

**EXHIBITOR INFORMATION**

**EXPO**  
**TOUR**

The logo consists of the word 'EXPO' in a bold, uppercase, sans-serif font. Below it, the word 'TOUR' is written in a larger, stylized, uppercase font. The letter 'O' in 'TOUR' is replaced by a gear icon with a central hub and several teeth. The overall style is modern and industrial.

**21. – 25. August 2024**

**1 PROFESSIONAL CYCLING RACE**

**—**

**100 OTHER ACTIVITIES**



# DEUTSCHLAND TOUR

21. - 25.  
AUGUST 2024



- Prolog**  
Prologue
- Start des Rennens**  
Race start
- Start einer Etappe**  
Stage start
- Ziel einer Etappe**  
Stage finish
- Ziel des Rennens**  
Race finish
- Transfer**

[www.deutschland-tour.com](http://www.deutschland-tour.com)



# GERMANY`S BIGGEST CYCLING EVENT

The focus is on the joy of moving on two wheels, the enthusiasm for the versatility of the bike and the love of cycling in all its aspects.

## Lidl Deutschland Tour goes into the 6th edition!

As the only multi-day professional stage race in Germany, the Lidl Deutschland Tour is not only the flagship project in German cycling, but also the highlight festival of cycling in Germany.

From 21st to 27th August, the Lidl Deutschland Tour 2024 will connect German cities and regions on four challenging and varied stages. Cycling fans will experience the grand finale in Saarbrücken.

The goal is to use the most important German race to provide long-term support for cycling in Germany and also to offer its up-and-coming young talents an opportunity. The event will be rounded out with an amateur race, open to everyone, on the course of the final stage the pros will ride, with races for young riders and various participatory actions which the fans have already helped to develop during the planning of the Lidl Deutschland Tour, as well as the integration of the newest cycling trends.

**1 PROFESSIONAL CYCLING RACE**

—

**100 OTHER ACTIVITIES**





# REVIEW: DEUTSCHLAND TOUR 2023

The four-day tour from Sankt Wendel to Bremen in 2023 showed that cycling is thriving in Germany and attracts thousands of cycling fans to the route and the home straight! In addition to the professional race, the many supporting activities created a true cycling festival that generated enthusiasm in the stage towns.

For the second time, a 3km prologue was held to determine the fastest time trialist. But not only that. We managed to build on the successes of previous years and even extend them. This underlined the leading role of the Deutschland Tour for German cycling.

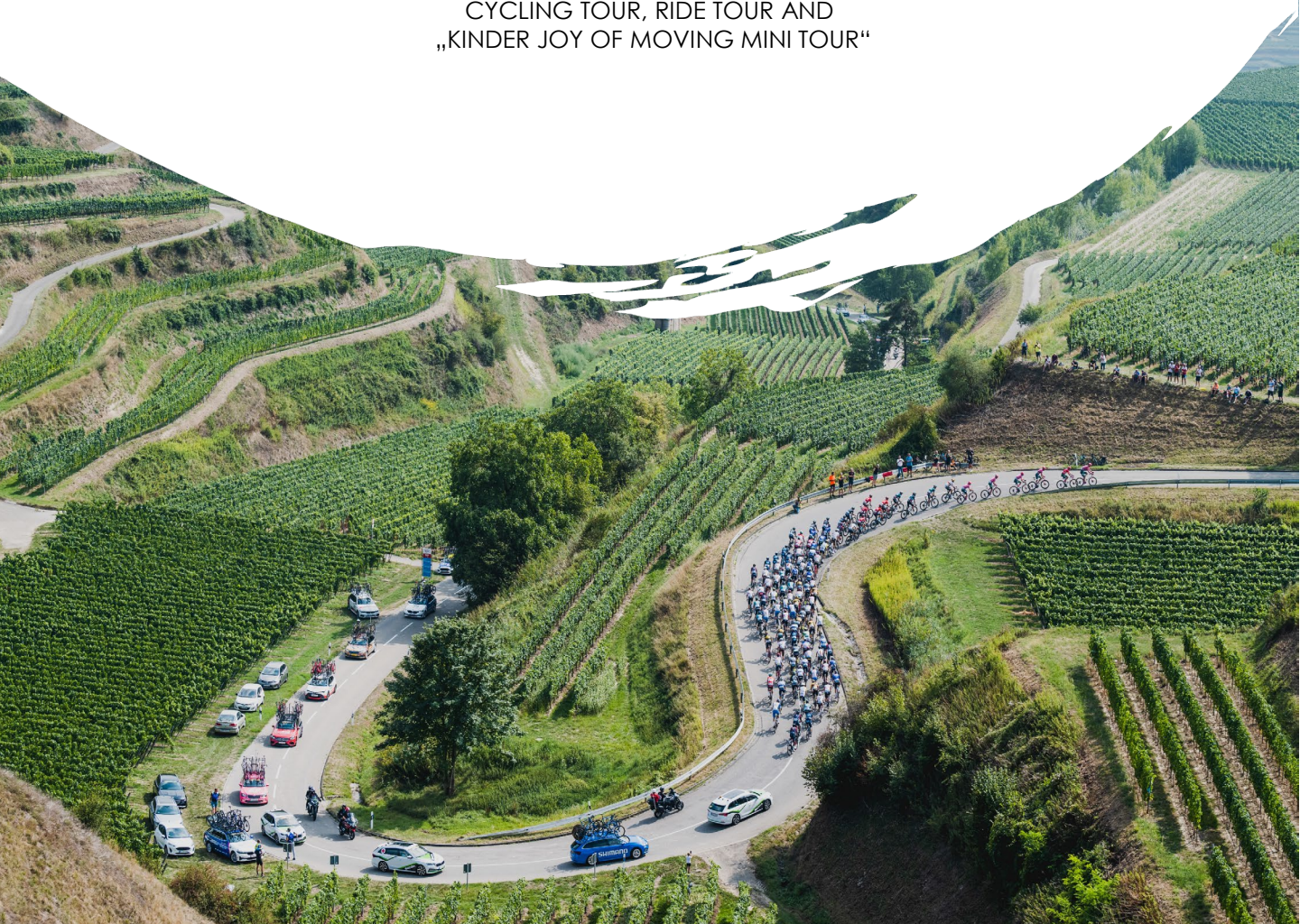
**5**  
LOCATIONS

**über 20.000**  
SQAURE METRE EXPO AREA

**über 100**  
EXHIBITORS AT  
THE EXPO TOUR

**1**  
FESTIVAL  
OF CYCLING

**3.000+**  
PARTICIPANTS AT  
CYCLING TOUR, RIDE TOUR AND  
„KINDER JOY OF MOVING MINI TOUR“





# FACTS AND FIGURES

\*NUMBERS 2022

**1** Das Erste

**TV-NATIONAL**



**8H**  
LIVE TV  
BROADCAST

**1,1M**  
VIEWERS  
(ARD, PEAK)

**6M+**  
TV VIEWERS  
(LIVE)

**TV-WORLDWIDE**

**190 COUNTRIES**  
TV-BROADCAST

**11H**  
LIVE COVERAGE ON  
EUROSPORT & GCN

**68M**  
REACH IN 87 ONLINE NEWS  
(TOP 10 ONLINE MEDIA)

**1M+**  
HOMEPAGE IMPRESSIONEN

**44.000**  
SOCIAL MEDIA FANS

**100.000**  
VIEWS ON YOUTUBE

**6.500**  
CONTACT VIA NEWSLETTER  
(65% OPENING RATE)

**875.000**  
FANS ALONG THE ROUTE  
AND IN STAGE TOWNS\*

**2.300+**  
REGISTRATIONS  
CYCLING TOUR

**1.000**  
VIP GUESTS



# EXPO TOUR AS THE PULSATING HEART OF THE FESTIVAL



Hours before the pros cross the finish line, the Expo Tour welcomes curious visitors with interesting booths and various attractions to try, watch and participate in, as well as exciting shows and information.



The Expo Tour will take place in the direct vicinity of the finish area of each stage as well as in the start and finish area of the prologue at the start of the Tour in Schweinfurt. It will be open from 12 noon to 5 p.m. on the day of the finish of the pros (finish of the pros approx. 4:30 p.m.) and is free of charge for all visitors.



**Visitors** of the Expo area are not only sports enthusiasts, but are also open and interested in all other topics and products. Due to the variety of not only cycling-specific topics, but broad range of offers in the field of bicycles and mobility with special offers for children and families, this event appeals to a wide target group.



The **Innovation Hub** enables young companies to present their ideas on mobility, safety and health to a broad audience. With a central location in the middle of the Expo, the Innovation Hub offers a unique opportunity to exchange ideas among thinkers and impulse generators. A meeting place for people with exciting ideas and projects who want to shape the future together.



**Branches:** The focus of interest is on bicycles & accessories, as well as topics such as nutrition, nutritional supplements, health, sportswear, lifestyle, travel and the most diverse facets of cycling to marvel at and try out.





# FURTHER SIDE EVENTS ASSOCIATED WITH THE EXPO TOUR

The Expo will be accompanied by special side events, which will attract many visitors.



## **Cycling Tour** – On the trail of the pros

At the finale of the Lidl Deutschland Tour, the road does not only belong to the pros. Before the international elite set off on the fourth and final stage in and around Saarbrücken the amateur race and lighthouse event of the Lidl Deutschland Tour will take place on Sunday, August 27, with around 3,500 participants..

On two varied routes along the scenic and sporting highlights of Bremen, the route partly follows the original route of the professionals - with start and finish in Bremen.



## **Newcomer Tour** Germany's up-and-coming talents test their skills

The finish of the penultimate stage is also the destination of the Newcomer Tour. Together with the German Cyclists' Federation (BDR), we have set ourselves the goal of offering German and international young talents a unique platform to present themselves on the big stage.



## **„Kinder Joy of moving mini tour“** - Great fun for little cyclists

Especially the youngsters are in the center of attention. This festival for the bike is all about the little ones in particular. Special races for children on the home straight of the professional race will be one of the absolute highlights of the Lidl Deutschland Tour. From the age of two, the little ones will start in front of a large backdrop - and it's all about the fun of movement. The races of the "Kinder Joy of moving mini tour" take place immediately before the finish of the pros.



# PRICING EXPO TOUR

Stage city	Date	Opening hours (provisional)	Price per m <sup>2</sup> (excl VAT.)
<b>Schweinfurt</b> Prologue	Wednesday 21.08.2024	13:00 – 19:00 Uhr	<b>70,00 €</b>
<b>tbc</b> 1.St Stage finish	Thursday 22.08.2024	12:00 – 17:00 Uhr	<b>60,00 €</b>
<b>Schwäbisch Gmünd</b> 2.nd Stage finish	Friday 23.08.2024	12:00 – 17:00 Uhr	<b>70,00 €</b>
<b>Villingen-Schwenningen</b> 3rd Stage finish	Saturday 24.08.2024	12:00 – 17:00 Uhr	<b>80,00 €</b>
<b>Saarbrücken</b> Starter bag pick up Cycling Tour	Saturday 24.08.2024	14:00 – 19:00 Uhr	<b>50,00€</b>
<b>Saarbrücken</b> 4th Stage finish + Cycling Tour	Sunday 25.08.2024	11:00 – 17:30 Uhr	<b>90,00 €</b>

## Discount

If you book four or more stage locations, you will receive the following discount on the cost of Your presence at the fair :

- 4 stage locations: 15%
- 5 stage locations: 20%

## Service fee

The service fee is mandatory for all Expo exhibitors (excluding associations). The amount of the service fee depends on the size of the trade fair presence and is € 100.00, or € 200.00 (for areas larger than 50 m<sup>2</sup>).

## Area

- Standard area at least 4x4 m
- Individual offer from 25 m<sup>2</sup> onwards

## Electricity

All exhibitors will be provided with a 230V power connection from the distribution box. An appropriate power cable (**at least 50 m**) is to be brought by the exhibitor independently. Additional power requirements (high voltage current) must be specified in the registration form (next page) and are subject to additional costs.

## Additional options

The following services are possible for exhibitors if they are present at the Expo Tour:

- |                                                       |               |
|-------------------------------------------------------|---------------|
| ▪ Electricity connection 16A                          | from 150,00 € |
| ▪ Water connection                                    | On request    |
| ▪ Individual stand security                           | On request    |
| ▪ Promotion on the Expo grounds                       | On request    |
| ▪ Provision of Wifi                                   | On request    |
|                                                       |               |
| ▪ <b>Starter bag supply Cycling Tour (3.500 Stk.)</b> |               |
| – Sampling                                            | 1.000,00 €    |
| – Booklet (Double page)*                              | 350,00 €      |

\*For the Cycling Tour, we will not include individual flyers in the starter bags. Instead, a coupon/flyer booklet will be compiled in which you will have the opportunity to present yourself. This will increase the attractiveness of the presence in the bag.



# REGISTRATION FORM EXPO TOUR

**Deadline 15. July 2023**

I hereby apply bindingly for the expo area of the Lidl Deutschland Tour 2023 and agree to the attached general terms and conditions.

\_\_\_\_\_  
Name, surname

\_\_\_\_\_  
Place, Date

## Contact

Company: \_\_\_\_\_

Street: \_\_\_\_\_

Place: \_\_\_\_\_

Contact person: \_\_\_\_\_

E-Mail: \_\_\_\_\_

## Billing address

Company: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

## Stage Cities

<input type="checkbox"/>	Schweinfurt	21.08.2024	70 €/m <sup>2</sup>
<input type="checkbox"/>	tbc	22.08.2024	60 €/m <sup>2</sup>
<input type="checkbox"/>	Schwäbisch Gmünd	23.08.2024	70 €/m <sup>2</sup>
<input type="checkbox"/>	Villingen-Schwenningen	24.08.2024	80 €/m <sup>2</sup>
<input type="checkbox"/>	Saarbrücken Starter bag pick up	24.08.2024	50 €/m <sup>2</sup>
<input type="checkbox"/>	Saarbrücken Grand final	25.08.2024	90 €/m <sup>2</sup>
Costs plus service fee			

## Description of booth (tent, car, truck, ...)

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

## Goods to be exhibited (Products, brands, food/no food)<sup>1</sup>

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

## Activities (e.g. raffle, bouny castle, sound ...)

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

## Contact person on the site (during the Event)

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

## Technical Dates

Booth size: \_\_\_\_\_ m x \_\_\_\_\_ m

Electricity: \_\_\_\_\_ x 230 V

High tension: \_\_\_\_\_ x 16A (150,00 €)

Water supply: \_\_\_\_\_

**Please enter the number of connections.**

## OPTIONS:

### Starter bag of Cycling Tour

Sampling (1.000,00 €)

Coupon Booklet (350,00 €)

All prices excl. VAT.

**BOOTH SKETCH** (Please outline the shape of your stand here)

A large grid for sketching a booth layout. The grid consists of 20 columns and 20 rows of small squares, providing a space for drawing the shape of a stand.

Scale:  1cm=0,25m  1cm=0,5m  1cm=1m (please tick)





# MAY THERE BE MORE?



VIP AREA



FIRMENTEAMS  
& INCENTIVES



DIGITALES  
BRANDING



NAMING PARTNER  
SIDE EVENTS

## WERDE TEIL DER BEMER CYCLASSICS VOM 06. – 08. September 2024



We would be happy to discuss the appropriate options and further possibilities with you and provide your company with an individual offer.

Just get in touch with us.

## CONTACT

### Michael Vetter

*Project Manager Events & Servicing*

Tel. +49 171 6026618

Mail [expo@deutschland-tour.com](mailto:expo@deutschland-tour.com)

### Gesellschaft zur Förderung des Radsports mbH

Otto-Fleck-Schneise 10a  
60528 Frankfurt am Main

**GESELLSCHAFT**  
ZUR FÖRDERUNG >>>  
**DES RADSPORTS** MBH

# EVENT AGREEMENT

## 1. Special rules and warranties

For the Expo Tour, the following special rules and warranties apply:

- The right to sell alcoholic beverages lies generally with the stage city and the organizer.
- There is a guarantee that no other Expo or activities similar to an Expo will take place in the nearby area. Exceptions are city festivals, including those taking place on spaces not directly bordering on the organization area of the Lidl Deutschland Tour.

## 2. Organisatorisches

- (1) For the Expo, the legal regulations for set-up and tear down on Sundays and holidays apply.
- (2) The necessary documents and a binding confirmation can be made only after payment is made.
- (3) All prices are exclusive VAT.

## 3. General rules and contract partner

Organizer:

Gesellschaft zur Förderung des Radsports mbH  
Otto-Fleck-Schneise 10a  
60528 Frankfurt am Main

- 1) The following conditions rule the contractual relationship between the organizer and exhibitors.
- (2) The organizer retains the right to change the exact location of stands at the last minute, insofar as the change is acceptable for the exhibitors in the interests of the organizers.
- (3) Information provided in the registration formula will be saved under consideration of § 33 Bundesdatenschutzgesetz (privacy laws).
- (4) Subsidiary agreements, changes or additions to the contract must receive written approval from the organizer to be valid. This also applies to amendments or modifications to the agreement

## 4. Contract duration

The Expo connected to the Lidl Deutschland Tour takes place at the following dates and times:

- |                                                    |             |
|----------------------------------------------------|-------------|
| (1) Prologue Schweinfurt                           | 21.08.2023, |
| (2) Stage with arrival tbc:                        | 22.08.2023, |
| (3) Stage with arrival Schwäbisch Gmünd:           | 23.08.2023, |
| (4) Stage with arrival Villingen-Schenningen:      | 24.08.2023, |
| (5) Starting bag pick up Cycling Tour Saarbrücken: | 24.08.2022, |
| (6) Stage with arrival Saarbrücken:                | 25.08.2022, |

The length of the contract depends upon the number and location of the booked locations.

## 5. Registration

Registration must be received in written form on the formular provided by the organizer („Registration form Expo Tour“), which has to be completed and legally binding signed. For sending by email, § 703b Abs. 1 ZPO applies: This mail has been produced by a computer and is also valid without signature.

## 6. Admission

The Gesellschaft zur Förderung des Radsports mbH decides over the acceptance of the exhibitors and exhibits. Exclusion of competitors may not be either demanded or denied. Official partners and sponsors of the Lidl Deutschland Tour are entitled to industry exclusivity. If it turns out after conclusion of the contract with the organizer that an existing exclusivity of the official partners is violated, the contract can be recalled by the organizer. The contract between organizer and exhibitor has been concluded when the exhibitor receives the admission confirmation. The admission can be withdraw if the requirements of the admission are not given.



# EVENT AGREEMENT

## 7. Set-up and design of the stands

- (1) The construction of stands, the materials used to construct stands and the design of the stands must meet all legal requirements, especially the general and special construction and fire protection requirements, including all local requirements. The stands must also be so designed and constructed so that no person or items are damaged or put into danger.
- (2) Constructional changes on the ground (land) are not allowed. Ground nails may be used only in exceptional cases and after discussion with and the receipt of written permission from the organizer. Any damages resulting from their use will be billed to the exhibitor.
- (3) An expansion of the booked stand space will cause subsequent billing to be issued. That applies especially for additionally parked vehicles and trailers, as well as tow bars and fold-out counters, showcases and awnings! Bar tables, benches or tables with seating are also included in the stand space and will be included in the charges.
- (4) The set up and design of the stands is up to the exhibitors.
- (5) Electrical connections must be requested with the registration. The electrical connection is provided at the junction box. The exhibitor must provide the appropriate electrical cable (at least 50 m).
- (6) Water connections must also be specifically requested. The water connection is from the hydrant. Standpipes and faucets will be provided by the organizer. The exhibitor must provide hoses (at least 50 m) and Geka couplings with 1-inch screw connections in order to have water. If the standpipes and the faucets disappear or are lost, the exhibitor who has used them – possibly together with other exhibitors who used them – will be required to pay for their replacement.
- (7) Advertising materials may be attached only to the inner and outer walls of the stand itself. Stand-up displays or flags on masts outside of the stand space are allowed only with written permission from the organizer, and may cost extra.
- (8) The stands will be approved by the organizer and may not be changed afterwards. The distribution of advertising material is allowed at the stand on the Expo area.
- (9) The organizer must approve any distribution of food and drink.
- (10) It is specifically pointed out that no cars, trucks or other vehicles are to be parked at the stands on the Expo grounds. All unloading and loading must be done during the official set-up and tear-down times.
- (11) The installation of disinfectant dispensers or equivalent alternatives is obligatory, as is the establishment and maintenance of a one-way system throughout the exhibition area.

## 8. Sales rules

The sale of products at this event is only allowed when this is expressly permitted at the Expo and is a part of the contract with the organizer. For all other events, sales are generally not permitted. The organizer has the right to close a stand if this rule is contravened.

## 9. Stand rental

The prices are printed in this document under the title "Expo Tour prices".

## 10. Set-up and tear-down times

To be announced.

## 11. Security

The organizer will provide general security. This exclusively involves the security of the entire grounds and is not a protection for the individual stands. Security for individual stands must be organized by the exhibitor or can be requested as an option.

# EVENT AGREEMENT

## 12. House rules and surveillance

The organizer is in charge of all house rules within the market area. The orders of the organizer representatives and employees must be obeyed. The organizer has the right to remove exhibition items from stand if they violate the exclusivity of the event sponsors, or if their presence violates the law, common decency or the exhibition program. Advertising for political or ideological purposes is not allowed.

## 13. Liability of exhibitors / Stand operators

The exhibitor is liable to the organizer in unlimited amounts for compensation, if the exhibitor, its representative or agents or other persons acting for the exhibitor during the event, cause damage to the organizer.

## 14. Liability of the organizer

The organizer is not liable for any loss or damage during the stand set-up, items in the stand or exhibits provided by the exhibitor. Damage claims from exhibitors toward the organizer, no matter what the grounds, are not allowed. This does not apply if the organizer, its legal representative or agent act in a purposeful or grossly negligent manner.

## 15. Force majeure and similar occurrences

If the exhibition contract cannot be fulfilled due to force majeure or other grounds beyond the control of the organizer, the organizer is allowed to withdraw from the contract. In such a case, the exhibitor has the right to claim the reimbursement of any stand price paid. Further claims are not allowed.

## 16. Stand sizes

The minimum size is 4x4m.

## 17. Cancellation

- (1) Cancellations must be sent to the organizer in writing.
- (2) In the case of a cancellation, the exhibitor faces the following costs:
  - o Cancellation of a contract as of 4 weeks before the event requires the payment of 50% of the agreed-upon stand place rent
  - o Cancellation as of 14 days before the event requires the payment of 100% of the agreed-upon stand place rent. Earlier cancellations require no payment

## 18. Terms of payment

Every exhibitor will receive an invoice before the event for the exhibition and sales place which has been ordered. The invoice amount must be paid at least four weeks after the invoice is issued.

## 19. Environment protection, waste prevention and trash removal

The exhibitor is responsible for the removal of trash and packaging materials. The stand place must be left clean. The exhibitor will be responsible for any subsequent cleaning costs.

## 20. Court of jurisdiction / applicable law

For disputes arising from the Expo and event in connection with the "Lidl Deutschland Tour", German law applies exclusively. The court of jurisdiction is Frankfurt am Main.

## 21. Changes to the Expo information

All information including the listing of cities is conditional. Changes to the Expo information in advance of the event is possible.