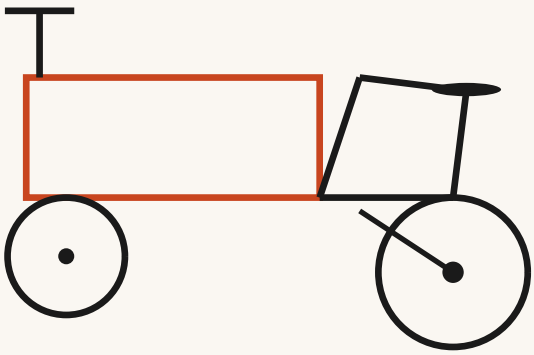
# Eurobike 2026

## *Cargo Bike Exhibitor Pre-Visit Checklist*

A working field kit for buyers, importers, and private-label brand owners visiting Frankfurt. Print one Booth Sheet (page 3) per exhibitor.



WHAT'S INSIDE

**Page 2** The 4-question framework — how to qualify any booth in 3 minutes

**Page 3** Booth Assessment Sheet — print one per exhibitor

**Page 4** Pre-show prep + post-show shortlist ranking

# Four questions that *separate factories from booths.*

Use these in the first three minutes at every cargo bike booth.
They reveal whether you are talking to a serious manufacturer — or decoration.

## 01 Can I see your EN 17860 test report for this exact model, today?

Commercial-use cargo bikes test to roughly twice the dynamic load cycles of private-use bikes. Quoting only EN 15194 in 2026 means the factory is not taking EU compliance seriously.

**GOOD** Test report produced within 30 seconds, dated within the last 18 months.

**FLAG** "We'll email it." "We have CE." "Our partner factory handles testing."

## 02 What is your MOQ and lead time for 100 units in our colour and decals?

The answer reveals whether their order book is healthy, full, or empty. All three states tell you something useful for negotiation.

**GOOD** Specific MOQ, written lead time, sample timeline named on the spot.

**FLAG** Vague ranges, "depends on the season", deflecting to email follow-up.

## 03 Which European brand do you currently OEM for that I would recognise?

Specific names mean an established factory with verifiable production references. Vague answers usually mean the relationship is fragile or non-exclusive.

**GOOD** Names a brand, ideally shows a partner-supplied frame on the booth.

**FLAG** "NDAs prevent us…" — a polite signal there is nothing to mention.

## 04 How is your battery file structured for EN 50604-1 and UL 2271?

If they answer fluently, they can ship to the EU and California today. If they cannot, they are still selling into low-regulation markets — a real liability after January 2026.

**GOOD** Knows both standards by name, can describe cell supplier and test scope.

**FLAG** Confuses cell certification with system certification, or only knows one.

# Booth Assessment

Fill in at the booth. One sheet per exhibitor. Keep, scan, decide back at the hotel.

COMPANY _____ HALL / BOOTH _____

DATE _____ CONTACT NAME & ROLE _____

PRODUCT FOCUS · longtail / long john / trike / 4-wheel / accessory _____

## THE FOUR QUESTIONS

Score each: 3 = strong, 2 = adequate, 1 = weak, 0 = no answer

| | 3 | 2 | 1 | 0 |
|---|---|---|---|---|
| 01. EN 17860 test report shown at booth? | ☐ | ☐ | ☐ | ☐ |
| NOTES _____ | | | | |
| 02. MOQ + lead time given on the spot? | ☐ | ☐ | ☐ | ☐ |
| NOTES _____ | | | | |
| 03. Named recognisable OEM client? | ☐ | ☐ | ☐ | ☐ |
| NOTES _____ | | | | |
| 04. Fluent on EN 50604-1 / UL 2271 battery file? | ☐ | ☐ | ☐ | ☐ |
| NOTES _____ | | | | |

## ADDITIONAL OBSERVATIONS

PRICE INDICATION · FOB / EXW / DDP _____

SAMPLE LEAD TIME · COST _____

EU WAREHOUSE / STOCK MODELS _____

WARRANTY TERMS _____

RED FLAGS / GUT FEELING _____

## FOLLOW-UP DECISION

☐ YES — Request sample

☐ MAYBE — 2nd meeting

☐ NO — Archive

# Pre-show prep, *post-show shortlist.*

## BEFORE YOU LEAVE · THE WEEK OF JUNE 17

- [ ] Confirm booth numbers via the Eurobike exhibitor search for every name on your shortlist.
- [ ] Email each priority exhibitor to pre-book a demo slot — Saturday Festival Day fills before lunch.
- [ ] Print one Booth Assessment Sheet (page 3) per planned exhibitor, plus 5 spares.
- [ ] Bring a written, signed spec sheet for any OEM conversation: landed cost, MOQ, lead time, certifications.
- [ ] Confirm your hotel is on a U-Bahn line to Messegelände — you'll lose 90 minutes/day to bad transit choices.
- [ ] Charge a power bank. Hall WiFi is unreliable and you will photograph dozens of frames.
- [ ] Pre-load the Eurobike app and download the hall map for offline use.

## POST-SHOW SHORTLIST · RANK BACK AT THE HOTEL

Rank top 5 by total Four-Questions score. Tie-breaker: who handed you a technical file at the booth.

| RANK | COMPANY | SCORE | NEXT ACTION · DUE DATE |
|---|---|---|---|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |

*Need the full strategic context — the industry reset, the hall map, the exhibitor tier shortlist, and the B2B sourcing framework? Everything is at cargobikehub.com.*