### **INFORMATION** EXHIBITORS, SPONSORS & CLUBS

GLEMSEC

101

101 101 202 NUG 1. SEP. 202

WWW.GLEMSECK101.DE

PHOTO: SASCHA FEUSTER

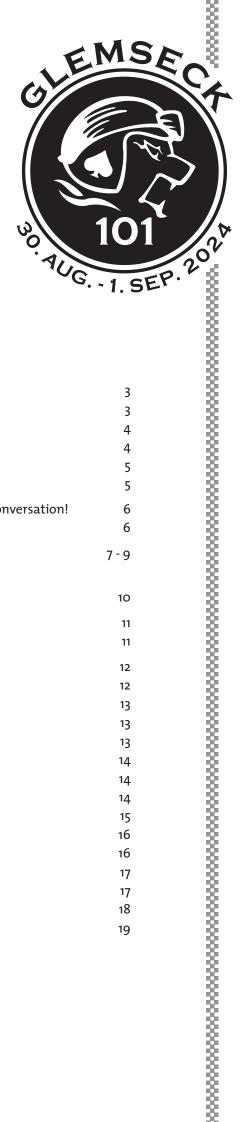
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### INFORMATION FOR EXHIBITORS, DEALERS, SPONSORS AND CLUBS

**GLEMSECK 101 - 2024** »Round 17« - August 30th to September 1st, 2024

**::: Event organizer** Glemseck GmbH

**::: PARTNER** Motorrad Magazin MO and AMSC Leonberg



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Authors: Steffen Hofmann - CEO Glemseck 101 Steven Flier - Creative Director Glemseck 101

### ::: THE EVENT

The venue »Glemseck« stands for pure motorsport tradition in the south of Germany. Until the 1960s, the two- and four-wheeled legends of motorsport were engaged in thrilling fights on the legendary Solitude racetrack around »Glemseck«.

The Hotel Glemseck, with its location right next to the former racetrack, represents the heart of the »Glemseck« and thus has also served as the center of the Glemseck 101 event, ever since the first round in 2006. Since decades it is a meeting place for motorcyclists and lovers of traditional cars of every category, and it looks back on more than 100 years of history, which has always been closely connected with the historic motorsports in front of its door.

The Glemseck 101 represents successful continuation of this tradition for a broad audience. A motorcycle event of three days and two long nights, offering »free entry« to the visitors for the entire three days. It is open to all brands, types and characters and every kind of motorcycle there is.

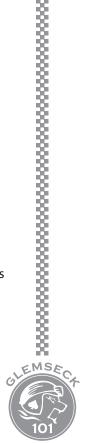


### ::: The »Spirit of 101«

Drawing from the experience of sixteen successful events, a »Spirit of 101« has developed, which has firmly established itself in the German and European motorcycle scene and is maintained with great care by the event team of Glemseck 101.

It is a »spirit« on two wheels, brought to the tarmac, and noticeable everywhere on the premises of the event. From the main stage with live music to the dealer and exhibitor area with their unique paddock atmosphere, from the »International Villages«, enlivened by participants and customizers from all over Europe, up to the legendary 1/8 Mile on the start and finish straight of the former Solitude Racetrack – for exhibitors, visitors and sprint participants, Glemseck 101 is an immersion in a vast and remarkable motorcycle world - national as well as international. It is a meeting point for designers, engineers, developers and brands, as well as for motorcycle personalities, racing drivers and trendsetters from all around the world.

In a nutshell: Glemseck 101 is **"The European Motorcycle Festival"** and **"the place to be"** - a festival of the best and most spectacular bikes, characters and brands, with tens of thousands of visitors and guests representing the entire range of the motorcycle and two-wheel scene, living this special "Spirit of 101" for three long days.



### ::: The program

In line with the »Spirit of 101«, Glemseck 101 in its structure is like a motorcycle which for months on end is tuned to highest performance with the goal to be at the starting line on Friday, August 30th, 2024, at 6:00 pm to deliver the best show and the mightiest sound.

On our Glemseck 101 website, as well as on Facebook and Instagram, the various program items, our special guests and their participating motorcycles at the event in 2024 will be published as soon as they are confirmed.

The Glemseck 101 offers a dealer mile of more than three kilometers, organized on two main roads closed for the weekend. The main stage and the Hotel Glemseck are in the center of the action. Caterers, spread out over the entire area, ensure the culinary well-being.

The program of the Glemseck 101 includes live music with regional and international bands on the 101 stage on Friday and Saturday evening. The further program framework includes a motorcycle service (MoGo) on Sunday morning, guided motorcycle tours on Saturday and Sunday, test riding opportunities, additional special information stands by the City of Leonberg and the German police, as well as shopping possibilities on Saturday and Sunday. The scenario is additionally enlivened by individual exhibitors, clubs and contestants with their own program items on the dealer mile and within the »International Villages«.

The absolute highlights are the internationally known 1/8 Mile sprints in different categories and brands on Saturday and Sunday.

### ::: Glemseck 101 – The 1/8 Mile Sprints

Information on the Glemseck 101 - 1/8 Mile will be available for download in a separate PDF on our website from spring 2024. As soon as the various 101 sprints are set for 2024, we will publish the respective technical regulations for application and participation also in PDF form. All information about the 1/8 Mile will be announced on Facebook and Instagram!

Stay informed: Follow us!



### ::: THE WORLDWIDE INTEREST BY THE MEDIA

The unique atmosphere of Glemseck 101 and our 101 Sprints is highly regarded, and the attention is not limited to the motorcycling scene alone. The Glemseck 101 has earned an excellent reputation as **»The European Motorcycle Festival«** in all publications, German and international print and web media, as well as on all social media platforms. There are worldwide reviews and visually powerful reports about the events in recent years. Also radio and television stations show a high level of interest in the event – and broadcast it either as a news article or produce their own reports about it.

The event and the 101-1 / 8 Mile Sprints are directly advertised by our German media partner **»Motorrad Magazin MO«**, which has reliably and successfully accompanied Glemseck 101 for over ten years now. In the run-up to the event, the »MO« has repeatedly reported on Glemseck 101 in their monthly issue. Starting in spring of 2024, information how to participation in the Cafe Racer and Classic Racer Sprint will be published there as well.

Prior to the event, all news and information, as well as videos and picture galleries will be published on the Glemseck 101 website, on Facebook and Instagram. In particular, we are keeping several ten thousand followers constantly up to date on Facebook and Instagram.

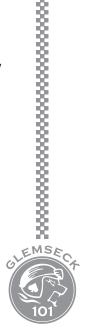
Our website and appearances on social media will be accompanied by flyers and posters (released about ten weeks prior to the event), which we will circulate nationwide and internationally through our brands, dealers and clubs registered at that time.



### ::: The grandstand of the 1/8 Mile - the Big Show

The grandstand of Glemseck 101 offers a view to over 1200 spectators of the action and the unique show on the 1/8 mile. It is positioned on the northern edge of the sprint track and extends from the start line to the finish line. For professional photographers and filmmakers, we will provide a designated zone at the southern edge of the track.

The scenery around the sprint track is by far the most captured topic in pictures of the event. The Glemseck 101 grandstand, with its colorful variety of spectators and their well-placed outdoor advertising, can be clearly seen in about 15% of all picture contributions within the follow-up reports on Glemseck 101, both in excerpts (sprint and return track) and in the long shots. In addition, it can be seen in almost every Glemseck 101 video that is posted by visitors, contestants and sponsors online or shared in social media (see title image).





### ::: GENERAL INFORMATION ABOUT YOUR APPEARANCE AT GLEMSECK 101 - GET INTO A CONVERSATION!

Our visitors come to the event with great expectations. This applies not only to the organization and the program, but also to the appearance of enterprises and organizations, regardless of their booth size, extent and brand. We ask each of our exhibitors to take this into account – according of the »Spirit of 101« (see also page 15: »Spirit & Style«).

Be creative and appealing – there are no guidelines! Our goal is that you get into a conversation with our audience and leave a lasting impression. This can be done through a stand structure that presents the history of your company and its brand, through unique and historic motorcycles, as well as through innovations and / or customization / tuning of motorcycles.

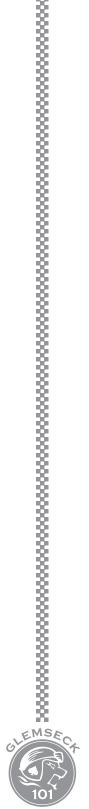
Are you presenting yourself with a stand at Glemseck 101 for the first time? Be inspired by the impressions on our Glemseck 101 website or the pictures and videos on our social media! You or your marketing department have further questions? We are happy to help!

### **::: YOUR REQUEST FOR A BOOTH**

- Registration is via this link: -> HTTPS://FORMS.OFFICE.COM/E/VH2NBCJOP8
- Please inform yourself about all the rules, general conditions and terms and conditions on the following pages before submitting your data.
- Your registration via the link is initially non-binding. We will check it and will get back to you with the draft of a contract.
- As soon as you have signed it and have sent it back to us, you will get a confirmation and your invoice.

### ::: Notes

- Your request is not a binding registration! We reserve the right to refuse requests without giving reasons. Inquiries received after June 30th, 2024 will be collected. If there should be a booth opening up until the event, we will let you know.
- Subletting of stand locations is not permitted.



### ::: STANDS AND PRESENTATION OPTIONS FOR EXHIBITORS AND SPONSORS

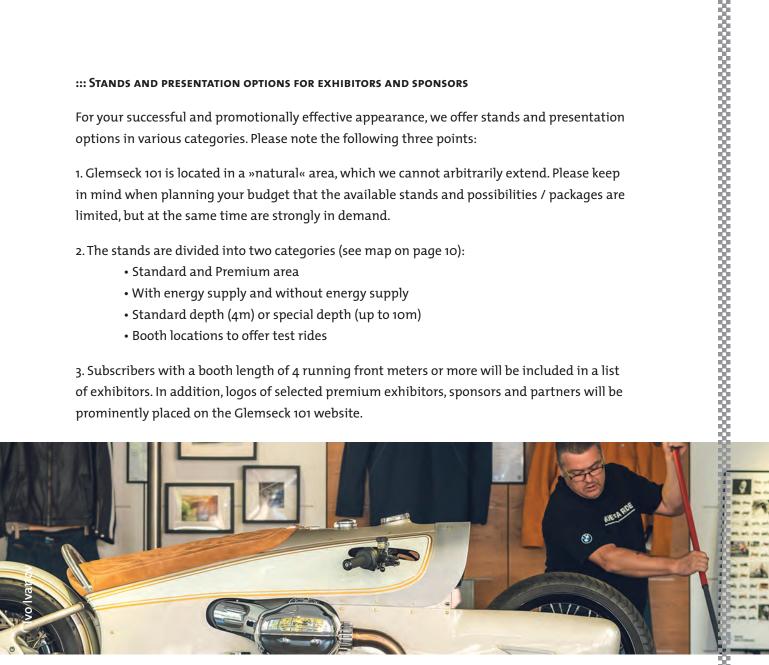
For your successful and promotionally effective appearance, we offer stands and presentation options in various categories. Please note the following three points:

1. Glemseck 101 is located in a »natural« area, which we cannot arbitrarily extend. Please keep in mind when planning your budget that the available stands and possibilities / packages are limited, but at the same time are strongly in demand.

2. The stands are divided into two categories (see map on page 10):

- Standard and Premium area
- With energy supply and without energy supply
- Standard depth (4m) or special depth (up to 10m)
- Booth locations to offer test rides

3. Subscribers with a booth length of 4 running front meters or more will be included in a list of exhibitors. In addition, logos of selected premium exhibitors, sponsors and partners will be prominently placed on the Glemseck 101 website.



### ::: YOUR BOOTH AT GLEMSECK 101

- Standard Booth (Areas E, Z) 4m depth without energy supply
- Standard Booth (Areas C, D) 4m depth with energy supply (220 V, 16A)
- Standard Booth (Areas C, D) special depth with energy supply (220 V, 16A)
- Premium Booth (Areas A, B) 4m depth with energy supply (220 V, 16A)
- Premium Booth (Areas A, B) 6m depth with energy supply (220 V, 16A)
- Premium Booth (Areas A, B) 8m depth with energy supply (220 V, 16A)
- »International Villages« Booth

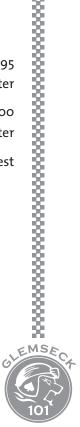
€195 per running front meter €200 per running front meter **Price on Request** 

€430 per running front meter

€450 per running front meter

€475 per running front meter

Selected exhibitors only



### ::: BOOTH LOCATIONS UNDER 4 RUNNING FRONT METERS

We offer in certain cases in the standard area also booth locations under 4 running front meters. There is no entitlement to be included in the list of exhibitors!

### ::: BOOTH LOCATIONS WITH MORE THAN 4 METER DEPTH

Stand places with depths of more than 4 meters are very limited and only are available on certain positions. Please clearly indicate in your application documents if you require a stand with special depth.

### **:::** BOOTH LOCATIONS FOR TEST RIDES

Exhibitors who are placed in the premium area have the option of purchasing an additional booth in a designated area of the dealer mile for a fee (Section Z, Standard category without power connection) in order to be able to offer test rides from there.

### ::: SPRINT

Opening Sprint (15 min time slot, two participants) Show Sprint (10 min time slot, two participants) Normal Brand Sprint (15 min time slot, four participants) Special Brand Sprint (30 min time slot, eight participants)

### ::: MAIN STAGE

Exclusive Main Stage Sponsor (incl. all advertising panels)

Price on Request



### ::: OTHER ADVERTISING PANELS

Advertising Panels at Sprint Area Advertising Panels at Glemseck and Seehaus (4 x 6 m = 24 sqm each) Sponsor logo print on the back of the 101 crew shirts 5 Flags at Glemseck Advertising Panels along the Dealer Area (3.5 x 1.2 m = 4.2 sqm)

Price on Request Price on Request Price on Request Price on Request Price on Request



### **:::** PROMOTION RETURNABLE CUPS

Exclusive Logo on returnable cup (6.000 Units) Logo on returnable cup »Package 1« (3.000 Units) Logo on returnable cup »Package 1« (3.000 Units)

### **Additional Promotions**

2 h Flyer Promotion
15 min Presentation on Main Stage
30 sec Announcement by Sound System at Sprint Area
30 sec Announcement by Sound System on Main Stage

Price on Request Price on Request



### ::: STANDS FOR CATERERS

For selected caterers and commercial sellers of food and beverages we offer a limited number of booth. Therefore, quality, variety and good service are important to us.

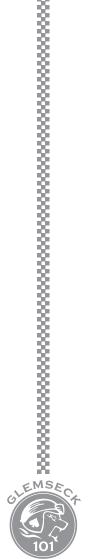
**The venue is located in the protected landscape area.** Exhibitors who offer food and beverages should use washable reusable tableware and cutlery if possible, or uncoated and compostable disposable tableware. Beverages may only be served from reusable bottles or from uncoated and compostable disposable cups.

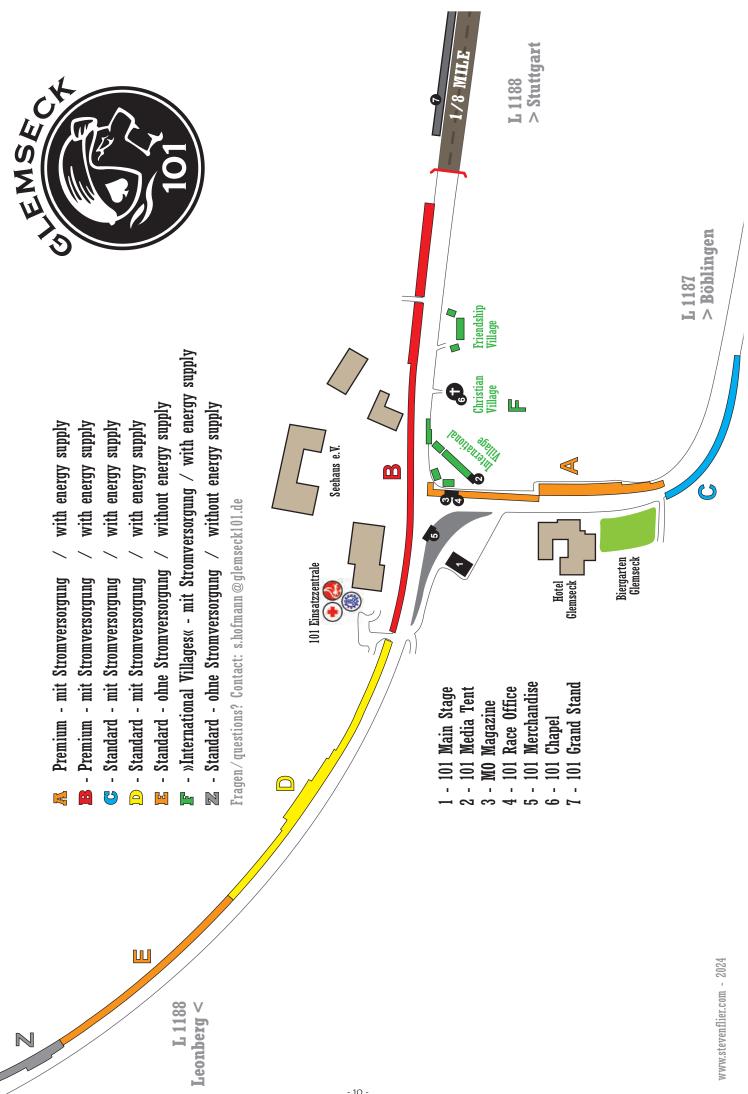
Own reusable cups with their own deposit system may not be used. There is the possibility to participate in the 101 deposit cup system. Please contact Steffen Hofmann s.hofmann@glemseck101.de for more information.

In the area of the entire event site, only products from Dinkelacker-Schwaben Bräu GmbH & Co KG may be served commercially in the beer and mixed beer beverage range. The serving or sale of beers and mixed beer drinks from other breweries is not permitted. Beers and mixed beer drinks may only be served from cups with a capacity of 0.5 litres.

### Please note:

We do NOT allow promotion on parked motorcycles of our visitors within the 101 Area! Glemseck 101 is an attractive destination for photographers and journalists from all over Europe. The main reasons are the often flamboyant and exotic bikes of our visitors, found everywhere on the 101. In order to bring this image of our 101 to the outside unaltered, the attachment of »advertising flyers«, »giveaways«, etc. is not allowed on parked motorcycles.





### **:::** BOOTH LOCATIONS FOR CLUBS AND ASSOCIATIONS

We are happy to offer clubs and associations the opportunity to present themselves at Glemseck 101. Registered clubs will receive a »101 standard 4x4 meter« area. On request and after consultation with the organizer these can be enlarged to 8x4 meters, if the possibility exists on the part of the organizer.

Due to the ever-cramped space and the annual steadily rising basic costs, we charge the following expenses for clubs/associations:

Club Booth 4m depth without energy supply
Club Booth 4m depth with energy supply (220 V, 16A)
Club Booth XL 4m depth with energy supply (220 V, 16A)

In addition to the use of the booth, the logo of the club/association is published on the Glemseck 101 website, with the corresponding link to their website (see below).

### ::: Notes

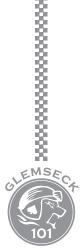
- Catering (meals & drinks) only for own use
- Subletting of stand locations is not permitted
- Merchandise and fan products of the club/association (t-shirts, cups, etc.) may be sold



### **:::** Admission to the list of exhibitors

Up from a booth of 4 front meters, exhibitors will be included in a list of exhibitor In addition, logos of selected premium exhibitors, sponsors and partners will be prominently placed on the Glemseck 101 website. We offer in certain cases in the standard area also booth locations under 4 running front meters! There is no entitlement to be included in the list of exhibitors!

Note: All prices do not include cost for material, supply and connection costs, staff, setting up and disassembly, and do not include the applicable statutory VAT.



€100

€125

€250

4 front meters

4 front meters

8 front meters

- 11 -

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### **::: DIRECTIONS TO GLEMSECK 101**

All information on how to get there can be found on the Glemseck 101 website, as well as on the map on page 18. For entry into your navigation device or online map: **Hotel Glemseck, Glemseck 1, 71229 Leonberg** 

The 101 area is located on the edge of the Stuttgart diesel driving ban zone. The event area itself as well as the parking facilities and main access roads are outside this zone, so there are no restrictions to be expected.



### ::: Setting up and disassembling at Glemseck 101

The organizer provides the location for your booth and – depending on the contract – a power supply. All setups (tent, gazebo, etc.) are provided by the exhibitor, sponsor, or club itself, as well as the setting up and disassembling. Water connections are only partially possible.

The event will take place both on private area and on public roads (L1188 und L1187). The setting up will take place on Friday, August 30th, 2024, 8:00 am - 5 pm. This applies to ALL stand places.

Glemseck 101 - 2024 officially starts on Friday, August 30th, at 6 pm. We kindly ask that by this time all exhibitors, sponsors and clubs already have built up their stands and all delivery vehicles are parked on the parking spaces assigned to them outside the 101 visitor area and to have the event area is completely free.

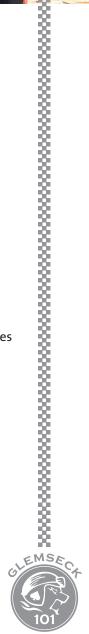
The roads L1188 and L1187 are blocked on Friday from 8 am for 4-wheel traffic. The entrance to the event site will then be permitted only for motorcycles and 101 suppliers. Blockings and access possibilities as well as parking spaces will be signposted accordingly.

The disassembly takes place on Sunday, September 1st, 2024, from 6 pm. The area of the 101 event MUST be completely cleared by 11 pm. The blocking will be lifted at 12 am (midnight) at the latest.

### There is a one-way road system for access to the set-up and dismantling sites.

The traffic is introduced via the L1187 coming from Leonberg / A81 motorway junction. The exit is via the L1188 in the direction of Warmbronn or (for vehicles under 3.5t) via the service road running south parallel to the L1187. Detailed instructions on set-up and dismantling will be sent to all participants in a separate information paper in the days before the event.

Please plan your set-up and dismantling thoroughly and discuss possible questions and ambiguities with our event management coordinator Steffen Hofmann (s.hofmann@glemseck101.de).



### ::: PARKING AT GLEMSECK 101

All exhibitors, sponsors and clubs will receive all necessary information and authorizations after conclusion of the contract. There are sufficient parking possibilities in the area outside the event area. Exhibitors, sponsors and clubs may drive into the event area for loading and unloading during setting up and disassembly hours. It is not permitted to park vehicles on the event site during the event. Due to the large number of visitors, we must ensure expanded fire protection zones and a safe passage for emergency vehicles.

### ::: LOADING AND UNLOADING DURING THE EVENT

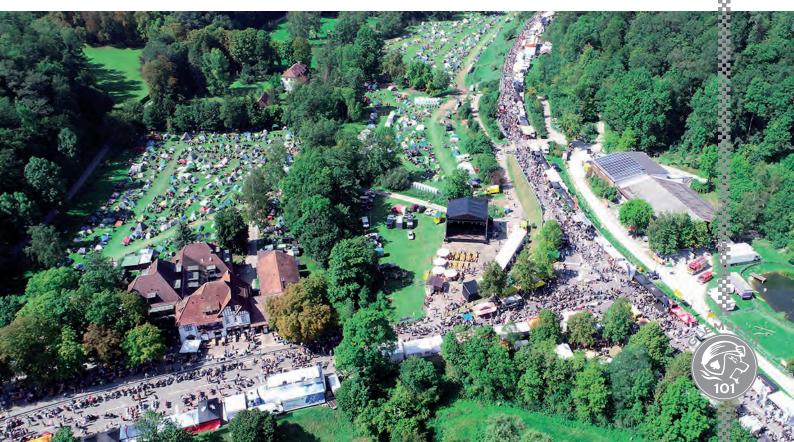
From the start of the event on Friday at 6 pm, no delivery vehicles may be on the 101 merchant mile. After 6 pm | 18:00 it is no longer possible to approach the stand.

In exceptional cases, the 101 security service will permit entry to supply stands outside the official sales times (page 14). There is no entitlement to this and it will be granted or refused depending on the number of visitors and the situation. A deposit of 50.00 euros will be charged directly by the security service for this »special 101 access«. A maximum of 90 minutes is available for the exceptionally permitted access for deliveries.

### ::: Dealer meeting at Glemseck 101 – Get to know the team of Glemseck 101!

In order to be able to pass on short-term updates and information as well as answer questions, there will be a dealer meeting on Friday, August 30th, at 5 pm at the Main Stage. Please keep this appointment without fail!

There you will get the latest information on electricity, garbage disposal, schedule and happenings around Glemseck 101. For this purpose, contact persons and the 101 Team 101 will be introduced to you there. We ask every exhibitor, sponsor & club to visit this dealer meeting to be up to date and to meet your contact persons on site face-to-face!



### ::: Selling times at Glemseck 101

- Friday, August 30th, 2024, from 6 pm to 10 pm
- Saturday, August 31st, 2024, from 10 am to 10 pm
- Sunday, September 1st, 2024, from 11 am to 6 pm

We ask all exhibitors, sponsors and clubs to keep their stands open and staffed until the end of each day. In addition to the live music acts in the evening, our audience enjoys strolling across the entire premises of Glemseck 101 and we want to ensure a unique experience for all visitors, also in your interest as an exhibitor, sponsor or club!

### ::: Overnight stay at Glemseck 101

Many hotels and guesthouses will offer special conditions during Glemseck 101. Please take care of this in good time! Simple camping options with lavatory and simple washing facilities are available on site. You will find further information on the Glemseck 101 website.

### ::: Medical care and security at Glemseck 101

Medical care will be provided by the DRK (German Red Cross) throughout the entire duration of the event. To ensure a trouble-free expiration of the event, we will have a professional security firm throughout the entire period (day and night). The location of our 101 Operations Centre (German Red Cross, fire department, THW) can be found on page 10 and 18.

## 

### ::: FOOTNOTES

All the information given above about expiration and planning are without warranty. Due to the live character of Glemseck 101, changes and shifts may always occur, which we will promptly inform about on our Glemseck 101 website as well as on Facebook and Instagram.



### ::: GLEMSECK 101 - SPIRIT & STYLE

Our definition of Glemseck 101 after sixteen successful rounds:

Glemseck 101 is a European »Motorcycle Festival« taking place in Germany which receives international attention – with tens of thousands of daily visitors, guests and contestants representing the entire range of the motorcycle and two-wheeler scene, all living the »Spirit of 101« for three long days.

With the 17th round we will revive this »Spirit of 101« again for three days and two hot nights. With loud, powerful sound and full throttle – and you as an exhibitor, sponsor and club will contribute to the success with your appearance at Glemseck 101! MOTORRAD MAGAZIN

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### ::: Using the Glemseck 101 logos & labels

The well-known Glemseck 101 lion-logo as well as the typography »Glemseck 101« and other graphics and labels used in the Glemseck 101 appearance are registered word and figurative marks of the Glemseck GmbH and the Graphics Studio Steven Flier.

All uses of the Glemseck 101 lion-logo, the word mark »Glemseck 101« as well as the use of the number »101« in connection with our event (e.g. patches, stickers, designs on the general subject of motorcycle) as well as other 101 images and graphics from our website, Facebook and Instagram, are our copyright and are only permitted after consultation!

For more information on the copyright, in order to use our 101 logos & labels, please contact Glemseck 101 Creative Director & Organizer Steven Flier (see page 17).



the birth of today's event.

Glemseck 101.

LEON BERG

Glemseck 101

30. AUG. - 1. SEP. 202

::: The story behind the lion and the number »101«

Over the last few years, the lion head of the Glemseck 101 has become a worldwide known logo for one of the biggest motorcycle and 1/8 mile events in Europe. But why a lion and where does the number 101 come from?

Since the first Glemseck 101 event, the City of Leonberg has been our co-operation partner. The city's emblem shows a very proud lion. In the presentation of our event, this »Lion of Leonberg« played an important role from the very beginning.

And the story behind the number 101? In 2006, the Hotel Glemseck celebrated its 100th anniversary. In the early years of motorsports around the famous Solitude racetrack it was hotel, paddock and

This results in a simple game of numbers: 100 years of Hotel Glemseck plus the first event – sums up in the number 101. It is the combination of the great motorsports history of the region with our

garage for all the big racing teams and their drivers and riders. In 2006, we launched our first event, too –

In 2011, for Round 6 of Glemseck 101, our well-known lion head logo had its first appearance. It was illustrated and developed by Steven Flier, Creative Director of Glemseck 101, who also owns the copyright.

CHEMSE TOT

### **::: CONTACTS FOR GLEMSECK 101**

**::: CEO >>> Steffen Hofmann** Tel.: +49 (0) 7152 - 9 28 44 - 1 eMail: **s.hofmann@glemseck101.de** Infrastructure and booking of stand and advertising space

::: 101 MAIN STAGE & MUSIC PROGRAM
»» Zacharia Allilomou
eMail: sarah@glemseck101.de
Contact & organization bands

**::: 101 ORGANIZATION, INFRASTRUCTURE AND SECURITY >>> Florian Böttcher** eMail: **f.boettcher@glemseck101.de** Parking and security at Glemseck 101

We look forward to welcoming you as an exhibitor, sponsor or club at Glemseck 101 - 2024. Your Team Glemseck 101

**::: CREATIVE DIRECTOR >>> Steven Flier** Mobil: +49 (0) 170 - 5 37 46 96 eMail: **s.flier@glemseck101.de** Press Social Media, Orga 1/8 Mile: participants, brands, customizers



### ::: Glemseck 101 - Facebook & Instagram

Actual information and news about Round 17 will also be posted on **FACEBOOK** and **INSTAGRAM**. **Follow us!** For direct inquiries, we ask you to contact us by phone or email. Thank you.



Autobahn A8 / 81 Exit Leonberg-Ost

Vehicle entry and exit to the camping area during the event



Time: 90 minutes and unloading. Deposit: € 50.-Only loading 



places available

Design I www.stevenflier.com

Only limited

is allowed: Drive at walking speed! motorcycles on the event location Due to high numbers of visitors blocking of traffic is possible. The entry and parking of

Checkpoint / barrier Bus Stop » Schumisberg«

Instruction for:

- 1. Exhibitors, sponsors, clubs, contestants 2. Motorcycle riders 101 Camping 3. Escort vehicles 101 Camping
- 4. Parking site: cars & camping vans 5. 101 Paddock

L 1887

After 6 pm | 18:00 on 101 Friday it is no more possible to approach your stand Information for exhibitors, sponsors, clubs & participants:

with the 101 security service and against **Exeptional permits only in consultation** with your transporter. a deposit. Only for 101 contestants and 101 guests.

Only with access warrant.

Entrance / barrier

101 Operations Centre

101 Race-Office

101 Stage

/8 Mile

•

-----

L 1887

Hotel Glemseck

Entrance barrier

Direction Frauenkreuz Böblingen / Warmbronn

L 1888

Stuttgar

Sascha Feuster

0

::: PHOTOGRAPHY - CREDITS

Sascha Feuster Instagram: @saschafeUster\_photography

Anna Gala Instagram: @ANNAGPHOTOGRAPHY

Ivo Ivanov Instagram: @IMAGEFACTORYSTUDIO

Design & Illustrations Grafik Atelier Steven Flier Instagram: @STEVENFLIER

2024 -> ENQUIRY LINK FOR A BOOTH 2024

All details and representations without warranty Copyright: Glemseck GmbH

www.glemseck101.de Instagram: @glemseck101 Facebook: @glemseck101

