



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

# **PARTNERSHIP OPPORTUNITIES**

**Cycling the Change**



City of  
Ljubljana



Ljubljana Tourism



EUROPEAN CYCLISTS' FEDERATION



Slovenska kolesarska mreža



GR



CONGRESS & TOURISM





VELO-CITY 2022



CYCLING THE CHANGE  
LJUBLJANA SLOVENIA 14 - 17 JUNE 2022





# Velo-city Series

## MORE THAN 40 YEARS OF VELO-CITY

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! The Velo-city exhibition is the place where cities and regions can find the latest solutions to make their streets ready for cyclists.

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

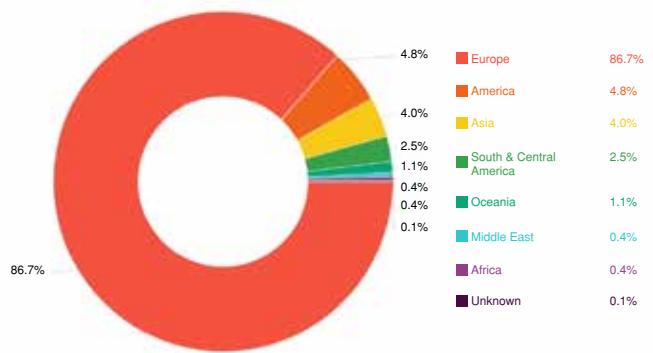
WHO WILL BE ATTENDING?  
(data from Velo-city 2019)

## NATIONALITIES

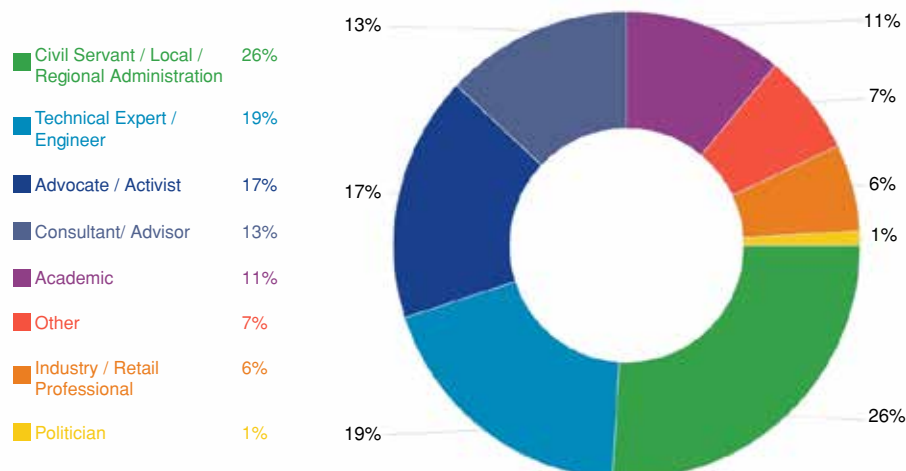


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## PROFESSION



#VC22

#LJforyou

#Cyclingthechange



Velo-city is the annual 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.

## FIGURES FROM VELO-CITY 2019

# 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 public authorities

# 80%+

Velo-citizens from  
Europe

# 60+

countries

## Over 150 Articles,

in 17 countries, in 9 languages -  
combined Press Reach of 200 Million

56% returning delegates, 94% plan to return to Velo-city in the future, 84% rated the conference as good/excellent, 87% said networking was the main take away (figures from Velo-city 2019 and 2021)

- 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

Where cities & regions discover the latest cycling innovations.

## JOIN THE VELO-CITY EXHIBITION

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



Generate new sales leads



Showcase your solution



Network with industry professionals



Connect with decision-makers



Develop new partnerships

## HEAR WHAT EXHIBITORS SAY ABOUT VELO-CITY



"Velo-city has been an unmissable event for Eco-Counter for more than 10 years. It's where we can meet with the most involved international players in the development of active transportation, and have the opportunity to build long-lasting partnerships. This is the perfect moment for us to discuss projects developed by committed and inspiring people in pursuit of active mobility, that has been the core of Eco-Counter's business for 20 years." - *Laurent Guennoc, Export Manager at Eco-Counter.*



"Velo-City 2021 was a great opportunity for Qucit to reconnect with our partners after more than one and a half year of health restrictions. Overall, the conference is always an opportunity for us to soak up new cycling trends, expand our network, and promote Qucit to an international audience. This is why we will repeat the experience by participating in Velo-City 2022!" - *Léa Marty, Public Affairs Officer at Qucit.*



"Velo-city is *the* global meeting place for the cycling community, who come together to share, learn and be inspired. Exhibiting at Velo-city provides the perfect platform to connect into this community, raise awareness of your offering and build networks. We highly recommend it!" - *Irene McAleese, Co-Founder & Director at See.Sense*

# EXHIBITION

Where cities & regions discover the latest cycling innovations.



“For Don Ciclete, being back in Velo-city has meant being able to show the world our products and services, receive feedback from the market and initiate contact with potential clients and collaborators. It is a must-do stop during the year to meet incredible people around the world of the bicycle.” - *Pablo Rosa Casado, CEO at Don Ciclete.*



“The Velo-city conference provides the perfect platform to promote our work on developing EuroVelo, the European cycle route network, to the wider cycling community. It really is unique in terms of attracting such a large number of delegates from across Europe (and beyond!) on an annual basis. We always come away with lots of useful contacts.” - *Ed Lancaster, EuroVelo Director at the European Cyclists' Federation*



“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*

## ZICLA®

“Velo-city is an event that brings together all kinds of different actors in mobility, but all have a common goal: that every citizen can cycle in town or between towns in a safe and pleasant way. The conference and invited speakers are more than interesting and the event is also a fantastic networking moment. A place where everyone can discuss good practices and where in our case, we can present our innovative solutions to make cycling mobility safer and cities more accessible. Looking forward to participating to the Velo-city 2022 edition!” - *Pierre Coent, International Market Development at Zicla*

### SELECTION OF EXHIBITORS AT 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 helping us to realise the annual world cycling summit. In turn, they can increase their global visibility with enhanced branding and numerous opportunities for connecting in person with Velo-city's unique target audience.

## EMERALD PARTNER

65.000 €

- Right to use the title "Premier partner of Velo-city 2022"
- Naming right to the bike parade of Velo-city 2022
  - Sponsor one plenary session of choice
- Two speakers or moderators in parallel sessions in the official programme
- Two 15-mins speaking slots on the Exhibition Stage
- Logo on the programme page of the official website
- Logo on the partners page of the official website
- Logo in the programme handbook or conference app (subject to organisers decision)
- Company profile (100 words) in the programme handbook or conference app (subject to organisers decision)
- Logo on the partners board at the conference venue
- Logo on screen display in plenary sessions during the break time

### Advertisement

- One e-marketing blast to registrants 20 days and 7 days before Velo-city 2022
- One push notification during the conference
  - Logo in the Velo-city newsletter
- Two blog posts on the official website
  - Three posts on Social Media

### Extras

- 9 m x 6 m exhibition booth
- 7 Free full conference passes
- One insert in conference welcome bag

*Limited to only two companies.*

## PLATINUM PARTNER

40.000 €

- Right to use the title "Premier partner of Velo-city 2022"
- One speaker or moderator in parallel sessions in the official programme
- One 15-mins speaking slot on the Exhibition Stage
- Logo on the programme page of the official website
- Logo on the partners page of the official website
- Logo in the programme handbook or conference app (subject to organisers decision)
- Company profile (100 words) in the programme handbook or conference app (subject to organisers decision)
  - Logo on the partners board at the conference venue
- Logo on screen display in plenary sessions during the break time

### Advertisement

- One e-marketing blast to registrants 10 days before Velo-city 2022
- One push notification during the conference
  - Logo in the Velo-city newsletter
- One blog post on the official website
  - Two posts on Social Media

### Extras

- 6 m x 6 m exhibition booth
- 5 Free full conference passes
- One insert in conference welcome bag

*Limited to only four companies.*





## **GOLD PARTNER**

**25.000 €**

- Right to use the title “Premier partner of Velo-city 2022”
  - One 15-mins speaking slot on the Exhibition Stage
  - Logo on the partners page of the official website
- Logo in the programme handbook or conference app (subject to organisers decision)
  - Company profile (100 words) in the programme handbook or conference app (subject to organisers decision)
- Logo on the partners board at the conference venue
- Logo on screen display in plenary sessions during the break time

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### **Advertisement**

- One e-marketing blast to registrants 15 days before Velo-city 2022
- Logo in one Velo-city newsletter
  - Two posts on Social Media

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### **Extras**

- 3 m x 6 m exhibition booth
- 3 Free full conference passes
- One insert in conference welcome bag

*Limited number of Gold Partners.*

## **LOCAL PARTNER**

**20.000 €**

- Right to use the title “Premier partner of Velo-city 2022”
  - Logo on the partners page of the official website
- Logo in the programme handbook or conference app (subject to organisers decision)
- Logo on the partners board at the conference venue

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### **Advertisement**

- A banner in one Velo-city emailing
- Logo in one Velo-city newsletter
  - Two posts on Social Media

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### **Extras**

- 3 m x 3 m exhibition booth
- 2 Free full conference passes
- One insert in conference welcome bag

# 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. Your company name will also be mentioned as sponsor in the opening or closing 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. Your company name will also be mentioned as sponsor in the opening or closing of the session.

## **FREE WHEEL STAGE - € 1.500**

Velo-city 2022 will have the Free Wheel stage available during the coffee and lunch breaks for the exhibitors to showcase their solutions during a 15-mins speaking slot. The Free Wheel stage will be located close to the coffee and lunch areas, where attendees can sit, drink coffee or eat, while watching the presentations. Please contact the Velo-city 2022 secretariat for more information on the available speaking slots. (Limited number of speaking slots available - only for the exhibitors)

## **SPONSOR THE SOCIAL EVENTS**

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 push notification will be sent on the conference app with your company name as sponsor. Your company can design and bring brandings for the Welcome Reception, while respecting eco-friendly guidelines. Your company can also bring branded entertainment activities, to be co-designed with Velo-city organisers.

## **Networking Dinner Party: € 15.000 - Not available anymore**

The Networking Dinner Party 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.

A push notification will be sent on the conference app with your company name as sponsor. Your company can design and bring brandings for the Networking Dinner Party, while respecting eco-friendly guidelines. Your company can also bring branded entertainment activities, to be co-designed with Velo-city organisers.

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

Your company can design and bring brandings for the sponsored lunch, while respecting eco-friendly guidelines.

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

Your company can design and bring brandings for the sponsored coffee break, while respecting eco-friendly guidelines.



# HOW TO INVOLVE YOUR BUSINESS

Other options to increase your brand experience!

## **Networking Lunch:**

Your company can sponsor a special networking lunch and invite some of the delegates. The networking lunch will take place in a dedicated place with tailor-made catering. Your company can design and bring brandings for the sponsored lunch, while respecting eco-friendly guidelines. Please contact Velo-city 2022 secretariat to organize a networking lunch.

## **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!

## **SPONSOR THE BIKE PARADE - € 30.000**

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.

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!

A push notification will be sent on the conference app with your company name as sponsor. Your company can design and bring brandings for the bike parade, while respecting eco-friendly guidelines.



# HOW TO INVOLVE YOUR BUSINESS

Other options to increase your brand experience!

## **SPONSOR PARKING SOLUTIONS**

Your company can exhibit parking solutions outside the conference venue for the delegates to park their bikes. Please contact Velo-city 2022 secretariat for the sponsorship of parking solutions.

## **SPONSOR WATER BOTTLES - € 8.000**

Your company can sponsor the water bottles that will be inserted in the conference bags and taken home by the delegates. Water stations will be available at the venue for the delegates to refill their bottles. Your company should provide the branded water bottles, which should be reusable sustainable bottles.

## **SPONSOR CONFERENCE APP - € 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

## **SPONSOR SPEAKERS READY ROOM: € 5.000**

Your company can sponsor the Speakers room, where all speakers will be reviewing their presentations before the sessions. Your logo will be displayed on the computers desktop and screensaver. Your company can sponsor the catering and bring brandings such as pencils/pens, notepad or mousepads.

## **ADVERTISING OPTIONS:**

- |                                       |                 |
|---------------------------------------|-----------------|
| · Logo on the front of Conference Bag | <b>€ 10.000</b> |
| · Logo on the Lanyards                | <b>€ 10.000</b> |
| · Conference bag insert 1 x A5        | <b>€ 1.500</b>  |

*More advertising options are available at strategic locations throughout the conference venue. Please contact Velo-city 2022 secretariat for more information on these advertising options.*



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



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

**LET'S GET  
STARTED**

**Contact:  
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**#VC22**

**#LJforyou**

**#Cyclingthechange**

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