RUND UM KÖLN
SEIT 1908

May 22 & 23, 2027

RUND UM KÖLN



EXHIBITOR INFORMATION FOR BIKE.EXPO



RUND UM KÖLN – CYCLING CLASSIC SINCE 1908

The traditional Rund um Köln cycling race will once again take place in 2027 in its established format, featuring a UCI one-day professional race.

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A SUCCESSFUL COMBINATION OF ELITE AND AMATEUR RACES

The oldest one-day road race in Germany starts at Rheinauhafen in Cologne, right on the Rhine. From there, cyclists ride across the Bergisches Land, along long straight stretches, challenging climbs and the legendary cobblestone section to Schloss Bensberg! For all participants, the spectacular finish takes place in the shadow of the Kranhäuser in the Rhine metropolis of Cologne.

Alongside more than 9,500 amateur cyclists and around 150 professionals, thousands of cycling fans will once again line the route. The Bike.EXPO, featuring around 40 exhibitors, will also take place in the historic and elegant setting of Rheinauhafen. Exhibitors will present products and services related to cycling.

www.rundumkoeln.de

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BIKE.EXPO

Target Audience

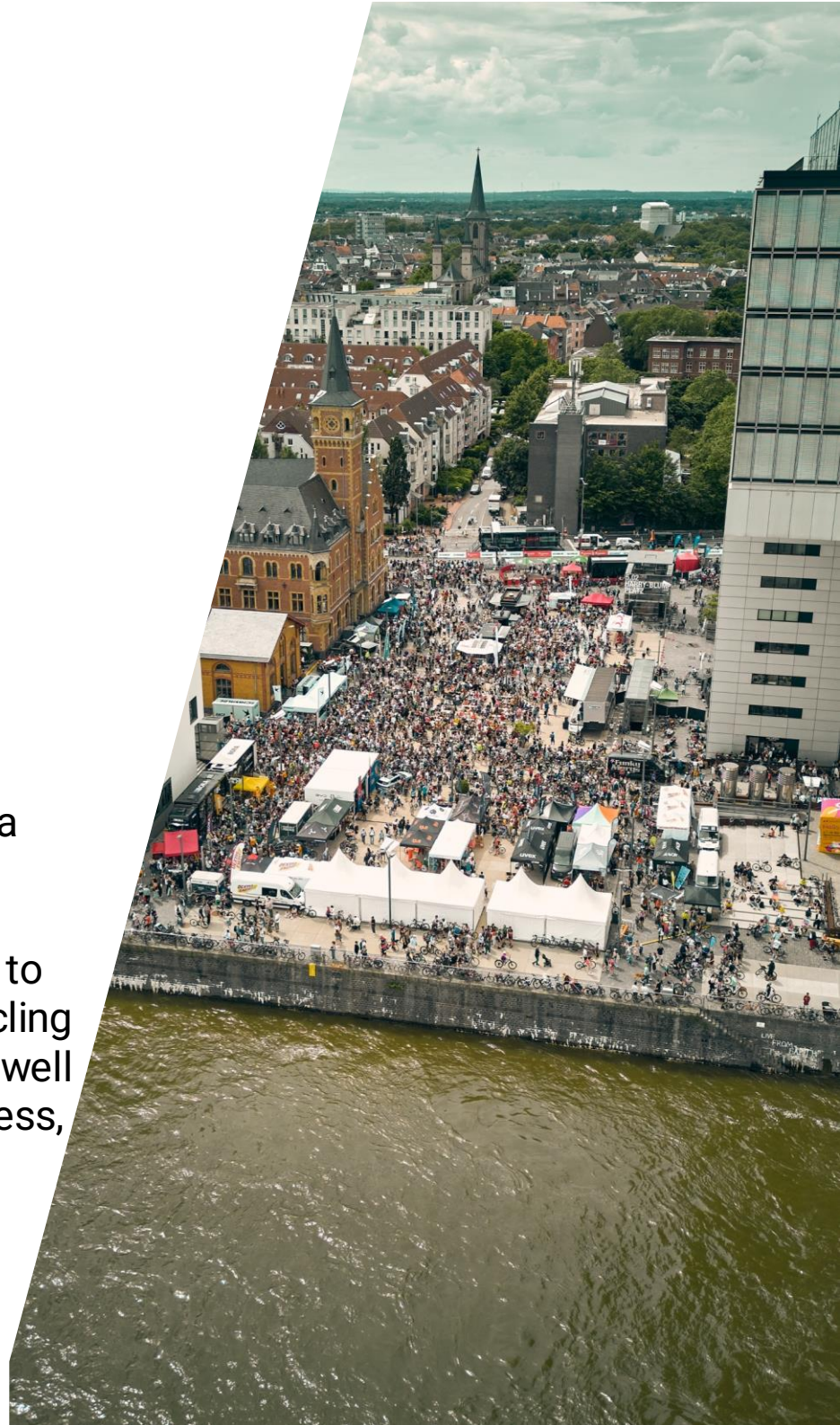
- Average age: 38
- Well educated
- In full-time employment
- Many have an above-average income
- Interested in discovering new technologies

Exhibition Space

The exhibition area of more than 1,000 m² offers ideal conditions for presenting your products to a purchasing-powerful target audience. The high-quality Bike.EXPO provides the perfect setting for a successful trade

Sectors

Numerous exhibitors offer a wide range of products and services related to bicycles and cycling accessories, as well as nutrition, fitness, wellness, sportswear and lifestyle und Outdoor.





AT A GLANCE

Event Location:
Harry-Blum-Platz
50678 Köln

Opening Hours:
Samstag, 22. Mai 2027:
11:00 Uhr – 18:00 Uhr
Sonntag, 23. Mai 2027:
09:00 Uhr – 17:00 Uhr

Set-up:
Freitag, 21. Mai 2027
12:00 Uhr – 18:00 Uhr
Samstag, 22. Mai 2027
08:00 Uhr – 10:30 Uhr

Dismantling:
Sonntag, 23. Mai 2027
17:00 Uhr – 21:00 Uhr

Price per m²:
€95.00 (plus VAT)
Plus a one-time service fee of €100.00

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REGISTRATION

INVOICE ADDRESS

Company _____

Street _____

Postal Code/City _____

CONTACT PERSON

Name _____

Phone/Mobile _____

Email _____

Website: _____

1. STAND DESCRIPTION/ PLANNED ACTIVITIES

_____

_____

2. AUSSTELLUNGSGÜTER

(Produkte, Marken, Food/Non-Food,...)

_____

3. STAND DIMENSIONS (METRES × METRES) (€95 per square metre)*

_____

4. ELECTRICITY REQUIREMENTS (A 50-metre power cable must be provided by the exhibitor!)

Power connection (€150) _____ X 230 V

Three-phase power (€300) _____ X 16 A

Three-phase power (€400) _____ X 32 A

Electricity required for:

_____

_____

5. WATER REQUIREMENTS (price on request)

☐ yes
☐ no

*Plus a one-time €100 service fee for general advertising, interim cleaning, waste disposal and security of the exhibition grounds

6. CUSTOMISED OFFER (Prices on request)

☐ 3 × 3 m pagoda tent with flooring (incl. set-up and dismantling)

☐ 5 × 5 m pagoda tent with flooring (incl. set-up and dismantling)

☐ Race bag insert (print run: 9,000 copies)

☐ A4 advertisement in the roadbook (print run: 10,000 copies)

☐ EXPO booth at Tri.EXPO (September 4 & 5, 2027)

☐ EXPO booth at Running.EXPO (October 1 & 2, 2027)

SIGNATURE

I hereby make a binding booking for the stand space at Bike.EXPO 2027 with the dimensions specified.

I have read and accepted the event terms and conditions.

Stamp/Signature

_____

Place/Date

_____

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TERMS AND CONDITIONS

1. VERANSTALTER

The event is called Bike.EXPO 2027 and is organised by Kölner AusdauerSport GmbH, Girlitzweg 30 – Gate 5a, 50829 Cologne, Germany, hereinafter referred to as the organiser.

2. EVENT DURATION

Bike.EXPO 2027 will take place from Saturday, May 22, 2027 to Sunday, May 23, 2027 at Harry-Blum-Platz, 50678 Cologne.

3. ÖFFNUNGZEITEN

The exhibition is open on
Saturday, May 22, 2027, from 11:00 a.m. to 6:00 p.m., and
Sunday, May 23, 2027, from 9:00 a.m. to 5:00 p.m.!

4. SET-UP AND DISMANTLING

Set-up takes place on Saturday, May 22, from 8:00 a.m. and must be completed by 10:30 a.m. at the latest. All vehicles must have left the site by 10:30 a.m.! Set-up on Friday, May 21, 2027 is only possible by prior arrangement with the organiser!
Dismantling of the exhibition stand and product displays may not begin before the event ends at 5:00 p.m. on Sunday, May 23, 2027. Dismantling must be completed by 10:00 p.m. that day at the latest.

5. STAND RENTAL

All prices are subject to statutory VAT. Stand prices do not include walls, carpeting or furniture!

6. STAND CONSTRUCTION

The maximum stand height is 3.50 m.
For single-storey stands that do not exceed the permitted height, drawings do not need to be submitted for approval provided the technical guidelines are followed in the stand's design and construction.

All other stand structures and constructions require approval, particularly where special structures are planned or structural calculations are required. The documents submitted for review must include floor plans, elevations and a structural section, with all dimensions.
Stand design is the exhibitor's responsibility and must be appropriate to the event.
The exhibitor must inform themselves about the load-bearing capacity of the site surface. Only on-site measurements are valid for the stand area. Exhibitors must stay within the marked areas and must not exceed them!
Banners and company signs must not protrude into walkways.
Stand rental per m² of floor space: €95.00

7. ELIGIBILITY TO PARTICIPATE

Manufacturers, importers, general agents, retailers, service providers, event organisers, associations, publishers and institutions whose products are relevant to the event (health/wellness, nutrition/dietary supplements, cycling, running apparel/accessories, running events, travel/tourism, footwear, sports medicine, technology, textiles and other related areas) may be admitted as Bike.EXPO exhibitors.
Products must be brand new. Products and services that do not correspond to the product categories, as well as used products, may not be exhibited or offered.
The organiser decides whether a company or product is admitted, as well as the placement of exhibitors. Applicants will be notified separately if rejected. Stand allocation is based on exhibition-related considerations. There is no entitlement to a particular location or size, regardless of any placement preference entered on the registration form.
Deviations in stand allocation or changes to a stand, even after confirmation, do not give rise—except in cases of intent

or gross negligence—to any right of withdrawal or claims for damages against the organiser.
The organiser may check whether the exhibitor uses the allocated stand appropriately in terms of size and displayed exhibits and in accordance with the admission criteria. In the event of a breach, the organiser may exclude the exhibitor from future events.
Transferring the stand to other companies, allowing or representing other companies at the stand, or exhibiting unauthorised product categories also entitles the organiser to terminate the exhibitor's participation agreement without notice, without releasing the exhibitor from liability for the full stand rental, and to have the stand cleared at the exhibitor's expense.
Neither the exhibitor nor the other company shall have irgendwelche Schadenersatzansprüche.
Co-exhibitors may participate in Bike.EXPO. A separate application and approval by the organiser are required for a co-exhibitor to use the stand area.

8. CONFIRMATION OF PARTICIPATION

Admission is confirmed by written confirmation of participation stating the
allocated stand (stand confirmation). This legally establishes the participation agreement between the exhibitor and the organiser.
The confirmation of participation applies only to the registering exhibitor and co-exhibitors.
The confirmed stand, in whole or in part, may not be transferred to third parties, even free of charge, nor may other companies be hosted or represented at the stand.

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9. PAYMENT TERMS

The exhibitor will receive an invoice for stand rental and additional services approximately four weeks before the exhibition. The invoice must be paid in full, without deductions, no later than two weeks after receipt. Any objections to invoices must be submitted in writing within 14 days of receipt.

10. STORNIERUNG

After admission by the organiser, the exhibitor has the right to withdraw from the contract in writing, free of charge, within eight days.
If the organiser exceptionally permits withdrawal after this period, 25% of the net stand rental plus statutory VAT must be paid. If withdrawal occurs within the last four weeks before the event begins, the organiser reserves the right to charge the full net stand rental plus statutory VAT. If the stand space cannot be re-let, all additional services (including decoration costs) will also be charged.

11. SALES ACTIVITIES

The event is a consumer trade fair, and direct sales of all products listed in the product directory are expressly permitted. Displaying prices openly at the stand and on exhibits is allowed. Cash sales of food and beverages at the event itself are not permitted. This also includes the conclusion of contracts.

12. ADVERTISING

To preserve the overall character of the event and protect exhibitors and visitors from disruptive or unlawful activities, the following advertising measures are prohibited in particular:

- Advertising activities outside the stand are not permitted on or in front of the exhibition grounds without the organiser's prior written approval. This includes using people as advertising carriers and distributing or putting up any kind of promotional material, such as brochures, posters or stickers, in aisles, on the exhibition grounds or in their immediate vicinity.
- Surveys, tests, competitions, raffles and prize draws outside the stand are also prohibited. Activities carried out by the organiser are exempt.
- Advertising of ideological or political nature.
- In the event of serious violations of the participation terms, the organiser may immediately close the stand and arrange for it to be cleared without recourse to the courts. All claims of any kind, particularly claims for damages, are excluded in such cases.

13. VERSICHERUNGEN

The organiser does not bear the insurance risk. Exhibitors are advised to take out insurance with adequate coverage.

14. FORCE MAJEURE

If force majeure or unforeseeable events (including severe weather or a terrorist threat) beyond the organiser's control make it impossible to hold the exhibition as planned, the organiser may cancel the exhibition or, if the event occurs during the exhibition, terminate it early or shorten it. The same applies if the exhibition must be cancelled by order of the authorities or shortened. The organiser will refund the stand rental, less services already provided.
In all cases, exhibitors shall have no claims for damages against the organiser.

If the organiser must shorten or cancel an exhibition that has already begun due to force majeure or an official order, the exhibitor is not entitled to a refund or waiver of the agreed stand rental. In this case, the exhibitor must pay the full agreed stand rental (for the selected services) and all costs payable by the exhibitor.

15. PLACE OF PERFORMANCE AND JURISDICTION

Where the contracting parties are merchants, legal entities under public law or special public-law funds, they expressly agree that Cologne shall be the place of performance and jurisdiction for all claims or disputes arising from this contract. The same applies if a contracting party has no general place of jurisdiction in Germany.
Cologne shall also be the place of jurisdiction for contested payment order proceedings. If payment order proceedings become contested proceedings and the case is transferred ex officio to the court with subject-matter jurisdiction at the debtor's general place of jurisdiction, an application must be made to transfer the case to the competent court in Cologne.
In addition, each contracting party is entitled to sue the other at their place of residence or business.
Should any provision of these terms be invalid, the validity of the remaining provisions shall not be affected. The contracting parties undertake to agree on valid provisions in place of the invalid ones that most closely reflect their economic purpose.
The German text and German law shall govern the interpretation of the general terms and conditions and all other conditions.
All declarations must be made in writing.

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CONTACT



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ORGANISER

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MORE INFORMATION
www.rundumkoeln.de