

The background of the poster is a vibrant yellow, overlaid with a complex network of black lines that resemble a circuit board or a stylized map. These lines form various shapes, including a large 'U' shape at the top left, a rectangular box in the middle left, and a bicycle-like structure on the right. There are also small icons of a lightning bolt, a battery, and a plug. A large blue circle is positioned in the lower-left quadrant, containing white text. The overall aesthetic is modern and tech-oriented.

  
**DEW21**  
**E — BIKE**  
**FESTIVAL**  
  
**DORTMUND**  
presented by **SHIMANO**

**PLUG INTO  
THE FUTURE  
TO GET —  
ENERGIZED  
05.-07.04.2019  
DORTMUND**

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*EXHIBITOR INFORMATION*

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**DEW21**



**SHIMANO**

**ZIV**  
Zweirad-Industrie-Verband

**sugo**

**WIN**  
PLAN B WE SHARE YOUR PASSION

[WWW.EBIKE-FESTIVAL.ORG](http://WWW.EBIKE-FESTIVAL.ORG)

# DEW21 E — BIKE Festival Dortmund presented by SHIMANO



*The 3rd edition of the DEW21 E — BIKE Festival Dortmund presented by SHIMANO welcomed around 55,000 visitors to the centre of Dortmund as the sun shone down on the 150 exhibitors presenting all the latest products and trends from the world of electric bikes. This renewed increase speaks for itself, together with our partners we are continuing the success with the 4th edition in 2019. From 5th to 7th of April the city of Dortmund will be again under the motto „plug into the future to get energized“ at the 4th DEW21 E — BIKE Festival Dortmund presented by SHIMANO!*

Partner, exhibitors and visitors can look forward to the 4th edition of Europe's biggest e-bike event as the concept will improve again, the exhibition areas will grow and there are some new features that want to be experienced for sure.

Don't miss out on this leading e-mobility event and be a part with your brand at the 4th edition of the DEW21 E — BIKE Festival Dortmund presented by SHIMANO, the e-mobility event which is well known throughout Germany.

## Facts

**Event type:** DEW21 E — BIKE Festival Dortmund presented by SHIMANO is the biggest e-bike event in Europe

**Date and location:** April 5-7, 2019 in the area around St. Reinold's Church in Dortmund

**Organiser:** PLAN B event company GmbH  
sugo - Büro für Kommunikation und Gestaltung

**Themed areas:**

- Urban Mobility
- Sports E-Mountainbikes / E-Roadbikes
- Components / Accessories / Clothing
- Infrastructure / Transport / Tourism / Environment

**Highlights:**

- Europe's biggest e-bike event
- Free admission to the festival site
- More than 150 exhibitors
- Around 55,000 visitors
- Test bikes, test products, test courses
- Spectacular side events: E-Bike Nightsprint, DEW21 Family Day, CargoBike Race
- Guided e-bike rides with exhibitors and their professional athletes / riding skills seminars
- Attractive on-stage activities / workshops / discussions
- DEW21 Symposium — „CO<sub>2</sub> - free with electromobility“

**Opening hours:**

Friday	April 5, 2019	12:00 - 19:00
Saturday	April 6, 2019	10:00 - 19:00
Sunday	April 7, 2019	10:00 - 17:00

**Costs:** Flat rate exhibitor fee for manufacturers: € 5,000\*  
incl. exhibition stand of up to 100m<sup>2</sup>, electricity, waste disposal, security supervision, test courses, logo on website, catering, etc.

Rental fee for exhibition space only: € 64/m<sup>2</sup>  
Security supervision fee: € 200  
Waste disposal fee: € 50  
Electricity or water connection (optional): € 120 each

All prices do not include VAT.

**All brands that exhibited at the event 2018 have the option to book the same exhibition stand place again for 2019 up until the 30th of August 2018.**

# DEW21 E — BIKE Festival Dortmund presented by SHIMANO



## Booking form

Company \_\_\_\_\_ Telephone \_\_\_\_\_

Road \_\_\_\_\_ Mobile \_\_\_\_\_

Town/City \_\_\_\_\_ Email \_\_\_\_\_

Country \_\_\_\_\_ Contact person \_\_\_\_\_

Billing address (if different from above)

### 1. Stand description

*Tent, car, truck, etc.*

\_\_\_\_\_  
\_\_\_\_\_

### 2. Planned activities

*Contests, competitions, presentations, etc.*

\_\_\_\_\_  
\_\_\_\_\_

### 3. Brands / items

*exhibited Bicycles, clothing, components, information material*

\_\_\_\_\_  
\_\_\_\_\_

### 4. Test products

*Description & quantity*

\_\_\_\_\_  
\_\_\_\_\_

### 5. Technical details

*Stand size*

(a) \_\_\_\_\_ m x (b) \_\_\_\_\_ m = \_\_\_\_\_ m<sup>2</sup>

*Stand height* \_\_\_\_\_ m

*Electricity connections*

\_\_\_\_\_ x 230 Volt; \_\_\_\_\_ x 380 Volt \_\_\_\_\_ A

*Water connections* \_\_\_\_\_ x

### 6. Signature

*We hereby register to participate in the DEW21 E — BIKE Festival Dortmund 2019 presented by SHIMANO. This registration is binding. With the signature below we agree to the event's terms and conditions listed at [www.ebike-festival.org](http://www.ebike-festival.org)*

*Place, date*

\_\_\_\_\_

*Signature*

\_\_\_\_\_

**Please send registration forms to**  
PLAN B event company GmbH  
Geiseltalstraße 120  
D - 81545 München

Anika Stephan  
T +49 (0)89 - 65 12 99 35  
E [expo@planb-event.com](mailto:expo@planb-event.com)  
W [www.ebike-festival.org](http://www.ebike-festival.org)

## Our preferred exhibition stand

We are active in the field of (please highlight relevant field):

- ☐ Urban Mobility (alternative means of transport, cargo bikes, lifestyle objects, health bikes, special bikes, etc.)
- ☐ Sports E-Mountainbikes / E-Roadbikes
- ☐ Components Accessories / Clothing Transport / Tourism / Environment (institutions, projects, clubs & associations, e-bike tourism, etc.)
- ☐ We wish to book the flatrate fee incl. all marketing services

Preferred exhibition stand: \_\_\_\_\_ (stand number on expo map)

Alternative exhibition stand: \_\_\_\_\_

- ☐ We wish to book m2 + related fees

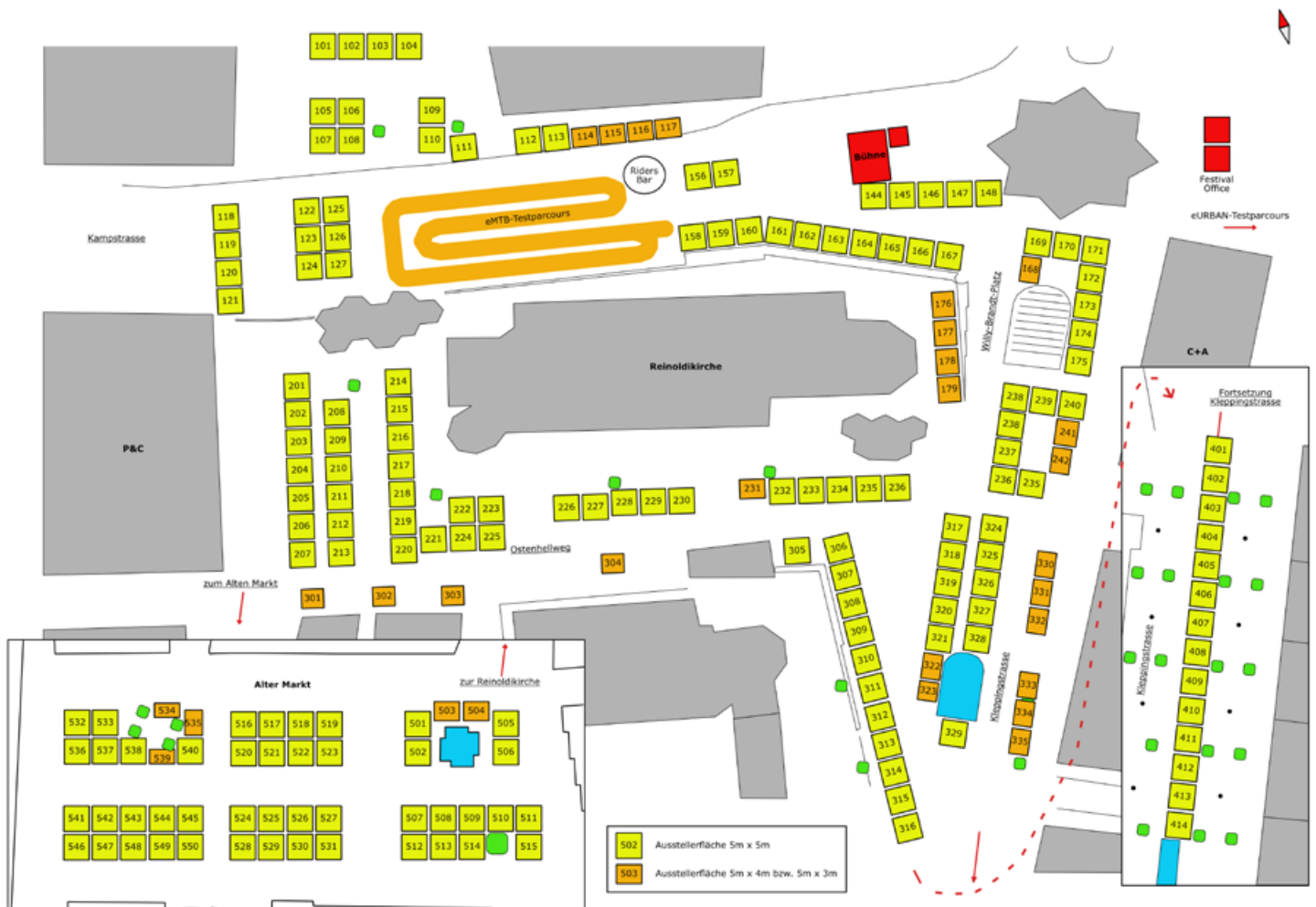
## Stand layout

exhibition area

incl. vehicle, please

(1 square = 1m x 1m)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
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Expo plan 2018 as an illustration