

BIKE

FESTIVAL

RIVA DEL GARDA

1st – 3rd May 2026



EUROPE'S SPECTACULAR SEASON START AT LAKE GARDA



TIPS

From **May 1st to 3th**, 2026, the European mountain bike scene will meet for the big season opener at Lake Garda.

The Festival focus is an attractive **Outdoor Expo**, where all the well-known brands in the bike scene will present their new products.

For three days everything revolves around MTB, eMTB, Gravel, products testing, parties and much more.

A varied program on site over three days will inspire the bike community.

More than **80,000 visitors** are expected in Riva del Garda for the **32nd edition** of the event.



FACTS

Every year, the **BIKE Festival** in Riva del Garda is the traditional season opener for the bike scene

More than **80,000 visitors** over three eventful Festival days

The heart of the event is one of Europe's largest bike and **Outdoor Fairs** (covering more than **25,000 m2**) with more than **200 exhibitors** and **350 brands** showing their latest equipment and offering it for free testing

Extensive **testing opportunities** on signposted test routes and on the new test trail directly at the festival site

Attractive **sporting program** with interesting **competitions**: Bike Marathon (UCI Race), Gravel, eMTB Challenge, Junior Trophy, Enduro Experience, Adventure Tours and much more

More than **3,000 active participants**

Interesting **supporting program** such as Open Night, Bike Festival Party, Bike Festival Awards, stage shows, expert talks, competitions, trail shows, etc.

Fantastic scenery directly on Lake Garda with beautiful bike trails

Press coverage in more than **30 countries**



MEDIA COMMUNICATION

Popular designed website **bikefestivalriva.com** as a powerful communication tool (approx. 5 million page views per year)

Broad and international press coverage

Year-round and international **press relations** (in more than 30 countries) covering all the major communication channels in European countries

Big press event one month before the event

130 Media People on site / more than 350 Clippings / Total reach:
357.028.354

Extensive reporting on **media partnership** with Delius Klasing (BIKE magazine, eMTB etc.)

Strong and regular newsletter communication with the target group in three languages (german, english, italien) - Average opening rate: 52.4 %

High-reach, targeted campaign management in social media and Google Ads

Own **program booklet in three languages** (german, english, italien) included with BIKE Magazine

Extensive **media cooperations** with media-strong partners in the areas of TV, radio, online media and print

Own **TV production** and distribution



SPECIAL OFFER:

In September, all bookings over 70 m² will receive a 10% discount on their booth rental costs.

EXPO BOOTH

Booth rental:	110,00	Euro / m ²
Security fee:	350,00	Euro
Garbage disposal:	150,00 – 400,00	Euro (depends on booth size)
Electricity 230V:	250,00	Euro (optional)
Electricity 400V, 16A	300,00	Euro (optional)
Electricity 400V, 32A	350,00	Euro (optional)
Water flat rate:	200,00	Euro (optional)
Wifi:	120,00	Euro (optional)

All prices are subject to the statutory VAT.

https://www.guestid.de/riva_2026

Registration for a booth space at the Bike Festival Riva del Garda Expo is possible exclusively online.

REGISTRATION DEADLINE
31.01.2026



EXHIBITORS PACKAGE I SERVICES INCLUDED IN THE PRICE

HARD FACTS

- Daily waste disposal directly at the booth
- Basic security event area
- Free parking at the exhibitor parking area for all your cars
- Free number for exhibitor passes for entire your crew

COMMUNICATION SERVICES

- Integration on the event website and expo map (logo placement with link to the company website and presentation of exhibitor promotions)
- Integration of exhibitor's "activities" into the event program
- Integration on Webpages of exhibitors Ride Outs
- Communication of all signing sessions
- Communication and advertising for the event program with a special media campaign and special posts
- Portal for registering for Ride Outs on the official event website

MORE SERVICES

- Exhibitor evening on Thursday, April 30th, with food and drinks for your entire crew
- 20% off all starting places for the races
- Dedicated services at competitive prices to help you set up your stand in the best possible way. (set-up/printing/products)
- Dedicated agency is to organize the best possible accommodation for the entire team.

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DO YOU WANT MORE?!

SPONSORING OPPORTUNITIES

We offer you various opportunities to present your brand as a sponsor, partner, supporter or expo exhibitor at the Bike Festival.

PROFIT FROM THE FOLLOWING BENEFITS:

- Positive event image. The Bike Festival is one of the best-known and most sought-after events in Europe
- Attractive core target group between 30-45 years
- Strong advertising platforms through continuous advertising measures in the run-up and on site
- Diverse and individually tailored presentation opportunities for sponsors, partners and supporters

SUPPORTER
7.500 €

CO-SPONSOR
20.000 €

MAIN SPONSOR
35.000 €



PERFORMANCE

SUPPORTER

CO-SPONSOR

MAIN SPONSOR

USER RIGHTS

Use title according to partner status Official supporter, co-sponsor, main sponsor	✓	✓	✓
Industry exclusivity for all presentation measures, except Expo area	✓	✓	✓
Right to use the event logo for PR/Promotion			✓
Named sender of a side event	x	x	

ON SITE ADVERTISING PRESENCE (80.000 VISITORS)

Free exhibition space on the Expo site (excluding additional costs)	20 sq.m	40 sq.m	60 sq.m
Optional extension exhibition space (price per sq.m)	110,- €	110,- €	110,- €
Banner in the start/finish area of your own side event (3m x 1m)	x	x	50%
Advertising banner in the start/finish area of your own side event	x	x	50%
Promotional sheet at the Expo site or at your own side event	x	x	✓
Banner in the start/finish area at the marathon (3m x 1m)	5%	10%	x
Banner in the Expo area (3,40m x 1,70m)	x	4	6
Advertising banner in the finish area at the marathon	x	x	✓
Banner in the accreditation (3m x 1m)	x	1	1

LOGO INTEGRATION IN EVENT MEDIA

Award ceremony wall	x	x	
Sponsor wall	✓	✓	✓
Official event poster		✓	✓
Official press release	✓	✓	✓
Official results lists	x	✓	✓
Website incl. linking and company presentation	✓		

PERFORMANCE	SUPPORTER	CO-SPONSOR	MAIN SPONSOR
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EDITORIAL INTEGRATION

Editorial integration into the Bike Festival Newsletter			✓
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EVENT CAMPAIGN

Logo integration in accompanying event ads		✓	✓
Editorial integration in the official program booklet	✓	✓	✓
Placement of an advertisement in the official program booklet	x	x	1/2 page
Editorial mention in press releases	x	✓	✓

SOCIAL MEDIA

Visual integration of your brand in moving images of the event	x	x	✓
Bike Festival posts about your own brand	✓	✓	✓
Bike Festival Instagram post/reels for your own brand	1	1	2
Instagram post/reel introducing you as a partner	✓	✓	✓

OTHER SERVICES

Free starting places for side events	2	4	6
VIP tickets (lunch and coffee break in the afternoon)	2	4	6
Right to provide product information and giveaways in starter bags of side events	x	x	✓
Right to hand over winning prizes (Side Event)	x	x	✓
Consumer promotion right/sweepstakes	x	✓	✓
Provision of film/photo material following the event (highlight clip & image selection)	✓	✓	✓
Integration into the event dramaturgy (festival moderation)	x	✓	✓

PACKAGE PRICE PLUS VAT	7.500,- €	20.000,- €	35.000,- €
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CONTACT

General Expo Requests

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