



Bike Festival Riva del Garda 2024 EXPO Registration Now Open!

The organization of the Bike Festival Riva del Garda is already in full swing: as of yesterday, EXPO registrations are open for all exhibitors. Manufacturers and (accessory) brands can book a booth until January 31, 2024, at www.bikefestivalriva.com/en/exhibitors.

Riva del Garda, October 23, 2023 – 4 days, 70,000 international visitors, 200 exhibitors, 350 brands, and media coverage in over 30 countries: The Bike Festival Riva del Garda is one of the absolute highlights in cycling sports events. Since yesterday, the official registration for the Expo Area is available online.

"We offer exhibitors and sponsors a unique platform to showcase their brand or product. The Bike Festival Riva del Garda attracts not only passionate cyclists but also international professional athletes, industry experts, media representatives, and decision-makers," says **Oskar Schwazer**, General Manager of Garda Dolomiti S.p.A. "It's the perfect opportunity to strengthen your presence, establish business relationships, and showcase innovations and (e-)bikes to a broad audience."

Registration is now open. Further information on registration, booth options, integration, and sponsorship opportunities can be found on the official website www.bikefestivalriva.com.

About the Bike Festival Riva del Garda

Next year marks the 30th edition of the BIKE FESTIVAL RIVA DEL GARDA. The anniversary edition from May 2 to May 5, 2024, brings a host of novelties. In addition to the proven EXPO Area with numerous exhibitors and testing opportunities, the side events will captivate both professional and hobby cyclists. While there have been organizational changes for the anniversary, the proven elements will be continued. In the future, the local tourism association Garda Trentino will take on the role of the organizer. The sports marketing and event agency YUNIQUE from Hamburg has also been confirmed for event production and marketing.