ADVENTURE MOTORCYCLE EXPO

APRIL 18-19 2026

Show your brand at the heart of the ADV community – April 18–19, 2026

Dear Exhibitor,
We're thrilled to invite you to the second edition of Adventure Motorcycle Expo, taking place April 18–19, 2026, at Scandic Infra City, Stockholm (Upplands Väsby).
After a successful first year with over 2000 passionate visitors, we're expanding — more than doubling the exhibition area and aiming for 4000+ attendees from across the Nordic ADV community.
We welcome exhibitors within Adventure motorcycling, Camping and Outdoor. We want to show the audience everything you need for a successful adventure on a motorcycle with knobby tyres, but nothing else.
Join us for a weekend full of inspiration, real engagement, and strong business opportunities.

About the Event

Adventure Motorcycle Expo gathers the growing world of adventure and offroad enthusiasts – both beginners and experienced.
This is where importers, resellers and manufacturers connect with riders who thrive in exploration and adventure on two wheels.
Last year, several exhibitors sold out before lunch on the first day — prepare for a decisive and knowledgeable audience.

Venue

Scandic Infra City
Kanalvägen 10, 194 61 Upplands Väsby, Sweden
360° View of the Exhibition Hall

- 3,800 sqm exhibition & foyer area
- 7.5 m ceiling height
- Easy ground-level loading access
- Neutral grey concrete floors and walls
- Fluorescent lighting (extra lights recommended)
- Café and restrooms location create a natural visitor flow

The layout ensures no hidden corners – every visitor will pass every stand on their way through the hall.

Schedule

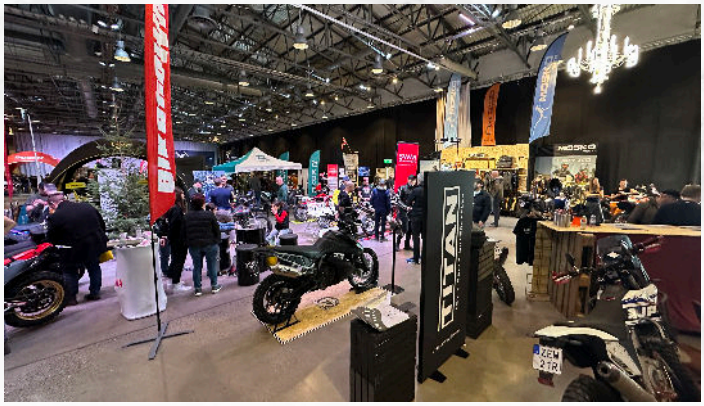
Friday, April 17 – Move in 12:00–18:00
Saturday, April 18 – Open 09:00–18:00
Sunday, April 19 – Open 10:00–15:00
(move-out after closing)

Exhibitors have access 45 minutes before and after public hours.

Accommodation

The hotel is in the same building as the Expo – just a few steps from your booth.
- Double room: 1350 SEK/night (tax & breakfast included)
- Single room: 1150 SEK/night (tax & breakfast included)
- Free cancellation until the day before arrival

We've reserved 150 rooms – book early to secure your stay.
Book at Scandic Hotel. Use booking code: BBAC170426



Welcome to participate in Sweden's most exciting ADV event – where adventure begins!

BACKROADS | +46(0)70-457 13 30 | KRISTIAN.OLVESTAD@BACKROADS.EU

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Parking & Access

Ample public parking in the area and a large, connected parking garage.
Easy access for loading and unloading directly at street level.

Exhibitor Packages

Standard Booths: 1000 SEK/m² (min 12 m²)
No hidden fees or height restrictions.
Flags, roll-ups and hanging banners are all allowed – just keep the area open and welcoming for visitors. If you want a backdrop or wall in your stand, you will be placed along the walls in the venue. We want an open and inviting atmosphere at the Expo.
Tip: Use light and flooring to create a warm, inviting space — it truly makes a difference! We welcome a "outdoor campsite theme" with warm and natural interior.

Gadgets & Experience Area: from 7000 SEK
Smaller booths (7–15 m²) in a dedicated area for start-ups, accessories and creative concepts.
This area features a green grasslike carpet and an open layout where smaller stands get visibility.

Booth Services

We partner with Svenska Mässkonsult, providing lighting, furniture, carpets, and construction services.
This is were you order your **electricity**!
Order at www.monterservice.se Use code **ADV26**.

Visitors & Audience

Our visitors are genuine adventure riders – outdoor-minded, curious, and ready to invest in quality gear and experiences.
Typical visitor profile:

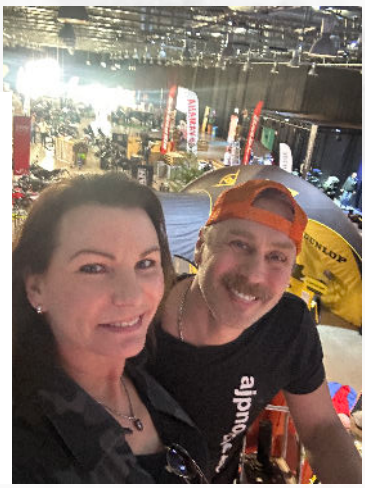
- Men around 50, with growing numbers of women and younger riders
- High interest in motorcycles, travel, navigation, luggage, and camping gear
- Strong purchasing power and authentic engagement

ADV Networking Mingle – Saturday, April 18, 19:00–21:00

Join us for a relaxed evening of networking and good vibes! Meet over 150 professionals from the ADV world – importers, resellers, influencer's, inventors and fellow exhibitors.
A perfect way to connect, collaborate and celebrate the ADV spirit!
Lola from Showmind will ease your mingle skills.
Price: 300 SEK

Contact

For bookings and inquiries:
Kristian Ölvestad
kristian.olvestad@backroads.eu
+46 (0)70 457 13 30

Let's make ADV Motorcycle Expo 2026 the ultimate meeting point for the ADV community.
We look forward meeting you in Stockholm.

Warm regards,
The Backroads Team
Backroads AB - Organizers of Adventure Motorcycle Expo
www.backroads.eu