



83rd INTERNATIONAL  
TWO-WHEELER  
EXHIBITION

NOVEMBER 3-8, 2026.  
MILAN RHO-FIERA.

# BROCHURE EICMA 2026





**EICMA is the leading global platform for the two-wheel industry**, a trade show capable of generating tangible value for companies by delivering international visibility and measurable business opportunities. The success of recent editions, marked by record-breaking numbers of visitors, qualified professionals, media, and stakeholders, confirms the strength of a format that is both current and closely aligned with market needs.

Looking ahead to **EICMA 2026 (3rd–8th November)**, the organization is further strengthening its commitment to **enhancing the exhibition experience**, continuing to invest in advanced services and networking tools designed to maximize exhibitors' return on investment. Its dual **B2B and B2C** nature enables companies to engage effectively with both international and **domestic decision-makers**, as well as with an ever-growing, younger, and highly engaged community of enthusiasts.

EICMA also continues to **enhance its appeal** by expanding media visibility, including through the production of special formats, the introduction of new thematic areas, and an increasingly rich and exciting MotoLive outdoor area.

**Exhibiting at EICMA means choosing to take center stage on a truly unique global platform.**



## EXHIBITORS

 **734**  
Exhibitors

 **2,024**  
Brands from 50 countries

 **22%**  
Companies present for the 1st time

 **27%**  
From Italy

 **73%**  
From the rest of the world

## JOURNALISTS

 **8,200+**  
Journalists from 74 countries

 **70%**  
From Italy

 **30%**  
From the rest of the world

## TRADE VISITORS

 **43,000+**  
Trade visitors from 167 countries

 **46%**  
From Italy

 **54%**  
From the rest of the world

## ATTENDANCE

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

 **37**  
Average age of ticket purchaser

## ONLINE

 **1,5MLN**  
Web pages viewed  
October 1st – November 30th

 **23,9MLN**  
Facebook impressions  
October 1st – November 30th

 **20,8MLN**  
Instagram impressions

# TIMETABLE OF EICMA 2026

## Tuesday 3rd

Early access for trade visitors has been confirmed, allowing them to enter the event starting from 1:00 pm

## Tuesday 3rd and Wednesday 4th

Access is limited to visitors aged 18 and over

## TUESDAY, NOVEMBER 3rd

Press  
8:30 am - 6:30 pm  
Trade visitors  
1:00 pm - 6:30 pm

## WEDNESDAY, NOVEMBER 4th

Press and trade visitors  
8:30 am - 6:30 pm

## FROM THURSDAY 5th TO SUNDAY 8th NOVEMBER

Press, trade visitors and public  
9:30 am - 6:30 pm

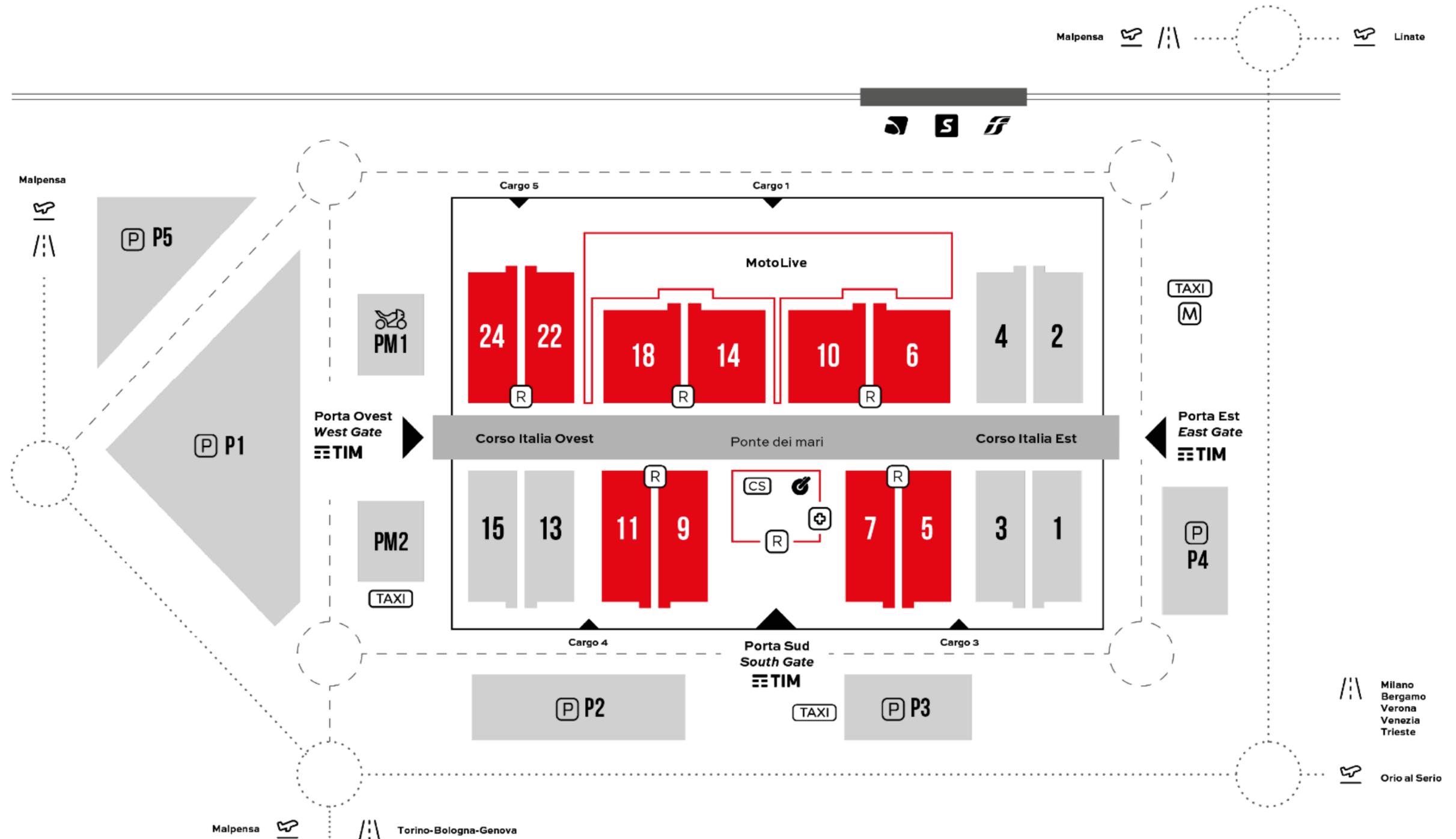


# FLOORPLAN EICMA 2026



## Legenda

- Reception
- Primo soccorso  
*First aid*
- Centro congressi "Stella polare"  
*Congress centre "Stella polare"*
- Segreteria organizzativa  
*Organizational secretariat*
- Trenord  
*Suburban railway Trenord*
- Passante ferroviario  
*Suburban railway lines S5- S6*
- Stazione ferroviaria  
*Railway station*
- Taxi
- Area parcheggio  
*Parking*
- Parcheggio moto gratuito PM1  
*Free bikers parking PM1*
- Metropolitana linea 1  
*Metro station red line n.1*
- Aeroporti  
*Airports*
- Autostrade  
*Superhighways*
- Strade di accesso al quartiere fieristico  
*Internal roadways*
- Strade statali superstrade  
*State roads hightways*



# SOLUTIONS & PARTICIPATION FEES



**RECOMMENDED REGISTRATION  
DEADLINE: 28th FEBRUARY 2026**

## REGISTRATION FEE €350.00 (+VAT if due)

MANDATORY FEE  
(see art. 3.3 EICMA General Regulations)

## EXHIBITION AREA

**“NOT EQUIPPED” Cost per sqm**  
(without partitions walls, carpet and lighting)

**€185,00**  
per sqm (+VAT if due) 1 open side

**€190,00**  
per sqm (+VAT if due) 2 open sides

**€195,00**  
per sqm (+VAT if due) 3 open sides

**€200,00**  
per sqm (+VAT if due) 4 open sides

**“SETUP” Cost per sqm**

**€277,00**  
per sqm (+VAT if due) Standard Solution  
(See standard solution presentation)

**€355,00**  
per sqm (+VAT if due) Premium Solution  
(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:

**€92,50**  
per sqm (+VAT if due) Mezzanine

**€55,50**  
per sqm (+VAT if due) Aisle

# STANDARD SOLUTION

A turnkey setup proposal designed to be functional and cost-efficient

## 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**)

## LIGHTING

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

## 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**

## 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

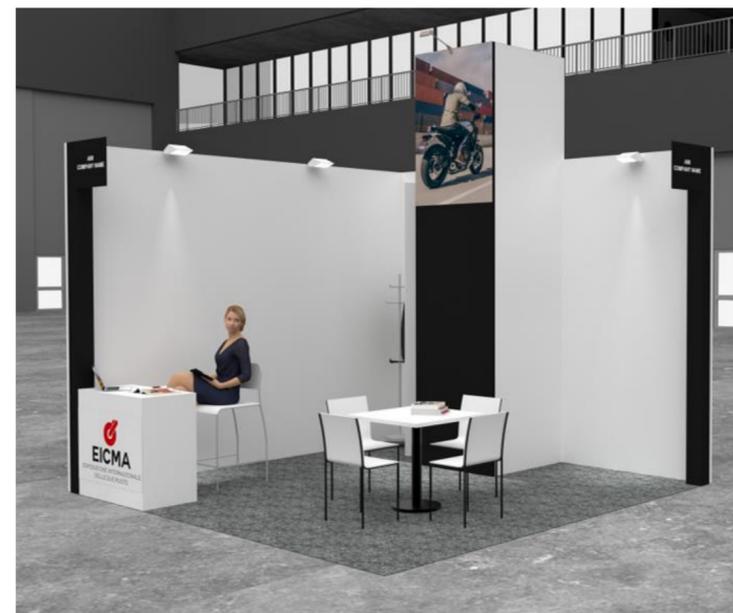
# €277,00

per sqm (+VAT if due)

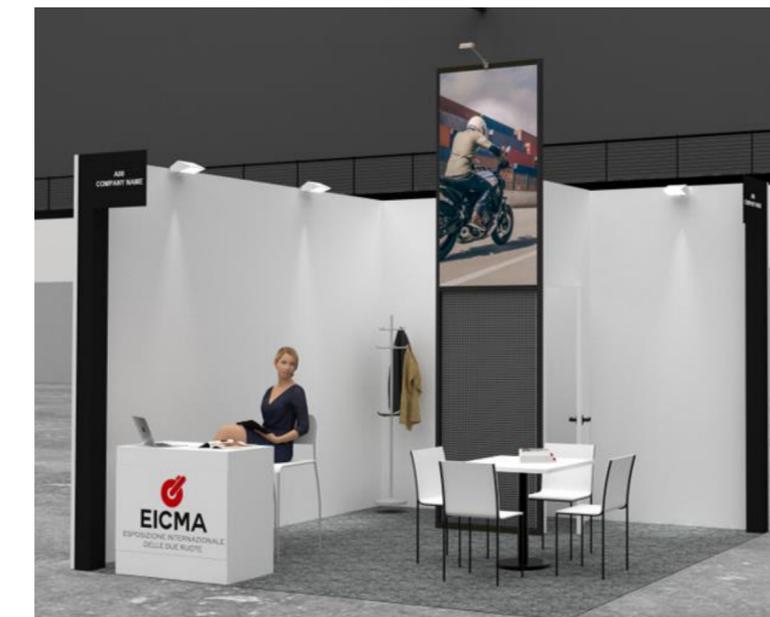
YOU CAN REQUEST THIS  
SETUP BY 3rd October 2026.



### OPTION A



### OPTION B



**The elements and products shown in these visuals are for illustrative purposes only.**

Forex graphic positioned on the front desk and on the panels are **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). Booth type: 16 sqm (4x4); the package is provided in multiples of 16 sqm.

# PREMIUM SOLUTION

High-quality materials and the graphics included in the price, make the Premium solution sophisticated and carefully crafted down 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** hange

## LIGHTING

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

## SERVICES INCLUDED

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- Setup
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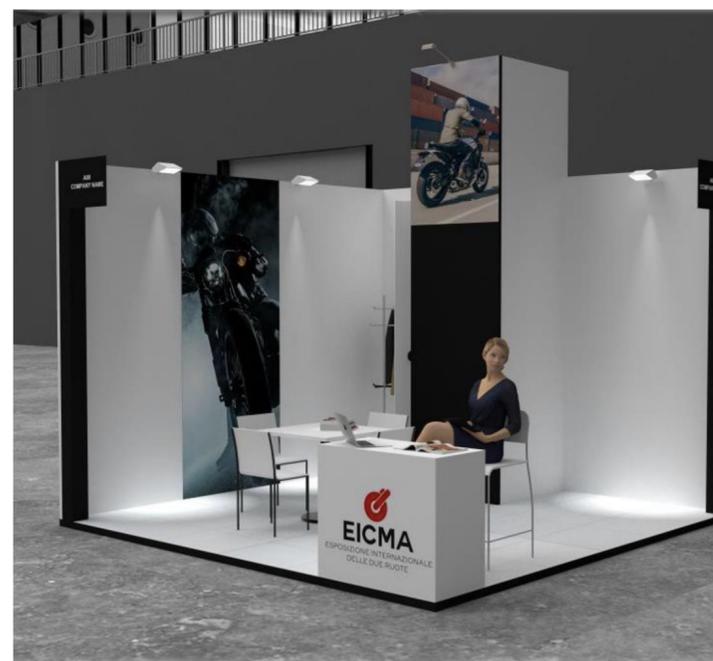
# €355,00

per sqm (+VAT if due)

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SETUP BY 3rd October 2026.



## OPTION A



## OPTION B



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For any information or assistance, please contact  
+39.02.677351.1 – [segreteriaorganizzativa@eicma.it](mailto:segreteriaorganizzativa@eicma.it)



[eicma.it](http://eicma.it)