

EXHIBITOR TOURS

GUIDELINES & OPERATIONAL FRAMEWORK

1. PURPOSE OF THE INITIATIVE

Bike Festival Riva del Garda offers exhibitors the opportunity to propose structured guided tours and activities during the event.

The objective is to include selected exhibitor-led tours within the official Bike Festival Tours programme, ensuring:

- Visibility within official Bike Festival communication channels
- Publication on the dedicated website page
- Coherent presentation aligned with Festival editorial standards

All submitted activities will be reviewed internally before approval and publication.

2. TYPE OF ACTIVITIES ACCEPTED

Proposed activities must be:

- Clearly structured and well-defined experiences (date, time, nr of participants...)
- Guided tours with a defined route, duration and target group
- Organised activities with added experiential value for participants

Simple “test bike rides” without a structured concept, defined route or experience value will not be accepted as official Bike Festival tours.

Bike Festival reserves the right to evaluate whether the proposed activity meets the minimum quality and content standards required for publication.

3. SUBMISSION & EDITORIAL PROCESS

Exhibitors are required to complete the [Exhibitor Tour Submission](#) Form, providing all relevant technical and operational details.

The submitted content will:

- Be reviewed by the Bike Festival / Garda Trentino team
- Be adapted, where necessary, to ensure consistency with official editorial guidelines
- Be structured in line with existing Bike Festival tours

All published tours follow a consistent communication structure (title, description, target group, technical data, equipment, booking details) to ensure coherence within the Bike Festival Guided Tours programme.

4. BOOKING & MANAGEMENT PLATFORM

Approved activities will be published on the official Bike Festival website and integrated into the Festival Guided Tours programme.

Each exhibitor will receive:

- Access credentials to a dedicated activity management platform
- Onboarding support during the setup phase
- Guidance on managing availability and calendar settings

Bookings:

- Are made by participants via the official Bike Festival platform
- Participant payments are collected centrally by Garda Dolomiti S.p.A.
- Operational management of the tour (availability, confirmations, participant communication) remains the sole responsibility of the exhibitor

Bike Festival provides technical onboarding support but does not manage daily tour operations.

5. FINANCIAL MANAGEMENT & COMMISSION

All participant payments will be processed and collected by **Garda Dolomiti S.p.A.**

After the event:

- Garda Dolomiti S.p.A. will provide a sales report detailing the total gross revenue generated by the tour.
- The exhibitor must issue an invoice for the total gross amount generated.
- The total revenue will then be transferred to the exhibitor.

A management commission of **2.5% calculated on the total gross sales revenue** will be applied. This commission covers administrative and platform management costs and will be invoiced separately to the exhibitor by Garda Dolomiti S.p.A., with payment terms of 30 days end of month.

6. BIKE RENTAL POLICY

Bike rental must be managed independently by the exhibitor.

Important:

- Tour booking and bike rental must remain **two separate processes**.
- Bike rental cannot be integrated into the tour booking system.
- The Bike Festival platform manages only the tour registration.

Exhibitors may:

- Provide their own rental solution (clearly indicated in the tour description), or
- Inform participants to contact them directly regarding rental availability.

If no rental information is specified, Bike Festival may include links to official local rental partners in the tour description.

7. QUALITY & SAFETY STANDARDS

All tours must:

- Be led by qualified and experienced guides
- Clearly indicate required equipment and bike type
- Define group size and participation requirements
- Respect traffic regulations and applicable safety standards

Exhibitors are fully responsible for:

- Route planning
- Risk assessment
- Participant management
- Valid liability and accident insurance coverage

Bike Festival does not assume operational responsibility for the execution of exhibitor-led tours.

8. CONTENT DEADLINE

All required content and completed submission forms must be received **no later than 10 April**. This deadline is mandatory due to internal coordination, communication and platform setup timelines.

Submissions received after this date will not be considered for inclusion in the official Bike Festival Guided Tours programme.

Last-minute content changes will be evaluated on a case-by-case basis depending on their nature and impact.

Exhibitors are strongly encouraged to provide complete and accurate information from the outset.

9. APPROVAL & PUBLICATION

Only tours that meet the above requirements will be approved and published as part of the official Bike Festival Experience programme.

Bike Festival reserves the right to decline proposals that do not align with the Festival's quality standards, safety criteria or overall positioning.

10. CONTACT

For questions regarding submission, booking setup or operational coordination, please contact:

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