
EXHIBITOR PRESENTATION
3RIDES
EUROPE'S MOST VERSATILE CYCLING EVENT
10/05 – 12/05/2024
TREK
UCI GRAVEL WORLD SERIES
AACHEN GERMANY
UCI GRAN FONDO WORLD SERIES
AACHEN | GERMANY



OUTLOOK FOR 2024

5,000 PARTICIPANTS

At the German UCI Gravel World Series race, various road and gravel rides, daily kids' races and the premiere of Germany's first UCI Gran Fondo World Series ‘cycling for all’ road race.

30,000 VISITORS

3RIDES expects participants and their relatives, curious people as well as families at the CHIO terrain of the well-established location with international reputation in Aachen.

FOOD MARKET & BIKE EXPO

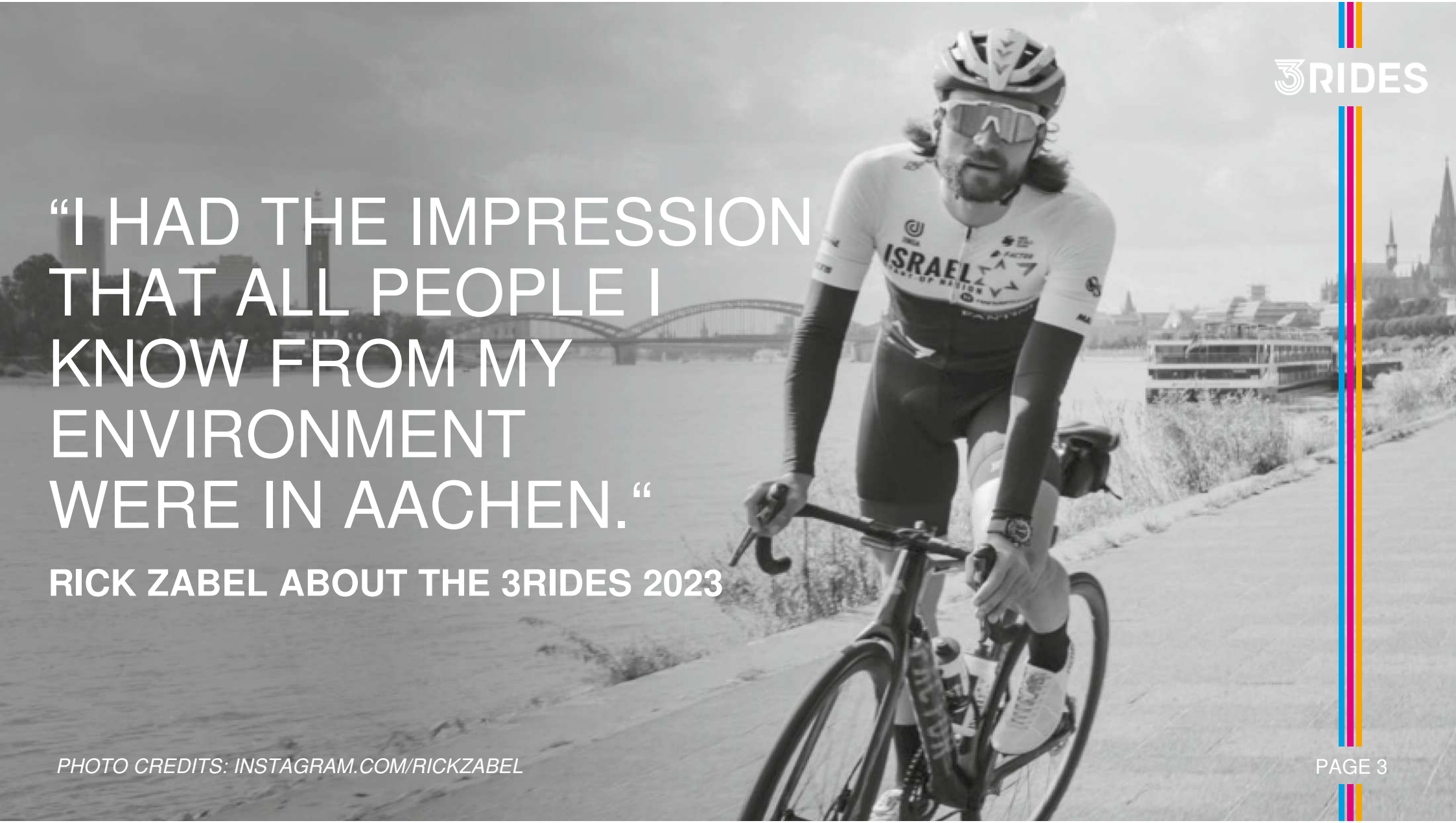
Take a little break while enjoying healthy, sustainable and a great variety of food at the Food Market or while getting to know innovative products at our multi-faceted bike expo with more than 100 exhibitors.

3 DAYS

A vibrant and compact mixture of competition, sports expertise and party let Aachen awaken into a 60-hour-cycling Mecca.

NEW IN OUR PROGRAM: GRAVEL ELIMINATOR & E-CYCLING CUP

A mini race at the CHIO terrain for all forest and gravel enthusiasts and a year-round, international e-cycling series with the E-Cycling Cup at the 3RIDES.



“I HAD THE IMPRESSION THAT ALL PEOPLE I KNOW FROM MY ENVIRONMENT WERE IN AACHEN.“

RICK ZABEL ABOUT THE 3RIDES 2023

PHOTO CREDITS: INSTAGRAM.COM/RICKZABEL


3RIDES
PROGRAMME HIGHLIGHTS

PROGRAMME

FRIDAY, 10 MAY 2024
- OPENING PARTY
- KIDS' RACES
- VIRTUAL HERO E-CYCLING CUP

SATURDAY, 11 MAY 2024
- ROAD & GRAVEL RIDES
- GRAVEL ELIMINATOR
- KIDS' RACES
- VIRTUAL HERO E-CYCLING CUP

SUNDAY, 12 MAY 2024
- UCI GRAVEL WORLD SERIES
- UCI GRAN FONDO WORLD SERIES
- KIDS' RACES
- VIRTUAL HERO E-CYCLING CUP

+ BIKE EXPO
+ FOOD MARKET
+ MUSIC ACTS
+ KIDS' AREA

All year round:
- 3RIDES on tour travels
- 3RIDES social rides

UCI WORLD SERIES

In 2023, 3RIDES organised the first official gravel race in Germany – a huge success. In 2024, the exclusive UCI World Series race is coming back to Aachen with a top field of cyclists from more than 40 nations.

3RIDES 2024 is additionally bringing for the first time a UCI Gran Fondo World Series ‘cycling for all’ road race to Germany: competitive cycling with challenging routes in the beautiful Eifel region.

UCI GRAN FONDO WORLD SERIES
AACHEN | GERMANY



TREK
UCI GRAVEL WORLD SERIES AACHEN GERMANY



VIRTUAL HERO E-CYCLING CUP

Starting late autumn 2023, the 3RIDES will be part of an international e-cycling-series. All year round, various rides and races will be held on this occasion.

At the E-Cycling Cup in Aachen, everything will revolve around conquering the winner‘s crown. In the e-cycling hall specifically designed for this, participants are not only able to experience the virtual race feeling, but also the direct race feeling on the CHIO terrain.









ROAD & GRAVEL RIDES

The border triangle offers scenic tours for all cycling enthusiasts. On specifically designed routes between 30–150 km which lead through Germany, Belgium and The Netherlands, amateur cyclists have the possibility to experience the beautiful landscape.






GRAVEL ELIMINATOR & KIDS' RACES

The Gravel Eliminator, a gripping elimination contest on the CHIO terrain, but also various kids‘ races and impeller races, promise a lot of action for young and old on these three days.










3RIDES
EXHIBITOR INFORMATION

GENERAL INFORMATION

Date:	10/05 – 12/05/2024		
Place:	CHIO terrain Aachen, Albert-Servais-Allee 50, 52070 Aachen		
Organiser:	3RIDES GmbH Warmweiherstr. 14 52066 Aachen		
Opening-hours:	Friday Saturday Sunday	10/05/2024 11/05/2024 12/05/2024	4 p.m. – 9 p.m. 10 a.m. – 6 p.m. 10 a.m. – 6 p.m.
Set-up:	Thursday Friday	09/05/2024 10/05/2024	2 p.m. – 8 p.m. 8 p.m. – 3 p.m.
Dismantling:	Sunday	12/05/2024	6 p.m. – 10 p.m.
Registration deadline:	31/03/2024 (Registration is only valid after receiving a confirmation by the organiser.)		

COSTS

Space rent:

80.00 EUR net / m² (minimum size 9qm) with own tent

Soil condition: compacted soil with fine-grained gravel surface, partially also paved or asphalted. It is not possible to use ground nails. The organiser reserves the right to ask for a proof of stability of the planned stand. The house and grounds regulations of the CHIO terrain must be followed in all cases.

Discount:

from 50m² stand space: 5% discount
from 100m² stand space : 10% discount

+ 10% **Early Bird until 17/11/2023**

Service charge:

200.00 EUR net mandatory (waste disposal, power consumption, Wi-Fi)

Each exhibition space has access to a SCHUKO power connection of max. 3KW. In case you have a higher power requirement, please contact our expo team, especially if you have a larger stand. Other utilities such as water, compressed air or internet LAN cables are available upon request.

Surveillance flat rate:

150.00 EUR net mandatory

The CHIO terrain is closed outside of the opening hours and is surveilled by patrol runs. In case you need an individual surveillance directly by your stand, we are happy to request an offer for you.

Parking tickets Exhibitors:

2 parking tickets / exhibitor (valid for set-up & dismantling / event days)

Further parking tickets can be provided upon request.

COSTS OPTIONAL

Pagoda tents:

Price upon request

Upon request we can provide a white pagoda tent. The tents are equipped with a wooden floor (screen printing plate, 200kg/m²) and have a power connection (SCHUKO max. 3KW). The following sizes can be ordered: 3x3m, 4x4m, 5x5m or 10x10m (please note: temporary buildings bigger than 75m² require a regulatory approval).

Rental furniture:

Price upon request

In case you wish to rent furniture, we can make the contact to our service provider and you benefit from centrally organised logistics and less delivery costs.

Event technology:

Price upon request

If needed, you can refer to our technical service provider.

Exhibitor catering:

20.00 EUR net per person / day

If interested, you and your team can participate in the daily crew and exhibitor catering which consists of a warm meal for lunch. Throughout the whole day, alcohol free drinks, coffee/tea and sweets and/or fruit are available.

Starter bag insert:

500.00 EUR net (subject to partner exclusivity)

The following competitions are here included: TREK UCI Gravel World Series _ UCI Gran Fondo World Series _ Road- & Gravel Rides _ Gravel-Eliminator. Number of copies: 5,000 pieces.

NEW: POP-UP CAMPING

The 3RIDES Pop-up Camping site powered by Wildbach Camping allows exhibitors and visitors to stay overnight within walking distance of the CHIO-grounds. Our partner will take care of all questions and needs on site and in advance.

Inclusiv-Services:
- Check-In incl. Contact person
- 75m² plot for 1 camper and 2 persons
- Shower and toilet facilities
- Nightwatch (8 p.m. – 8 a.m.)
- Electricity connection
- Waste disposal

Price:
Friday – Sunday: 90,00 Euro incl. VAT
Thursday – Sunday: 120,00 Euro incl. VAT
(Price for 2 persons / additional person 10,00 Euro per night)

Booking:
Wildbach Camping
Phone: +49 2482 1500
E-Mail: 3rides@wildbach-camping.de
www.wildbach-camping.de



Registration form 1

Please send us as a binding registration the registration form (1 & 2) back: **expo@3rides-festival.com**

Company data

Company	Contact person	Address, postal code, place
Phone, mobile	Email	Other billing address

Stand description

Stand size in m²	Description of the set-up	Exhibition goods
Planned actions	Brands for the exhibitor list	

Registration form 2

Please send us as a binding registration the registration form (1 & 2) back: **expo@3rides-festival.com**

Additional options

Are you interested in a stage presentation? ☐

Have you planned a workshop? ☐

Do you wish to participate in the exhibitor catering? ☐

Additional stand surveillance required? ☐

Do you want to order rental furniture? ☐

Do you need additional event technology? ☐

Are you interested in pagoda tents? 3m x 3m ☐
4m x 4m ☐
5m x 5m ☐
10m x 10m ☐

Starter bag insert? ☐

Number of required exhibitor badges? _____

Number of required parking tickets? _____

Do you have storage requirements on site? ☐

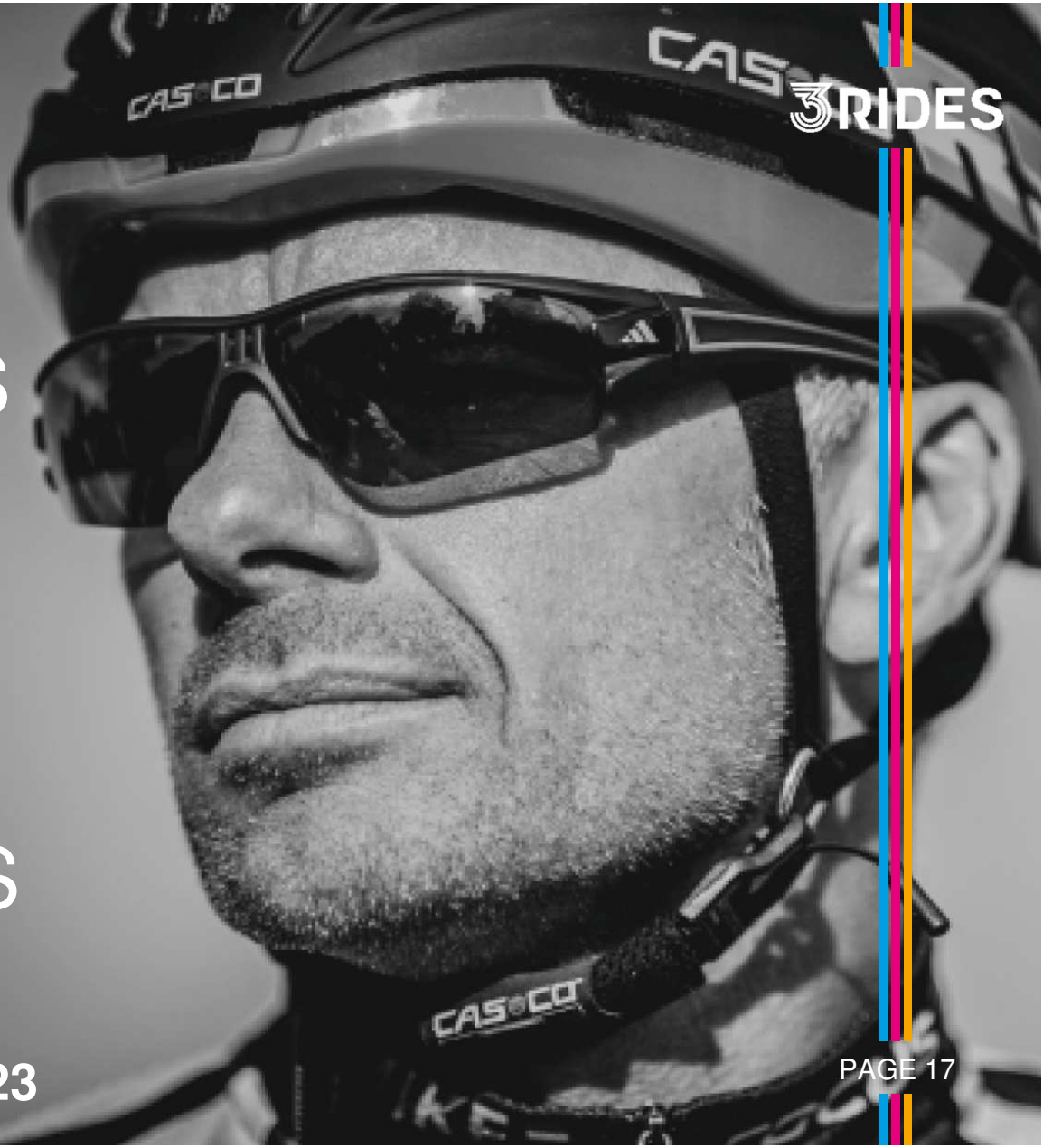
☐ Yes, I have read and accepted the 3RIDES terms and conditions as well as the ALRV tournament court rules.

_____
Place, date

_____
Signature, stamp

“A BIKE FESTIVAL THAT HAS TO OFFER SOMETHING FOR EVERYONE. 3RIDES IS NOT ONLY AN EVENT FOR CYCLING ENTHUSIASTS – WE HAVE NEVER SEEN SOMETHING LIKE THIS BEFORE!”

MIKE KLUGE ABOUT THE 3RIDES 2023



Contact persons



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