



## Last Chance for Exhibitor Registration and Bike Festival Award

Riva del Garda, January 23<sup>rd</sup>, 2024 – The Bike Festival Riva del Garda, Europe's largest bike festival, offers manufacturers a unique opportunity to showcase their innovations at the Season Opener 2024. Exhibitor registration remains open until January 31<sup>st</sup> – the last available slots are in high demand.

The Bike Festival Riva del Garda attracts tens of thousands of cycling enthusiasts each year and is considered a significant platform for the latest trends and innovations in the bicycle industry. Exhibitors have the chance to present their products to a broad and international audience and engage in discussions with riders, journalists and the industry.

### New Award for Outstanding Bikes

In addition to the exciting developments from exhibitors, there is another innovation at the 2024 Bike Festival Riva del Garda – the introduction of a brand-new award. The award recognizes outstanding bikes in various categories, including MTB Front, MTB Full, eMTB, and Gravel. Multiple bikes in each category will be evaluated by a highly competent and independent jury.

The award ceremony will take place on May 2<sup>nd</sup> as part of the Bike Festival, providing manufacturers with the opportunity to showcase their most innovative and high-quality bicycles. The introduction of this award underscores the festival's commitment to excellence and innovation in the bicycle industry and highlights the significant impact of the festival.

Further information and exhibitor registration are available on the official website of the Bike Festival Riva del Garda: [www.bikefestivalriva.com](http://www.bikefestivalriva.com).

### About Bike Festival Riva del Garda

The 30th edition of the BIKE FESTIVAL RIVA DEL GARDA will take place next year. The anniversary edition from May 2<sup>nd</sup> to May 5<sup>th</sup>, 2024, comes with plenty 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. Organizational changes have been made for the anniversary, but proven elements will be continued. The local tourism board 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.