

FOR BIKES

14TH CYCLING TRADE FAIR



P V A
EXPO PRAHA

www.forbikes.cz

22.–24. March 2024

PARTNER PVA EXPO PRAHA

shopex.cz

FOR BIKES 2024

The largest bicycle fair in the Czech Republic, FOR BIKES, comes with a completely new concept and thus opens up, in addition to the cycling season, new opportunities for the presentation of companies that offer a bicycle assortment for all age and performance groups of visitors. This specialized trade fair is mainly focused on contract negotiations with domestic and foreign exhibitors, manufacturers and traders.

Exhibitors thus have the opportunity to introduce visitors to new products in the field of bicycles and electric bicycles, scooters, bicycle equipment, accessories, nutrition, clothing and all services connected with cycling and bicycle transport – maps, navigation, cameras, cycle paths, bike parks, cycle tours. All this supplemented by accompanying activities that respond to current topics.



COMPLEX SERVICES FOR EXHIBITORS

EXCEPT STANDARD EXHIBITION AREA IT IS ALSO POSSIBLE TO MAXIMIZE THE POTENTIAL OF THE FAIR AND ORDER A PACKAGE OF MARKETING SERVICES THAT MAKES YOUR COMPANY MORE VISIBLE.

OPTION BASIC

FAIR

- Location of roll-up in Entrance hall

PRINTED MATERIALS, PR, ONLINE SPACE

- Placement of news about the exhibitor on the website, FB and Instagram of the fair
- Inclusion of information about the exhibitor and its news at the fair in the press release for the fair

THE PODIUM IN THE HALL

- Time 20 min. for exhibitor on the main stage in hall

PRICE FOR THE PACKAGE: 1.035 €

OPTION STANDARD

FAIR

- Location of roll-up in Entrance hall

PRINTED MATERIALS, PR, ONLINE SPACE

- Placement of the exhibitor's materials at the information desks of the fair (max. size A4)
- Placement of news about the exhibitor on the website, FB and Instagram of the fair
- Inclusion of information about the exhibitor and its news at the fair in the press release for the fair
- Inclusion of information about the exhibitor and its news at the fair in the fair newsletter
- 3 billboards (the graphics are always 1/3 the invitation to the fair and 2/3 the exhibitor's graphics)

THE PODIUM IN THE HALL

- Time 2x 20 min. for exhibitor on main stage in hall

PRICE FOR THE PACKAGE: 2.280 €

OPTION PREMIUM

FAIR

- Location of roll-up in Entrance hall
- Placement of the exhibitor's materials at the information desks of the fair (max. size A4)
- Placing the banner on the railing in the Entrance Halls (max. size 2x1 m)
- Allowing the exhibitor's remittance to be distributed by the hostess throughout the entire duration of the fair

PRINTED MATERIALS, PR, ONLINE SPACE


- Placement of news about the exhibitor on the website, FB and Instagram of the fair
- Inclusion of information about the exhibitor and its news at the fair in the press release for the fair
- Inclusion of information about the exhibitor and its news at the fair in the fair newsletter
- Promotion of the exhibitor in the form of banners for the fair, use of supplied product photos (Google, Seznam, etc.)
- 6 billboards (the graphics are always 1/3 the invitation to the fair and 2/3 the exhibitor's graphics)

THE PODIUM IN THE HALL

- Time 3x 20 min. for exhibitor on main stage in hall
- Location of roll-up belonging to exhibitor on stage after the whole timefair

PRICE PER PACKAGE: 3.520 €

BE MORE
VISIBLE



NEXT OPTIONS MARKETING (you can realize at 3 and more registered companies)

LIVE STREAM OF THE FAIR (duration of stream 15 min., interview with moderator)

RADIO COLOR LIVE BROADCAST (Ride program, 2x interview in time 3min.)

BREAKFAST WITH TV NOVA (reportage from studio and fair)

210 €

125 €

1.655 €

BE MORE
VISIBLE



E-BIKE HALL IN NEW CONCEPT

HALL FULL OF ELECTRIC BICYCLES INCLUDING TESTING TRACK IS ANNUALLY PART OF THE FAIR.
WE INTRODUCE NEW PRESENTATION CONCEPT WHICH WILL BETTER SUPPORT INDIVIDUAL BRANDS AND BE MORE TRANSPARENT FOR VISITORS. AT THE SAME TIME IT IS AGAIN POSSIBLE TO USE THE PRESENTATION WITHIN THE PITS OF ELECTRIC BICYCLES.

PARTNER E-BIKE HALL

- INTRODUCING THE NAME OF TESTING TRACK AS "TESTING PATH/PARTNER/"
- COMPLETE BRANDING TESTING TRACK (banners / flags, roll-ups in hall)
- POSSIBLE DELIVERY AND LOCATION OF OWN GATES WITH LOGO TO HALL
- INTRODUCING OF PARTNER ON EVERY MATERIALS TO E-BIKE HALL
- POSSIBLE PERFORMANCE OF PARTNER ON THE MAIN THE PODIUM THE FAIR (20 min.)
- LOCATION OF MATERIALS OF PARTNER ON INFORMATION DESKS
- NEWS ABOUT PARTNER ON WEBSITE, FB AND INSTAGRAM OF ACTION
- 30 PCS TICKET FOR FAIR
- 3 PCS PARKING CARDS DURING THE WHOLE TIME OF THE FAIR

PARTNERSHIP PRICE: 4.140 €
The offer is indicative, we will be happy to adjust it according to Your needs.

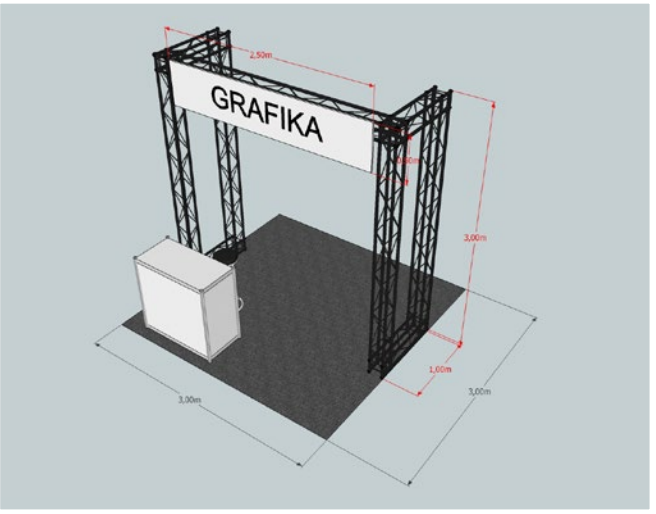


CHOOSE THE EXHIBITION OPTION IN THE E-BIKE HALL DIRECTLY FOR YOU

PACKAGE 9

- EXHIBITION SPACE 9 SQM FOR 2 BIKES including logos companies on collars
- 4 FLAGS / BANNERS PLACED IN HALL

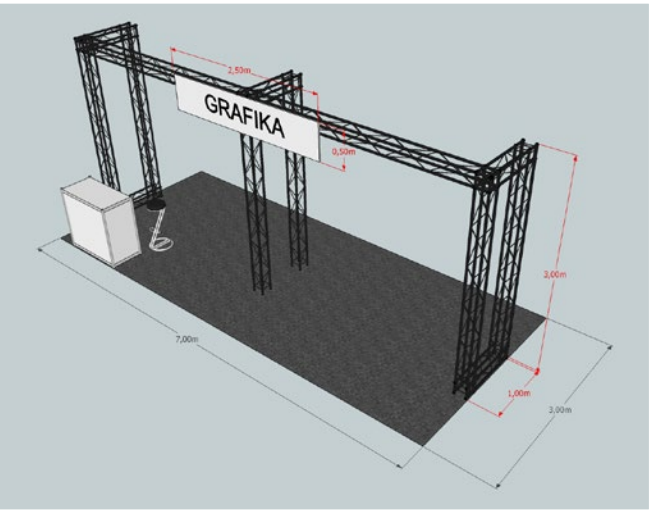
PRICE: 1.030 €



PACKAGE 21

- EXHIBITION SPACE 21 SQM FOR UP TO 6 BIKES including logos companies on collars
- 8 FLAGS / BANNERS PLACED IN HALL

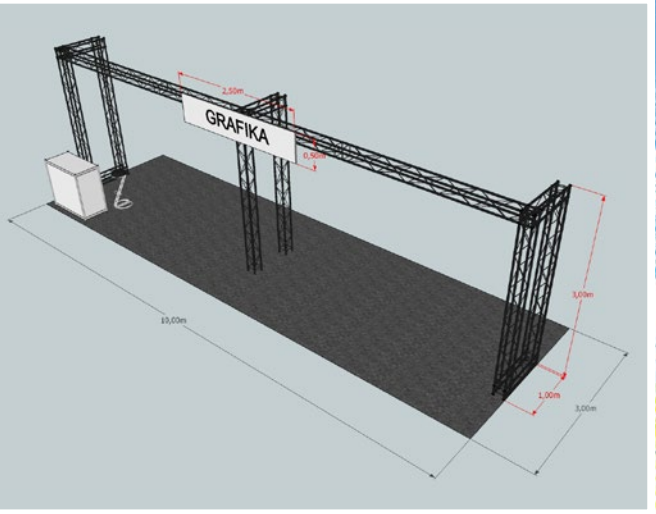
PRICE: 1.860 €



PACKAGE 30

- EXHIBITION SPACE 30 SQM FOR UP TO 10 BIKES including logos companies on collars
- 10 FLAGS / BANNERS PLACED IN HALL

PRICE: 2.355 €



BE A PARTNER OF E-BIKE HALL

MTB HALL WITH TESTING TRACK

NEW IN 2024 WILL BE A HALL WITH A TEST TRACK FOR MOUNTAIN BIKES.
THEREFORE, VISITORS WILL BE ABLE TO TRY INDIVIDUAL BRANDS DIRECTLY AT THE FAIR.

PARTNER MTB HALLS

- INTRODUCING THE NAME TRACK AS “TESTING PATH/PARTNER/“
- COMPLETE BRANDING TESTING TRACK (banners / flags, roll-ups in hall)
- POSSIBLE DELIVERY AND LOCATION OF OWN GATES WITH LOGO TO HALL
- INTRODUCING PARTNER ON EVERY MATERIALS TO MTB HALL
- POSSIBLE PERFORMANCE OF PARTNER ON THE MAIN THE PODIUM THE FAIR (20 min.)
- LOCATION OF MATERIALS OF PARTNER ON INFORMATIONAL DESKS
- NEWS ABOUT PARTNER ON WEBSITE, FB AND INSTAGRAM OF ACTION
- 30 PCS TICKET FOR FAIR
- 3 PCS PARKING CARDS DURING THE WHOLE DURATION OF THE FAIR

PARTNERSHIP PRICE: 4.140 €
The offer is indicative, we will be happy to adjust it according to Your needs.



BE A PARTNER
OF MTB HALL

MTB RACE MOUNTAIN BIKE

THE TRADITIONAL MOUNTAIN BIKE RACE MTB FOR BIKES 2024 WILL TAKE PLACE ON SATURDAY, 23 MARCH, 2024.
A ROUTE OF APPROXIMATELY 45 KM WILL LEAD FROM THE EXHIBITION TO THE LETŇANSKÝ LESOPARK AND BACK.
COMPETITORS CAN COMPETE IN SEVEN CATEGORIES.



BE A PARTNER
OF MTB RACE



PARTNER MTB RACE

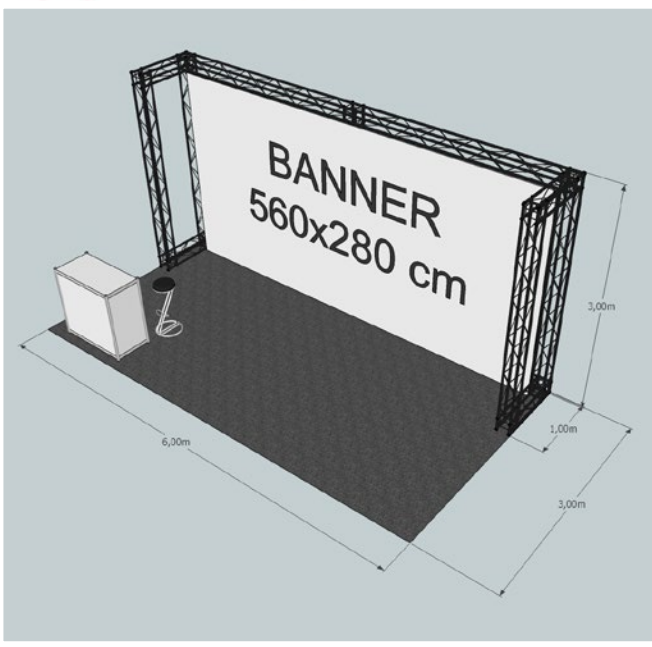
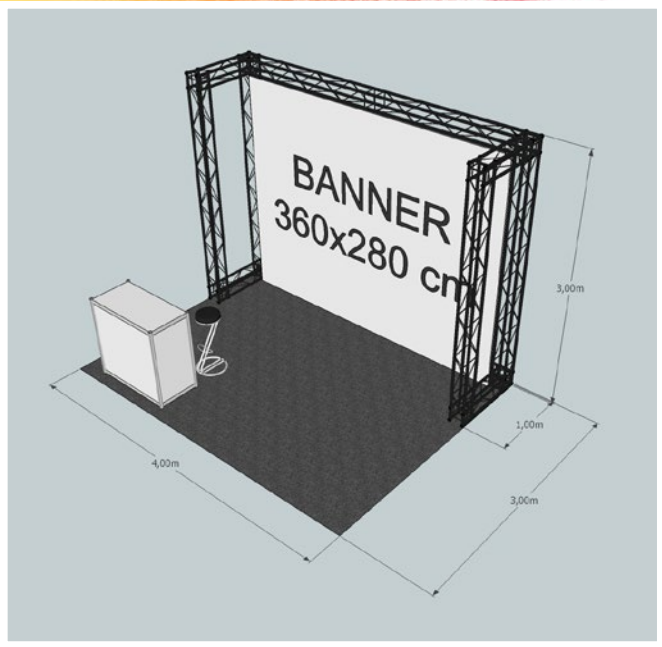
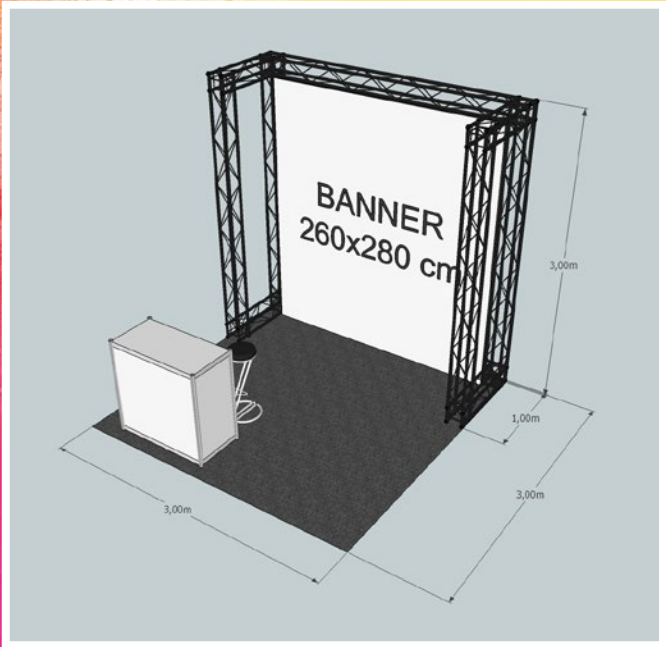
- LOCATION OF THE PARTNER'S DRIVEWAY GATE AT THE START AND FINISH OF THE RACE (the gate is supplied by the partner)
- PARTNER'S LOGO ON ALL RACE MATERIALS
- PARTNER LOGO ON NUMERALS FOR INDIVIDUAL RACERS
- PARTNER'S LOGO ON THE STAGE DURING THE ANNOUNCEMENT OF THE WINNERS
- PLACEMENT OF PARTNER'S MATERIALS ON INFORMATION DESKS
- NEWS ABOUT THE PARTNER ON THE WEBSITE, FB AND INSTAGRAM OF THE EVENT
- 30 PCS TICKETS FOR THE FAIR
- 3 PCS PARKING CARDS FOR THE WHOLE DURATION OF THE FAIR

PARTNERSHIP PRICE: 1.450 €
The offer is indicative and we will be happy to adjust it according to Your needs.

STARTUP ZONE

YOU ARE A NEWBIE IN FIELD AND DO YOU HAVE INNOVATIVE PRODUCTS? THEN DIRECT JUMP TO STARTUPZONE. THE ONLY CONDITION IS THAT THE COMPANY WAS ESTABLISHED NO MORE THAN 3 YEARS AGO. EXCEPT FOR DISCOUNTED PRESENTATION PACKAGES YOU CAN USE THE MEETING ROOMS FOR NEW PARTNERS.

PACKAGE SU 9	PACKAGE SU 12	PACKAGE SU 18
<ul style="list-style-type: none">• EXHIBITION SPACE 9 SQM• CARPET GRAY• BANNER WITH GRAPHICS COMPANY• COUNTER 100X50CM• BAR CHAIR• REGISTRATION FEE• MANDATORY INSURANCE PRICE: 1.240 €	<ul style="list-style-type: none">• EXHIBITION SPACE 12 SQM• CARPET GRAY• BANNER WITH GRAPHICS COMPANY• COUNTER 100X50CM• BARO CHAIR• REGISTRATION FEE• MANDATORY INSURANCE PRICE: 1.490 €	<ul style="list-style-type: none">• EXHIBITION SPACE 18 SQM• CARPET GRAY• BANNER WITH GRAPHICS COMPANY• COUNTER 100X50CM• BAR CHAIR• REGISTRATION FEE• MANDATORY INSURANCE PRICE: 1.980 €



GRAND PRIX COMPETITION

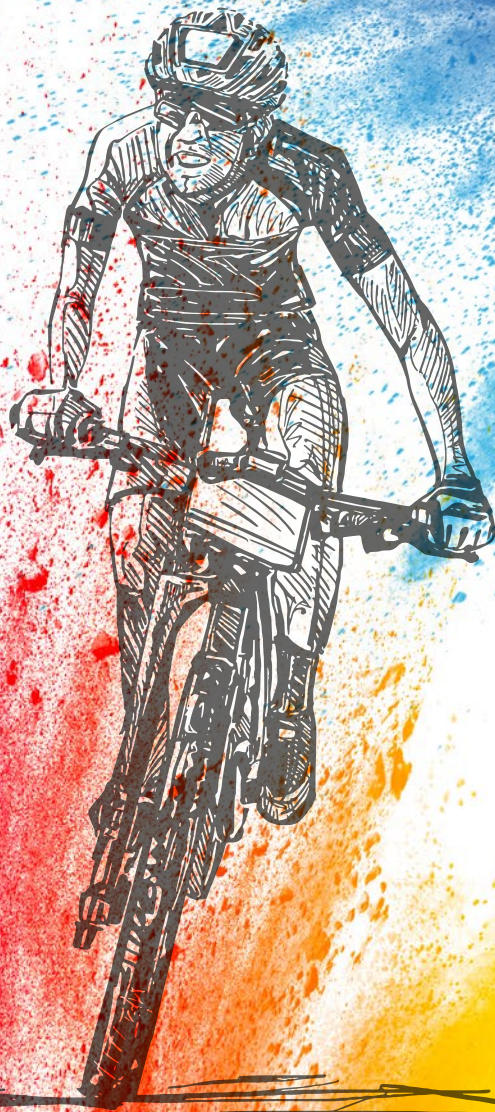
GRAND PRIX COMPETITIONS WINS THE BEST EXHIBIT OR TECHNOLOGY, WHEREAS THE EXPERT JURY WILL MAINLY FOCUS ON TECHNICAL PARAMETERS, PROGRESSIVE TECHNOLOGY, UNTRADITIONAL IDEA, EXTRAORDINARY QUALITY AT AN ACCEPTABLE PRICE, MATERIALS, ECOLOGICAL VIEWPOINT, ENERGY SAVING AND POSSIBILITIES OF APPLICATION ON THE MARKET.

CATEGORY GRAND PRIX
EXHIBITS YOU CAN SUBSCRIBE IN THESE CATEGORIES: <ul style="list-style-type: none">• BIKES• ELECTRIC BICYCLES• COMPONENTS• TECHNOLOGIES

WORKSHOPS

THE MOST MODERN EXHIBITION AREA IN PRAGUE, PVA EXPO PRAGUE, HAS A NUMBER OF LECTURE HALLS IN WHICH IT WILL OFFER A NEW RANGE OF WORKSHOPS FOR BOTH VISITORS AND EXPERTS FROM THE BRANCH.

WORKSHOPS
TOPICS OF WORKSHOPS: <ul style="list-style-type: none">• MARKETING AND PRESENTATION OF COMPANIES TO CUSTOMERS• SOCIAL NETWORKS• TRAINING OF DEALERS• TRAINING OF ENDUSERS



FOR BIKES HELPS

WE ARE COLLABORATING WITH THE PROJECTS BIKES FOR AFRICA AND JOURNEY FOR THE DREAM AND FOR THE YEAR 2024 WE ARE PREPARING TO EXPAND THE COLLABORATION WITH THE KOLOFIX COMPANY AND THE GIVE CHILDREN A CHANCE PROJECT. BECAUSE WE ALSO CARE ABOUT RECYCLING AND ECOLOGY, WE WOULD LIKE TO BE A PART OF THE TRANSFORMATION OF USED CHILDREN'S BICYCLES INTO GIFTS THAT LIGHT UP THE FACES OF CHILDREN IN ORPHANAGE HOMES. WE ALSO HELP WITH BIKES FOR ADULTS. VISITORS WILL FIND THE FIRST COLLECTING POINT AT THE FOR KIDS FAIR 20-22. OCTOBER, 2023.



YOU WANT TO STAY
WITH US, GET IN TOUCH!



ACCOMPANYING PROGRAM

THE FOURTEENTH EDITION OF THE FAIR WILL ALSO OFFER AN ATTRACTIVE ACCOMPANYING PROGRAM. IN ADDITION TO THE TRADITIONAL MEETINGS WITH NUMEROUS PERSONALITIES FROM THE BRANCH OF CYCLING, IT WILL ALSO OFFER NEWS IN THE FORM OF A TRAVEL FESTIVAL OR OUTDOOR EXHIBITIONS.

ACCOMPANYING PROGRAM

- PERSONALITIES
- TRAVELER'S FESTIVAL (23-24 MARCH, 2024)
- MTB RACE
- INTERNAL TESTING HALL FOR ELECTRIC BIKES AND MOUNTAIN BIKES
- OUTDOOR TESTING SPACE
- OUTDOOR EXHIBITION



Sales director
Vanda Petrov
+420 739 003 144
petrov@abf.cz



Fair manager
Klára Franková
+420 739 003 167
frankova@abf.cz



Fair production
Nikol Bláhová
+420 603 385 666
blahova@abf.cz



**Manager of
the technical
department**
Lukáš Vilímek
+420 739 003 169
vilimek@abf.cz



ABF, a.s.
veletržní správa
Dělnická 213/12
170 00 Praha 7 – Holešovice



**COME TO LOOK AT 14TH EDITION
OF THE FAIR OF CYCLING
IN THE NEW CONCEPT**

**BYCYCLES
INOVATIONS
FOR KNOW HOW
E-BIKES
START-UPS**



22.-24. 3. 2024