

INFORMATION FOR DEALERS, SPONSORS & ASSOCIATIONS, CLUBS

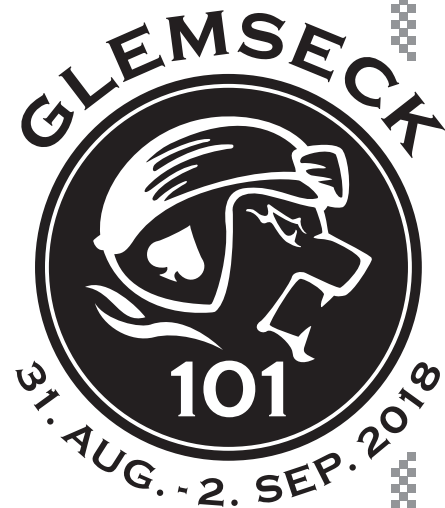
GLEMSECK 101 - 2018

»Round 13«, August 31st to September 2nd 2018.

!!! ORGANIZER

Glemseck 101 GbR and City of Leonberg.

Patron of event: Mayor Martin G. Kaufmann.



!!! 13 YEARS GLEMSECK 101 – 13 YEARS »SPIRIT OF THE 101«

With the experience of twelve events and the participation of our international attendees, sponsors and clubs, a »Spirit of the 101« has evolved and has established itself firmly in the German and European motorcycle scene. The Glemseck 101 has achieved an excellent reputation as »The European Motorcycle Festival« in all motorcycle publications (print and online) and on all social platforms a - and was mentioned on the online pages of the well-known German news magazines SPIEGEL and FOCUS.

Our definition of the Glemseck 101 after twelve successful rounds:

The Glemseck 101 is a European »motorcycle happening« taking place in Germany with tens of thousands of visitors, guests and participants who represent the full range of the motorcycle scene and who live the »Spirit of the 101« for three entire days.

In Round 13, for three days and two hot nights, we will again revive this special »Spirit of the 101« for with loud, powerful sounds and full throttle. 2018, you will again find a grand stand at our legendary 1/8 mile and for the individual 101-sprints we are realizing new ideas – with exciting and spectacular bikes from throughout Europe plus their brands and designers. The Glemseck 101 in its 13th round will once again be »THE European Bike Festival« and »the place to be« – a happening of the wildest and best bikes, personalities and brands throughout the bike scene.

As in the years before we will regularly publish news about the Glemseck 101 on our homepage (www.glemseck101.de), our 101 Facebook page and on Instagram just up to the start of the event. We know from experience that there is always something new to report until the first motorcycles will take their place at the starting line of the 1/8 mile.

!!! SUBMIT YOUR REQUEST * FOR A BOOTH PLACE NO LATER THAN MAY 31TH, 2018

The number of available booth places is limited. The Glemseck 101 is located in a »natural« area, which cannot be extended by us in any order. Due to the great success in the last few years, we expect a high demand for the places. Therefore, we ask for your early request till May 31th, 2018 by latest.

Please send your request for booth places and event packages (see page 5 and 6) via email to Peter Herrle, City of Leonberg. E-Mail: p.herrle@leonberg.de (see also page 9).

After this email, you will receive a 101 request form that has to be filled out and sent back to us via E-Mail or fax. The selected sponsors and clubs will receive their acceptance / contract from early June by mailing route (post).

***Please note: Your request is not a binding registration!**

Only with our commitment to the delivery of the contract, your registration is valid. **We reserve the right to refuse requests by sponsors and clubs without giving reasons.** Requests received after Mai 31th, 2018 will be collected in a waiting list. If a booth place shall be released before the event, we will contact you immediately.

::: THE EVENT

The place Glemseck stands for pure motorsport tradition in southern Germany. Up to the 60s, two- and fourwheeled legends of motorsport where engaged in thrilling fights about laurel crowns and shiny trophies on the legendary Solitude race track around the Glemseck. The Hotel Glemseck, center of the Glemseck, has a 100 year old history that is closely associated with historic racing as it has been a destination for decades for all kinds of motorcycle riders and car enthusiasts.

The Glemseck 101 is the prosecution of this tradition for a wide audience. A three days and two nights long lasting motorcycle event. Offering »free entry« for the visitors about the entire three days, it is open to all brands, types, characters and also completely across-scene.

In twelve years of success, we have developed a concept for our event participants and sponsors that brings the original spirit, the »Spirit on two wheels« back on the tarmac and his sound into the ears of the visitors. The Glemseck 101 is for both visitors and participants an immersion in the general and special motorcycle scene. Nationally and internationally.

It is a meeting point for designers, engineers, developers and their motorcycles, for international personalities, racers and trendsetters of the scene. A long dealer mile with paddock atmosphere and two »International Villages«, consisting of participants, customizers and clubs from all over Europe. This unique together is connected by the motorsport history of Glemseck, our local sponsors and dealers, the attraction of our 1/8-mile motorcycle sprints during the day and the show acts and live music with international bands during the evening.

Traditionally the Glemseck 101 starts on the first weekend of September.

In 2018 we run Round 13. From August 31th to September 2nd. Supported by the **City of Leonberg**, in cooperation with the **Hotel Glemseck** and the german **Motorcycle Magazine MO** as our media partner and assisted by regional and national helpers in organizing and conducting.

::: GLEMSECK 101 REPRESENTATION IN THE PUBLIC, THE MEDIA AND THE INTERNET

Our 101-Sprints raises an extremely high attention to the scene. Advertised by our media partner »Motorcycle Magazine MO«, they take place directly on the asphalt of the historical Solitude start-finish line. Our media partner »MO« has accompanied us, now for seven years and will continue to report about the »Glemseck 101« in its monthly issues until the event takes place.

News about our event 2017 will be kept up to date on our Glemseck 101 homepage. In addition, we also publish all news on our public 101 Facebook page as well as Instagram. We would feel pleased if you become a fan of our 101 Facebook page with your company or club and follow us on Instagram too.

Beside our wide presence in the internet, we and our registered sponsors, dealers and clubs will circulate flyers and posters (about two months before the event) german wide on »meetings of the scene« and motorcycle shows.

Regional and international print media have a very strong interest in our event and we are deep-seated in their schedules. Television and radio stations also show interest in us. Information about advertising spread 2018 in the media and the public, will be ongoing provided through our website Facebook and Instagram.

::: THE 101-SPRINTS – ENGINE SOUND AND ACTION ON THE 1/8 MILE

More accurate information regarding the rules and how to apply as a participant for our 101-sprints will be published end of April 2018. Under the link »Sprints – 2018« on our website. This information will be updated regularly until the application running (from mid-May 2018) starts.

::: GLEMSECK 101 - LIST OF PROGRAM CONTENT

- International and regional live bands on the 101 stage
- DJ, stage acts, film presentations and promotion on the 101 stage
- 101 Motortalk with international guests and trendsetters of the scene
- Guided excursions to the surrounding area of the 101
- Sunday morning church service
- About 3 km long dealer mile with renowned suppliers (international as regional)
- Saturday and Sunday shopping and trading
- Information stands from TÜV / DEKRA and the traffic police Baden Württemberg
- Hospitality, i. a. by the Hotel Glemseck beer garden and others
- Presentation space for special bikes

::: USE OF THE GLEMSECK 101 LOGOS AND LABELS

The well-known Glemseck 101 lion logo as the lettering Glemseck 101 plus further graphics and labels used for the Glemseck 101 appearance are registered word marks and figurative marks of the Glemseck 101 GbR and the Graphic Studio Steven Flier.

Every use 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 (eg patches, stickers, designs on the general theme of the motorcycle) as well as pictures and graphics of our website, Facebook and Instagram, are subject to our copyright and must be approved by us.

For further information, please contact Glemseck 101 Creative Director and co-organizer Steven Flier (see page 9).

::: GENERAL INFORMATION ABOUT YOUR SUCCESSFUL APPEARANCE ON GLEMSECK 101 – 2018

There is a great expectation of our visitors towards the performance of companies and brands at the 101 – regardless of their size. Therefore, we ask each of our sponsors and clubs to keep this »Spirit of the 101« in mind when they plan their exhibition at the 101.

This may be a stand structure that shows the history of your company, club or your brand. Highlights of products and / or tuning / customizing of motorcycles. Unique or historical, every type and size. Or you may invite guests who present your brand, your company or your club – in the past or the future. We do not give instructions to your appearance! Our goal is that you get into conversation with our audience and arouse their interest. Your success on our Glemseck 101 is also the success of our event.

If you are attending the 101 for the first time: Before starting considerations about what material your truck, your van should load – please visit the picture and video galleries on our website for a first impression. This will give you an overview of the attractiveness of the scene that you can expect at Glemseck 101.

If you or your PR and advertising department have further questions: **We will be happy to advise you.**

For questions about your sponsor and dealer presentation contact **Steven Flier** (Creative Director 101). Also **Jörg Litztenburger** (Program Director 101) and **Peter Herrle** (City of Leonberg • Infrastructure 101 & Security) will assist you if you have questions about the organization at 101.

::: ABOUT YOUR APPEARANCE AS SPONSOR / DEALER ON THE 101 WEBSITE

From a presentation stand of 4 (four) meters (»Basic Package 101«), you have the right to be published with your trade mark/logo on the Glemseck 101 homepage as a 101-sponsor. Your trade mark/logo will be placed in the »sidebars« of the Glemseck 101 homepage and will be linked to your own homepage which will open in a new window.

Please note: We no longer offer a own, personal 101 sponsor article. This service is no longer included in your package. If you have the wish to be published/posted on our 101 Facebook page or Instagram, in form of a news web poster (1024 x 724 px), please contact our 101 Creative Director Steven Flier.

For the placement your trademark/logo on our 101 homepage we need two things:

1. Your Logo as JPEG or EPS / TIFF / PDF (max. 1 MB)
2. The information where you want to be linked. Whether on your start page, on an underside of your homepage or e.g. on Facebook.

Please support us by contacting us **by yourself** after signing your contract.

Your contact is: 101 Creative Director Steven Flier / Graphic Studio Steven Flier

eMail: s.flier@stevenflier.com, Tel.: +49 (0) 170 - 5 37 46 96

Please note: About two weeks before the event - mid-August 2018 - all sponsors & Clubs are grouped according to our 101 categories (see our website) and summarized on 101 web posters in our social media.

::: The official Glemseck 101 - event flyers and poster 2018

Our advertising medias (101-flyer and posters) will be sent approximately six to eight weeks prior to the event to our sponsors. The Glemseck 101 flyer and the official »3-day event poster« are designed by 101 Creative Director and illustrator Steven Flier.

Please note: On the 101 flyers and event posters, NO logos of our sponsors are shown. These print advertisements are answer the purpose for the application of the actual event and the famous 1/8 mile at the Solitude near Leonberg.

=== PRICES GLEMSECK 101 - SPONSORS & DEALERS

=== PRESENTATION PLACE, RUNNING FRONT METER GLEMSECK 101

- Presentation place per running front meter, depth max. 4 meters EUR 180,00*
 - Presentation place **PREMIUM AREA** per running front meter, depth max. 4 meters EUR 400,00*
- (101 Premium Area: Please see also the map on page 10)

=== PROMOTION CAMPAIGN / PASS OUT FLYERS AT THE GLEMSECK 101

- Per day, max. 2 promoters EUR 400,00*
- You are allowed to pass out your »advertising flyers« and »giveaways« directly to our visitors with max. two promoters at the area of the Glemseck 101.

Please note:

We allow NO promotion on parked motorcycles of our visitors within the 101-area! The 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 picture of our 101 unaltered to the outside, the attachment of »advertising flyers«, »giveaways«, etc. is not allowed on parked motorcycles.

=== BASIC PACKAGE 101 (OUTSIDE THE PREMIUM AREA)

- Standplatz mit 20 laufenden Frontmetern, Standtiefe max. 4 Meter from EUR 700,00*
(Expandable up to 20 meters. The running meter: EUR 180,00*)
- From 4 meters length you will be presented on the 101 homepage as a sponsor and receive a single promotion on our public 101 Facebook page (also see »About your appearance as a sponsor on the 101 website and Facebook«).

=== EVENT PARTNERSHIP PACKAGE 101 – STANDARD

- Presentation place with 20 current front meters, depth max. 4 meters. on request
Please note: This presentation place is not expandable!
- Banner and flag placement on the area of 101 Glemseck, one promotion campaign per day with max. 2 promoters, permission to carry out test rides, 2 advertising announcements per day on the 101 stage

=== EVENT PARTNERSHIP PACKAGE 101 - PREMIUM

- Presentation place from 20 current front meters, depth max. 4 meters. on request
Please note: This presentation place is expandable!
- Sponsor display at the 101 stage and distributed over the entire merchant mile
- Sponsor displays at the key positions of Glemseck 101
- Product presentations on and advertising announcements from the 101 stage are possible
- Free promotion campaigns with max. 2 promoters
- Permission to carry out test rides
- Possibility to establish a brand lounge at the Glemseck 101

=== PRESENTATION PLACES UNDER 4 RUNNING FRONT METERS AT THE GLEMSECK 101

We also provide presentation places under 4 running front meters! A presentation of your company on our homepage, however, can only be offered by us from 4 front meters (see our »Basic Package 101«). Nevertheless, a request for a »small« 101 presentation place is also very welcome. Please contact **Peter Herrle**, City of Leonberg (see page 9).

=== NOTES

- Catering (meals & drinks) only for own use and subject to agreement
- The »subletting« of presentation places is not permitted

::: ABOUT YOUR APPEARANCE AS CLUB / ASSOCIATION ON THE 101 WEBSITE AND FACEBOOK

If you are interested, we will be happy to publish informations about your club under the link »clubs« on the Glemseck 101 homepage. With a personalized 101-club review. Prerequisite: You provides us with the necessary text and image material for your club-review. Within this 101-club review there will be a link to your club-website. In addition, your club presentation on our 101 homepage will be posted as »news« on our Facebook page.

The above mentioned services are included in your 101 fee!

For an optimum presentation of your club on our 101 homepage we need three things:

1. Your Logo as JPEG or EPS / TIFF / PDF (max. 1 MB)
2. An »image-picture« as teaser for your review (max. 2 MB / JPEG or TIFF)
3. The text you want to be published (directly in an email or as Word document)

Please support us by contacting us by yourself after signing your contract.

Your contact is: 101 Creative Director Steven Flier / Graphic Studio Steven Flier

eMail: s.flier@stevenflier.com, Tel.: +49 (0) 170 - 5 37 46 96

::: PRICES GLEMSECK 101 - CLUBS

We offer each club or association the opportunity to present themselves at the Glemseck 101. Please also read on page 3: »General to your successful appearance at the Glemseck 101-2018«

Clubs will receive a »101 standard 4x4 meter« presentation place. **Upon request and if there is the opportunity on our part**, this presentation place can also be extended up to eight meter in maximum.

Due to the cramped 101 area and the increasing size of the event, we have to demand our base cost (electricity, waste disposal, etc.) with a small fee. Your club get from us, of course, an invoice about this costs:

Presentation place » Club-Standard « 4 meters:	EUR 70,00*
Presentation place » Club-XL « to 8 meters maximum:	EUR 140,00*

::: NOTES

- Catering (meals & drinks) only for own use and subject to agreement
- The »subletting« of presentation places is not permitted

Take advantage of the opportunity to present and sell your club and fan merchandise products on the spot (T-shirts, mugs, etc.)!

::: ASSEMBLING AND DISMANTLING AT THE GLEMSECK 101 AND 4 METER BOOTH DEPTH

The Glemseck 101 provides only the place for your booth. All exhibitions (tent, gazebo, etc.) are provided by the sponsors or clubs itself, as well as the assembling and dismantling.

Please note: In many parts of the natural Glemseck 101 area are no more than 4 meters depth prior to disposal. Exhibitions which exceed this booth depth (eg tents 5 x 5 meters) are not allowed here. **Deeper booth depth only after consultation and if available!**

The event takes place partly on private area but also partly on public roads. The assembling will take place on Friday, 31-08-2018, 9.30 am - 5 pm. This counts for ALL presentation places. Officially the Glemseck 101 - 2018 starts on Friday, August 31st 2018 at 5 pm. We kindly ask, that by this time all sponsors and clubs already have built up their presentation places and that all delivery vehicles are parked outside the 101 area on the designated parking areas, so that no one is blocked.

The roads L1188 and L1187 are blocked from 9 am for 4-wheel traffic and the entrance to the event site is then permitted only for motorcycles and 101 suppliers. The access to the 101 area and parking facilities will be signposted.

The dismantling takes place on Sunday, 02-09-2018, at 6 pm. Till 11 pm the area of the 101 event MUST be completely cleared. The stopping will be lifted at 12 am by latest by employees of the City of Leonberg.

::: MEET THE GLEMSECK 101 TEAM - INFORMATION: ELECTRICITY, WASTE DISPOSAL, SCHEDULE

You will receive the latest information about electricity, waste disposal and schedule at our sponsor and club meeting on Friday at 6 pm in the Hotel Glemseck. Our Glemseck 101 team and your contacts for the upcoming three days will be introduced there, too. We ask each sponsor and club to visit this meeting in order to be up-to-date!

::: SELLING TIME AT GLEMSECK 101

- Friday 31-08-2018 from 5 pm to 10 pm
- Saturday 01-09-2018 from 10 am to 10 pm
- Sunday 02-09-2018 from 11 am to 6 pm

We ask all sponsors and clubs to occupy and open their presentation place until the end of the day. Our audience strolls around beside the 101 stage and the whole area of the 101 and we want to ensure an unique experience to them for the whole evening. In your own interest!

::: ACCOMODATION AT THE GLEMSECK 101

Many hotels and guesthouses offer special conditions while the 101 Glemseck takes place. A list of participating hotels, which is constantly updated, can be found on the 101 homepage. On the spot you will find a very simple campingground with elementary washing facilities. For more information about this, have a look on our 101 homepage.

::: ROUTE OPTIONS TO THE GLEMSECK 101

All information about route options can be found on our 101 homepage. Note: Entering into your navigation device or Online-Map: **Hotel Restaurant Glemseck, 71229, Leonberg**

::: PARKING FACILITIES GLEMSECK 101

All information about parking (engl. language) are available on our 101 homepage www.glemseck101.de. Should there be changes, we will inform you on our website and Facebook. After signing their contract, 101 sponsors and clubs will receive a letter with all necessary information and access permissions.

::: MEDICAL ASSISTANCE AND SECURITY SERVICE GLEMSECK 101

The medical care is provided throughout the event by the DRK (German Red Cross). For trouble-free process of the event by day and night, a professional security staff is present. You find a map with the most important 101 DRK locations listed, on our homepage www.glemseck101.de.

::: AN OFFER TO MORE INDIVIDUALITY IN YOUR PRESENCE AS A SPONSOR OR CLUB ON THE 101 HOMEPAGE

The speech of the 101 sponsors towards the 101 visitors on our homepage and our public Facebook page is different from other motorcycle events. It is edited by our Creative Director and scene expert **Steven Flier**. He sets value on an own »101-style« in those presentations tailormade in image and text for our wide audience.

Should you wish your own 101 Facebook and Instagram post, message, in form of a 101 web poster please contact Steven Flier directly. The costs incurred are not included in the sponsor packages. Your billing is done directly with the Graphic Studio Steven Flier.

::: FOOTNOTES

All of the above details about the schedule and pending plans are not guaranteed yet. Due to the live character of the Glemseck 101, changes and shifts may always occur. We'll always keep you informed about any change of plan on our homepage »www.glemseck101.de« and on our public 101 Facebook page as on Instagram.

* All prices do not include cost for materials, staff, assembling and dismantling and also do not include the applicable statutory VAT.

::: CONTACTS TEAM GLEMSECK 101

• Booking of stand space and event packages

Peter Herrle Stadt Leonberg
Tel.: 0 71 52 - 9 90 10 10 e-Mail: p.herrle@leonberg.de
Fax: 0 71 52 - 9 90 17 - 1010

• 101 Program Director – sponsor & dealer consulting

Jörg Litzenburger eMail: J.Litzenburger@lrabb.de
(You are a professional customizers and have built or are in planning a truly unique motorbike for 2018 and would like to be invited by us to 101 Sprint International? Please send one to two (!) pictures and a short description to Jörg Litzenburger and cc to Steven Flier.)

• 101 Infrastructure & Security – City of Leonberg

Peter Herrle
Tel.: +49 (0) 71 52 - 9 90 10 10 eMail: p.herrle@leonberg.de

• 101 Creative Director – sponsor & dealer consulting

Steven Flier Grafik Atelier Steven Flier
Tel.: +49 (0) 170 - 5 37 46 96 eMail: s.flier@stevenflier.com
Homepage: www.stevenflier.com

• 101 Organizer - Glemseck 101 GbR

Marcus Witzke Glemseck 1
71229 Leonberg

::: Your request - procedure in short

- Send a short E-Mail with your request to **p.herrle@leonberg.de**
(Contact partner, name and a short information about your company / club will do.)
- You receive by E-Mail our **101 Fax-Request-Form**
- Please fill this out and return it by fax or E-Mail
- **Deadline is May 31th, 2018**
- The selceted sponsors and clubs will receive their acceptance / contract from early June by mailing route (post)
- Return this contract signed to us

We look forward to see our sponsors & clubs on the Glemseck 101-2015 and wish you all the very best.

Your Team Glemseck 101

::: PLEASE NOTE:

Your request is not a binding registration! We reserve the right to refuse requests by sponsors and clubs without giving reasons. Requests received after May 31th, 2018 will be collected in a waiting list. If a booth place shall be released before the event, we will contact you immediately.

