

2 0 2 6  
S H A N G H A I  
B I K E S H O W  
B O O T H  
C O N C E P T

FACTORY

---

# INSPIRATION

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**THIS >**

---

Never.<sup>™</sup>  
Status.  
Quo.

**2026**

**FACTOR**

INSPIRATION

MISC



Never.<sup>™</sup>  
Status.  
Quo.

2026

FACTORY

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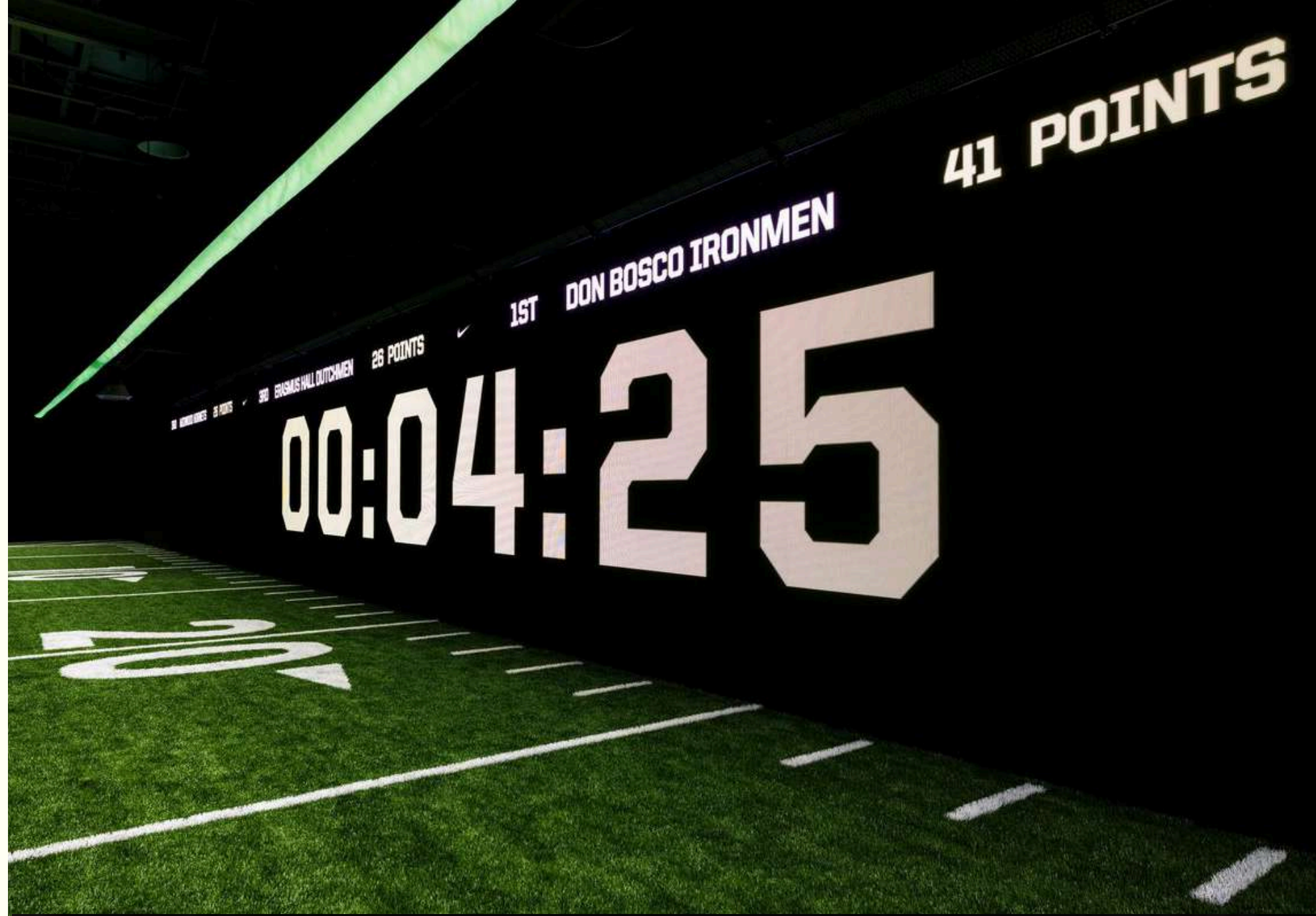
@深圳One\_Avenue卓悦中心

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# INSPIRATION

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## MISC



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Never.<sup>™</sup>  
Status.  
Quo.

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# INSPIRATION

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# MISC



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Never.  
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# 2026

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# INSPIRATION

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## MISC



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Never.<sup>™</sup>  
Status.  
Quo.

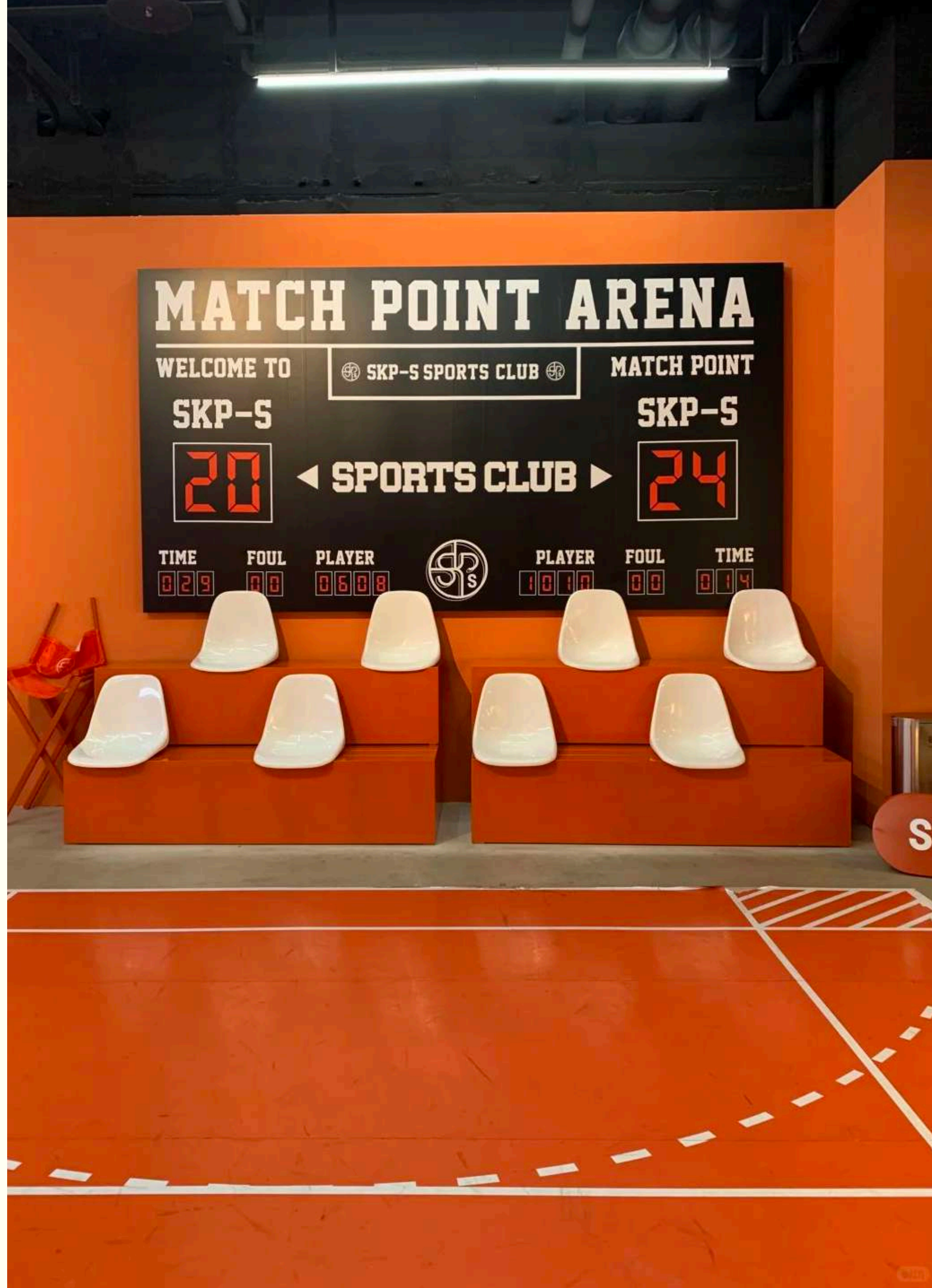
# 2026

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# INSPIRATION

## MISC



Never.  
Status.  
Quo.

# 2026

FACTOR

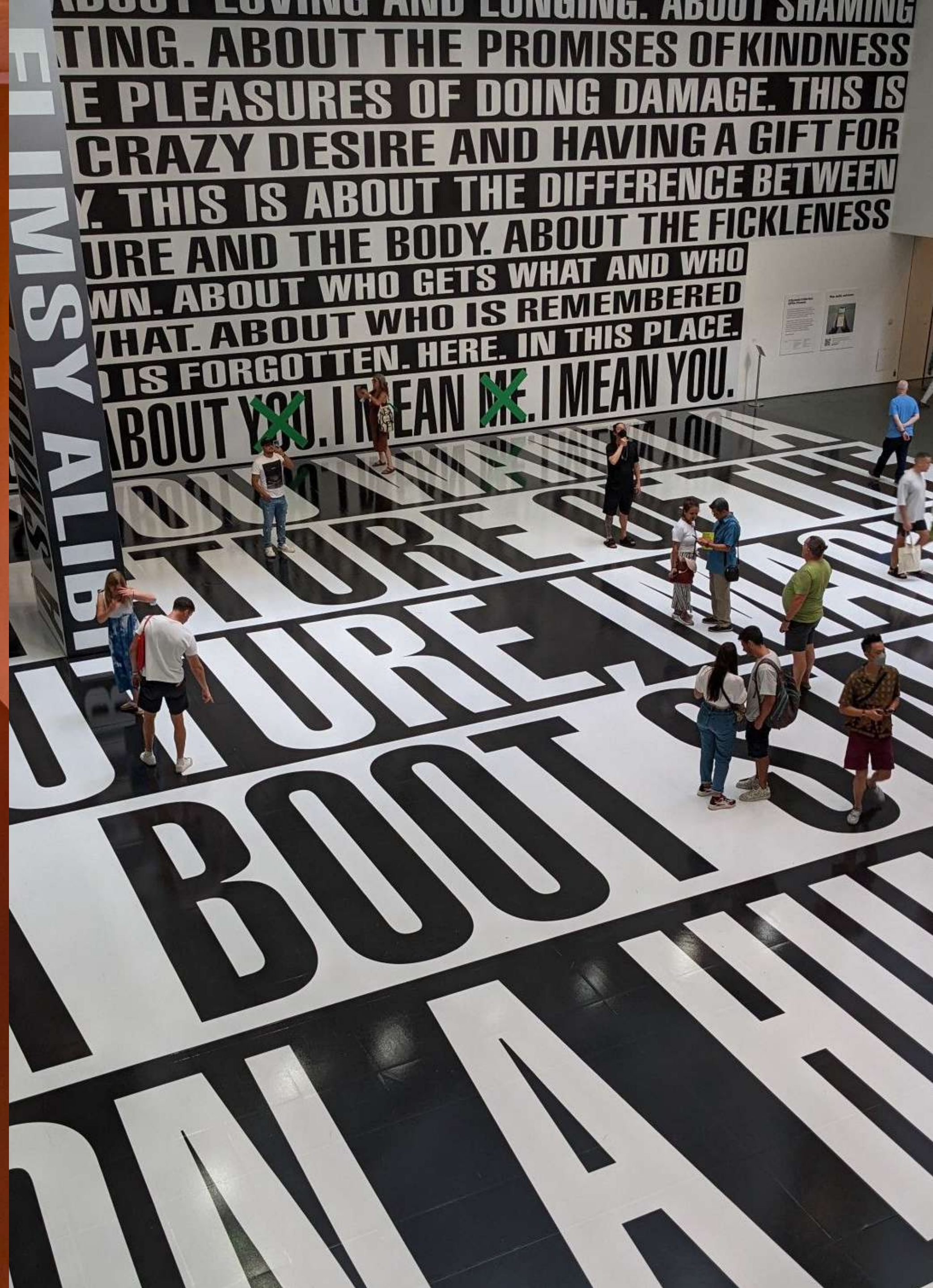
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# INSPIRATION

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## MISC



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# INSPIRATION

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## MISC



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Status.  
Quo.

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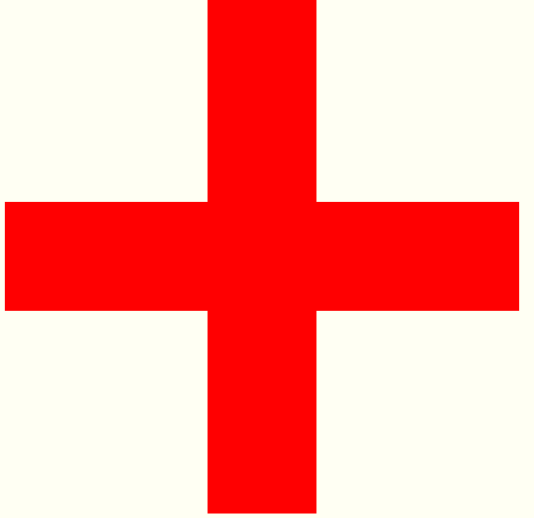
FACT  
TOR

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**INSPIRATION**

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**PLUS** 

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Quo.** **2026** **FACTOR**

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# INSPIRATION

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## TT START RAMP



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Status.  
Quo.

2026

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# INSPIRATION

# TT START RAMP



Never.™  
Status.  
Quo.

# 2026

FACTOR



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# INSPIRATION

## TT / TTT START RAMP



Never.  
Status.  
Quo.

# 2026

FACT  
TOR

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# INSPIRATION

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## PRE-STAGE TEAM PRESENTATION



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Never.<sup>™</sup>  
Status.  
Quo.

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# INSPIRATION

# PRE-STAGE TEAM PRESENTATION



Never.  
Status.  
Quo.

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# INSPIRATION

# PRE-STAGE TEAM PRESENTATION



Never.  
Status.  
Quo.

# 2026

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INSPIRATION

FINISH LINE

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Status.  
Quo.

**2026**

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**Fausto.**  
FUN IS BEAUTIFUL



NO. 005



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# INSPIRATION

---

# START LINE



---

Never.<sup>™</sup>  
Status.  
Quo.

2026

UAE  
TOUR

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# INSPIRATION

---

# START LINE



---

Never.<sup>™</sup>  
Status.  
Quo.

2026

UAE  
TOUR

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# INSPIRATION

# PODIUM



Never.<sup>™</sup>  
Status.  
Quo.

# 2026

# FACTOR

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# INSPIRATION

---

## PODIUM



---

Never.<sup>™</sup>  
Status.  
Quo.

# 2026

FACTOR

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INSPIRATION

PODIUM



Never.  
Status.  
Quo.

2026

FACTOR

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2227268229

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# INSPIRATION

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## TEAM CAR



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Never.<sup>™</sup>  
Status.  
Quo.

# 2026

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# INSPIRATION

---

## TEAM CAR



---

Never.<sup>™</sup>  
Status.  
Quo.

# 2026

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# INSPIRATION

# RACE LICENSE

Never.<sup>™</sup>  
Status.  
Quo.

# 2026

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**RACING LICENCE**  
britishcycling.org.uk

David Millar  
No. 405925 : Full Licence  
Gender Male DOB 4-Jan-1977  
Licence valid to: 31-Dec-2014  
UCI Age Category: Elite  
UCI Code: GBR19770104  
(Road/Track: Elite)(Cyclo-Cross: Senior)  
(BMX: Master)(Cruiser: 35-39)  
(MTB XC: Sport)(MTB DH: Master)  
(MTB EN: Senior)(MTB 4X: Master)



*[Signature]*  
President | British Cycling

This holder agrees to abide by the regulations of the UCI and the national federations. He accepts antidoping and blood tests provided by the rules and the sole competence of the CAS. Insurance is valid for residents of Canada who are covered under a federal/provincial health care plan.

**BRITISH CYCLING FEDERATION**  
36 ROCKINGHAM ROAD, KETTERING,  
NORTHANTS NN16 8HG Tel: 0536 412211

**AMATEUR LICENCE**  
VALID TO 31st DECEMBER 1994

**BCF**


No. 37552 Category **JUNIOR**

Surname MILLAR Mr/Ms/Miss  
Forenames DAVID Date of Birth 4.1.77  
Address 79, BELMONT ROAD  
MAIDENHEAD, BERKS SL6 6LG  
Club ROSS WHLRS.  
Colours  
Sponsor DAVE RUSSELL CYCLES  
Division LONDON  
Profession HITTER (BIG) - NOT! Blood Group \_\_\_\_\_

The holder of this licence is covered for third party insurances in any country of the world up to a maximum of £2,000,000.  
Le porteur de cette licence est assuré en responsabilité civile vis-à-vis des tiers dans n'importe quel pays jusqu'à 2 000 000 £.

This holder of this licence has been granted permission by the British Cycling Federation to compete in countries covered by the governing Federation being affiliated to UCI.  
Le porteur de cette licence a reçu l'autorisation de la Fédération britannique de cyclisme pour participer aux épreuves dans les pays couverts par la Fédération affiliée à l'UCI.

President *[Signature]* Ian Emmerson



I agree to abide by the Rules of the British Cycling Federation and to inform the Federation Secretary if I have, or have ever had, any disability or medical condition, physical or mental, which could affect my ability to ride safely as a racing cyclist.

Member's Signature *[Signature]* Registrar's Signature *[Signature]*

**UNION CYCLISTE INTERNATIONALE**  
**CYCLING CANADA CYCLISME**



The holder agrees to abide by the regulations of the UCI and of the national federations. He accepts antidoping and blood tests provided by the rules and the sole competence of the CAS. I acknowledge and agree that my personal information provided as part of my application shall be passed and held by the UCI. Insurance is valid for residents of Canada who are covered under a federal/provincial health care plan.

*[Signature]* President's Director  
*[Signature]* Licensee's Signature

**UCI** UNION CYCLISTE INTERNATIONALE

Federation ID: BC41217  
Cat. Nat: **RMMB**  
Cat. Prov: **RMMB.2**  
Club/Team: **Bicicletta Factory Racing**

The holder agrees to abide by the regulations of the UCI and of the national federations. He accepts antidoping and blood tests provided by the rules and the sole competence of the CAS. I acknowledge and agree that my personal information provided as part of my application shall be passed and held by the UCI. Insurance is valid for residents of Canada who are covered under a federal/provincial health care plan.

Cycling Canada  
+1 613 248 1353  
Cycling BC  
www.cyclingbc.net

**EMERGENCY CONTACT**

**UNION CYCLISTE INTERNATIONALE**  
**CYCLING CANADA CYCLISME**



The holder agrees to abide by the Regulations of the UCI and of the national federations. The holder accepts the antidoping and blood tests provided by the rules and the sole competence of the CAS. Insurance is valid for residents of Canada who are covered under a federal/provincial health care plan.

*[Signature]* President's Signature  
*[Signature]* Licensee's Signature

**UNION CYCLISTE INTERNATIONALE**  
**CYCLING CANADA CYCLISME**



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*[Signature]* President's Signature  
*[Signature]* Licensee's Signature

# INSPIRATION

# RACE LICENSE



**2026** UCI UNION CYCLISTE INTERNATIONALE

Last name(s) **MELLANO** Uci ID **10030948438**

First name(s) **LUDOVICO MARIA** Nationality **ITA**

Uci Category **MU: Men Under 23** Date of birth **23.08.2006** Gender **M**

**VALID UNTIL 31.12.2026** **Data** **RELEASE DATE 13.01.2026**

Team **XDS ASTANA DEVELOPMENT TEAM** Role **Rider** Function



**DataHealth 02.12.2026**

Federation ID **MLLLVC06M23B791N**

National Category **UNDER 23**

Club **XDS ASTANA DEVELOPMENT TEAM-00K0380**

**FEDERAZIONE CICLISTICA ITALIANA**  
STADIO OLIMPICO CURVA NORD - 00154 - ROMA  
WWW.FEDERCICLISMO.IT  
FEDERCICLISMO@FEDERCICLISMO.IT  
+39 06 97975852

I AGREE TO ABIDE AND BE BOUND BY THE UCI CONSTITUTION AND REGULATIONS, IN PARTICULAR THE UCI ANTI-DOPING RULES. I ALSO RECOGNISE THE EXCLUSIVE JURISDICTION OF THE COURT OF ARBITRATION FOR SPORT (CAS) IN LAUSANNE, SWITZERLAND, AS PROVIDED FOR UNDER THE RELEVANT PROVISIONS OF THE UCI REGULATIONS.

**www.feder ciclismo.it**  
**EMERGENCY CONTACT:**  
**348 2975290 (mamma) 380 7413940**

Card Id: **A009413**



**german cycling** Otto-Fleck-Schneise 4  
60528 Frankfurt (Main)  
Telefon: 069 / 96 78 00 - 0  
Telefax: 069 / 96 78 00 - 80

**UCI**

Vorname / first name **Max**

Name / surname **Kanter**

Strasse / street **Sandsteingärten 1**

Postleitzahl / postal code **01796 Pirna** Wohnort / domicile

Notfallnummer / emergency phone **+491795245371**

UCI-BDR-Kategorie / class **Elite WTT**

Verein / club // Mannschaft / team **XDS Astana Team**

Lizenz-Nr. / license-no. **WT 44005**

nationality / sex / date of birth **GER / m / 22.10.1997**

Ausstellungsdatum / date of issue **06.12.2025**

UCI-ID **100 101 735 63**



**2026** UCI UNION CYCLISTE INTERNATIONALE

Last name(s) **DELLE VEDOVE** Uci ID **10028969133**

First name(s) **ALESSIO** Nationality **ITA**

Uci Category **MU: Men Under 23** Date of birth **11.02.2004** Gender **M**

**VALID UNTIL 31.12.2026** **Data** **RELEASE DATE 01.01.2026**

Team **XDS ASTANA DEVELOPMENT TEAM** Role **Rider** Function



**DataHealth 20.11.2026**

Federation ID **DLSS04B11F241F**

National Category **UNDER 23**

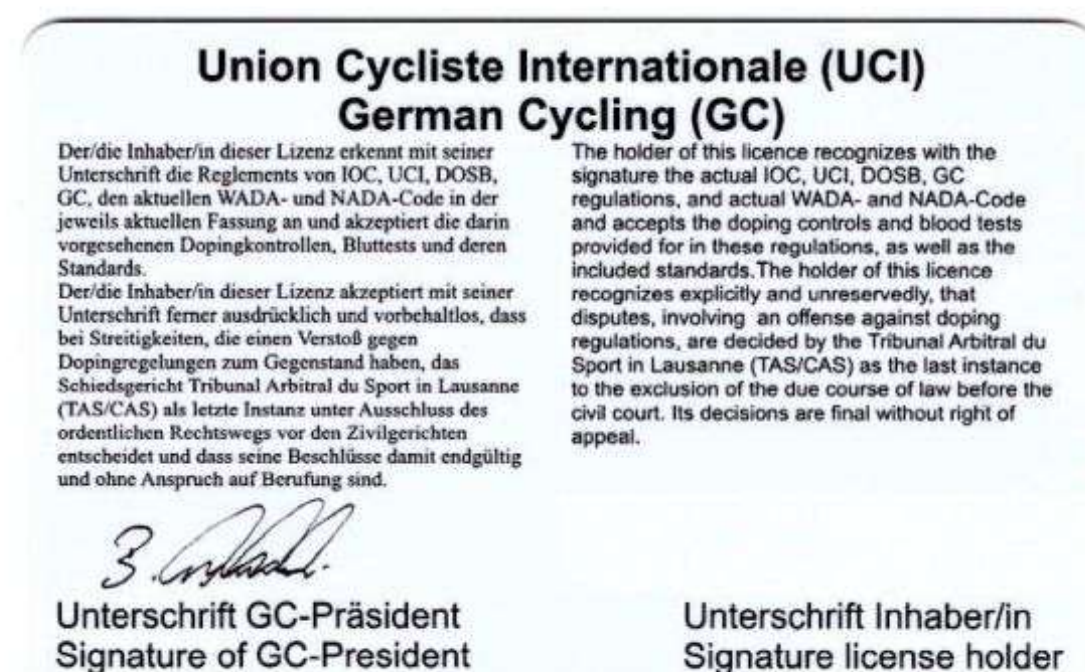
Club **XDS ASTANA DEVELOPMENT TEAM-00K0380**

**FEDERAZIONE CICLISTICA ITALIANA**  
STADIO OLIMPICO CURVA NORD - 00154 - ROMA  
WWW.FEDERCICLISMO.IT  
FEDERCICLISMO@FEDERCICLISMO.IT  
+39 06 97975852

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**www.feder ciclismo.it**  
**EMERGENCY CONTACT:**

Card Id: **720664Q**



**Union Cycliste Internationale (UCI)**  
**German Cycling (GC)**

Der/die Inhaber/in dieser Lizenz erkennt mit seiner Unterschrift die Reglements von IOC, UCI, DOSB, GC, den aktuellen WADA- und NADA-Code in der jeweils aktuellen Fassung an und akzeptiert die darin vorgesehenen Dopingkontrollen, Bluttests und deren Standards.

Der/die Inhaber/in dieser Lizenz akzeptiert mit seiner Unterschrift ferner ausdrücklich und vorbehaltlos, dass bei Streitigkeiten, die einen Verstoß gegen Dopingregelungen zum Gegenstand haben, das Schiedsgericht Tribunal Arbitral du Sport in Lausanne (TAS/CAS) als letzte Instanz unter Ausschluss des ordentlichen Rechtswegs vor den Zivilgerichten entscheidet und dass seine Beschlüsse damit endgültig und ohne Anspruch auf Berufung sind.

The holder of this licence recognizes with the signature the actual IOC, UCI, DOSB, GC regulations, and actual WADA- and NADA-Code and accepts the doping controls and blood tests provided for in these regulations, as well as the included standards. The holder of this licence recognizes explicitly and unreservedly, that disputes, involving an offense against doping regulations, are decided by the Tribunal Arbitral du Sport in Lausanne (TAS/CAS) as the last instance to the exclusion of the due course of law before the civil court. Its decisions are final without right of appeal.

*[Signature]*  
Unterschrift GC-Präsident  
Signature of GC-President

*[Signature]*  
Unterschrift Inhaber/in  
Signature license holder



**UCI** UNION CYCLISTE INTERNATIONALE **2026**

Uci ID **100 349 366 53**

Last name(s) **SYRITSA**

First name(s) **Gleb**

Nationality **RUS**

Date of birth **14 Apr 2000**

Gender **Male**

Role **Rider**

Function **-**

UCI Category **ME**

Team **XDS Astana Team**

Valid until: **31.12.2026**



**UCI** UNION CYCLISTE INTERNATIONALE

Federation ID **54272**

National Category **Men Elite**

Club **Lokosphinx**

Region **Sankt-Peterburg, g.**

**FEDERATION CYCLISTE DE RUSSIE**  
Luzhnetskaya emb., 8  
www.fvsr.ru  
cycling@fvsr.ru  
007 495 637 08 98

**EMERGENCY CONTACT** **KUZNETSOV ALEKSANDR ANATOLEVICH**  
**+79219405485**

\*I agree to abide and be bound by the UCI Constitution and Regulations, in particular the UCI Anti-Doping Rules. I also recognize the exclusive jurisdiction of the Court of Arbitration for Sport (CAS) in Lausanne, Switzerland, as provided for under the relevant provisions of the UCI Regulations\*

Never.™  
Status.  
Quo.

**2026**

**FACTOR**

# INSPIRATION

# MISC

Never.<sup>™</sup>  
Status.  
Quo.

# 2026

# FACTOR

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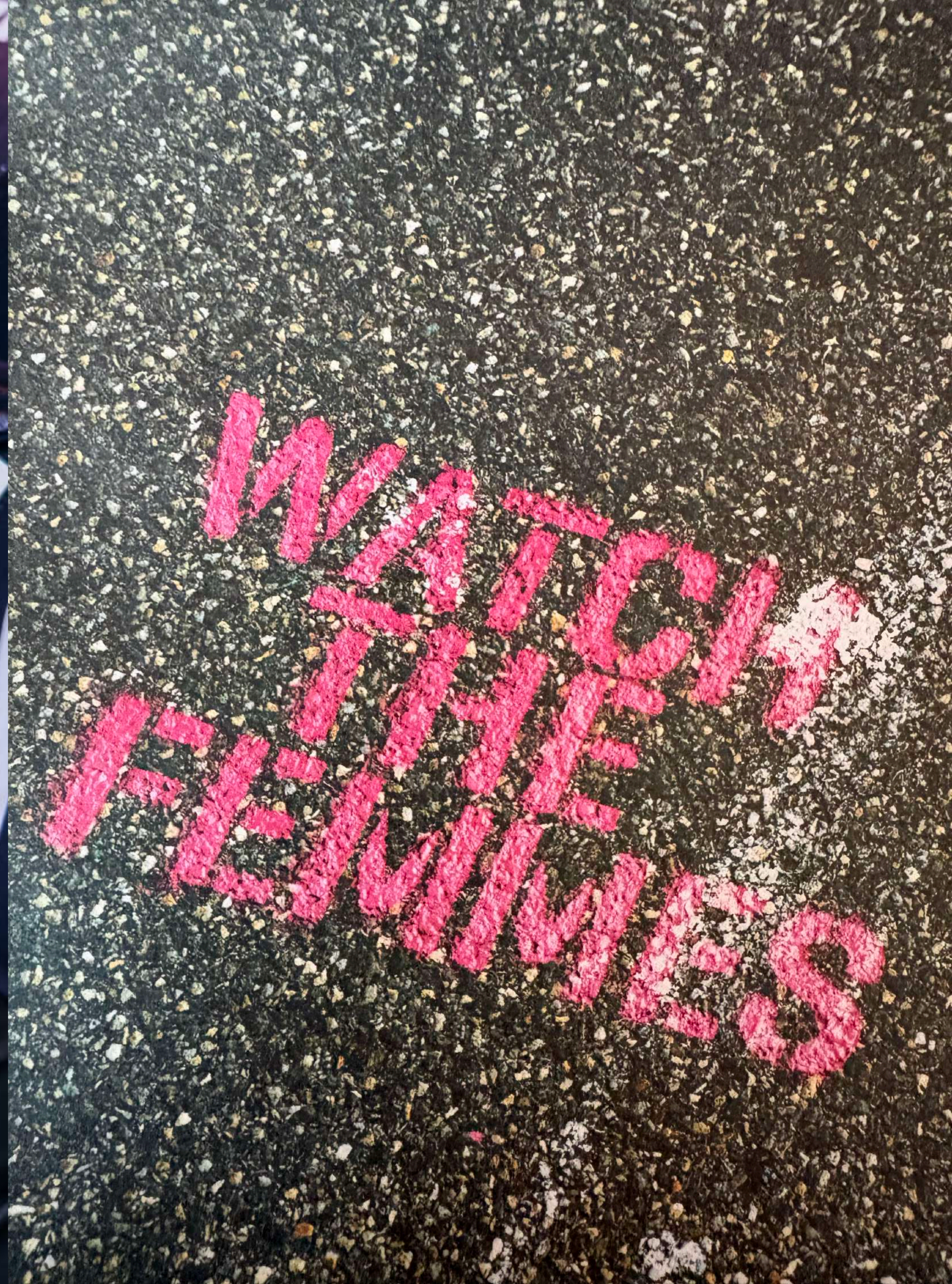
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CLARKE	13:31	13:56	14:11
FUGLSANG	13:32	13:57	14:12
SCHULTZ	13:57	14:22	14:37
HOWLE	13:58	14:23	14:38
STRANG	14:26	14:51	15:06
FRIGO	14:37	15:02	15:17
HIRT	14:55	15:20	15:35
GEE	15:00	15:25	15:40

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# INSPIRATION

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## MISC



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Status.  
Quo.

**2026**

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# MISC

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Never.<sup>™</sup>  
Status.  
Quo.

# 2026

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## MISC



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Quo.

2026

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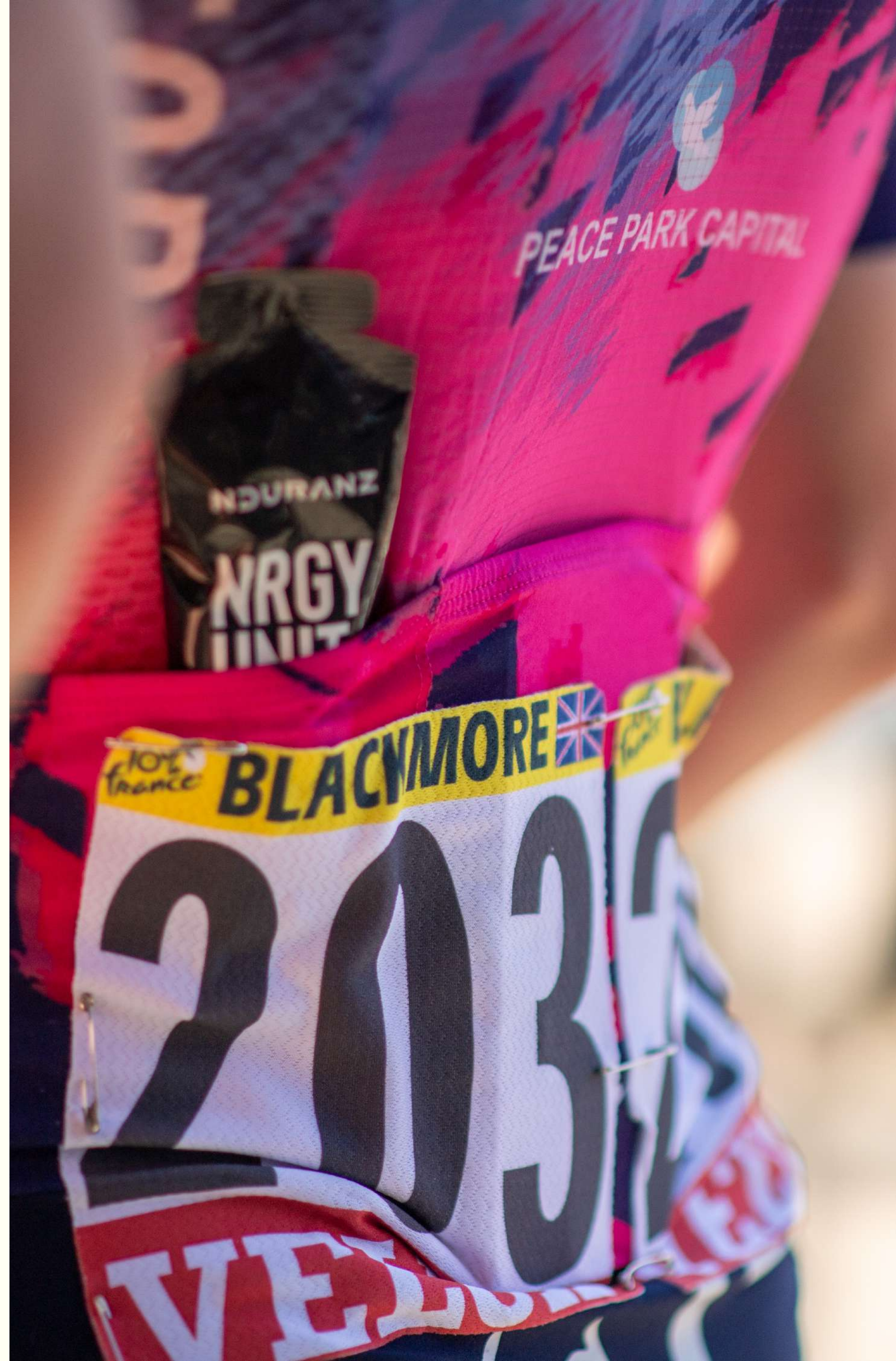
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MISC



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Quo.

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# MASTER CONCEPT

---

**At scale, we are not just displaying bikes.**

**We are:**

- Owning race authority
- Signaling engineering leadership
- Reinforcing WorldTour credibility
- Creating broadcast-ready content

## **The Trade Show Becomes Race Day**

Visitors don't just walk through.

They move through a compressed WorldTour narrative:

**Sign-In > Team Pit > Start Ramp > Course Flow > Finish Line > Podium**

Everything graphic and FACTOR Branded.

Everything high contrast.

Black / white / bold red accents.

Overscaled typography.

Brutal clarity.

---

Never.<sup>™</sup>  
Status.  
Quo.

**2026**

**FACTOR**

---

# THE COURSE FLOW (Circulation Strategy)

---

## Inspired by road art.

- Directional branded race barriers
- Brand heroes
- Brand mantras
- Famous races / stages
- Cycling colloquialisms

**We guide visitors in a loop around the booth like a mini time trial course.**

### Width:

- 8–10 ft clear circulation lanes
- No bottlenecks

This keeps the island open from all three sides.





---

## TEAM PITS ZONE

---

Roughly 15-20%  
of footprint

### **One section of the booth becomes: FACTOR House Technical Cafe (Inspired by TDF Hospitality areas)**

#### **Design language:**

- Workbench-style cafe counter
- Branded umbrellas / tables / chairs (red)
- Hanging wheels
- Race radios
- Torque wrenches
- Tool wall graphics
- Branded mugs / espresso cups

#### **Displayed bikes:**

- Race-ready builds on retail stands
- Spare bikes on pit racks
- Cleaning stations

**Graphic, not cluttered.**

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Never.<sup>™</sup>  
Status.  
Quo.

**2026**

**FACTOR**

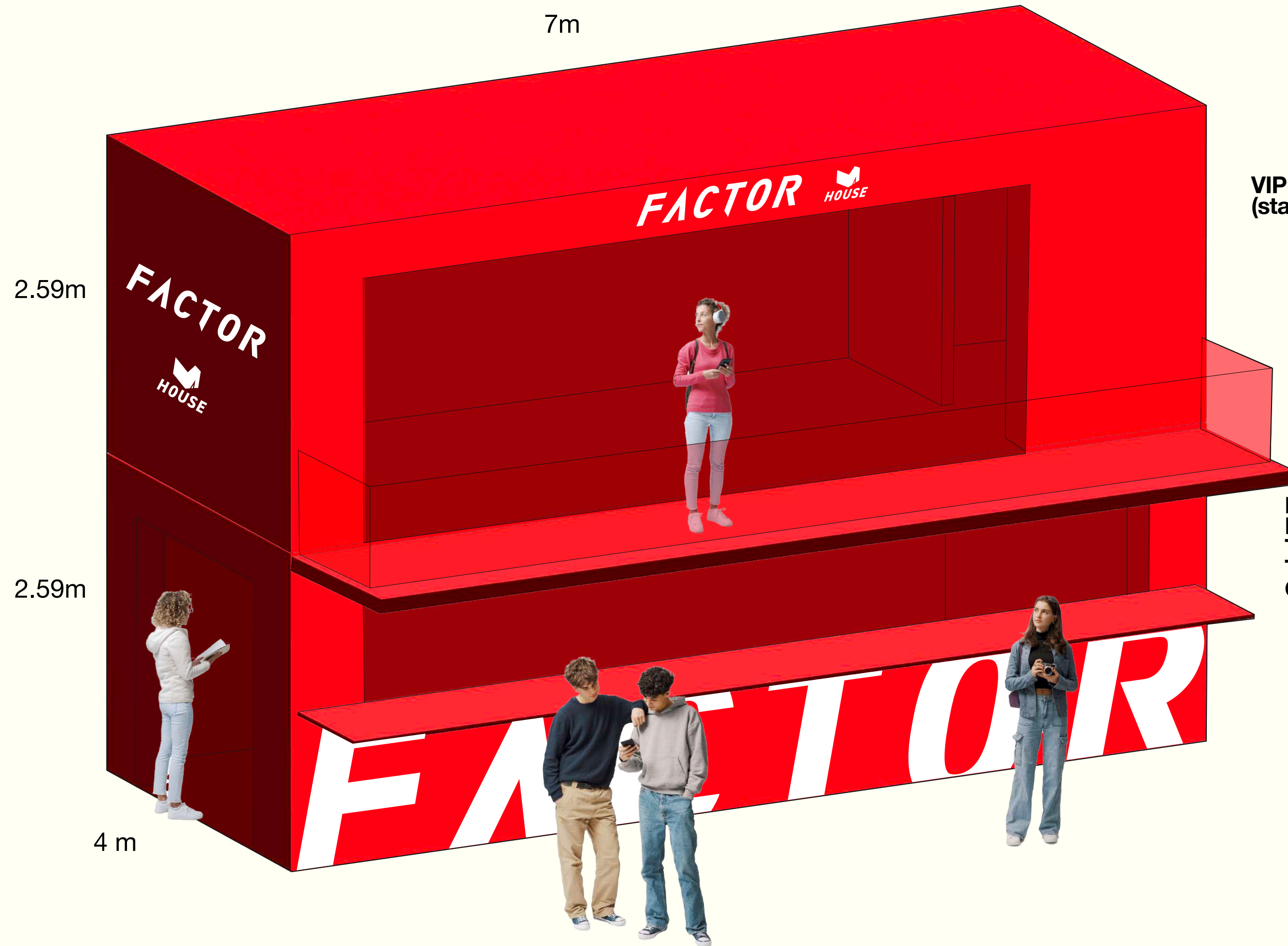
# TEAM PITS ZONE

Roughly 15-20% of footprint



Never.™  
Status.  
Quo. **2026** **FACTOR**

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VIP DEALER LOUNGE  
(staircase at back)

FACTOR  
House  
Team  
Technical  
Cafe

Red cafe furniture  
+ Red FACTOR  
+ branded umbrellas



---

## VIP DEALER LOUNGE

---

Roughly 8-10%  
of footprint

### **Located above the Team Pits zone (Fully enclosed) with balcony**

The VIP space must be:

- Large enough to host 6–8 dealers comfortably
- Small enough that it doesn't dilute the spectacle
- Energetic without feeling chaotic
- 2.6m wall height minimum
- Balcony
- Integrated storage wall

8–10% is the optimal trade show benchmark for high-performance brands.

### **Anything larger begins to:**

- Kill openness
- Interrupt diagonal space flow
- Reduce perceived scale

**Anything smaller becomes unusable for real meetings.**

---

Never.<sup>™</sup>  
Status.  
Quo.

**2026**

**EXHIBITOR**

---

## START RAMP CENTRE PIECE

---

Roughly 20–25%  
of footprint

## TT START RAMP HERO STRUCTURE (Primary Visual Anchor)

This is our magnet.

### Specs:

- 1.2–1.8m ft elevated ramp
- 3–13.3 m long incline
- 4.8–6m tall FACTOR “A” structure
- Massive “FACTOR RACING” typography
- LED edge lighting under ramp
- Hero TT bike locked in start position
- Sound design / effects (crowd cheers / start timer (beeps) helicopter)

**This becomes our visual landmark.**

From across the hall, people see:

A FACTOR TT ramp.

They immediately understand the story.

---

Never.<sup>™</sup>  
Status.  
Quo.

2026

FACTOR

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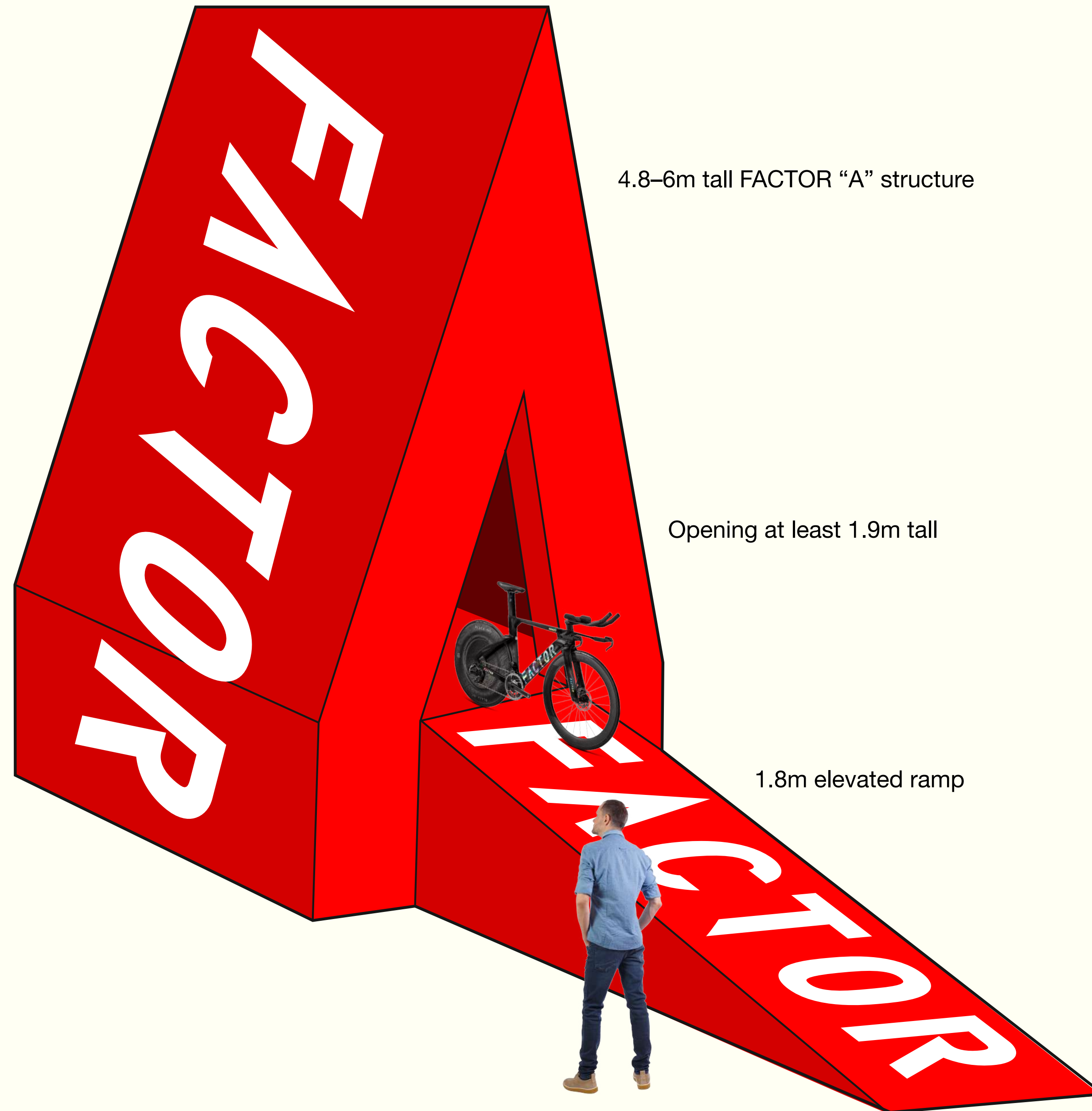
# START RAMP CENTRE PIECE

---

Roughly 30–35%  
of footprint



Photobooth at bottom of ramp



4.8–6m tall FACTOR “A” structure

Opening at least 1.9m tall

1.8m elevated ramp

---

Never.<sup>™</sup>  
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FACTOR

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# TT START RAMP Backside (Photo Queue)

---

Roughly 30-35%  
of footprint



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---

# FINISH LINE MOMENT

---

Roughly 10% of  
footprint

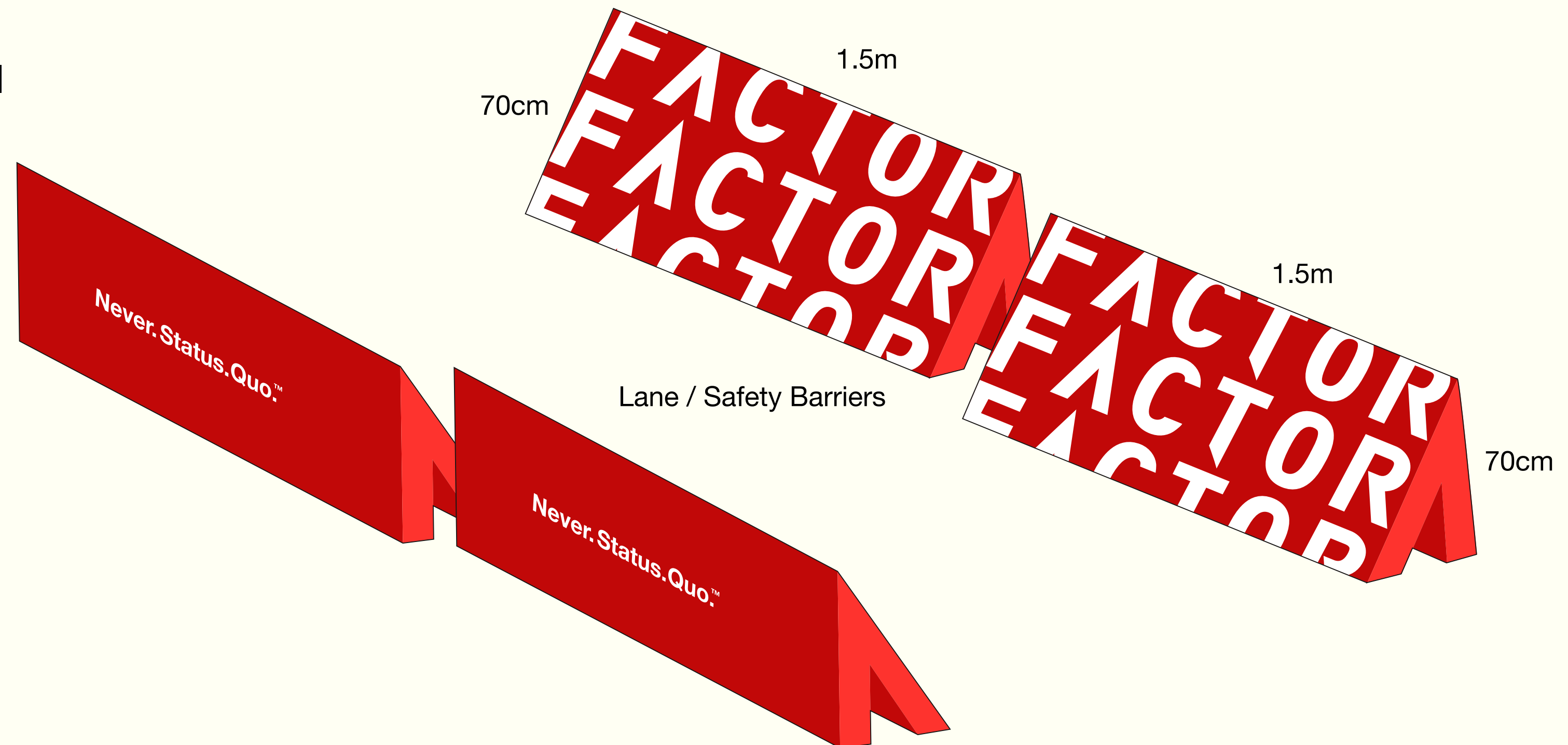
## Opposite the Start Ramp.

### Design cues:

- Positioned opposite diagonal
- 5–24 ft truss arch
- LED timing display
- Finish line / stripe flooring
- Branded safety barriers
- Suspended bike for
- “Victory” photo moments

### This is where:

- visitors take photos
- Product videos get filmed
- Energy peaks



3m wide

# FINISH LINE ARC

Roughly 10% of  
footprint



Photobooth at Finish Line

3.6-4m tall



Bike suspended  
For Photo-Op



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## PODIUM (High Engagement Zone)

---

Roughly 10% of footprint

### **Compact but dramatic.**

- 3-tier podium blocks
- Video screen / stage backdrop
- Flash lighting (media/camera) effect
- Photo moment
- Sound design / effects (crowd cheers)

**Instagram heavy.  
It will be used nonstop.**

# DISPLAYING BIKES



FACTOR RACING Team Car w/ custom Red roof racks and multiple bikes.



FACTOR BIKE display (Red) same dimensions as pop-up QR code seat post badge links to PDP

Never.™ Status. Quo. **2026** **FACTOR**

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## PODIUM (High Engagement Zone)

---

Roughly 10% of footprint



Photobooth at Podium

---

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3m wide

3.3.2m tall



---

# FACTOR MUSETTE

---

Giveaway for  
completing and  
posting 4 photos from:

- Sign In
- TT Start
- Finish Line
- Podium



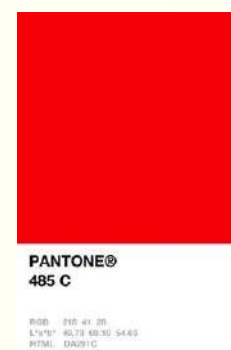
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# FACTOR HOUSE COFFEE

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# Creative Strategy

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Graphic  
Domination

## FLOOR GRAPHICS:

### Use the floor like a race course

- Road art typography oversized
- Bold colour blocking

**This pulls people in subconsciously.**

## LIGHTING:

### Sign In:

- Bright, high energy

### Start Ramp:

- High drama, sharp beam
- Cool white 4500K

### Team Pit:

- Warmer industrial lighting

### Finish:

- Bright, high energy

### Podium:

- Flash / strobe simulation (subtle)

## SOUND DESIGN:

### Start Ramp:

- Beeps (start sequence)
- Race commentary
- Helicopter

### Team Pit:

- Team sounds

### Finish:

- Crowd, Race Commentary, Helicopter

### Podium:

- Flash / strobe simulation (subtle)
- Crowd cheering

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Never.<sup>™</sup>  
Status.  
Quo.

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FACTOR

