



**Ljubljana, Slovenia**  
**14-17 June 2022**

# **PARTNERSHIP OPPORTUNITIES**

**Cycling the Change**







# Velo-city Series

## VELO-CITY SERIES

Velo-city is the annual World Cycling Summit serving as a global platform for knowledge exchange and policy transfer. Since its first edition in 1980, it has played a valuable part in promoting cycling as a sustainable and healthy means of transport for all. Every year, Velo-city brings together a growing number of Velocitizens who are involved in the policy, promotion and provision for cycling, active mobility and sustainable urban development. The aim of the conference is to influence decision makers in favour of more active and sustainable mobility and to inspire all conference delegates to act for change. The conference exhibition showcases the latest innovations for a better cycling experience in cities and beyond!

From 14-17 June 2022, Ljubljana will host Velo-city 2022 Ljubljana, jointly organized by the City of Ljubljana, the European Cyclists' Federation (ECF), GR and DEKON. Under the main theme of Cycling the Change this unmissable event is the place to connect with all the stakeholders of one of the most booming industries nowadays: Cycling!



# Velo-city Series

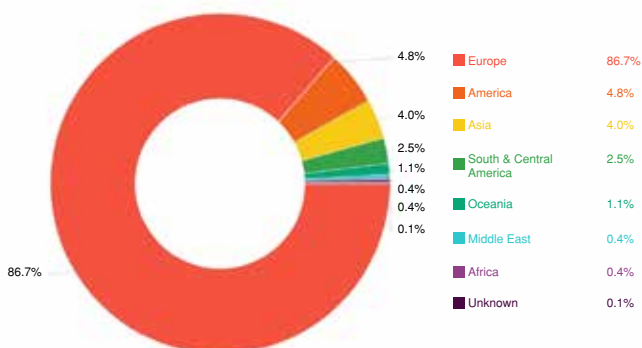
WHO WILL BE ATTENDING?

## NATIONALITIES

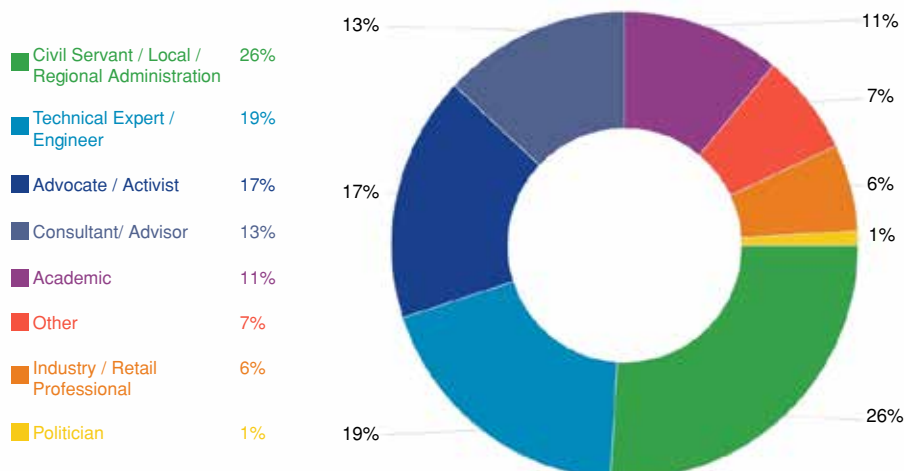


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## PROFESSION



#VC22

#LJforyou

#Cyclingthechange

Velo-city is the World Cycling Summit in the area of cycling as a mode of transport, cycling infrastructure, bicycle innovations, bicycle safety and the social and cultural changes driven by cycling on a global scale.

**#VC19**

**1373**

participants,  
60+ countries,  
40% locals

**398**

presentations,  
over 300 speakers,  
38 countries - 14%  
locals

**56**

Exhibitors

**Over 4 million**

reach on social media channels, with  
combined followers of over 20,000

**26%**

Velo-citizens from local  
& regional authorities

**80%+**

Velo-citizens from  
Europe

**60+**

countries

**Over 150 Articles**, in 17 countries, in 9 languages -  
combined Press Reach of 200 Million

**46% Returning delegates**, 50% intend to attend next conference,  
84% rated the conference as good/excellent, 87% said networking was the main  
take away

- Disseminate high quality information and knowledge of cycling
- Showcase best practices from cities around the world
- Encourage greater use of the bicycle through the recognition of cycling as a mode of transport
- Integrate cycling into all relevant policy sectors
- Exchange and networking with stakeholders around the cycling crowd

[www.Velo-city2022.com](http://www.Velo-city2022.com)



# EXHIBITION

Velo-city 2022 Ljubljana will hold a state-of-the-art exhibition as part of the conference. Industry leaders from around the world are invited to showcase their products and services, knowledge and innovation and interact with our delegates.

## JOIN THE VELO-CITY EXHIBITION

“The Velo-city conference offers us an outstanding moment of exposure to policy makers from around the world. It’s also a fantastic networking moment, both internationally and for our network internally. I think Velo-city is without doubt our annual highlight!”

*Lucas Harms, Managing Director at the Dutch Cycling Embassy*

The pandemic has caused a spark in bicycle purchases and has acted as a political catalyst for cycling investments, effectively reshaping our cities and the growth curve of the bicycle market. Experts forecast bicycle sales in Europe to reach 30 million euros annually by 2030. The impact will be felt widely and trigger cities to rethink their streetscapes.

Whether you work in street and traffic infrastructure, ITS and bike counters, bike-sharing and micro mobility, bicycle manufacturing, road safety, bicycle equipment, consultancy, urban planning and civil engineering, bicycle tourism or energy: Velo-city is the place to position your company.

- Maximise your brand visibility
- Showcase your solution
- Connect with decision-makers
- Develop new partnerships

## Some of the Exhibitors from Previous Velo-City Series

- Bewegen
- Homeport
- JCDecaux
- Nextbike
- PBSC Urban Solutions
- Smoove
- Tembici
- Gazelle
- Shimano
- Trek Bikes
- CycleLogistics
- UPS
- ADFC (Allgemeiner Deutscher Fahrrad-Club)
- Cycling Embassy Of Denmark
- Cycling Industries Europe
- Dutch Cycling Embassy
- EuroVelo
- Mobycon
- Bike Citizens
- Geovelo
- MetroCount
- See.Sense
- Sitael
- Strava Metro
- Qucit
- Umotional
- CycleHoop
- Cycle-Works
- Eco-Counter
- Falco
- TBA France
- Keolis

# EXHIBITION

Velo-city 2022 Ljubljana will hold a state-of-the-art exhibition as part of the conference. Industry leaders from around the world are invited to showcase their products and services, knowledge and innovation and interact with our delegates.

## STANDS

### 3x3m<sup>2</sup> Booth - € 2.950

#### Included with your booth:

- Wall construction
- 1x standard banner with exhibitor's name
- 1x counter
- 1x chair
- Electricity - 220 V power outlet
- Floor covering

#### 2 Full Conference passes:

The Full conference pass will give you a full access to the conference including access to all sessions, all social events, welcome reception, mass bike parade, free bicycle use during the conference, conference dinner and catering.

*For additional conference passes please contact the Secretariat.*



### 3x6m<sup>2</sup> Booth - € 4.950

- Wall construction
- 1x standard banner with exhibitor's name
- 1x counter
- 1x chair
- Electricity - 220 V power outlet
- Floor covering

#### 2 Full Conference passes:

The Full conference pass will give you a full access to the conference including access to all sessions, all social events, welcome reception, mass bike parade, free bicycle use during the conference, conference dinner and catering.

*For additional conference passes please contact the Secretariat.*



### 6x6m<sup>2</sup> Booth - € 9.450

- Wall construction
- 1x standard banner with exhibitor's name
- 1x counter
- 1x chair
- Electricity - 220 V power outlet
- Floor covering

#### 3 Full Conference passes:

The Full conference pass will give you a full access to the conference including access to all sessions, all social events, welcome reception, mass bike parade, free bicycle use during the conference, conference dinner and catering.

*For additional conference passes please contact the Secretariat.*

# HOW TO INVOLVE YOUR BUSINESS

Commercial partners play an important role in realizing the World Cycling Summit. In turn, they receive global visibility, enhanced branding and numerous options for connecting in person with our unique target audience.

## EMERALD PARTNER

65.000 €

Naming right to the bike parade of Velo-city 2022

Sponsor 1 plenary session of choice

Right to use the title “premier partner of Velo-city 2022”

Logo in the programme handbook or conference app (subject to organisers decision)

Logo on the partners board at the congress venue

Logo on the partners page of the official website

Logo on screen display in plenary sessions during the break time

Company profile (100 words) in the programme handbook or conference app

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### Advertisement

One e-marketing blast to registrants 20 days before Velo-city 2022

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### Extras

9 m x 6 m exhibition booth  
7 Free full conference passes  
Limited to only two companies.

## PLATINUM PARTNER

40.000 €

Right to use the title “premier partner of Velo-city 2022”

Logo in the programme handbook or conference app (subject to organisers decision)

Logo on the partners board at the congress venue

Logo on the partners page of the official website

Logo on screen display in plenary sessions during the break time

Company profile (100 words) in the programme handbook or conference app

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### Advertisement

One e-marketing blast to registrants 20 days before Velo-city 2022

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### Extras

6 m x 6 m exhibition booth  
5 Free full conference passes





## **GOLD PARTNER**

**25.000 €**

Right to use the title “premier partner of Velo-city 2022”

Logo in the programme handbook or conference app (subject to organisers decision)

Logo on the partners board at the congress venue

Logo on the partners page of the official website

Logo on screen display in plenary sessions during the break time

Company profile (100 words) in the programme handbook or conference app

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### **Advertisement**

One e-marketing blast to registrants  
20 days before Velo-city 2022

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### **Extras**

3 m x 6 m exhibition booth  
3 Free full conference passes

## **LOCAL PARTNER**

**20.000 €**

Right to use the title “local partner of Velo-city 2022”

Logo in the programme handbook or conference app (subject to organisers decision)

Logo on the partners board at the congress venue

Logo on the partners page of the official website

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### **Extras**

3 m x 3 m exhibition booth  
2 Free full conference passes

# HOW TO INVOLVE YOUR BUSINESS

Other options to increase your brand experience!

## **SPONSOR A PLENARY SESSION - € 2,500**

Your company can sponsor a plenary session of your choice (first come first serve). Your company name will be noted as sponsor in the programme and your logo will be displayed at the start and end of the session.

## **SPONSOR A KEYNOTE SPEAKER - € 2,500**

Your company can sponsor the travel and other related costs for a keynote speaker of this conference. Your company name will be noted as sponsor in the programme and your logo will be displayed at the start and end of the keynote speaker session.

## **SOCIAL**

Your company can sponsor one of the following social events of the conference. Your company logo and branding will be displayed and your company will be noted as sponsor on the website with logo and 100 word profile description.

### **Welcome Reception:** € 12.500

The welcome reception is the very first social event of the Velo-city conference. It usually opens on the first day after the last plenary session, and is a great moment for networking and greeting the Velo-citizens. A variety of food, drinks and activities are organised depending on each edition.

### **Gala Dinner:** € 15.000

The Gala dinner is one of the social highlights of Velo-city. It's a unique moment where all the Velo-citizens are gathered in a same room, enjoying local food and entertainments.

### **Lunch Sponsor:** € 5.000 *(Per Lunch Break)*

### **Coffee Breaks:** € 3.500 *(Per day)*

## **BIKE SPONSOR**

Become the bicycle sponsor for Velo-city 2022. 1,500-1,800 bikes will be required for all participants of Velo-city 2022. These participants will cycle around Ljubljana for the 4 days of the conference and the bikes will also be used in the mass bike parade!

# HOW TO INVOLVE YOUR BUSINESS

Other options to increase your brand experience!

## BIKE PARADE SPONSOR - € 30,000

Do you wish to sponsor the renowned mass bike parade held during the conference? You can become the title sponsor of the mass bike parade held during the conference and your company will be named as the sponsor on the website, in the programme book or app and your company logo and 100 word profile description will be on the conference website. The route is to be determined still, but this bike parade is usually covered by a lot of local media!

The Bike Parade is always one of the most anticipated moments of Velo-city. It's a unique event where the Velo-citizens meet with the local cyclists and ride together through the city.



## CONFERENCE APP SPONSOR - € 8,000

### Opportunity to get your logo in front of every delegate at Velo-city 2022

- Your logo in several sections throughout the APP
- Your logo on APP announcement to all delegates prior to Velo-city
- Your logo on any APP promotions
- Opportunity to provide 2 x pull up banners with logo & branding and the APP details which will be placed strategically in the venue
- Your logo & 100 word company profile description on website

### ADVERTISING:

Logo on the front of Conference Bag	€ 10.000
Banner - Lobby of conference centre	€ 2.000
Conference Bag insert 1x4	€ 1.500



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14-17 June 2022**

**LET'S GET  
STARTED**

**Contact:  
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**#Cyclingthechange**

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