

WHAT'S BIMMERFEST ABOUT?

What started at an airport in Venlo in 2013, grew into an event where thousands of European BMW enthusiasts gather to share their BMW passion. BimmerFest became the largest one-day BMW event in Europe and expects around 2.500 attending BMW's in 2026. Even after 13 years and 13 editions, BimmerFest is still expanding. The 2026 edition will take place at the impressive oval track in Limburg (NL): Raceway Venray. This central location is accessible for all European BMW drivers and can host thousands of attending BMWs.

THE LARGEST ONE-DAY BMW EVENT IN EUROPE!

With over 2.500 attending BMW's in 2025, BimmerFest was again the largest one-day BMW event in Europe. An event with a lot of attention for the automotive lifestyle, track, after-market accessories, but with the main focus on the BMW brand. The variation in models, production years and in different types of models, creates the right balance for this event. Especially in the quantity of BMW M models, BimmerFest is unmatched. With visitors from 20 different countries all over Europe, this BMW event turned into an international highlight in the European BMW scene. BimmerFest is more than an event, it's a brand.

SPECS ABOUT BIMMERFEST 2026

Date: Sunday, 7th of June 2026
Location: Raceway Venray (The Netherlands)
Expected amount of BMW's: around 2.500
Expected amount of visitors: 7.000 - 10.000
Origin visitors: 55% Dutch and 45% foreign, mainly from Germany, Belgium and the UK.
Website: www.bimmerfest.eu

OVER 60 INTERNATIONAL EXHIBITORS

BimmerFest offers companies the possibility to promote their brand amongst the largest BMW minded audience in Europe. If you are actively promoting your brand or product in the BMW scene, BimmerFest is a 'must go to' event. And with affordable exhibitor costs, every company is able to attend this event. For example, a 6x5 meter stand is available for only € 295,-. Intrigued and curious what BimmerFest has to offer? Do not hesitate to contact us in order to discuss the many possibilities.


BMW MINDED TARGET GROUP

BimmerFest is the ideal event to get and stay in touch with your leads, potentials and relations. The event focuses on adult visitors (25-45 years) with an average to high spending pattern, who are mostly male. From importers to retailers, from wheels to car care products, a wide variety of international companies connects their brand to the event. In addition to direct sales, BimmerFest offers car-, lifestyle and performance related companies the opportunity to further improve their image building, campaigns and indirect sales.



LINK YOUR BRAND TO BIMMERFEST

Partner up! There are several packages available to reinforce your brand through interaction and experience by connecting with your target audience in an accessible way. Are you intrigued after reading this brochure? Check the overview below for the many possibilities and feel free to contact us for more information or to discuss the options. Would you rather book an individual stand space? Pricing and additional options can be found on the participation form.

OPTIONS	PACKAGE INCLUDES	RATES
MAIN PARTNER BIMMERFEST <i>Lots of exposure, one partner</i>	Logo exposure event (logo on digital and printed exposure) / online media package / exhibitor area included / sampling to participants / 2x banner triangle spot / 10x banner spot / 25 entry tickets / 10 parking tickets / 1x 220V power connection	Starting at € 7.750,-
EVENT PARTNER PACKAGE <i>Maximum of 16 partners</i>	Logo on digital and printed exposure / 6x banner spot (banners excluded) / exhibitor area 6x5m / 3 entry tickets / 2 parking tickets / sampling to participants / 1x 220V power connection	Starting at € 800,-
ACTION ARENA <i>Max one partner</i>	Logo exposure at activity / logo on digital and printed exposure / exhibitor area 6x5m / 6 entry tickets / 3 parking tickets / sampling to participants / 10x banner spot / 1x 220V power connection	Starting at € 995,-
SHOW & SHINE <i>Around 50 participants Max one partner</i>	Logo exposure at activity / logo on digital and printed exposure / exhibitor area 6x5m / 6 entry tickets / 3 parking tickets / sampling to participants / 8x banner spot / 1x 220V power connection	Starting at € 875,-
//M OVAL <i>At least 500 participants Max one partner</i>	Logo exposure at activity / logo on digital and printed exposure / exhibitor area 6x5m / 6 entry tickets / 3 parking tickets / sampling to participants / 8x banner spot / 1x 220V power connection	Starting at € 3.000,-
BRANDED BIMMERGIRLS	3x branded Gridgirls (clothing excluded) / 6 entry tickets / 3 parking tickets	Starting at € 595,-
ENTRY ARCH MAIN ENTRY	Place an inflatable entry arch / arch, exhibitor area and weights excluded / power included / 4 entry tickets / 2 parking tickets	Starting at € 395,-
ENTRY ARCH OVAL	Place an inflatable entry arch / arch, exhibitor area and weights excluded / power included / 4 entry tickets / 2 parking tickets	Starting at € 395,-
 MODIFIED TOP 10 <i>Lots of exposure, one partner</i>	Logo exposure Modified top 10 (logo on digital and printed exposure) / online media package / exhibitor area included / sampling to participants / 10x banner triangle spot / 8x banner spot / 10 entry tickets / 5 parking tickets / 1x 220V power connection	Starting at € 3.000,-

