initiatives to celebrate a unique milestone, but above all it will once again be the right place, at the right time, for companies in the supply chain.

In the following pages, the participation costs and our “All inclusive” solutions are highlighted; then you will be introduced to our “digital” proposals tailored to increase visibility and enhance the respective communication initiatives on the large EICMA audience. Finally, further opportunities will not stain through the special areas of EICMA such as the adrenaline-filled MotoLive arena, the Temporary Bikers Shop commercial space, the e-bike area and the YUM (Your Urban Mobility) area entirely dedicated to mobility in the city on two wheels.

We therefore look forward to seeing you from November 5 to 10, 2024.

EDITION 2023

ON SITE



2036

BRANDS, 67% of which
ARE FROM ABROAD
(from 45 countries)



7.000

JOURNALISTS AND MEDIA
PROFESSIONALS, of whom
38% FROM ABROAD



39.392

TRADE PROFESSIONALS,
of whom 52% FROM ABROAD
(from 120 countries)

ONLINE



1,7 mln

VISITS TO THE
EICMA WEBSITE



3,5 mln

VIEWED PAGES



10 mln

FACEBOOK
IMPRESSION



6 mln

USERS REACHED
ON FACEBOOK



4,5 mln


















INSTAGRAM
IMPRESSION

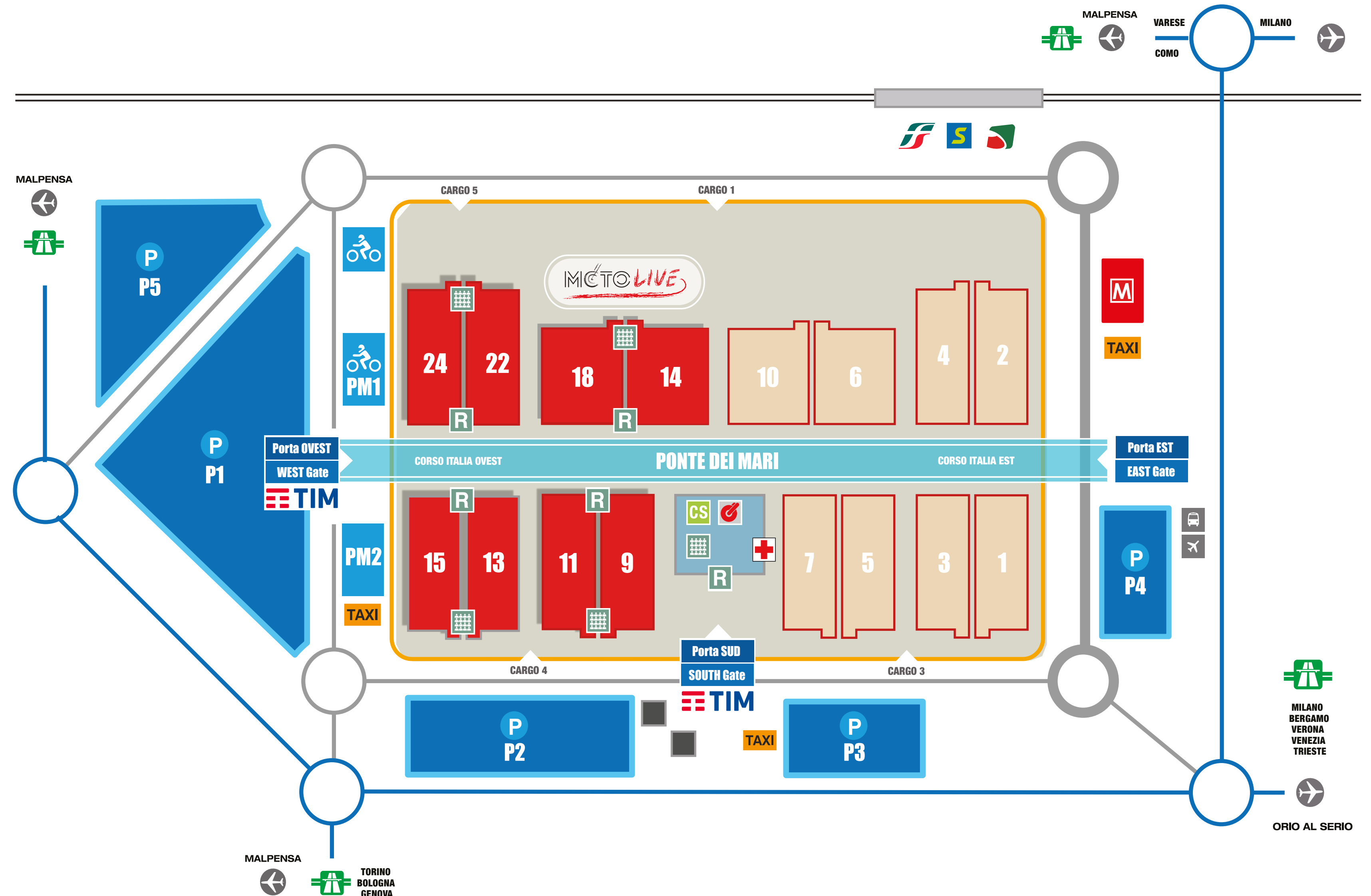


3,8 mln

USERS REACHED
ON INSTAGRAM

LEGEND

-  **CENTRO CONGRESSI "STELLA POLARE"**
CONGRESS CENTRE "STELLA POLARE"
-  **SALE RIUNIONI**
MEETING ROOM
-  **SEGRETERIA ORGANIZZATIVA**
SECRETARIAT
-  **RECEPTION**
-  **PRIMO SOCCORSO**
FIRST AID
-  **NAVETTE AEROPORTI**
AIRPORTS SHUTTLE
-  **AREA PARCHEGGIO**
PARKING
-  **PARCHEGGIO MOTO GRATUITO PM1**
FREE BIKERS PARKING PM1
-  **BUS**
-  **TAXI**
-  **METROPOLITANA Linea 1**
METRO STATION Red Line n.1
-  **AUTOSTRADAE**
SUPERHIGHWAYS
-  **TRENORD**
SUBURBAN RAILWAY TRENORD
-  **PASSANTE FERROVIARIO**
SUBURBAN RAILWAY linee S5 - s6
-  **STAZIONE FERROVIARIA**
RAILWAY STATION
-  **STRADE DI ACCESSO AL QUARTIERE FIERISTICO**
INTERNAL ROADWAYS
-  **STRADE STATALI SUPERSTRADE**
STATE ROADS HIGHWAYS



Solutions and costs of Participation

COMPULSORY FEE

REGISTRATION EURO 350,00 (+VAT if due) (art. 3.3 Eicma General Regulations)

Exhibiting Area

“NOT FURNISHED” COST PER SQ.M.

(without any partition walls, flooring and lights)

1 open side EURO 180,00 per sq.m. (+VAT if due)

2 open sides EURO 185,00 per sq.m. (+VAT if due)

3 open sides EURO 190,00 per sq.m. (+VAT if due)

4 open sides EURO 195,00 per sq.m. (+VAT if due)

“FURNISHED” COST PER SQ.M.

STANDARD SOLUTION

EURO 260,00 PER SQ.M. (+VAT if due)

(see attached technical sheet)

PREMIUM SOLUTION

EURO 340,00 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 90,00 PER SQ.M. (+VAT if due)

AISLE SPACE

EURO 54,00 PER SQ.M. (+VAT if due)

OPTION

A



OPTION

B



THIS SET-UP HAS TO BE BOOKED BY OCTOBER 10th, 2024

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)

Standard

PROPOSAL TURN KEY STAND ALL INCLUSIVE

Characterized by a functional set-up and low costs.

FLOOR AND STRUCTURE

CARPET FLOOR

INTERNAL WALLS in sandwich panels
h. 3 m paintend white

BEAMS AND COLUMNS (where present)
in painted wood

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

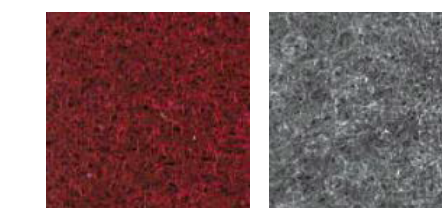
DISPLAY GRAPHICS

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

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

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

OPTION

A



OPTION

B



Premium

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 painted 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

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

DISPLAY GRAPHICS

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

CUSTOMIZED DESIGN of 3,5 sq.m.

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

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

THIS SET-UP HAS TO BE BOOKED BY OCTOBER 10th, 2024

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

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