

An aerial photograph of Lake Madine in Grand Est, France, under a dramatic, cloudy sky. The lake's shoreline is lined with lush green trees. In the foreground, a large green field is filled with numerous tents and vehicles, indicating a festival site. Several buildings, including a large red-roofed structure, are visible near the water's edge. The overall scene captures the serene yet active atmosphere of the festival grounds.

# **ROOFTOP** **TENT** *FESTIVAL 2026*

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*REGISTRATION FILE*

LAKE MADINE – GRAND EST, FRANCE  
SEPTEMBER 11-12-13, 2026



# KEY FIGURES

**5<sup>th</sup>**

edition in 2026

**301**

rooftop tent crews  
(2025 edition)

**+4 000**

public visitors

**+6 000 M<sup>2</sup>**

outdoor exhibition area

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**A free and open-to-all event**

A controlled, high-quality event with continuous growth



# THE EVENT

The festival will take place from Friday, September 11 to Sunday, September 13, 2026, at the leisure park of Lac de Madine, 55120 Heudicourt-sous-les-Côtes, France.

## Partner welcome :

Wednesday late afternoon.

## Exhibitor setup :

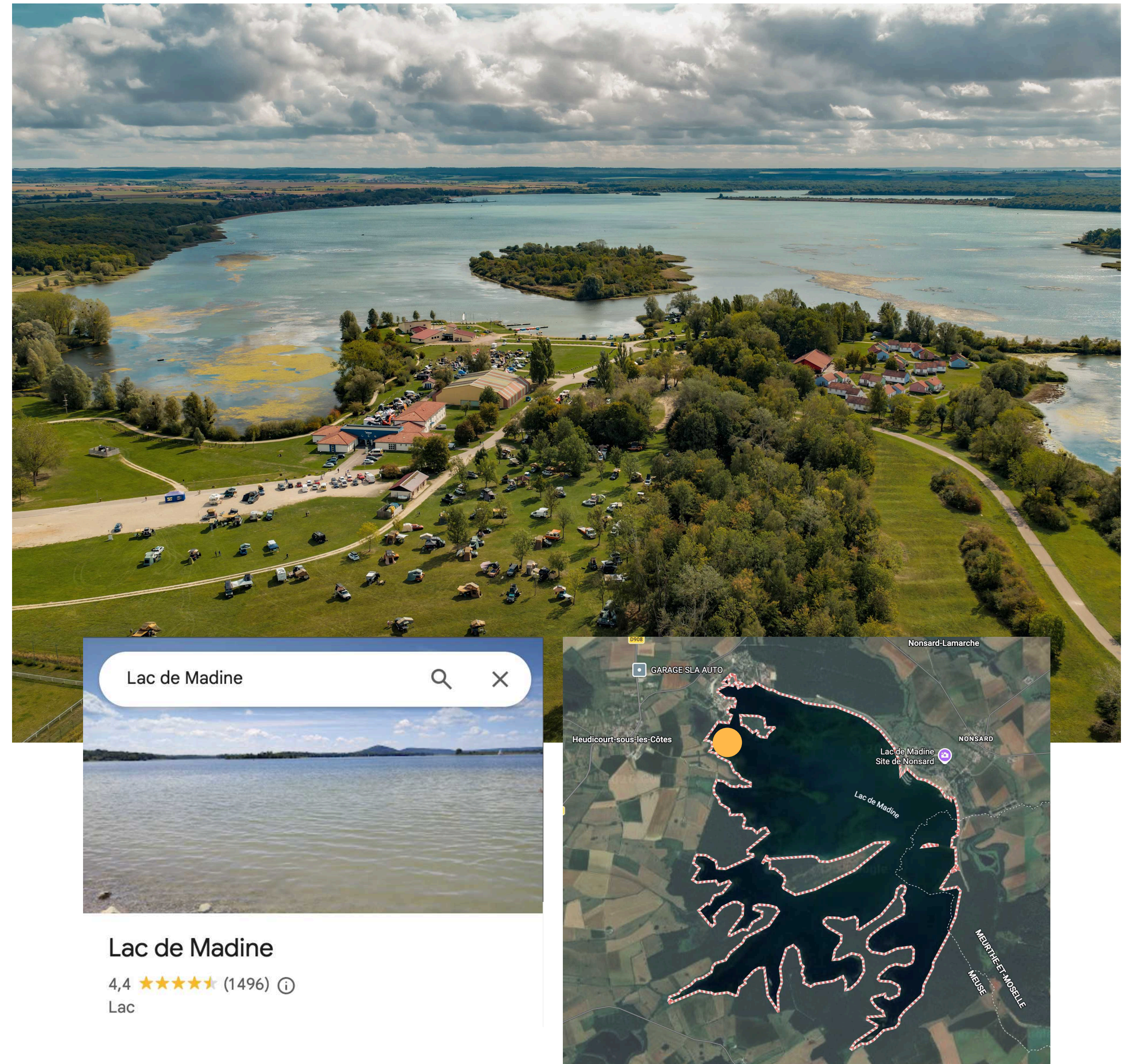
THURSDAY, SEPTEMBER 10 ONLY, from 10:00 AM to 7:00 PM.

**No setup will be permitted on Friday morning.**

Once setup is complete, join us for a convivial exhibitor evening and welcome reception starting at 8:00 PM.

## Exhibition Opening Hours

- Friday: 9:30 AM – 7:00 PM
- Saturday: 9:30 AM – 7:00 PM
- Sunday: 9:30 AM – 5:00 PM





# ACCEPTED EXHIBITOR PROFILES

- Rooftop tent manufacturers, rental companies and distributors
- Vehicle conversion specialists
- Service providers
- Trailer manufacturers
- Teardrop and mini-caravans equipped with rooftop tents
- Camping and bivouac equipment & accessories
- Automotive manufacturers
- Off-road vehicle equipment & accessories





# STANDS & ACCOMMODATION

## Stand Formats

**Two stand options are available :**

- 25 m<sup>2</sup> (5m x 5m)
- 9 m<sup>2</sup> (3m x 3m)

The number of 9 m<sup>2</sup> units is limited to 10.  
Exhibitors may book multiple units.

## Stand Allocation

Stand locations are allocated in chronological order of reservation.

## Accommodation

For 25 m<sup>2</sup> stands, exhibitors have the option to stay overnight directly on their stand space. Approximately 90% choose this option, fostering networking and B2B exchanges during the evening events.

**For those who prefer not to stay on their stand, accommodation is available on the festival site :**

- Around twenty cottages (4 to 6 people)
- 6 unique accommodation units
- Individual rooms in shared lodging facilities

**For cottages, unique accommodations, and camping on the festival site :**

hebergement.camping@chambleymadine.com  
+33 3 29 89 36 08 / +33 6 98 75 81 12

**For individual rooms and meeting facilities :**

groupe@chambleymadine.com  
+33 3 29 89 31 78 / +33 6 98 75 81 30

**For premium comfort, we recommend Hôtel SPA du Lac de Madine, located just five minutes from the festival site :**

<https://www.hotel-lac-madine.com>



# EXHIBITION RATES

Surface Area	Format	Standard Rate <i>(excl. VAT)</i>	Partner Rate <b>(-10%)</b> <i>(excl. VAT)</i>
9 m²	3 meters x 3 meters	€40 excl. VAT / m²	€36 excl. VAT / m²
18 m²	6 meters x 3 meters	€35 excl. VAT / m²	€31.5 excl. VAT / m²
25 m² (1 unit)	5 meters x 5 meters	€30 excl. VAT / m²	€27 excl. VAT / m²
50 to 100 m²	2 to 4 units	€28 excl. VAT / m²	€25.2 excl. VAT / m²
125 m² and above	From 5 units	€25 excl. VAT / m²	€22.5 excl. VAT / m²

## Payment Schedule (3 instalments)

- 15% upon booking
- 35% on February 1, 2026
- 50% on June 1, 2026



# BECOME A PARTNER OF THE AUTOMOBILE OUTDOOR SHOW

**Would you like to position your brand at the heart of the European outdoor automotive market, increase your visibility and connect with a highly targeted community of enthusiasts and professionals?**

We invite you to contact us to discuss your objectives, activation ideas and partnership ambitions. Together, we can create meaningful brand experiences within the Salon de l'Outdoor Automobile.

**Partnership brochure available upon request :**

[salon@rttfestival.com](mailto:salon@rttfestival.com)





# OFFICIAL EXHIBITOR REGISTRATION FORM 1/2

## COMPANY DETAILS

Company Name : .....

Name of CEO or Legal Representative : .....

Company Registration Number (SIRET / VAT) : .....

Registered Office Address : .....

Email : .....

Phone Number : .....

ROOFTOP TENT BRANDS PRESENTED : .....

OTHER PRODUCTS & BRANDS PRESENTED : .....

## YOUR STAND

Format & Quantity: ☐ 25 m<sup>2</sup> ☐ 9 m<sup>2</sup>

Number of units: .....

Number of vehicles displayed on the stand: .....

Number of staff present on the stand: .....

## OVERNIGHT STAY ON YOUR STAND\*

(€12 per night per unit)

☐ YES ☐ NO

Number of nights: .....

## ELECTRICITY\*

Please prioritize energy autonomy. Electrical access will only be granted in exceptional cases.

☐ YES, I am fully autonomous

☐ NO, my situation is exceptional and I request electrical access (+€40)

## ACCESSIBILITY

Are your products adaptable for people with disabilities?

☐ YES ☐ NO

## FESTIVAL RAFFLE

Would you like to participate? ☐ YES ☐ NO

If yes, please specify:

Product or service offered and total retail value (incl. VAT):

.....

\* Electricity and overnight rates for 2026 may be adjusted by SPL Chambley Madine following their official approval this winter.



# OFFICIAL EXHIBITOR REGISTRATION FORM 2/2

**YOUR REGISTRATION FILE WILL BE CONSIDERED COMPLETE UPON RECEIPT OF :**

- This signed and dated form
- Your professional liability insurance certificate
- Your company logo in HD
- HD logos of the rooftop tent brands represented
- 4 HD product photos
- 3 HD photos of the raffle prize (if participating)

**AFTER RECEIPT OF YOUR COMPLETE FILE**

The festival’s accounting department will issue an invoice along with the general terms and conditions of sale.

You will then have 8 days to pay a 15% deposit.

Your reservation will only be definitively confirmed upon receipt of this payment.

Once the 15% deposit has been received, the exhibition manager will register your order number. Exhibitors will then be contacted in chronological order to select their stand location on the exhibition floor plan.

Any deposit paid is non-refundable, except in cases of force majeure.

**⚠ DISPLAY VEHICLES**

You are free to choose the vehicles used to present your rooftop tents. However, they must remain neutral: no logos, stickers, flags, or branding elements highlighting a specific automotive brand or model are permitted, except for official automotive manufacturers registered as exhibitors.

**⚠ FESTIVAL RAFFLE**

Each year, the festival organizes an official raffle.

To avoid confusion and out of respect for participating exhibitors, please do not organize additional contests or giveaways on your stand during the event.

**Exhibitor Registration Form**

**Date :** ...../...../.....

**At :** .....

**Signature preceded by the handwritten mention :**

**“Read and approved”**





## CONTACT & SOCIAL MEDIA

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+33 7 52 63 00 53



### ROOFTOP TENT FESTIVAL

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### THE OUTDOOR AUTOMOTIVE SHOW

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