

ciclosferia.com

Urban Cycling Cyclotourism

VA LENCIA 2023

April 21/22 /23

Exhibitor/sponsor dossier





Urban Cycling



Cyclotourism

UNIQUE & DIFFERENT

Ciclosferia 2022 was a success, but we want Ciclosferia 2023 to be much more. For this reason, in addition to returning to dedicate thousands of square metres of exhibition space to the **urban cycling** we will also welcome everything related to the **cyclotourism**. The present and the future of cycling, in a perfect and close scenario: **Ciclosferia**.

CICLOSFERIA 2022 FIGURES



more than
10.100
visitors



191
expo bikes

60
brands

43
booths

CICLOSFERIA 2022



exhibitors



Acipmar
Ayuntamiento
de Valencia.
Basil.
Bellelli.
Bergamont.
Bestia Bikes
Biciparc.
BicitaviS
Bookman.
Bosch eBike
Systems
Brompton
Junction Valencia
Bryton.
Bullitt / Larry vs.
Harry.
Burley.
Canyon.

Cannondale.
Cat Eye.
Col.lectiu.
Soterranya.
Comet.
ConBici.
Continental.
Croozer.
Crow Bicycles.
Disfrutawa
(distribuidor oficial
de Red Shark Bikes).
Eltin.
Encicle
Bicimensajeros.
Hamax.
Kleta.
Kross.
Maria11.

MET.
Mondraker.
Moov Drive
Technology.
Moustache.
Bikes.
Muc-Off.
NZero.
Ordu Innova.
Panot Mobility.
Polisport.
Puky.
Pure Electric
Raleigh.
Riese & Müller.
Rohloff.
Santa Fixie.
Shapeheart.

SmartBikes.
Specialized.
Swiss+Go.
Tern Bicycles.
Texglow.
Thule.
Urban Biker.
Valenbisi.
Velo de Ville.
Volata Magazine.
XLC Parts.
Zéfal.

CICLOSFERIA 2022



Sponsors and partners



ORGANISERS



AJUNTAMENT DE VALÈNCIA
REGIDORIA DE MOBILITAT SOSTENIBLE

SPONSORS

TECHNOLOGICAL



GOLD



SILVER



BRONZE



PURE
ELECTRIC

PARTNERS

VOLATA

tradebike



CICLOSFERIA 2022 FIGURES



+ 100

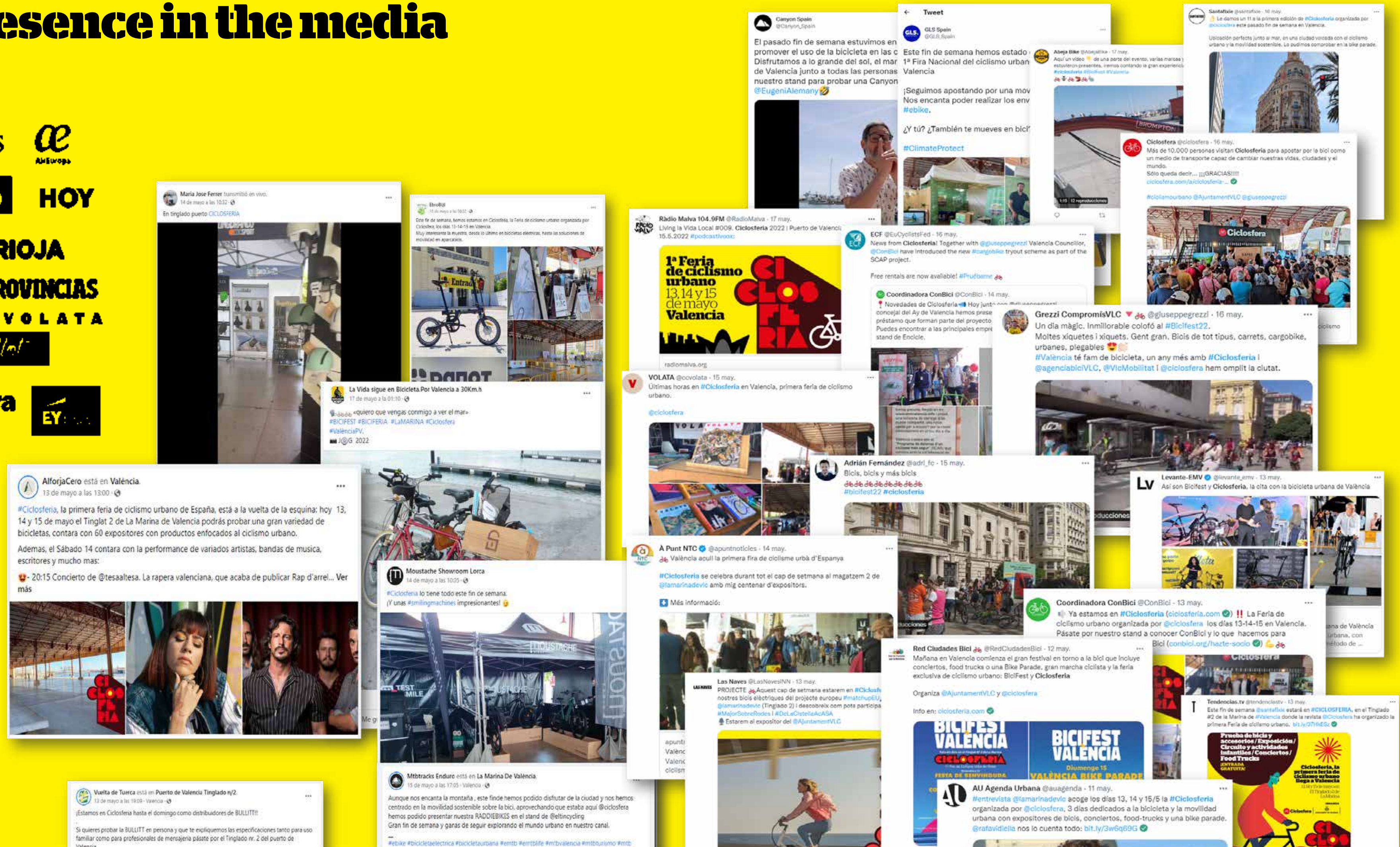
APPEARANCES



Prominent presence in the media



TV RADIO ONLINE PRESS



Manufacturers & distributors

Bicycles and accessories



Mobility

Trends

THE REFERENCE

Urban Cycling

It doesn't matter: if your business is related to urban cycling, Ciclosferia is the event where you can show and share your project with both the public and the most important agents in the sector. A perfect setting for teaching and learning in a unique venue and in an unbeatable location in Valencia, perhaps at this moment, the most cyclist city in Spain.

Paradores



City councils

Accommodation

Autonomies

Tourist Houses

NO LIMITS

Cyclotourism

El cicloturismo necesitaba una feria en España, y ya la tiene. Con exposición de bicicletas y accesorios, pero también con la presencia de destinos y territorios, operadores y agencias, alojamientos y servicios. Un sector con un enorme margen de crecimiento en nuestro país merece un evento como Ciclosferia, para mostrar todo su potencial y opciones a las personas pero, por supuesto, también para que sus profesionales construyan vínculos.

WHEN?

APRIL

21/22/23

There was no better date than spring 2023:

Ciclosferia will be held throughout the weekend of 21, 22 and 23 April.
Three days dedicated to cycling, urban mobility and cyclotourism.

WHERE?

Welcoming. Beautiful. Fun. Modern. Close.

And, of course, very cyclist, one of the most cyclist cities in Spain.
This second edition of Ciclosferia could not be held in any other
place but again...

La Marina de Valencia

Ciclosferia repeats in one of the most special and unique places in the city: La Marina de Valencia.



El Tinglado 2, a large 4,500 square metre covered space

(with an additional 2,500 square metres of uncovered space next to it) that links the sea with the city and is a regular stop, especially at weekends, for Valencians, who get there on their bicycles, skates or scooters along a modern and wide cycle lane.



Just over an hour and a half by train from Madrid and only two and a half hours from Barcelona,

Valencia has an unbeatable connection with the whole of Spain.

But also with Europe and the world, which looks with curiosity and eagerness at one of the most stimulating destinations on the planet.



EXHIBITION AND SPONSORSHIP



There are two ways for your brand to be present at Ciclosferia:

Like

exhibitor

reserving a space in which to showcase your best products.

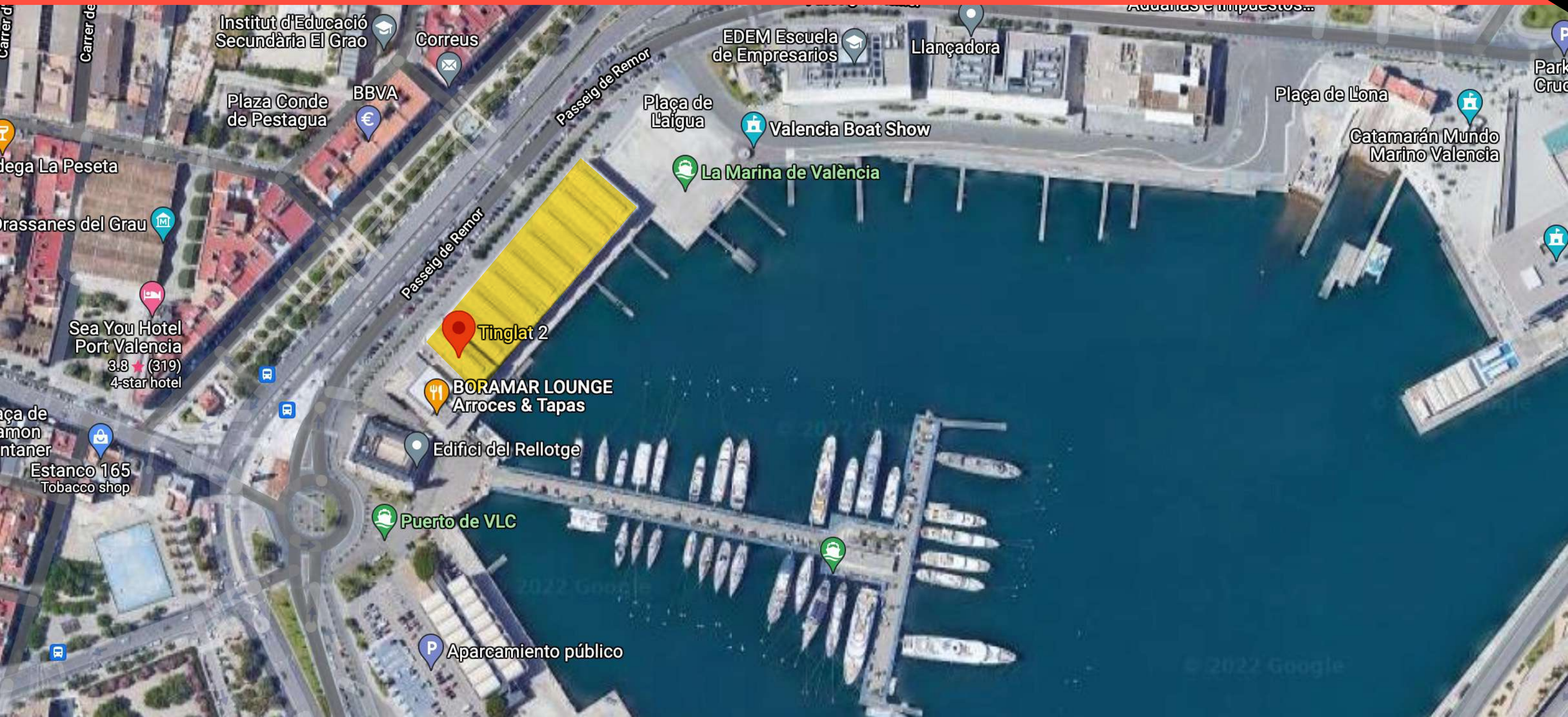
Like

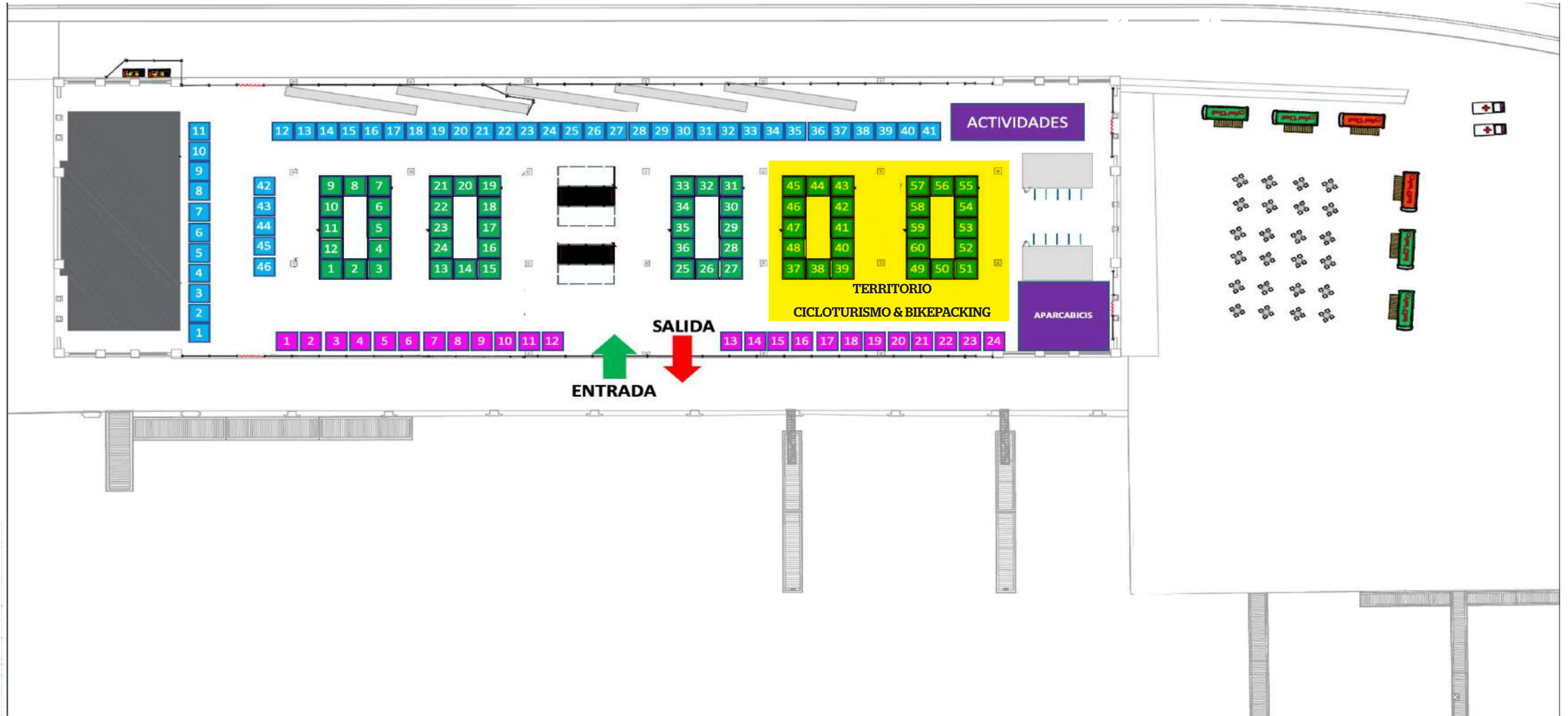
SPONSOR

This will give you a series of advantages in the communication and diffusion before, during and after the fair.

exhibitors

General map of the fair





exhibitors

Exhibition area plan



SUPERFICIE	ZONA ROSA bloques de 3 x 3	ZONA VERDE bloques de 3 x 3	ZONA AZUL bloques de 3 x 3
9m ² (3m x 3m)	70€/m ²	65€/m ²	63€/m ²
18m ² (3m x 6m)	65€/m ²	60€/m ²	58€/m ²
27m ² (3m x 9m)	62€/m ²	57€/m ²	55€/m ²
36m ² a 54m ² (3m x 12m) (3m x 18m)	60€/m ²	55€/m ²	53€/m ²

Spaces will be allocated in strict order of receipt of the space reservation form.

Spaces are marketed in blocks of 3m x 3m and 3m x 6m depending on the area chosen.

Depending on the area between 1 and 6 blocks may be contracted and always contiguous.

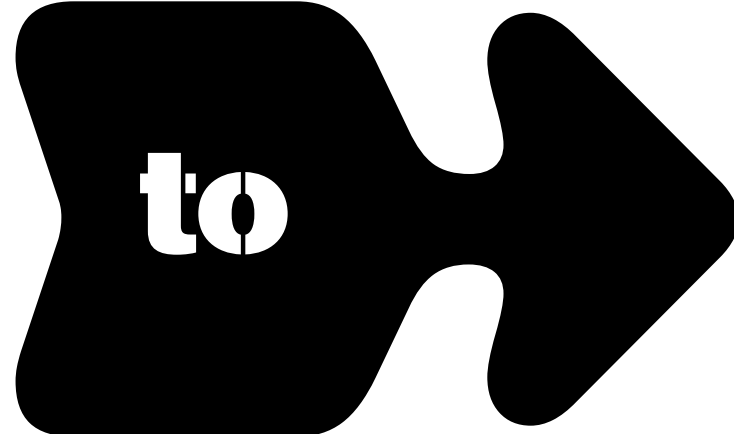
10% discount on the price of land for AMBE Partner brands.

exhibitors

when to reserve your space?



Bookings

15  **15**

DECEMBER

MARCH

PAYMENT

100% payment for the formalisation of the space reservation from 1 to 31 January 2023.



exhibitors

how to reserve your space?



STEPS

1

Choosing the location

and the m2 required in the exhibition plan.

2

Fill in the

space reservation form

3

Send the form

to: fernando@ciclosfera.com

4

Making the payment

of 100% of the total amount of the selected space.

Once the exhibition space reservation has been confirmed, the location cannot be changed.

No reservation will be processed without the payment of 100% of the total amount and sending of the bank receipt for this amount. The deadline for payment of 100% of the total amount is 31 January 2023 by bank transfer.

In the case of an act of God or force majeure by Covid-19, which results in the cancellation of the event, these will be the cancellation conditions:

- Between 1 and 28 February 2023, 100% of the amounts paid by exhibitors will be refunded.
- Between 1 and 15 March 2023, 75% of the amounts paid by exhibitors will be refunded.
- Between 16 and 31 March 2023, 50% of the amounts paid by exhibitors will be refunded.

In the event that exhibitors decide to cancel their participation in the fair, due to unforeseen circumstances or force majeure by Covid-19, these

will be the cancellation conditions:

- Between 1 and 28 February 2023, 90% of the amounts paid by exhibitors will be refunded.
- Between 1 and 31 March 2023, 75% of the amounts paid by exhibitors will be refunded.
- Between 1 and 10 April 2023, 25% of the amounts paid by exhibitors will be refunded.

The data provided in the contracting material will be included in a file owned by CICLOSFERA, with address at C/ Júpiter 18, 28232 Las Rozas, Madrid, for the purpose of managing your relationship with CICLOSFERA and your participation in the fair. By submitting your data, you expressly authorise the use of the same for periodic communications, including by electronic means, to inform of other activities, contents and services offered by CICLOSFERA. Likewise, you authorise that your professional data (company name or trade name, postal and e-mail address, telephone numbers and contact person) may be communicated, with the obligation of

confidentiality, to the companies that collaborate with Ciclosfera, either in the organisation of the fair, or by providing auxiliary services and added value to it, in order to send you information about their activities and services and to attend to your orders. The rights of access, rectification, opposition and cancellation of this data may be exercised by sending a letter to CICLOSFERA by e-mail to the following address: contacto@ciclosfera.com, indicating in the subject: "Exhibitor", name and ID number of the sender. Please help us to keep the data up to date by informing us of any changes.

types of sponsorship

BENEFITS	MAIN SPONSOR	TECHNOLOGICAL SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
APPEARANCE IN THE NAMING OF THE FAIR: CICLOSFERIA POWERED BY "...".	✓	-----	-----	-----	-----
FLOOR FOR STAND INSTALLATION AT THE FAIR	54m2* 6 blocks of 3x3	45m2* 5 blocks of 3x3	45m2* 5 blocks of 3x3	27m2* 3 blocks of 3x3	18m2* 2 blocks of 3x3
PROMINENT PRESENCE OF THE BRAND AS A SPONSOR THROUGHOUT THE OFFLINE AND ONLINE ADVERTISING CAMPAIGN.	✓	✓	✓	✓	✓
PROMINENT PRESENCE OF THE BRAND AS A SPONSOR ON ALL SIGNAGE AT THE FAIR.	✓	✓	✓	✓	✓
EXCLUSIVE POST ON CICLOSFERIA'S NETWORKS (FB /IG /TW)	4	2	1	1	1
20' IG LIVE INTERVIEW	✓	✓	✓	✓	✓
CICLOSFERIA COMMUNICATION PACK	<p>CICLOSFERIA #44 SUMMER 2023: ➔ 4 BRANDED BRANDED CONTENT PAGES IN "MUNDOBICI" SECTION CICLOSFERIA.COM: ➔ BRANDED BRANDED CONTENT IN THE EXTENDED "MUNDOBICI" SECTION SNS: ➔ DISSEMINATION OF BRANDED BRANDED CONTENT TO INCREASE WEB TRAFFIC (FB/IG/TW)</p> <p>PACK VALUED IN 4.300€</p>	<p>CICLOSFERIA #44 SUMMER 2023: ➔ 4 BRANDED BRANDED CONTENT PAGES IN "MUNDOBICI" SECTION CICLOSFERIA.COM: ➔ BRANDED BRANDED CONTENT IN THE EXTENDED "MUNDOBICI" SECTION RRSS: ➔ DISSEMINATION OF BRANDED BRANDED CONTENT TO INCREASE WEB TRAFFIC (FB/IG/TW)</p> <p>PACK VALUED IN 4.300€</p>	<p>CICLOSFERIA #44 SUMMER 2023: ➔ 1 DOUBLE-PAGE OF CONVENTIONAL ADVERTISING. ➔ 1 DOUBLE PAGE IN "ROAD TEST" SECTION. CICLOSFERIA.COM: ➔ BRANDED CONTENT OF THE EXTENDED "ROAD TEST" SECTION SNS: ➔ DISSEMINATION OF ROAD TEST BRANDED CONTENT TO INCREASE WEBSITE TRAFFIC (FB/IG/TW)</p> <p>PACK VALUED IN 4.150€</p>	<p>CICLOSFERIA #44 SUMMER 2023: ➔ 1 PAGE OF CONVENTIONAL ADVERTISING. ➔ 1 DOUBLE PAGE IN "ROAD TEST" SECTION. CICLOSFERIA.COM: ➔ BRANDED CONTENT OF THE EXTENDED "ROAD TEST" SECTION SNS: ➔ DISSEMINATION OF ROAD TEST BRANDED CONTENT TO INCREASE WEBSITE TRAFFIC (FB/IG/TW)</p> <p>PACK VALUED IN 3.350€</p>	<p>CICLOSFERIA #44 SUMMER 2023: ➔ 1 DOUBLE PAGE IN "ROAD TEST" SECTION. CICLOSFERIA.COM: ➔ BRANDED CONTENT OF THE EXTENDED "ROAD TEST" SECTION RRSS: ➔ DISSEMINATION OF ROAD TEST BRANDED CONTENT TO INCREASE WEBSITE TRAFFIC (FB/IG/TW)</p> <p>PACK VALUED IN 2.150€</p>
	25.000 €	15.000 €	10.000 €	6.500 €	5.000 €

* IN CASE OF NEEDING MORE M2 THAN THE CORRESPONDING SPONSORSHIP, THE EXTRA M2 WILL BE CHARGED ACCORDING TO THE LOCATION AND QUANTITY REQUESTED.

types of sponsorship

BENEFITS

Appearance in the naming of the fair: **Ciclosfera Powered by "..."**.

Floor for stand installation at the fair

Prominent presence of the brand as a Sponsor throughout the offline and online advertising campaign.

Prominent presence of the brand as a Sponsor on all signage at the fair.

Exclusive post on Ciclosfera's networks (FB /IG /TW)

20' IG live interview

MAIN SPONSOR



54m2/ 6 blocks of 3x3



4



INCLUDES CICLOSFERA COMMUNICATION PACK

CICLOSFERA #44 SUMMER 2023:

➔ 4 branded content pages in "mundobici" section

CICLOSFERA.COM:

➔ Branded content in the extended "mundobici" section

SNS:

➔ Dissemination of branded content to increase web traffic (FB/IG/TW)

Pack valued in 4.300€



THE RENTAL OF THE SPACE INCLUDES:

- ➔ Hired space ➔ Free WiFi.
- ➔ Appear on the list of brands displayed on the website
- ➔ Accreditation of the exhibiting brand's personnel.
- ➔ Plates for test bikes

THE RENTAL OF THE SPACE DOES NOT INCLUDE:

- ➔ Electricity (cost of 120€ per contracted space)
- ➔ Licence for sale of products on the stands (cost 75€ per stand).
- ➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance)

25.000€

types of sponsorship

BENEFITS

Appearance in the naming of the fair: **Ciclosfera Powered by "..."**.

Floor for stand installation at the fair

Prominent presence of the brand as a Sponsor throughout the offline and online advertising campaign.

Prominent presence of the brand as a Sponsor on all signage at the fair.

Exclusive post on Ciclosfera's networks (FB /IG /TW)

20' IG live interview

TECHNOLOGICAL SPONSOR

45m2/ 5 blocks of 3x3



1



INCLUDES CICLOSFERA COMMUNICATION PACK

CICLOSFERA #44 SUMMER 2023:

➔ 4 branded branded content pages in "mundobici" section

CICLOSFERA.COM:

➔ Branded branded content in the extended "mundobici" section

RRSS:

➔ Dissemination of branded branded content to increase web traffic (FB/IG/TW)

Pack valued in 4.300€



THE RENTAL OF THE SPACE INCLUDES:

- ➔ Hired space ➔ Free WiFi.
- ➔ Appear on the list of brands displayed on the website
- ➔ Accreditation of the exhibiting brands personnel.
- ➔ Plates for test bikes

THE RENTAL OF THE SPACE DOES NOT INCLUDE:

- ➔ Electricity (cost of 120€ per contracted space)
- ➔ Licence for sale of products on the stands (cost 75€ per stand).
- ➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance)

15.000€

types of sponsorship

BENEFITS

Appearance in the naming of the fair: **Ciclosfera Powered by "..."**.

Floor for stand installation at the fair

Prominent presence of the brand as a Sponsor throughout the offline and online advertising campaign.

Prominent presence of the brand as a Sponsor on all signage at the fair.

Exclusive post on Ciclosfera's networks (FB /IG /TW)

20' IG live interview

GOLD SPONSOR

45m2/ 5 blocks of 3x3



1



INCLUDES CICLOSFERA COMMUNICATION PACK

CICLOSFERA #44 SUMMER 2023:

- 1 double-page of conventional advertising.
- 1 double page in "Road Test" section.

CICLOSFERA.COM:

- Branded content of the extended "Road Test" section

SNS:

- Dissemination of Road Test branded content to increase website traffic (FB/IG/TW)

Pack valued in **4.150€**



THE RENTAL OF THE SPACE INCLUDES:

- Hired space ➤ Free WiFi.
- Appear on the list of brands displayed on the website
- Accreditation of the exhibiting brand's personnel.
- Plates for test bikes

THE RENTAL OF THE SPACE DOES NOT INCLUDE:

- Electricity (cost of 120€ per contracted space)
- Licence for sale of products on the stands (cost 75€ per stand).
- Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance)

10.000€

types of sponsorship

BENEFITS

Appearance in the naming of the fair: **Ciclosfera Powered by "..."**.

Floor for stand installation at the fair

Prominent presence of the brand as a Sponsor throughout the offline and online advertising campaign.

Prominent presence of the brand as a Sponsor on all signage at the fair.

Exclusive post on Ciclosfera's networks (FB /IG /TW)

20' IG live interview

SILVER SPONSOR

27m2/ 3 blocks of 3x3



1



INCLUDES CICLOSFERA COMMUNICATION PACK

CICLOSFERA #44 SUMMER 2023:

- ➔ 1 page of conventional advertising.
- ➔ 1 double page in "Road Test" section.

CICLOSFERA.COM:

- ➔ Branded content of the extended "Road Test" section

SNS:

- ➔ Dissemination of Road Test branded content to increase website traffic (FB/IG/TW)

Pack valued **3.350€**



THE RENTAL OF THE SPACE INCLUDES:

- ➔ Hired space ➔ Free WiFi.
- ➔ Appear on the list of brands displayed on the website
- ➔ Accreditation of the exhibiting brand's personnel.
- ➔ Plates for test bikes

THE RENTAL OF THE SPACE DOES NOT INCLUDE:

- ➔ Electricity (cost of 120€ per contracted space)
- ➔ Licence for sale of products on the stands (cost 75€ per stand).
- ➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance)

6.500€

types of sponsorship

BENEFITS

Appearance in the naming of the fair: **Ciclosfera Powered by "..."**.

Floor for stand installation at the fair

Prominent presence of the brand as a Sponsor throughout the offline and online advertising campaign.

Prominent presence of the brand as a Sponsor on all signage at the fair.

Exclusive post on Ciclosfera's networks (FB /IG /TW)

20' IG live interview

BRONZE SPONSOR

18m2/ 2 blocks of 3x3



1



INCLUDES CICLOSFERA COMMUNICATION PACK

CICLOSFERA #44 SUMMER 2023:

➔ 1 double page in "Road Test" section.

CICLOSFERA.COM:

➔ Branded content of the extended "Road Test" section

RRSS:

➔ Dissemination of Road Test branded content to increase website traffic (FB/IG/TW)

Pack valued in **2.150€**



THE RENTAL OF THE SPACE INCLUDES:

- ➔ Hired space ➔ Free WiFi.
- ➔ Appear on the list of brands displayed on the website
- ➔ Accreditation of the exhibiting brand's personnel.
- ➔ Plates for test bikes

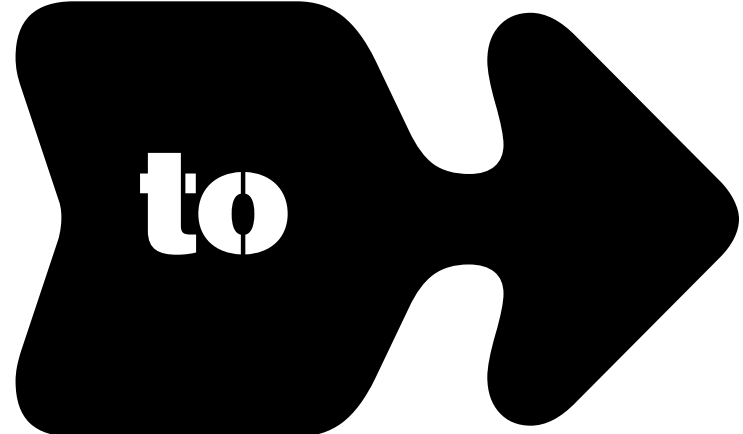
THE RENTAL OF THE SPACE DOES NOT INCLUDE:

- ➔ Electricity (cost of 120€ per contracted space)
- ➔ Licence for sale of products on the stands (cost 75€ per stand).
- ➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance)

5.000€

sponsorship

Bookings

15  **15**

DECEMBER

MARCH

PAYMENTS

100% payment for the formalisation of the sponsorship reservation from 1 to 31 January 2023.



sponsorship how to reserve space?

STEPS

1

Choosing sponsorship

preferred and the m2 required in the exhibition plan.

2

Fill in the

sponsor reservation form

3

Send the form

to fernando@ciclosfera.com

4

Make the 100% payment

of the total amount of the selected sponsorship.

sponsorship terms & conditions



Once the sponsorship booking has been confirmed, the category cannot be changed.

No sponsorship reservation will be processed without the payment of 100% of the total amount and sending the bank receipt of this amount. The deadline for payment of 100% of the total amount is 31 January 2023 by bank transfer.

In the case of an act of God or force majeure by Covid-19, which results in the cancellation of the event, these will be the cancellation conditions:

- Between 1 and 28 February 2023, 100% of the amounts paid by the sponsors will be refunded.
- Between 1 and 15 March 2023, 75% of the amounts paid by the sponsors will be refunded.
- Between 16 and 31 March 2023, 50% of the amounts paid by the sponsors will be refunded.

In the event that the sponsor decides to cancel their participation in the fair, due to unforeseen circumstances or force majeure by Covid-19, these

will be the cancellation conditions:

- Between 1 and 28 February 2023, 90% of the amounts paid by the sponsors will be refunded.
- Between 1 and 31 March 2023, 75% of the amounts paid by the sponsors will be refunded.
- Between 1 and 10 April 2023, 25% of the amounts paid by sponsors will be refunded.

The data provided in the contracting material will be included in a file owned by CICLOSFERA, with address at C/ Júpiter 18, 28232 Las Rozas, Madrid, for the purpose of managing your relationship with CICLOSFERA and your participation in the fair. By submitting your data, you expressly consent to the use of the same for periodic communications, including by electronic means, to inform of other activities, contents and services offered by CICLOSFERA. Likewise, you consent that your professional data (company name or trade name, postal and e-mail address, telephone numbers and contact person) may be communicated, under the obligation of

confidentiality, to the companies that collaborate with Ciclosfera, either in the organization of the fair, or providing auxiliary services and added value to it, in order to send you information about their activities and services and to attend to your orders. The rights of access, rectification, opposition and cancellation of this data may be exercised by sending a letter to CICLOSFERA by e-mail to the following address: contacto@ciclosfera.com, indicating in the subject: "Exhibitor", name and ID number of the sender. Please help us to keep the data up to date by informing us of any changes.

youtube

print

facebook

alliances

newsletters

instagram

media

NETWORKS

meetings

twitter

web

communication plan

public road



COMMUNICATION. BEFORE. DURING. AND AFTER.

What are we going to tell you about communication? is our great passion and what has fuelled Ciclosfera for more than eleven years. This fair is our big event in 2023, and everyone is going to know about it.

Print: Ciclosfera #42 y #43.

Preview of the event in Ciclosfera #43 (22 March), the magazine of which we will print 5,000 units and which will also be distributed at the event. And in Ciclosfera #44 (22 June), a report on the event with a mention to all of you who were part of it.

ciclosfera.com

Tens of thousands of unique users visit our website every month, where they find the best and most important news about urban cycling. Given the importance of Ciclosfera, how can we not tell them and keep them perfectly informed of everything that happens before, during and after the fair?



Social media

One of the elements that have made us unique. The world's largest urban cycling community with 400,000 followers. Ciclosfera and Ciclosferia share a showcase and amplifier: our Instagram, Facebook, Twitter and YouTube accounts. Where we will invite everyone to come. Where we will share live the best of Ciclosferia. The common place where thousands of people will interact around this party.



Face to face.

For more than eleven years we have made contacts who, more than that, are friends. Like you. Like so many others to whom we communicate, through newsletters, the most important events happening in the Ciclosfera universe. With a very high opening rate and very high interaction rates, you will be the first to find out about everything that surrounds Ciclosferia.



Valencia. The street. The City Hall

We want the whole of Valencia to come, and we are going to make it happen. For this we have the unconditional support of the City Council, which will invite citizens to enjoy Bicifest and Ciclosferia through bus shelters, EMT buses and its on-board TV channel.





Between professionals.

Shops in Valencia and other nearby cities. Bikefriendly shops. Associations, groups, entities of all kinds that, like us, promote urban cycling on a daily basis. Many have already offered us their support to spread the word and make this project, which belongs to everyone, a success.

Allies of AMBE.

For years now, and to make the collaboration even more solid and ambitious, Ciclosfera is also a member of the Bicycle Sector Alliance. AMBE members will get special conditions to be part of Ciclosferia, and the great reference of the sector will support and be part of many of our actions.

Media.

Ciclosferia goes beyond the bicycle sector: for this reason, in addition to the most important cycling magazines, we will be contacting the major local and national media to publicise and provide coverage of a fair that aims to show new paths in terms of mobility, health and sustainability.



CONTACT



Rafa
Vidiella
DIRECTOR

EMAIL
rafa@ciclosfera.com

TEL.
34 649 373 218



Fernando
Lozano
**PRODUCTION & MARKETING
DIRECTOR**

EMAIL
fernando@ciclosfera.com

TEL.
34 627 642 428



THANK YOU!

Hope to see you in Valencia!
ciclosferia.com

