



Racement GmbH

# ixs DIRT MASTERS

## EXHIBITOR INFORMATION

MAY 17-20, 2024 | BIKEPARK WINTERBERG

# Facts & Figures

The iXS Dirt Masters is one of the biggest mountain bike events in Europe. The following key figures clearly prove this and demonstrate the importance of the festival very impressively.



Held for the first time in 2007



4 Days of Mountain Bike Action



More than 10 races and contests



Over 100 brands in the expo area



Over 1,700 active participants



More than 30,000 visitors



In Germany's largest bike park

# Expo-Informationen

Next year's festival will once again bring together all the big names in the Winterberg bike park. The expert public will use the opportunity to find out about the latest products and trends at the beginning of the season.

## Details

Date:	May 17-20, 2024
Venue:	Bikepark Winterberg
Promoter:	Racement GmbH

## Opening hours Expoarea

Friday	12h00 - 18h00
Saturday	10h00 - 18h00
Sunday	10h00 - 18h00
Monday	10h00 - 16h00

## Set-up times

Wednesday	17h00 - 20h00
Thursday	09h00 - 20h00
Friday	08h00 - 11h00

## Prices (plus VAT.)

80 Euros per sqm Bookings < 100 sqm  
75 Euros per sqm Bookings > 100 sqm  
Service charge flat rate\* 300 Euros

5 % discount for bookings until 10.12.23 and payment until 31.12.23  
\* for electricity, guarding the expo area and waste disposal

## Stand booking

Form on dirtmasters-festival.de  
Registration deadline is 31.03.2024

## Entry to the Expoarea

As it has been the case since the beginning, admission to the expo area will continue to be free.

**EINTRITT FREI**

## Marketing activities

Through targeted measures and activities, such as the popular pop-up events within the expo area, we will steer visitors and thus ensure that there is lively public traffic at the individual stands. Please plan your own activities well in advance and let us know so that we can include them in the programme booklet to give visitors an overview of when it is worth being somewhere.

## Note for registration

Please book your stand via the official form on the website. There you will find additional information and the general terms and conditions.

## Product launches and specials

Since 2023, iXS Dirt Masters is cooperating with mtb-news.de as a communication medium. If you are planning market-relevant product launches or similar at the festival, mtb-news will arrange an appointment with you and you will receive guaranteed coverage on their platform. Please write your plans in the registration form so that we can coordinate the presentation with you.





Christoph Deik

[contact@christophdeik.com](mailto:contact@christophdeik.com)

+49 175 / 54 34 283

---

on behalf of

RACEMENT GmbH

Bücheloher Straße 20

98693 Ilmenau

Germany

**RACEMENT**