

DATE
30.4. – 2.5.2027

EUROPE'S SPECTACULAR SEASON OPENING AT LAKE GARDA

GARDA
TRENTINO

BIKE FESTIVAL

RIVA DEL GARDA

EXHIBITOR CONCEPT 2027 • 33RD EDITION

SHOW PRODUCTS. CREATE EXPERIENCES. INSPIRE THE COMMUNITY.

Riva del Garda • Garda Trentino

FIVE PILLARS. THREE DAYS. ONE GOAL:

BRINGING BRANDS TO LIFE.

EXPO

RACES

EXPERIENCES

COMMUNITY

INNOVATIONS

25.000 m²

OUTDOOR-EXPO*

150+

EXHIBITORS*

300+

BRANDS*

70.000+

VISITORS*

2.500+

PARTICIPANTS*

30+

MEDIA MARKETS*

*Data collected in 2026



TRULY INTERNATIONAL

Visitors and participants from more than 30 countries make Riva the meeting point of Europe's bike scene.

OUR PROGRAM CREATES OPPORTUNITIES.

MORE REASONS TO STAY. MORE OPPORTUNITIES TO CONNECT.

EXPO

Test bikes of all kinds, product ranges, personalised advice, direct contact with the target audience, engagement activities, products to try out and handle.

RACES

NEW IN 2027

UCI Hero Marathon World Cup, UCI Gravel World Series, eMTB Challenge, Junior Trophy — both World Cup races brand new for 2027.

EXPERIENCES

Guided tours, signposted test routes, test trail integrated into the event area.

COMMUNITY

Meet & Greet, Talks, Shows, Live-Podcasts, Community Ride-Outs, Workshops, Open Night, Festival Party.

INNOVATIONS

Future Summit, new Trends, Bike Festival Award, Product Launch.

MORE PROGRAM = MORE TOUCHPOINTS FOR BRANDS.



TWO WORLD-CLASS RACES. BOTH BRAND NEW FOR 2027.

RIVA BECOMES THE OFFICIAL SEASON OPENER OF TWO UCI WORLD SERIES.

2027 marks a major expansion of the sporting programme: for the first time, Riva del Garda hosts two international UCI race series — and opens both as the official season starter. Both races also strengthen our reach into a young, international and sports-driven audience.

NEW IN 2027 — RIVA'S WORLD CUP DEBUT



UCI HERO MARATHON WORLD CUP

- Riva del Garda hosts round one of the UCI Hero Marathon World Cup 2027.
- The world's best marathon athletes open the season right here in Riva.
- Maximum visibility for exhibitors from race day one.
- A direct link between the Expo and top-level international marathon racing.

NEW IN 2027

NEW IN 2027 — RIVA'S GRAVEL DEBUT



UCI GRAVEL WORLD SERIES

- A fast-growing discipline with an equally fast-growing audience.
- Iconic gravel terrain around Lake Garda — a natural stage for this audience.
- A strong match for gravel, adventure and endurance brands.

NEW IN 2027

TWO WORLD CUP OPENERS. ONE FESTIVAL. MAXIMUM ATTENTION FOR YOUR BRAND.

TRADITIONAL EXPOS SHOW PRODUCTS.

IN RIVA, PRODUCTS ARE TESTED, BRINGING THEM TO LIFE.

Bikes, components, kits and accessories don't win people over at the booth alone — they need to be experienced individually: they must work, feel right and hold up in direct comparison.

- **REAL-LIFE USES FOR BIKES**

Trails, gravel roads, climbs, descents and urban routes, plus dedicated Test Trail, which simulates real trail conditions right on the festival grounds.

- **HIGH INVOLVEMENT**

Visitors come to test, compare, learn and ride.

- **SEASON OPENING**

The community is kicking off the new season and is open to new products, upgrades and new brands.

- **HOLIDAY MODE**

La Dolce Vita, the mountains and the lake create a sense of time, openness and emotional brand moments.

- **LONG-LASTING EFFECT**

Media, creators and content formats ensure the event's presence extends well beyond the weekend.



**RIVA. A PLACE WHERE PRODUCTS BECOME
EMOTIONAL EXPERIENCES.**

WHY JOIN AS A BRAND.

BETTER QUALITY OF ENGAGEMENT. MORE CONTENT. MORE LASTING IMPACT.

YOUR ADDED VALUE

Riva connects the industry directly with its target audience — in a fantastic atmosphere against a dream backdrop, right where the love of cycling has a long tradition: on Lake Garda, on the trails, during test rides and community ride-outs. The result: trust, positive product experiences and lasting memories.

SEASON OPENER

New products are attracting maximum attention at the start of the cycling season.

FAST BIKE TESTING

For the first time, there will be two separate entrances and exits for Bike Testers. This means visitors with test bikes will not have to wait in line and will have plenty of time to test your bikes.

NEW IN 2027

CONTENT-POTENTIAL

Create authentic content on site or use our media kit and official festival social media content. For your channels, PR and campaigns.

ACTIVE COMMUNITY

Cycling enthusiasts, participants and holidaymakers are free on the weekend of 1 May and have a genuine interest in the products.

INTERNATIONALITY

Visitors, athletes, the media and industry representatives from more than 30 countries.

B2B & NETWORKING

A wide range of B2B events, such as the Future Summit, Exhibitors' Evening, Bike Festival Awards and much more.

YOUR EXHIBITION SPACE BECOMES A BRAND EXPERIENCE AREA.

PRODUCT SHOWCASE. MEETING PLACE. TESTING CENTRE. CONTENT SET.

A booth at the Bike Festival Expo is more than square metres — it becomes a hub for test rides, product advice, community meetups and direct interaction with your target audience.

PRODUCT SHOWCASE

New products, product ranges and launches presented in an authentic way.

MEETING POINT

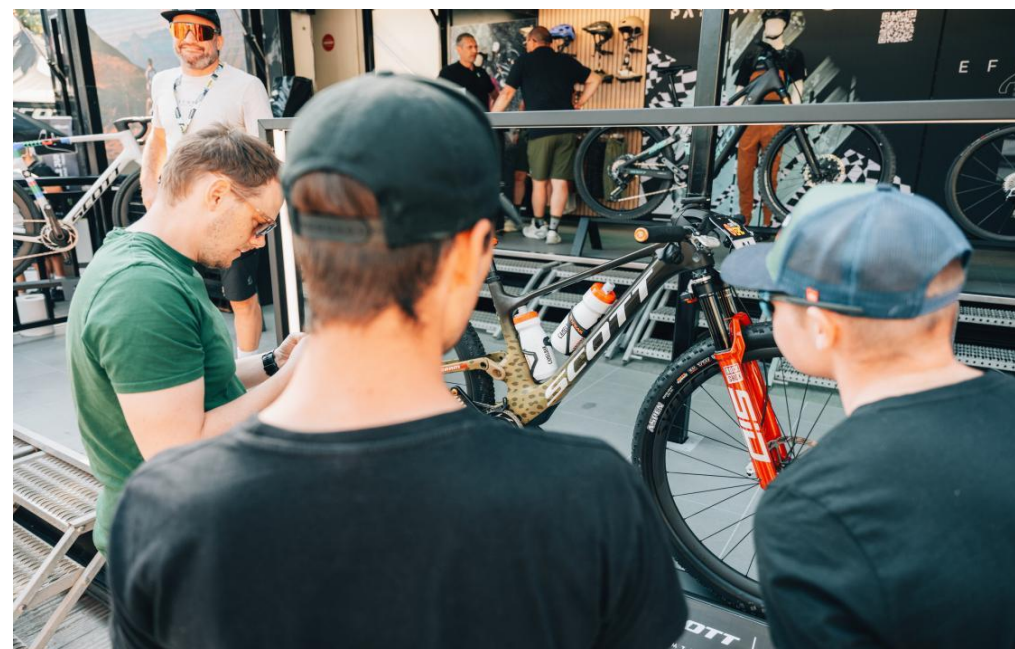
Bringing together fans, customers, athletes, the media, influencers and the cycling community.

TESTBASE

Organise test bikes, setup checks, product servicing, guided ride-outs and product demonstrations.

CONTENT-PRODUCTION

Produce photos, videos, Reels, interviews and behind-the-scenes footage straight away.



OUTDOOR-EXPO.

REAL TRAILS. REAL TESTS. REAL EXPERIENCES.

Good cycling products inspire confidence only under real-world conditions. In Riva, the Expo, test tracks and legendary trails sit right next to each other.

ACTIVATION

Testing opportunities, test drives, workshops and live demonstrations.

LIVE-PERFORMANCE

Launches, athletes, talks and community events create lasting memories.

SALES

Advise, compare, generate leads and support purchasing decisions.

THE PRODUCT IS NOT EXPLAINED. IT IS EXPERIENCED.



ACTIVATION FORMATS FOR EXHIBITORS.

HOW TO BRING PRODUCTS TO LIFE ON SITE.

COMMUNITY RIDES & MEET AND GREETES

Bringing brand fans and new customers together in a relaxed atmosphere. Group Ride-Outs, Signing sessions and much more.

PRODUCT LAUNCHES

Showcase new products at the stand, on stage or straight out on the trail.

FESTIVAL VISITORS AWARDS

Visitors can choose: Best Bike, Best New Product, Best Stand, Best Crew, etc. Win one of our Visitor Awards and get a lot of attention

FESTIVAL AWARD

Enter your product in the Festival Awards. A panel of industry experts will select the best products.

CREATIVE BOOTH PROMOTIONS

Competitions, discount offers, challenges and creative interactive activities for visitors.

PODCASTS & TALKS

Interviews, talks and podcasts on the topics you're interested in, on our stages.

OPEN NIGHT ACTIVATION

Evening events, DJ sets, drinks, meet-and-greets, prize draws and much more.

WORKSHOPS

Explain suspension, bike fitting, engines, tyres, GPS or bikepacking in person.

THE MORE ENGAGEMENT, THE GREATER THE RELEVANCE, TIME AND CONTENT.

NEW IN 2027

BIKE
FESTIVAL
RIVA DEL GARDA

GARDA
TRENTINO

YOUR OWN REGISTRATION TOOL FOR TOURS & ACTIVATIONS.

ONE PLATFORM. NO EXTRA TOOL NEEDED ON YOUR SIDE. FREE OF CHARGE FOR EXHIBITORS!

Exhibitors can announce and manage guided tours and activations through our own registration tool — a ready-made, fully integrated communication channel with no booking system of your own to run.

1 OWN EXHIBITOR ACCESS Every exhibitor receives their own login to manage tours and activations independently.

2 FULL CONTROL OVER CONTENT Add tour descriptions, dates, meeting points, difficulty level and maximum number of participants yourselves.

3 INTEGRATED PAYMENTS Paid activations, such as guided tours with a fee, can be sold and processed directly through the tool.

4 PROMOTED ON THE FESTIVAL WEBSITE The tool is actively promoted on the official Bike Festival site, giving your activation extra reach beyond your own channels.

5 NO OWN TOOL REQUIRED One more channel for your activations, with zero setup on your side.

MORE SIGN-UPS. LESS EFFORT. ONE SHARED PLATFORM.

MORE THAN JUST A TARGET AUDIENCE.

A SHARED MINDSET: RIDE. TEST. CONNECT.



TRAIL & PERFORMANCE

Ambitious mountain bikers, enduro and marathon enthusiasts.

Performance, Setup, Innovations, Comparison.



eMTB & EXPERIENCE

Leisure-oriented cyclists and tech-savvy explorers.

Comfort, range, safety, advice.



GRAVEL & ADVENTURE

Endurance, touring and bikepacking community.

Versatility, accessories, navigation, inspiration.



FAMILY & COMMUNITY

Families, holidaymakers, the media and key players in the industry.

Proximity, entertainment, experiences, encounters.

RIGHT IN THE HEART OF EUROPE

BIKE- AND OUTDOOR-MARKET.

Riva links the Alpine region with northern Italy and also attracts international cycling holidaymakers, athletes and the media.

ALPINE REGION

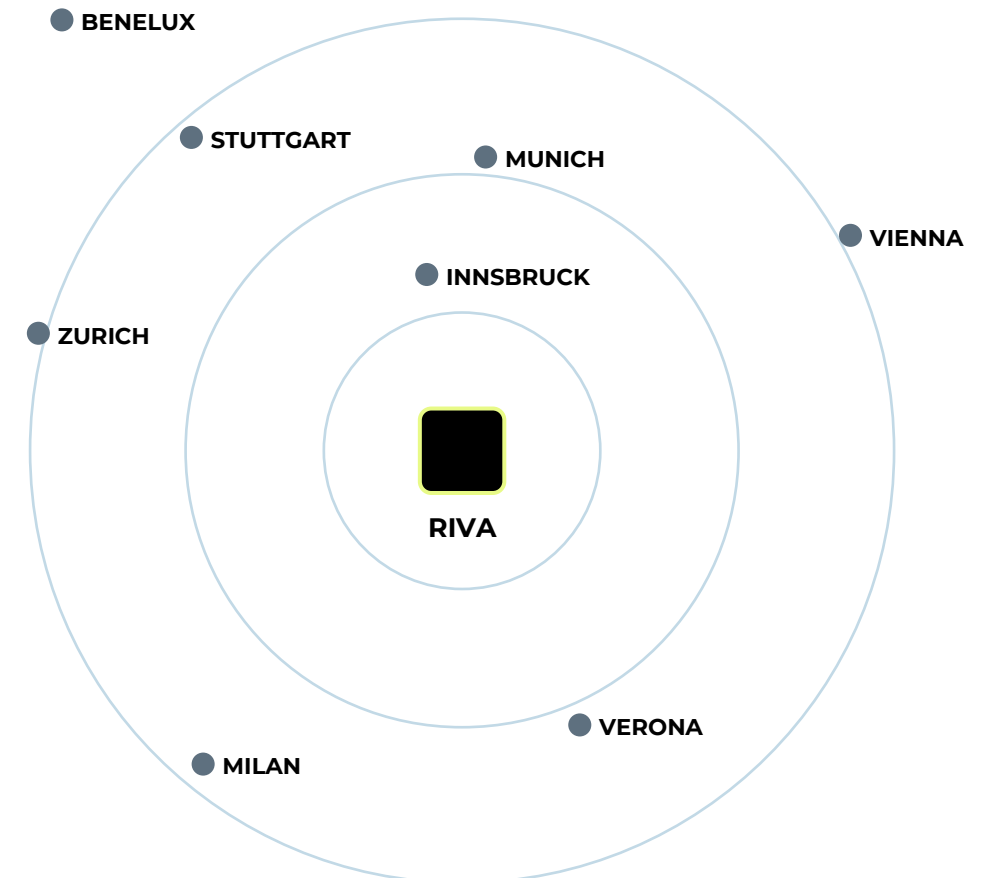
Close proximity to Germany, Austria, Switzerland and northern Italy.

BIKE-TOURISM

The destination and festival combine attending an event with a holiday and a trail experience.

INTERNATIONALITY

Press coverage in more than 30 countries and participants from numerous nations.



2027: EVEN MORE REASONS, *TO BE THERE.*

The festival keeps evolving to improve the experience, community and visit quality for visitors and brands alike.

FAST TEST-BIKE ACCESS

All test bikes are clearly marked on the handlebars.
Dedicated entrances and exits — no QR check-in, no queuing,
are reserved for test-bike riders, for fast access and real time to test.

NEW IN 2027

STRONGER OPEN NIGHT

More music, shows, DJs and brand activation areas.

FESTIVAL-PARTY

A clear focus on festival-goers, participants and the cycling community.
→ Bike Festival Party for the Festival Community!

NEW IN 2027

PROGRAMME-HIGHLIGHTS

Two international UCI World Cup races as season openers,
the Gravel World Series and the Hero Marathon World Cup,
plus expanded eMTB formats and new Festival Award categories.

NEW IN 2027

MORE THAN EXPO SPACE. MORE VALUE FOR YOUR BRAND.

YOUR EXHIBITION SPACE COMES WITH SERVICES, PROMOTIONAL OPPORTUNITIES AND EXCLUSIVE BENEFITS, HELPING YOU FOCUS ON WHAT MATTERS MOST: CONNECTING WITH THE COMMUNITY.

01 / EXPO SERVICES

LESS LOGISTICS, MORE TIME FOR YOUR BRAND

- Daily waste collection directly at your booth
- Security throughout the Expo Area
- Free exhibitor parking for your vehicles
- Unlimited exhibitor passes for your team

02 / VISIBILITY & PROMOTION

YOUR BRAND. YOUR ACTIVITIES. MORE REACH.

- Brand listing on the official website and in the exhibitor program, including logo and website link.
- Promotion of your tours, workshops, product launches and meet & greets through official Festival channels
- Free access to our integrated registration tool for exhibitor activities
- Visibility through the Festival's media and social media campaigns

03 / COMMUNITY & EXCLUSIVE BENEFITS

CONNECT BEYOND THE BOOTH.

- Exhibitors Evening on Thursday, 29 April, with free food and drinks for your team
- 20% discount on race and side-event entries
- Accommodation booking support and special discounts
- Opportunities to connect with brands, industry professionals and the international bike community

FIND THE RIGHT SPACE FOR YOUR BRAND

WHETHER YOU'RE LAUNCHING A NEW PRODUCT, ORGANISING TEST RIDES OR CREATING A COMPLETE BRAND EXPERIENCE, WE OFFER FLEXIBLE EXHIBITION SPACES TO MATCH YOUR GOALS..

Compact Booth

- For accessories, services and emerging brands



Standard Booth

- For product showcases and direct customer engagement



Brand Experience

- For product showcases and direct customer engagement



YOUR SPACE. YOUR BRAND. YOUR EXPERIENCE.

YOUR PRESENCE – TAILORED TO YOUR BRAND

YOUR BUILDING BLOCKS IN RIVA

EXPO SPACE TO MEASURE

From a compact booth to your own brand world – in the size that fits your goals.

TEST RIDES & TOURS

Let people experience your products on the trails around Lake Garda – straight from the Expo.

STAGE & COMMUNITY

Talks, product launches, ride-outs and the Future Summit as a platform for your brand.

CONTENT & VISIBILITY

Presence in festival content, at the UCI races and across our channels.

INTERESTED?

Then get in touch! Together we'll shape the format that fits your brand – and put together an individual offer for you.

Expo@bikefestivalriva.com
+49 (40) 319 79 29 14

Online registration:
<https://www.bikefestivalriva.com/en/exhibitors/exhibitors-area>
Registration deadline: 31.01.2027

IMPRESSIONS 2026: THE EXPO.

WHERE BRANDS MEET THE COMMUNITY

BIKE **GARDA**
FESTIVAL TRENTINO
RIVA DEL GARDA





IMPRESSIONS 2026: THE FESTIVAL.

ACTION, FAMILIES AND GOOD VIBES – ALL WEEKEND LONG



READY TO JOIN RIVA?

JOIN THE INTERNATIONAL BIKE COMMUNITY AT LAKE GARDA.

01

Tell us your preferred stand size and requirements.

02

Our Expo Team will check availability and prepare your offer.

03

Secure your place at Bike Festival 2027.

→ **GET IN TOUCH: EXPO@BIKEFESTIVALRIVA.COM**