

# 82<sup>nd</sup> International Two-Wheeler Exhibition

4<sup>th</sup> – 9<sup>th</sup> NOVEMBER 2025. MILANO RHO - FIERA

**EICMA** - An international stage unique in the world and a marketing and communication tool capable of projecting companies onto the global market, it confirms **its leadership as a privileged trade fair** and networking event. A great success achieved in the 2024 Edition, also demonstrated by the performance of all the indicators and the numbers of overall attendance, of the public, media, technicians and operators.

The exhibition offering and the B2C proposals are always dynamic and attractive and have been enriched over the last few years with thematic areas such as the **Gaming area** and those dedicated to **Start-up and safety**.

Alongside these exclusive contents, promoted with a renewed communication effort, the special initiatives during the exhibition and the digital activities developed through EICMA's social profiles and web pages stand out, as well as all the entertainment and **racing activities** hosted in the outdoor area of **EICMA MotoLive**, which in 2024 was able to count on the presence of true **motorsport legends** and exclusive **live television coverage**.

To further enhance the b2b nature and encourage networking activities, we include among the **innovations of the next edition** the possibility for trade visitors to access the event early in the afternoon of Tuesday 4<sup>th</sup>; in addition to the closing time which will be extended to 7.30 P.M. on Tuesday 4<sup>th</sup> and Wednesday 5<sup>th</sup> November.

Measurable prerogatives and opportunities, which will once again become dominant for the 2025 edition in a logic of continuous evolution of this event, where the focus is **the satisfaction of exhibitors and the public** of EICMA.

The path towards EICMA 2025 is therefore open: **appointment from 4<sup>th</sup> to 9<sup>th</sup> November**.





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## NEWS 2025 EDITION

- **NEW ENTRY FOR TRADE VISITORS**  
*TUESDAY 4<sup>TH</sup>* - TRADE VISITORS WILL BE ABLE TO ENTER FROM **1 P.M.**
- **EXTENSION OF CLOSING TIME**  
*TUESDAY 4<sup>TH</sup> AND WEDNESDAY 5<sup>TH</sup>* - CLOSING AT **7.30 P.M.**
- **18 YEARS OLD MINIMUM AGE FOR ENTRY ON RESERVED DAYS**  
*TUESDAY 4<sup>TH</sup> AND WEDNESDAY 5<sup>TH</sup>* - ENTRY WILL ONLY BE PERMITTED TO THOSE OVER 18 YEARS OF AGE

## TIMETABLE OF EICMA 2025

- **TUESDAY 4<sup>TH</sup>**  
*PRESS* - FROM 8.30 A.M. TO **7.30 P.M.**  
*TRADE VISITORS* - FROM **1 P.M.** TO **7.30 P.M.**
- **WEDNESDAY 5<sup>TH</sup>**  
*PRESS AND TRADE VISITORS* - FROM 8.30 A.M. TO **7.30 P.M.**
- **FROM THURSDAY 6<sup>TH</sup> TO SUNDAY 9<sup>TH</sup>**  
*PRESS, TRADE VISITORS AND PUBLIC* - FROM **9.30 A.M.** TO **6.30 P.M.**



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2024 EDITION




## EXHIBITORS

 **770**  
EXHIBITORS from 45 countries

 **2163**  
BRAND of which 67% foreigners

 **26%**  
Companies present for the 1st time


 **32%**  
Origin from Italy

 **68%**  
Origin from the rest of the world

## JOURNALISTS

 **8,000**  
JOURNALISTS


 **+13%**  
More JOURNALISTS compared to 2023


 **62%**  
Origin from Italy

 **38%**  
Origin from the rest of the world

## TRADE VISITORS

 **38,000**  
TRADE VISITORS from 126 countries

 **51%**  
Origin from Italy

 **49%**  
Origin from the rest of the world

## VISITORS

 **600,000**  
VISITORS of 148 different nationalities


 **+40,000**  
VISITORS more than in 2023

 **37**  
AVERAGE AGE of the visitor

## ONLINE

 **1,5 mln**  
WEB PAGES VIEWED

 **19 mln**  
IMPRESSION FACEBOOK

 **10,3 mln**  
IMPRESSION INSTAGRAM

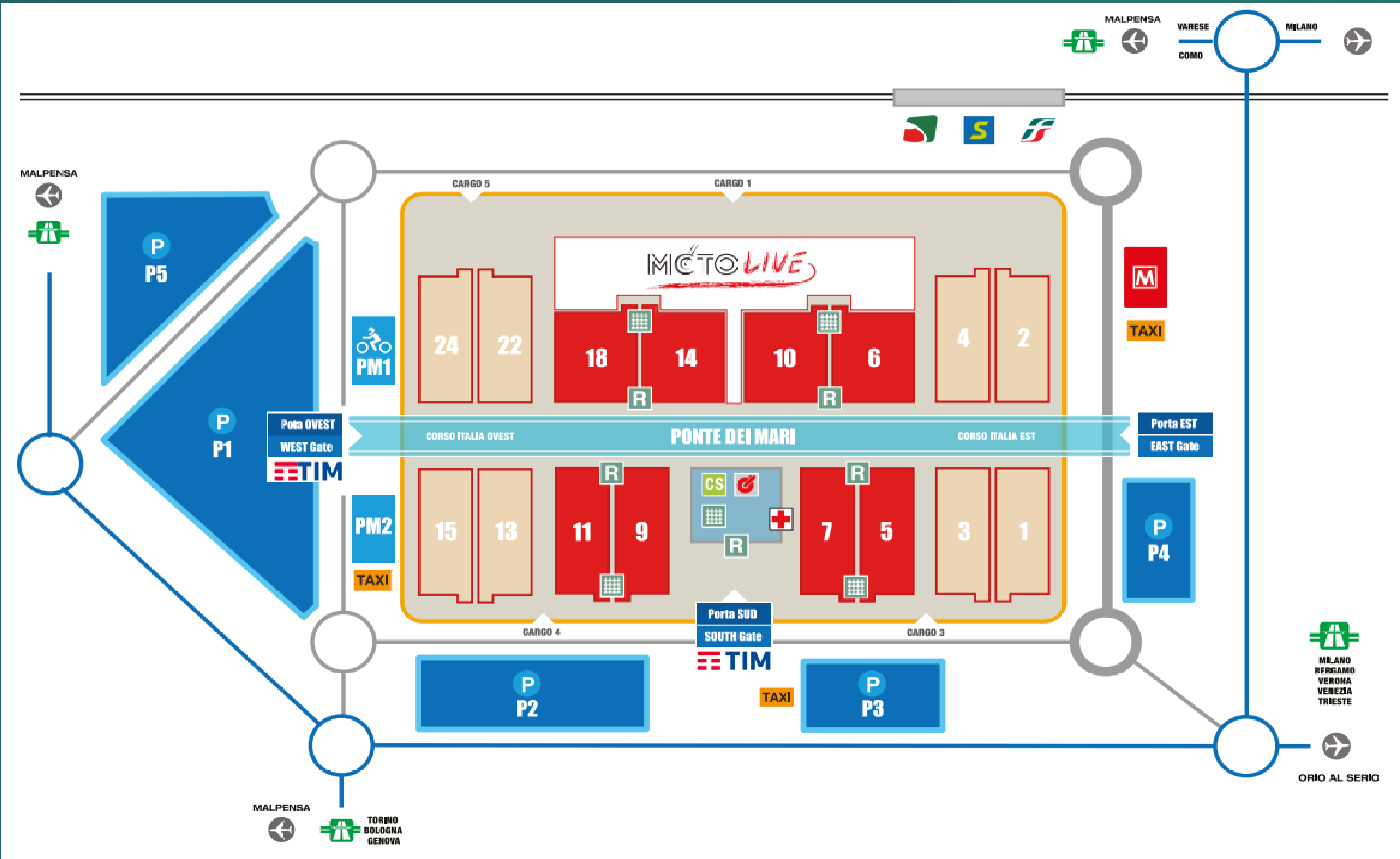
Data period:

1<sup>st</sup> October – 30<sup>th</sup> November 2024



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## LEGENDA

- CS** CENTRO CONGRESSI "STELLA POLARE"  
CONGRESS CENTRE "STELLA POLARE"
- SALE RIUNIONI**  
MEETING ROOM
- SEGRETERIA ORGANIZZATIVA**  
SECRETARIAT
- R** RECEPTION
- PRIMO SOCCORSO**  
FIRST AID
- P** AREA PARCHEGGIO  
PARKING
- PM1** PARCHEGGIO MOTO GRATUITO PM1  
FREE BIKERS PARKING PM1
- TAXI** TAXI
- M** METROPOLITANA Linea 1  
metro station Red Line n.1
- AUTOSTRAD**  
SUPERHIGHWAYS
- TRENORD**  
SUBURBAN RAILWAY TRENORD
- S** 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



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## Solutions and participation costs

(see art. 3.3 Eicma General Regulations)

REGISTRATION FEE EURO 350.00(+VAT if due)  
MANDATORY FEE

## Exhibition area

### “NOTEQUIPPED” Cost per sqm

(without partitions walls, carpet and lighting)

1 open side	EURO 180,00 per sqm (+VAT if due)
2 open sides	EURO 185,00 per sqm (+VAT if due)
3 open sides	EURO 190,00 per sqm (+VAT if due)
4 open sides	EURO 195,00 per sqm (+VAT if due)

### “SETUP” Cost per sqm

STANDARD SOLUTION	EURO 272,00 per sqm (+VAT if due)
(See standard solution presentation)	
PREMIUM SOLUTION	EURO 350,00 per sqm (+VAT if due)
(see premium solution presentation)	

### MEZZANINES AND AISLES

Upon request to the organizational secretariat, it is possible to book, in addition to the exhibition area, also the occupation of the following solutions:

MEZZANINE	EURO 90,00 per sqm (+VAT if due)
aisle	EURO 54,00 per sqm (+VAT if due)



RECOMMENDED  
REGISTRATION DATE

IT IS RECOMMENDED TO SEND THE  
APPLICATION BY **FRIDAY 28TH FEBRUARY 2025**

ALL REQUESTS RECEIVED AFTER THIS DATE WILL  
BE TAKEN INTO CONSIDERATION COMPATIBLY  
WITH AVAILABILITY AND ORGANIZATIONAL  
NEEDS



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## Standard

### ALL INCLUSIVE SETUP PROPOSAL

Characterized by a functional turnkey setup and low costs

#### FLOORING AND STRUCTURE

- Moquette floor, color choice between grey, red and black
- Internal walls of honeycomb panel, h. 3 m painted white
- Side columns in black painted wood
- Front panel h. 4 m painted black

(solution A)

Front panel h. 4 m in black expanded metal

(solution B)

- Storage area dim 1x1xh. 4 m, closed with a swing door equipped with a lock, finished with white paint

(solution A)

Storage area dim 1x1xh. 3 m, closed with a swing door equipped with a lock, finished with white paint

(solution B)

#### GRAPHICS

- Exhibitor name on column, one per exhibition front

#### FURNISHINGS OF THE EXHIBITION AREA

- N. 1 white table
- N. 2 white chairs
- N. 1 white laminate desk with internal shelf
- N. 1 Stool
- N. 1 Bin
- N. 1 coat hanger

#### LIGHTING

- N.4 diffused light headlights
- N. 1 multiple socket

#### SERVICES INCLUDED

- Exhibition area
- Setup
- Assembly/disassembly
- Electricity consumption up to 20 kW
- Cleaning
- SIAE and single property fee (CUP)
- Fire extinguishers
- Exhibitor passes
- Company data on the online catalog and exhibition guide

OPTION

A



B

OPTION



Booth type 16 sqm(4x4); this package will be supplied by multiples of 16 sqm. The elements and products present in these views are purely indicative.



You can request this setup by  
3rd October 2025

Cost per sqm: see “Solutions and participation costs” sheet

- Forex graphic positioned on the front desk is not included and can be requested separately.
- Anything not expressly specified in the scope of supply is to be considered responsibility of the exhibitor.
- The setup will comply with the rules set out in the General Regulations Art 9.3 (wall closures and heights).



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## Premium

### ALL INCLUSIVE SETUP PROPOSAL

The use of high-quality materials and the graphics included in the price make the Premium solution refined and with attention to the smallest details

#### FLOORING AND STRUCTURE

- Flooring with platform h. 4 cm, by choice between: carpet tiles painted white., oak laminate or gray.
- Internal walls of honeycomb panel h. 3 m painted white
- Side columns in black painted wood
- 4 m high panel painted black (solution A)
- 4 m high panel in black expanded metal (solution B)
- Storage area dim 1x1xh. 4 m, closed with a swing door equipped with a lock, finished with white paint (solution A)
- Storage area dim 1x1xh. 3 m, closed with a swing door equipped with a lock, finished with white paint (solution B)

#### GRAPHICS

- Exhibitor name on the column, one per exhibition front
- Wall graphics, maximum size 1.2xh3 m
- Graphics on painted panel/expanded metal (depending on the choice of solution A/B) 1xh1.4 m

#### FURNISHINGS OF THE EXHIBITION AREA

- N. 1 white table
- N. 4 white chairs
- N. 1 white laminate desk with internal shelf
- N. 1 Stool
- N. 1 Bin
- N. 1 coat hanger

#### LIGHTING

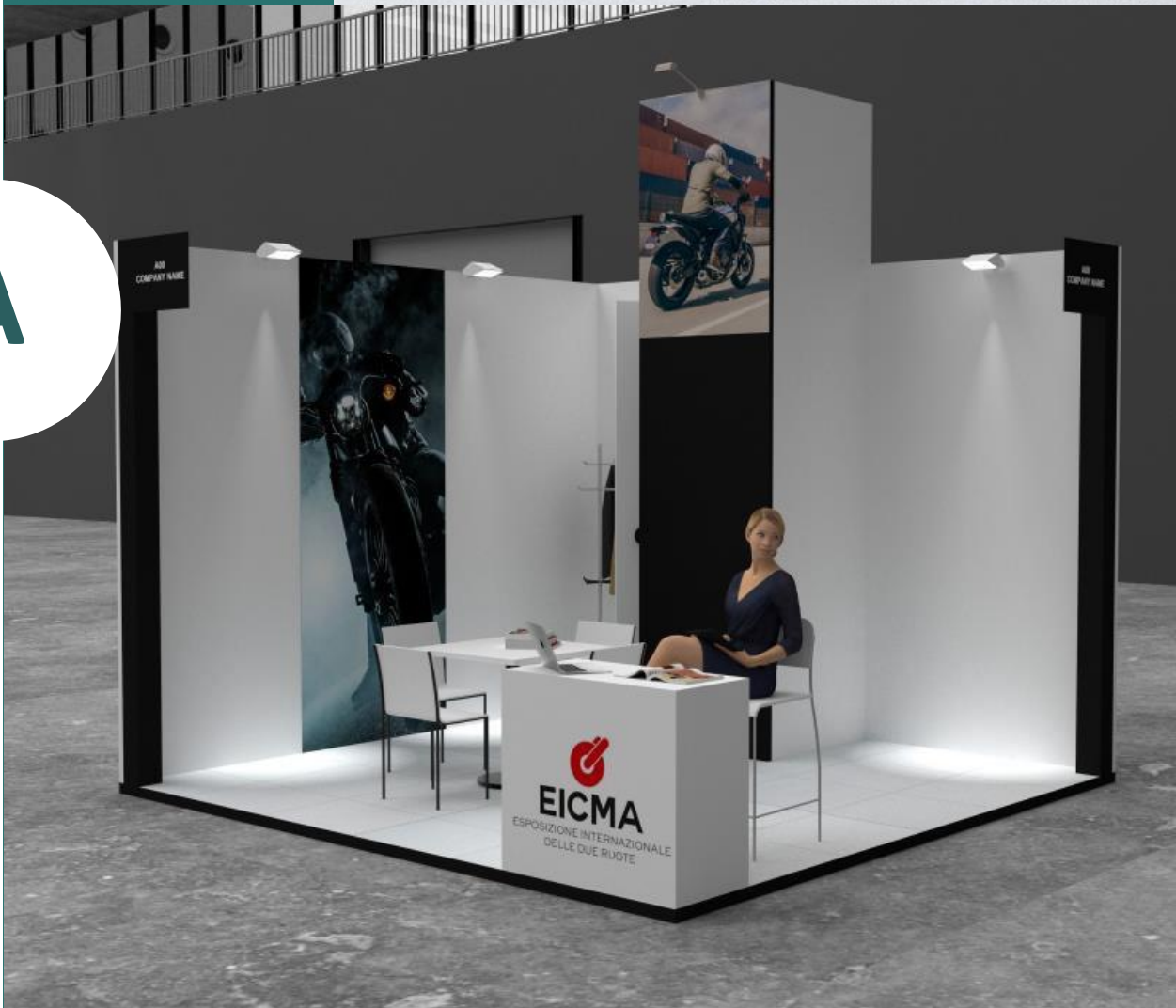
- N.4 diffused light headlights
- N. 1 multiple socket

#### SERVICES INCLUDED

- Exhibition area
- Setup
- Assembly/disassembly
- Electricity consumption up to 20 kW
- Cleaning
- SIAE and single property fee (CUP)
- Fire extinguishers
- Exhibitor passes
- Company data on the online catalog and exhibition guide

OPTION

A



B

OPTION



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