



DEW21

# E — BIKE FESTIVAL



presented by SHIMANO

EXACTLY  
MY  
ENERGY

AROUND  
THE ST.  
REINOLDS —  
CHURCH  
01.-03.04.2022  
DORTMUND

5  
YEARS

## EXHIBITOR INFORMATION

DEW21



DORTMUND

SHIMANO

ZIV  
Zweirad-Industrie-Verband

PLAN B  
SPORT MARKETING

WWW.EBIKE-FESTIVAL.ORG

# DEW21 E — BIKE Festival Dortmund presented by SHIMANO



*The world's biggest e-bike event is celebrating its birthday! From 01 to 03 April 2022 the fifth edition of the DEW21 E — BIKE Festival presented by SHIMANO will take place in the German city of Dortmund. Over the last four years the festival has gained major importance not only for the bicycle industry itself but more generally for the topics of electro-mobility and climate policy in Germany.*

*A total of 150 exhibitors present the latest innovations from the world of e-bikes as well as concepts and solutions for sustainable transport, service and logistics. Experts from leading brands are on hand to answer questions from the 60,000 visitors about e-bikes as a modern and environmentally friendly alternative to traditional transport. Dortmund is the place to be when it comes to electro-mobility as a whole, both today and looking to the future. Be at the heart of the action, bring your brand to the city centre of Dortmund and take part in the DEW21 E — BIKE Festival 2022 presented by SHIMANO.*

## Facts

Type: DEW21 E — BIKE Festival Dortmund presented by SHIMANO, world's biggest e-bike event

Date and venue: 01-03 April 2022, in the area around the St. Reinolds church in Dortmund

Organiser: PLAN B event company GmbH

Themed areas:

- Urban mobility
- Sporty e-mountain bikes / e-road bikes
- Components / accessories / clothing
- Infrastructure / transport / tourism / environment
- Service / e-mobility

Highlights:

- World's biggest e-bike event
- Fifth anniversary
- Free admission to the festival site
- Shops in the city open on Sunday
- More than 150 exhibitors
- More than 60,000 visitors
- Test bikes, test products, SHIMANO Test Areas
- DEW21 Family Day, CargoBikeRace, Dominik Raab – MTB Trial Show, Kettenkino – Move to movies
- Guided DEW21 e-bike rides with exhibitors and their star riders / bike-handling sessions
- Entertainment on stage / workshops / discussions
- Central registration point for hiring and testing bikes
- DEW21 Symposium – meeting of experts focusing on the topic of e-mobility in Germany

Opening hours:

Friday	April 01, 2022	12:00 - 19:00
Saturday	April 02, 2022	10:00 - 19:00
Sunday	April 03, 2022	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, social media, catering, etc.

Rental fee for exhibition space only: € 70/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 2021 have the option to book the same exhibition stand place again for 2022 up until the 30th of August 2021.**

# 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

*Presentations, workshops, 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 2022 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 Sport Marketing GmbH  
Mühlweg 1b  
D - 82054 Sauerlach

Anika Stephan  
T +49 (0) 8104 88 80 - 226  
E [anika.stephan@planb-sportmarketing.com](mailto:anika.stephan@planb-sportmarketing.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

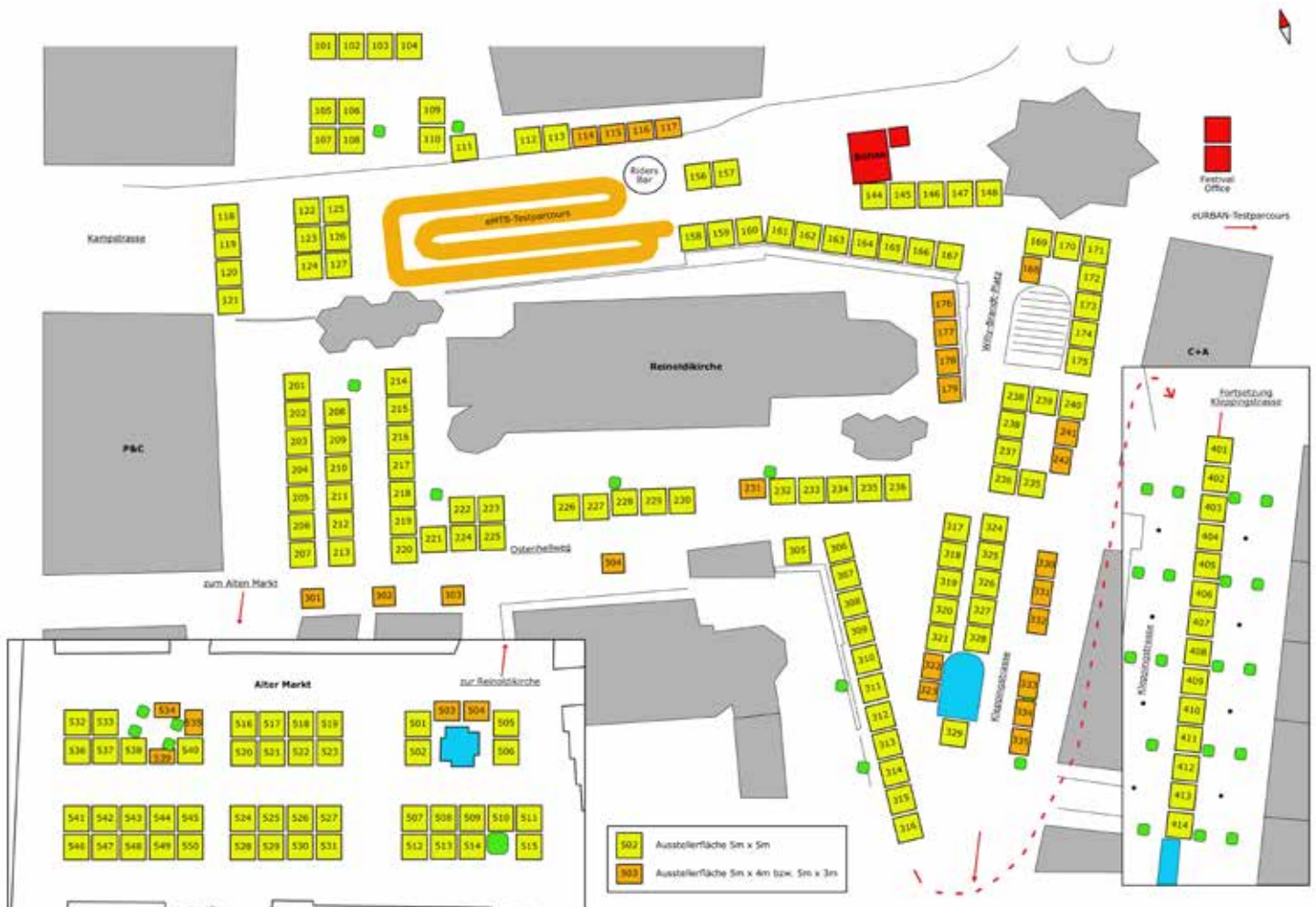
## Stand layout

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
1																									
2																									
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Expo plan 2022 as an illustration (changes may occur)