



23.02.-26.02.2023

Make an entrance!

With your individual presentation in the official fair guide

- Stand out from other exhibitors at the **trade fair**
- You guide new customers to your booth **during the trade fair**

We give you the opportunity to make your trade fair participation even more successful.

We would be pleased if you also discovered the trade fair guide as an advertising platform for yourself.

**Nordis**
Das ist Skandinavien



OFFICIAL FAIR MEDIA

FAHRRAD 2023, ESSEN



FAIR GUIDE

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**PLEASE SAVE THE PDF
ONTO YOUR DEVICE BEFORE
PROCESSING YOUR ORDER**



ORDER FORM 1



Exhibitor data

Closing date: **06.01.2023**



Nordis Verlag GmbH
Maxstraße 64
D-45127 Essen

Contact person: Bianca Phan-Ban
Phone: + 49 201 894 255-21

Contact person: Jakob Stachelhaus
Phone: + 49 201 87 22-992

E-Mail: messeguide@nordis.com

Exhibitor data

Your following statements will be used to create the entries in the official trade fair media.
An order will only be effected when you have explicitly ordered the entries on the following pages.

Included in the media fee are

– Basic entry containing company name and booth number

We are main exhibitor

We are co-exhibitor with:

To be listed alphabetically under letter:

Company name

Street

Postal code, city and country

Postal code and P.O. Box

Phone

Fax

E-Mail

Internet

Contact person for queries

Sir/Madame

Phone

E-Mail



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Place and Date

Stamp and legally binding signature

ORDER FORM 2



Packages

Closing date: **06.01.2023**



Nordis Verlag GmbH
Maxstraße 64
D-45127 Essen

Contact person: Bianca Phan-Ban
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E-Mail: messeguide@nordis.com

Special offer!

Starter Package

*We have gathered the most important entry formats with a guarantee to draw the attention to your company in a package.
Rely on our expertise and look forward to a successful trade fair participation.*

The starter package contains:

- ⇒ **Basic entry** (free of charge)
- ⇒ **Company logo in the alphabetical list of exhibitors¹**
- ⇒ **Communication data/list of exhibitors, complete** (postal code, city, country, phone, fax, email, internet address)

We hereby order the Starter package

€ **124,-** (+VAT)

You want more?

Professional Package

*The more entry formats you choose, the quicker and more often you will be found!
This package ensures your professional presentation in the official trade fair media.*

The professional package contains:

- ⇒ **Basic entry** (free of charge)
- ⇒ **Company logo in the alphabetical list of exhibitors¹**
- ⇒ **Communication data/list of exhibitors, complete** (postal code, city, country, phone, fax, email, internet address)
- ⇒ **3 Product terms in the entry of the exhibitor**

Regarding the listing of the offered product terms →

- ⇒ **Hall plan logo (fairground)²**

We hereby order the Professional Package

€ **299,-** (+VAT)

¹ Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) by e-mail to: messeguide@nordis.com

Maximum size: 30 mm × 10 mm

Basic price for logo-publishing:

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of **€ 25,-** (+VAT) per logo submission.

² In case of multiple booth areas, the total price will be adjusted accordingly.



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ORDER FORM 3



Exhibitor data

Closing date: **06.01.2023**



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Maxstraße 64
D-45127 Essen

Contact person: Bianca Phan-Ban
Phone: + 49 201 894 255-21

Contact person: Jakob Stachelhaus
Phone: + 49 201 87 22-992

E-Mail: messeguide@nordis.com

Make it easy to get into contact with you

Communication data in the alphabetical list of exhibitors

Enable visitors to reach you even beyond trade fair operating hours.

Communication data include your postal code, city, country, telephone and fax numbers, and e-mail and internet address according to order form 1 the official trade fair guide.

We order the communication data in the alphabetical list of exhibitors

€ **40,-** (+VAT)

Nobody will overlook this!

Logo in the list of exhibitors

With your company logo or brand in the alphabetical list of exhibitors you will upgrade your entry and stand out from your competitors.

Your company logo will appear in the official trade fair guide.

We order our company logo in the alphabetical list of exhibitors

€ **79,-** (+VAT)

Set your mark!

Trademark entry

Increase brand awareness.

Cultivate your good name by booking an entry. The trademark entry with logo will be completed by your company name.

We hereby order the following trademark entry/entries

each € **85,-** (+VAT)



Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) by e-mail to: messeguide@nordis.com

Basic price for logo-publishing:

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of € **25,-** (+VAT) per logo submission.

Maximum size: 30 mm × 10 mm



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Place and Date

Stamp and legally binding signature

ORDER FORM 4



Exhibitor data

Closing date: **06.01.2023**



Nordis Verlag GmbH
Maxstraße 64
D-45127 Essen

Contact person: Bianca Phan-Ban
Phone: + 49 201 894 255-21

Contact person: Jakob Stachelhaus
Phone: + 49 201 87 22-992

E-Mail: messeguide@nordis.com

Product Terms

All product terms marked will be published under your basic entry in the exhibitor list of the FAIR GUIDE in German and English!

each term (bilingual) € **35,-** (+VAT)

Product Terms

Please cross!

F1 BICYLES

- F1.1 ATB
- F1.2 BMX bikes
- F1.3 Citybikes
- F1.4 Crossbikes
- F1.5 Cruiser
- F1.6 E-Bikes
- F1.7 Folding bikes
- F1.8 Fitness bikes
- F1.9 Children bikes
- F1.10 Cargo cycles
- F1.11 Lightweight vehicles
- F1.12 Recumbent bikes
- F1.13 MTB
- F1.14 Pedelecs
- F1.15 Racing bikes
- F1.16 Chair bikes
- F1.17 Seat bikes
- F1.18 Special bikes
- F1.19 Tandems
- F1.20 Touring bikes
- F1.21 Trekking bikes
- F1.22 Trikes

F2 EQUIPMENT

- F2.1 Handlebars
- F2.2 Lighting
- F2.3 Tires
- F2.4 Tuning
- F2.5 Locks
- F2.6 Service/Care
- F2.7 Bags
- F2.8 Clothes
- F2.9 Helmets
- F2.10 E-Drive Systems
- F2.11 Accessoires
- F2.12 Brakes
- F2.13 Saddles
- F2.14 Bicycle trailer
- F2.15 Children's seat
- F2.16 Bicycle chains
- F2.17 Bicycle carrier
- F2.18 Ergonomics
- F2.19 Tools
- F2.20 Shifting systems
- F2.21 Navigation systems
- F2.22 Bicycle garages
- F2.23 Others

F3 BICYCLE TOURISM AND HOBBY

- F3.1 Bicycle journeys
- F3.2 Bicycle regions / Cities
- F3.3 Hotels
- F3.4 Clubs / Associations
- F3.5 Federations / Ministry
- F3.6 Fitness
- F3.7 Sport medicine
- F3.8 Publishing companies
- F3.9 Insurance
- F3.10 Services
- F3.11 Nutritional supplements
- F3.12 Gastronomy
- F3.13 Apps



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ORDER FORM 5



Exhibitor data

Closing date: **06.01.2023**



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Contact person: Jakob Stachelhaus
Phone: + 49 201 87 22-992

E-Mail: messeguide@nordis.com

A guide for your customers

Hall plan logo fairground

*Lead even more visitors to your stand – your logo on the stationary advertising media will not be overlooked!
(The logo will be adjusted to the size of your stand in the hall plan.)*

We order our company logo on the hall plans on-premise

each € **125,-** (+VAT)/per booth

Your trademark/company logo on the site plan

Logo on site plan in Fair Guide

*Make a striking impression! The site plan is an indispensable guide for many visitors.
Position your logo/trademark here in one of the exclusive spots and lead visitors straight to your stand!
Your hall and booth number will be added in bold type.*

The logo (max size: 45 mm ↔ x 10 mm t) on the site plan is limited to 5 spots.

We hereby order the site plan logo

each € **239,-** (+VAT)

i Please send your requested logo for publishing in one of the following formats: .ai, .eps, .png (alternatively .jpg, .tif, .svg) by e-mail to: messeguide@nordis.com

Basic price for logo-publishing:

For checking and adjusting your logo to an optimal media presentation (if applicable), we charge a one-time payment of € **25,-** (+VAT) per logo submission.



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ORDER FORM 6



Exhibitor data

Closing date: **06.01.2023**



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E-Mail: messeguide@nordis.com

Get maximum attention

Advertisements in the Fair Guide

We offer ad formats in the following media:

Fair Guide

The „Visitor Guide“ is a handy map with the most important information to be carried around easily, its purpose is to provide a quick orientation on the trade fair site. Due to its compact form, it guarantees your ad the maximum attention.

The high-circulation Visitors Guide will be handed out to visitors free of charge.

Please accept the following order:	Width x Height in mm	Prices
1/1 Page in the Fair Guide	100 x 210	€ 550,- (+VAT)
1/2 Page in the Fair Guide	84 x 84	€ 350,- (+VAT)

Advertisements will be adjusted to your entry.

Production costs will be charged according to time and work.

Coloured advertisements will be printed in 4c (CMYK).

Printing material must be submitted electronically with colour proof:

- via FTP* (login data by e-mail to: messeguide@nordis.com)
- CD-ROM*
- Programs: Adobe InDesign, Illustrator
- Formats: .tif, .eps, .jpg (300 dpi minimum; 600 dpi for images incl. lettering)
- High-end PDF (without colour bar and fiducials)
- incl. all used fonts and images

* Please identify the file with the name of the exhibition and your company name.



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Invoice



Nordis Verlag GmbH
Maxstraße 64
D-45127 Essen

Contact person: Bianca Phan-Ban
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Contact person: Jakob Stachelhaus
Phone: + 49 201 87 22-992

E-Mail: messeguide@nordis.com

Invoice recipient

(by bank transfer immediately after reception of invoice)

see Order Form 1

deviating invoice recipient:

Company name

Street

Postal code, city and country

We send our invoices in pdf format by e-mail. You are therefore kindly asked to let us know the e-mail adress of

your accounting department. _____

Should you wish to continue receiving paper invoices, please let us know.

VAT Registration Number

We ask you to enter your VAT Registration Number:

VAT Reg No _____

Since the change in the legislation by the EU dated January 1st, 2010, we are obliged to charge EU customers, who have not indicated their turnover ID, with German VAT.



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