

**Dossier  
exhibitor/  
sponsor**

**COME ON!**

[ciclosferia.com](http://ciclosferia.com)

**CICLOS  
FERIA**

**VALENCIA  
URBAN CYCLING FAIR  
13/14 /15 MAY**

2012  
2022



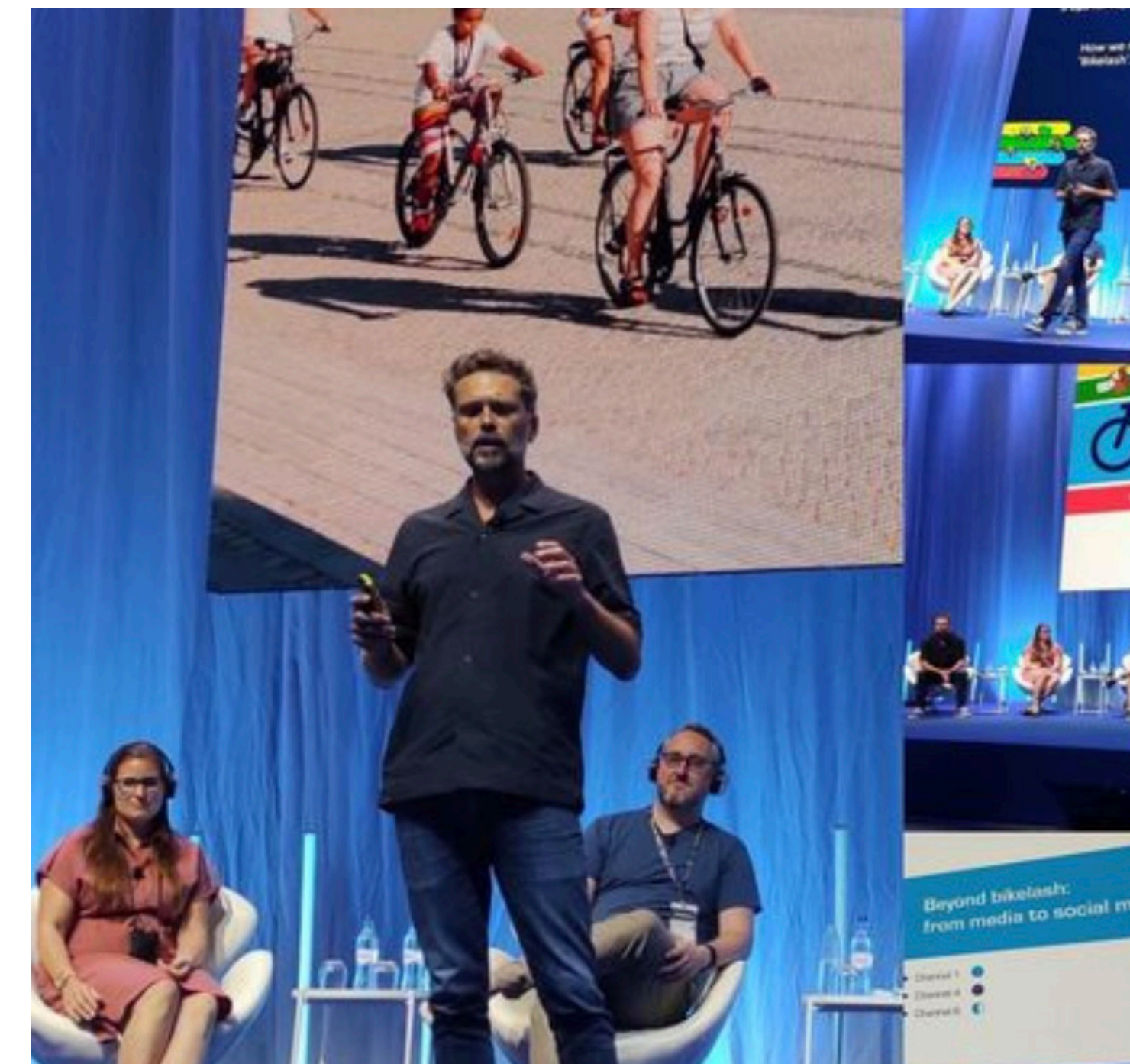
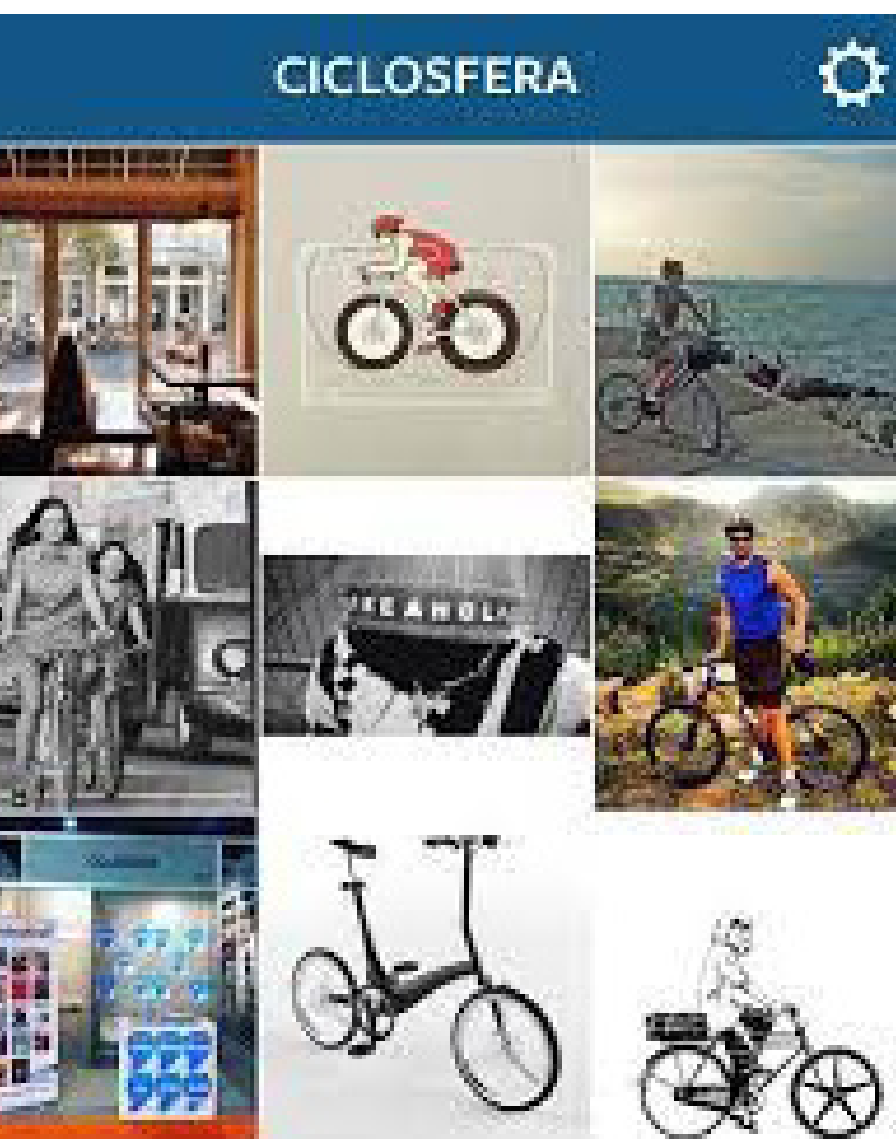
**In 2012 we launched  
a print magazine,**

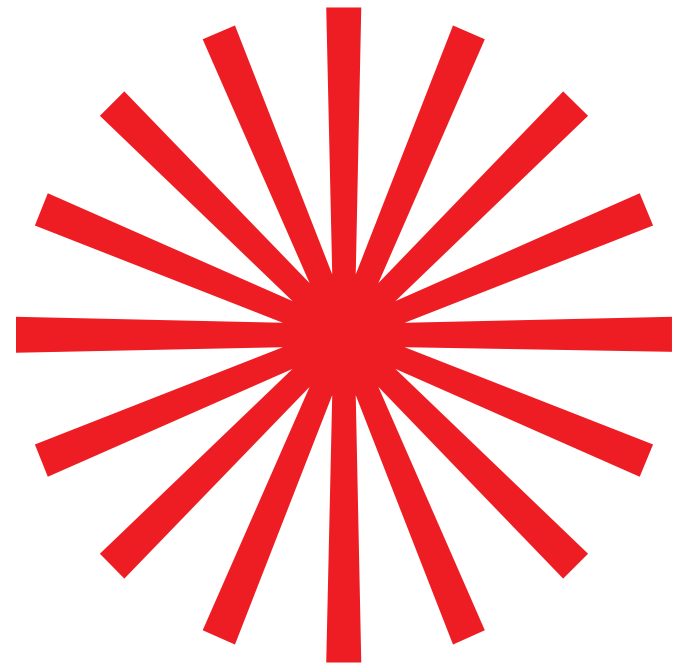
the first in Spain, on urban  
cycling.

Ten years later, Ciclosfera is  
the world's leading reference  
in Spanish on everything  
related to city cycling and  
sustainable mobility.

# WHAT

**Magazine, website, hundreds of thousands of followers** on social networks, dozens of online events... A frenetic activity that has helped us build a unique project. But we were missing something: a big festival, a physical event where we could share our philosophy, celebrate our first decade and show people the advantages of getting around by bike.





# A BIKE FAIR

**A unique and pioneering fair** where adults and children can see and try out the best bikes and accessories. Where urban cycling professionals can meet and grow. Where city councils and institutions can see and prove and check something undeniable: **the bicycle is here** and, for all our sakes, its importance will be enormous for decades to come.



# WHO

## **It could only be Ciclosfera:**

a project with ten years behind it and built exclusively around urban cycling and communication.

In this decade we have earned the trust of brands, shops, public institutions and, of course, readers. And we have done it thanks to a lot of effort, professionalism and, above all, an absolute faith



in cycling and urban cycling. After travelling many roads, meeting many people, visiting all kinds of international events and organising in 2020

and 2021 Ciclosfera, the first online urban cycling festival in the world, it was time to go out the streets, get together and make it all even more real.



**MAY**

**13/14/15**

**WHEN?**

**There was no better date than spring 2022:**

Ciclosferia will be held throughout the weekend of 13, 14 and 15 of May. Three days dedicated to bicycles, urban mobility and to publicising their and to publicise its advantages and enormous range of options.

# WHERE?

**Friendly. Beautiful. Fun. Modern. Close.** And, of course, very cyclist, one of the most cyclist cities in Spain. This first edition of Ciclosferia could not be held in any other place than...

# VALENCIA!







**Friendly/Beautiful/Cyclist/Modern/Close**

**WHERE?**

# **La Marina de Valencia**

**Ciclosferia will be held in one of the most special and unique places in the city: La Marina de Valencia.**



**In 'Tinglado 2, a large covered square of 4,500 square metres.**

(with an additional 2,500 square metres uncovered next to it), which links the sea to the city and a regular place of transit, especially at weekends, for Valencians, who come here on their bicycles, skates or scooters via a modern and wide cycle lane.



**An ideal setting with sun, water, people and lots of cyclists.**

Because, in recent years, the city has also experienced a real silent revolution, filling up with cycling infrastructure and bicycles. An institutional commitment to urban cycling that is now consolidated with Ciclosferia, a project that the City Council has joined with conviction and enthusiasm.



**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 enthusiasm at one of the most stimulating destinations on the planet.



**Because we are convinced that the bicycle is the best way of transport,** we want to bring it even closer to the people. We want the people on the street, those who are thinking about changing their journeys, those who want to improve their daily lives, to discover and try out the best options on the market.



We want everyone to be able to get first-hand knowledge about the **electric bicycles**. The huge range of options offered by the **folding bicycles**. The best accessories for safety, comfort or, of course, **moving around as a family**. New, revolutionary and wonderful machines such as cargo bikes.

In summary, we want everything that we have been spreading for years in Ciclosfera to become a reality. And that those who try it, **those who get on a bike at Ciclosfera, never get off again.**



**CICLOSFERIA**





By making a fair where the best brands share their philosophy and commitment to the **urban cycling**. An exhibition that brings together the best bicycles and accessories of the moment. **And the place to learn and test**, at first hand, all this product in an unbeatable setting, in a friendly environment and guided by the greatest specialists, you.



# Exhibitors/Activities/Music/Food Trucks

Also, a **cultural fair** for all ages, **with children's activities, competitions, shows, food trucks** and everything you need to enjoy an unforgettable day. All around the bike. All around urban cycling. **And everything, of course, as an unforgettable and unique Ciclosferia.**

# A FAIR FOR EVERYONE





Ciclosferia... and much more: during the weekend of 13, 14 and 15 May, the whole of Valencia will be dedicated to cycling. **The third edition of Bicifest**, fa festival organised by Valencia City Council and held in 2017 and 2018, returns to the city with Ciclosferia as the main activity, but with many more events around urban cycling and cycling culture. **Concerts, Bike Parade and many more actions** or the whole family aimed at sharing and promoting the passion for cycling as the axis of sustainable mobility.



**AJUNTAMENT DE VALÈNCIA**



**EXHIBITION  
& SPONSORSHIP**





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

As an  
**exhibitor**

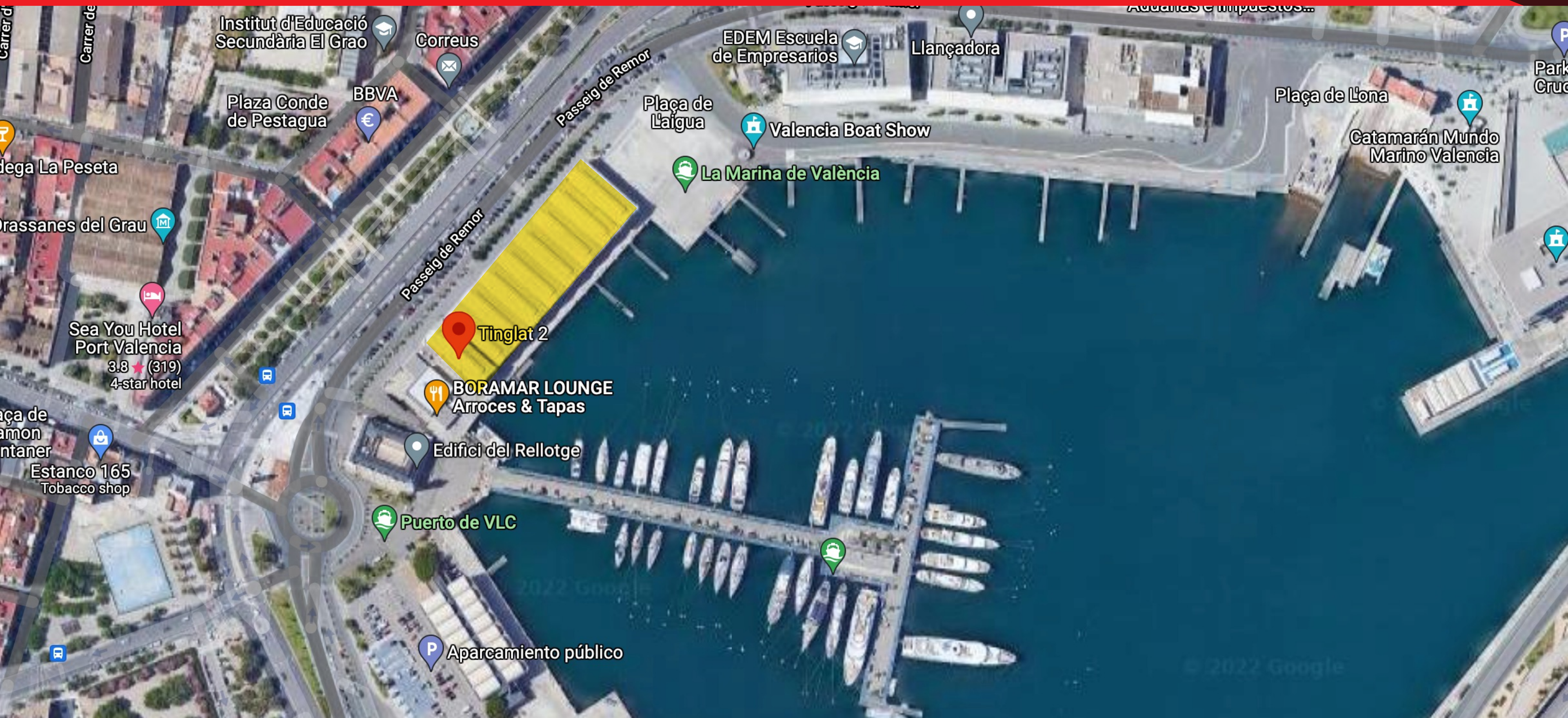
reserving a space in which to show your best products.

As a  
**SPONSOR**

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

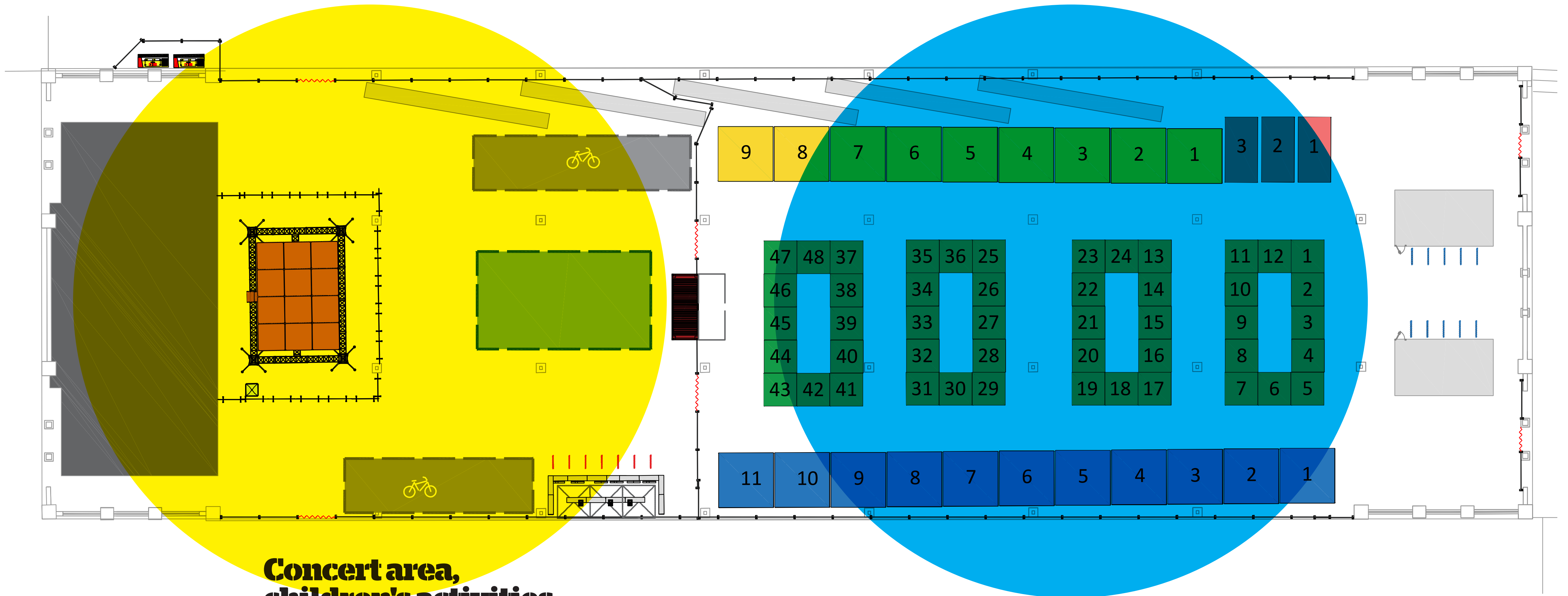
# exhibitors

## General map of the fair



# exhibitors

## General map of the fair



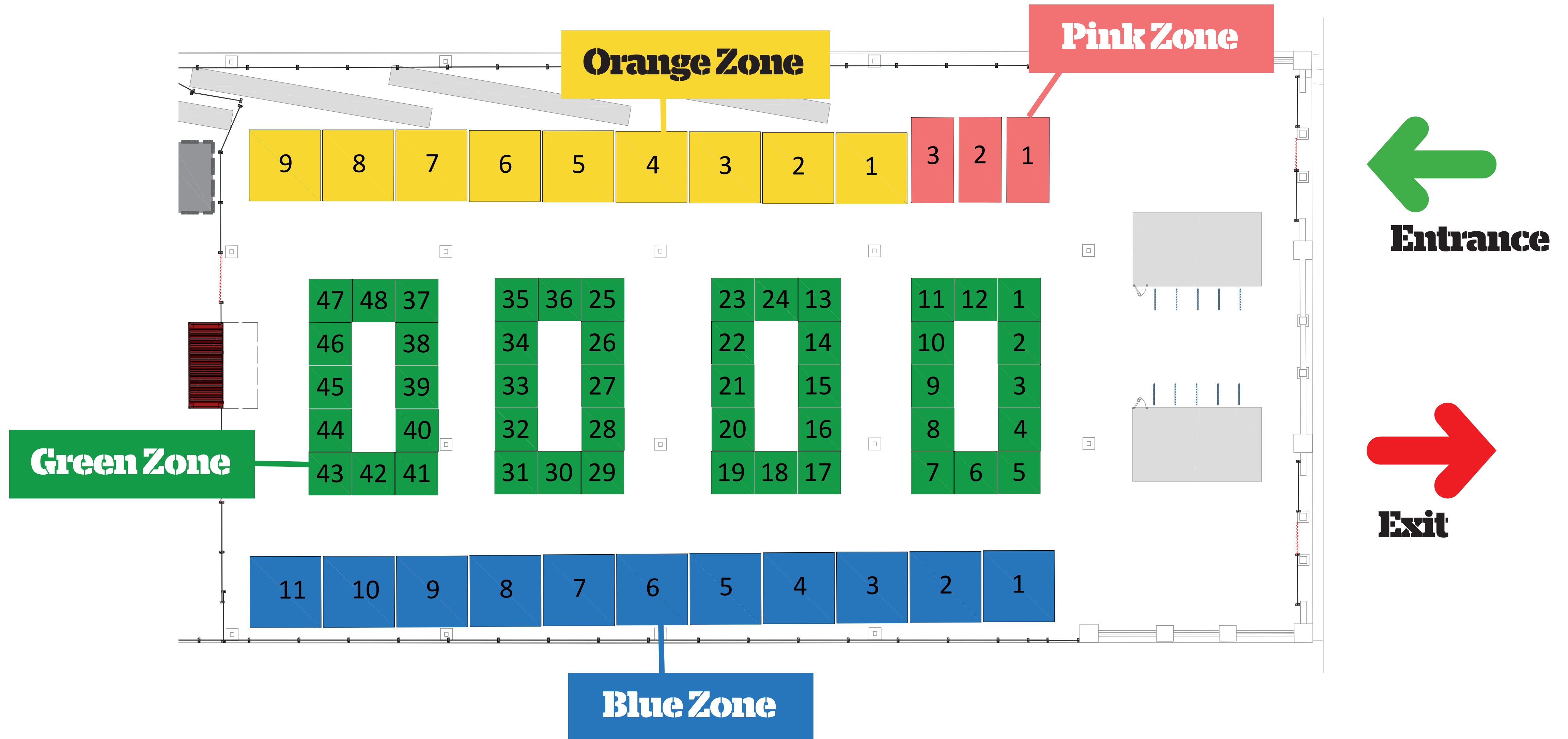
**Concert area,  
children's activities  
and bicycle parking.**

**Brand exhibition area**



# exhibitors

## Exhibition area plan





SUPERFICIE	GREEN ZONE blocks of 3 x 3	BLUE ZONAE blocks of 5 x 5	ORANGE ZONE blocks of 5 x 5	PINK ZONE blocks of 3 x 6
9m <sup>2</sup> (3m x 3m)	58€/m <sup>2</sup>			
18m <sup>2</sup> (3m x 6m)	53€/m <sup>2</sup>			
27m <sup>2</sup> (3m x 9m)	52€/m <sup>2</sup>			
36m <sup>2</sup> (3m x 12m)	50€/m <sup>2</sup>			
25m <sup>2</sup> (5m x 5m)		53€/m <sup>2</sup>		
50m <sup>2</sup> (5m x 10m)		48€/m <sup>2</sup>		
75m <sup>2</sup> (5m x 15m)		45€/m <sup>2</sup>		
25m <sup>2</sup> (5m x 5m)			53€/m <sup>2</sup>	
50m <sup>2</sup> (5m x 10m)			48€/m <sup>2</sup>	
75m <sup>2</sup> (5m x 15m)			45€/m <sup>2</sup>	
18m <sup>2</sup> (3m x 6m)				53€/m <sup>2</sup>
36m <sup>2</sup> (6m x 6m)				50€/m <sup>2</sup>
54m <sup>2</sup> (9m x 6m)				

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

**Spaces are commercialised** in blocks of 3x3 | 5x5 | 3x6 depending on the chosen area.

**Depending on the area** 1, 2, 3 or 4 blocks can be booked, always contiguous.

**10% discount** on the price of the floor for AMBE Associated brands.

exhibitors

when to book the space?



# Reservations

**21** **TO** **8**  
**FEBRUARY** **APRIL**

## PAYMENT

Payment of 20% for the reservation of the space from 14 March to 11 April 2022.

Payment of the remaining 80% to complete the space reservation from 1 to 22 April 2022.



# exhibitors

# how to book the space?



## STEPS

# 1

**Choose the** preferred location on the exhibition space plan.

# 2

**Fill in** the space reservation form

# 3

**Send the form** to [fernando@ciclosfera.com](mailto:fernando@ciclosfera.com)

# 4

**Make the payment** of the 20% of the total amount as a reservation of the selected space.

# 5

Make the payment of the **remaining** 80% to fully formalise the reservation of the selected space.

# exhibitors

# terms & conditions



Once the booking confirmation for the exhibition space has been made, the location cannot be changed.

No reservation will be processed without the payment of 20% of the total amount and sending the bank receipt for this amount. The deadline for payment of the 20% is 11 April 2022 by bank transfer.

The remaining 80% of the total amount must be paid by bank transfer and the bank receipt must be sent. The deadline for payment of the 80% shall be 22 April 2022.

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

Between 1 and 15 April 2022, 100% of the amounts paid by exhibitors will be refunded.

Between 16 and 30 April, 90% of the amounts paid

by exhibitors will be refunded.

Between 1 and 10 May, 85% 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 are the cancellation conditions:

Between 1 and 15 April 2022, 90% of the amounts paid by exhibitors will be refunded.

Between 16 and 30 April, 75% of the amounts paid by exhibitors will be refunded.

Between 1 and 10 May, 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](mailto: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.

# sponsorships



BENEFITS	MAIN SPONSOR	TECHNOLOGICAL SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Appearance in the naming of the fair: Ciclosfera Powered by "...".	✓	-----	-----	-----	-----
Exhibition booth	54m2 6 blocks of 3x3	50m2 2 blocks of 5x5	50m2 2 blocks of 5x5	25m2 1 block of 5x5	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 and signage at the fair.	✓	✓	✓	✓	✓
Exclusive post in Ciclosfera's networks (Fb /IG /TW)	2	1	1	1	1
20' IG live interview	✓	✓	✓	✓	✓
Presence on the screens of the fair with advertisements	2 x 30" spots	2 x 30" spots	2 x 30" spots	1 x 30" spot	1 x 30" spot
Cession and use of your products during the fair (tvs/tablets/mobiles)	-----	✓	-----	-----	-----
Delivery of merchandising to the visitors of the fair (2.000 units).	1 GIFT	1 GIFT	1 GIFT	1 GIFT	1 GIFT
Sponsorship of the professional breakfast (Friday 13th morning), with the possibility of carrying out a promotional action during the event.	-----	-----	✓	-----	-----
COMMUNICATION PACK IN CICLOSFERA	CICLOSFERA MAGAZINE #40 SUMMER 2022: - 4 pages of branded content in the "mundobici" section. - 1 double page in "road test" section  CICLOSFERA.COM: - Extended branded content of the "mundobici" section - Extended branded content of the "road test" section  RRSS: - Diffusion of branded content of the "mundobici" to increase web traffic (fb/ig/tw). - Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw)	CICLOSFERA MAGAZINE #40 SUMMER 2022: - 3 pages of branded content in the "mundobici" section. - 1 double page in "road test" section  CICLOSFERA.COM: - Extended branded content of the "mundobici" section - Extended branded content of the "road test" section  RRSS: - Diffusion of branded content of the "mundobici" to increase web traffic (fb/ig/tw). - Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw)	CICLOSFERA MAGAZINE #40 SUMMER 2022: - 3 pages of branded content in the "mundobici" section. - 1 double page in "road test" section  CICLOSFERA.COM: - Extended branded content of the "mundobici" section - Extended branded content of the "road test" section  RRSS: - Diffusion of branded content of the "mundobici" to increase web traffic (fb/ig/tw). - Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw)	CICLOSFERA MAGAZINE #40 SUMMER 2022: - 1 double page in "road test" section  CICLOSFERA.COM: - Extended branded content of the "road test" section  RRSS: - Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw)	CICLOSFERA MAGAZINE #40 SUMMER 2022: - 1 double page in "road test" section  CICLOSFERA.COM: - Extended branded content of the "road test" section  RRSS: - Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw)
	Pack valued at 5800€.	Pack valued at 5300€.	Pack valued at 2150€.	Pack valued at 2150€.	
	15.000 €	10.000 €	7.500 €	5.000 €	3.000 €

# types of sponsorship



BENEFITS	MAIN SPONSOR	INCLUDES COMMUNICATION PACK IN CICLOSFERA
Appearance in the naming of the fair: <b>Ciclosfera Powered by "..."</b> .	✓	<p><b>CICLOSFERA MAGAZINE #40 SUMMER 2022:</b></p> <ul style="list-style-type: none"> <li>➤ 4 pages of branded content in the "mundobici" section.</li> <li>➤ 1 double page in "road test" section</li> </ul> <p><b>CICLOSFERA.COM:</b></p> <ul style="list-style-type: none"> <li>➤ Extended branded content of the "mundobici" section</li> <li>➤ Extended branded content of the "road test" section</li> </ul>
Exhibition booth	54m2/ 6 blocks of 3x3	<p><b>RRSS:</b></p> <ul style="list-style-type: none"> <li>➤ Diffusion of branded content of the "mundobici" to increase web traffic (fb/ig/tw).</li> <li>➤ Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw)</li> </ul>
Prominent presence of the brand as a Sponsor throughout the offline and online advertising campaign.	✓	<p><b>Pack valued at 5800€.</b> ✓</p>
Prominent presence of the brand as a Sponsor on all signage and signage at the fair.	✓	
Exclusive post in Ciclosfera's networks (Fb /IG /TW)	2	<p><b>THE RENTAL OF THE SPACE INCLUDES:</b></p> <ul style="list-style-type: none"> <li>➤ Booked space ➤ Free WiFi.</li> <li>➤ Appear on the list of brands displayed on the website.</li> <li>➤ Badges for the exhibiting brand's staff.</li> <li>➤ Plates for test bikes (max. 5 pcs.)</li> </ul>
20' IG live interview	✓	<p><b>THE RENTAL OF THE SPACE DOES NOT INCLUDE:</b></p> <ul style="list-style-type: none"> <li>➤ Electricity. (cost of 100€ per contracted space).</li> <li>➤ Test bike parking. Maximum of 5 bikes per stand (cost of 5€ per bike and day of the fair).</li> <li>➤ Licence to sell products on the stands (cost of 50€ per stand).</li> <li>➤ Civil liability insurance.</li> </ul> <p>(Exhibitors must prove that they have taken out valid insurance. In the case of not having the relevant insurance, the organization will be able to facilitate the arrangement of such insurance).</p>
Presence on the screens of the fair with advertisements	2 x 30" spots	
Cession and use of your products during the fair (tvs/tablets/mobiles)	----	
Delivery of merchandising to the visitors of the fair (2.000 units).	1 gift	
Sponsorship of the professional breakfast (Friday 13th morning), with the possibility of carrying out a promotional action during the event.	----	<p><b>15000€</b></p>

# types of sponsorship



BENEFITS	TECHNOLOGICAL SPONSOR
Appearance in the naming of the fair: Ciclosferia Powered by "...".	----
Exhibition booth	50m2/ 2 blocks of 5x5
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 and signage at the fair.	✓
Exclusive post in Ciclosfera's networks (Fb /IG /TW)	1
20' IG live interview	✓
Presence on the screens of the fair with advertisements	2 x 30" spots
Cession and use of your products during the fair (tvs/tablets/mobiles)	----
Delivery of merchandising to the visitors of the fair (2.000 units).	1 gift
Sponsorship of the professional breakfast (Friday 13th morning), with the possibility of carrying out a promotional action during the event.	----

**THE RENTAL OF THE SPACE INCLUDES:**

- ➔ Booked space ➔ Free WiFi.
- ➔ Appear on the list of brands displayed on the website.
- ➔ Badges for the exhibiting brand's staff.
- ➔ Plates for test bikes (max. 5 pcs.)

**THE RENTAL OF THE SPACE DOES NOT INCLUDE:**

- ➔ Electricity. (cost of 100€ per contracted space).
  - ➔ Test bike parking. Maximum of 5 bikes per stand (cost of 5€ per bike and day of the fair).
  - ➔ Licence to sell products on the stands (cost of 50€ per stand).
  - ➔ Civil liability insurance.
- (Exhibitors must prove that they have taken out valid insurance. In the case of not having the relevant insurance, the organization will be able to facilitate the arrangement of such insurance).

**10000€**



# types of sponsorship



## BENEFITS

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

**Exhibition booth**

**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 and signage at the fair.**

**Exclusive post in Ciclosfera's networks (Fb /IG /TW)**

**20' IG live interview**

**Presence on the screens of the fair with advertisements**

**Cession and use of your products during the fair (tvs/tablets/mobiles)**

**Delivery of merchandising to the visitors of the fair (2.000 units).**

**Sponsorship of the professional breakfast (Friday 13th morning), with the possibility of carrying out a promotional action during the event.**

## GOLD SPONSOR

----

50m2/ 2 blocks of 5x5



1



2 x 30" spots

----

1 gift



## INCLUDES COMMUNICATION PACK IN CICLOSFERA

### CICLOSFERA MAGAZINE #40 SUMMER 2022:

- 3 pages of branded content in the "mundobici" section.
- 1 double page in "road test" section.

### CICLOSFERA.COM:

- Extended branded content of the "mundobici" section.
- Extended branded content of the "road test" section.

### RRSS:

- Diffusion of branded content of the "mundobici" to increase web traffic (fb/ig/tw).
- Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw).

**Pack valued at 5300€.**



### THE RENTAL OF THE SPACE INCLUDES:

- Booked space ➤ Free WiFi.
- Appear on the list of brands displayed on the website.
- Badges for the exhibiting brand's staff.
- Plates for test bikes (max. 5 pcs.)

### THE RENTAL OF THE SPACE DOES NOT INCLUDE:

- Electricity. (cost of 100€ per contracted space).
- Test bike parking: Maximum of 5 bikes per stand (cost of 5€ per bike and day of the fair).
- Licence to sell products on the stands (cost of 50€ per stand).
- Civil liability insurance.

(Exhibitors must prove that they have taken out valid insurance. In the case of not having the relevant insurance, the organization will be able to facilitate the arrangement of such insurance).

**7500€**

# types of sponsorship



BENEFITS	SILVER SPONSOR	INCLUDES COMMUNICATION PACK IN CICLOSFERA
Appearance in the naming of the fair: <b>Ciclosfera Powered by "..."</b> .	----	
Exhibition booth	25m2/ 1 block of 5x5	
Prominent presence of the brand as a Sponsor throughout the offline and online advertising campaign.	✓	<p><b>CICLOSFERA MAGAZINE #40 SUMMER 2022:</b></p> <ul style="list-style-type: none"> <li>➔ 1 double page in "road test" section.</li> </ul> <p><b>CICLOSFERA.COM:</b></p> <ul style="list-style-type: none"> <li>➔ Extended branded content of the "road test" section.</li> </ul> <p><b>RRSS:</b></p> <ul style="list-style-type: none"> <li>➔➔ Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw).</li> </ul>
Prominent presence of the brand as a Sponsor on all signage and signage at the fair.	✓	<p><b>Pack valued at 2150€.</b> ✓</p>
Exclusive post in Ciclosfera's networks (Fb /IG /TW)	1	<p><b>THE RENTAL OF THE SPACE INCLUDES:</b></p> <ul style="list-style-type: none"> <li>➔ Booked space ➔ Free WiFi.</li> <li>➔ Appear on the list of brands displayed on the website.</li> <li>➔ Badges for the exhibiting brand's staff.</li> <li>➔ Plates for test bikes (max. 5 pcs.)</li> </ul>
20' IG live interview	✓	<p><b>THE RENTAL OF THE SPACE DOES NOT INCLUDE:</b></p> <ul style="list-style-type: none"> <li>➔ Electricity. (cost of 100€ per contracted space).</li> <li>➔ Test bike parking: Maximum of 5 bikes per stand (cost of 5€ per bike and day of the fair).</li> <li>➔ Licence to sell products on the stands (cost of 50€ per stand).</li> <li>➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance. In the case of not having the relevant insurance, the organization will be able to facilitate the arrangement of such insurance).</li> </ul>
Presence on the screens of the fair with advertisements	1 x 30" spot	<p><b>5000€</b></p>
Cession and use of your products during the fair (tvs/tablets/mobiles)	----	
Delivery of merchandising to the visitors of the fair (2.000 units).	1 gift	
Sponsorship of the professional breakfast (Friday 13th morning), with the possibility of carrying out a promotional action during the event.	----	

# types of sponsorship



## BENEFITS

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

Exhibition booth

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 and signage at the fair.

Exclusive post in Ciclosfera's networks (Fb /IG /TW)

20' IG live interview

Presence on the screens of the fair with advertisements

Cession and use of your products during the fair (tvs/tablets/mobiles)

Delivery of merchandising to the visitors of the fair (2.000 units).

Sponsorship of the professional breakfast (Friday 13th morning), with the possibility of carrying out a promotional action during the event.

## BRONZE SPONSOR

----

18m2/ 2 blocks of 3x3



1



1 x 30" spot

----

1 gift

----

## INCLUDES COMMUNICATION PACK IN CICLOSFERA

### CICLOSFERA MAGAZINE

#### #40 SUMMER 2022:

➔ 1 double page in "road test" section.

#### CICLOSFERA.COM:

➔ Extended branded content of the "road test" section.

### RRSS:

➔➔ Diffusion of the branded content of the "road test" in order to increase web traffic (fb/ig/tw).

Pack valued at 2150€.



### THE RENTAL OF THE SPACE INCLUDES:

- ➔➔ Booked space ➔➔ Free WiFi.
- ➔➔ Appear on the list of brands displayed on the website.
- ➔➔ Badges for the exhibiting brand's staff.
- ➔➔ Plates for test bikes (max. 5 pcs.)

### THE RENTAL OF THE SPACE DOES NOT INCLUDE:

- ➔➔ Electricity. (cost of 100€ per contracted space).
- ➔➔ Test bike parking: Maximum of 5 bikes per stand (cost of 5€ per bike and day of the fair).
- ➔➔ Licence to sell products on the stands (cost of 50€ per stand).
- ➔➔ Civil liability insurance.

(Exhibitors must prove that they have taken out valid insurance.

In the case of not having the relevant insurance, the organization will be able to facilitate the arrangement of such insurance).

3000€

# sponsorships



## Reservations

**21** **TO** **8**  
**FEBRUARY** **APRIL**

### PAYMENTS

**Payment of 25%**  
for the formalization  
of the sponsorship  
reservation from 21  
March to 11 April 2022.

**Payment of the  
remaining 75%**  
to complete the  
formalization from  
1 to 22 April 2022.



# sponsorships terms & conditions



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

No sponsorship reservation will be processed without the payment of 25% of the total amount and sending the bank receipt of this amount. The deadline for payment of the 25% is 11 April 2022 by bank transfer.

The payment of the remaining 75% will have to be made by bank transfer and subsequent sending of the bank receipt. The deadline for payment of the 75% shall be 22 April 2022.

In the case of an act of God or force major by Covid-19, which results in the cancellation of the event, these will be the conditions of cancellation:  
Between 1 and 15 April 2022, 100% of the amounts paid by exhibitors will be refunded.

Between 16 and 30 April, 90% of the amounts paid by exhibitors will be refunded.

Between 1st and 10th May, 85% of the amounts paid by exhibitors will be refunded.

In the event that the sponsor decides to cancel its participation in the fair, due to unforeseen circumstances or force majeure by Covid-19, these will be the cancellation conditions:

Between 1 and 15 April 2022, 80% of the amounts paid by exhibitors will be refunded.

Between 16 and 30 April, 50% of the amounts paid by the exhibitors will be refunded.

Between 1 and 10 May, 20% 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](mailto: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

magazine

alliances

facebook

instagram

newsletters

meetings

media

twitter

**NETWORKS**

web

# communication plan

public road

A hand holding a black megaphone, pointing towards the right. The megaphone is the central visual element of the page, symbolizing communication.

# COMMUNICATION. BEFORE. DURING. AND AFTER.

**What can we tell you about communication:** it is our great passion and what has driven Ciclosfera for almost ten years. This fair is our big event in 2022, and everyone will know about it.

**Print: Ciclosfera #39 and #40.**

Preview of the event in Ciclosfera #39 (22 March), the magazine celebrating our tenth anniversary, of which we will print 5,000 units and which will also be distributed at the fair. And in Ciclosfera #40 (22 June), a report on the event with a mention to all of you who were part of it. 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 networks**

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.



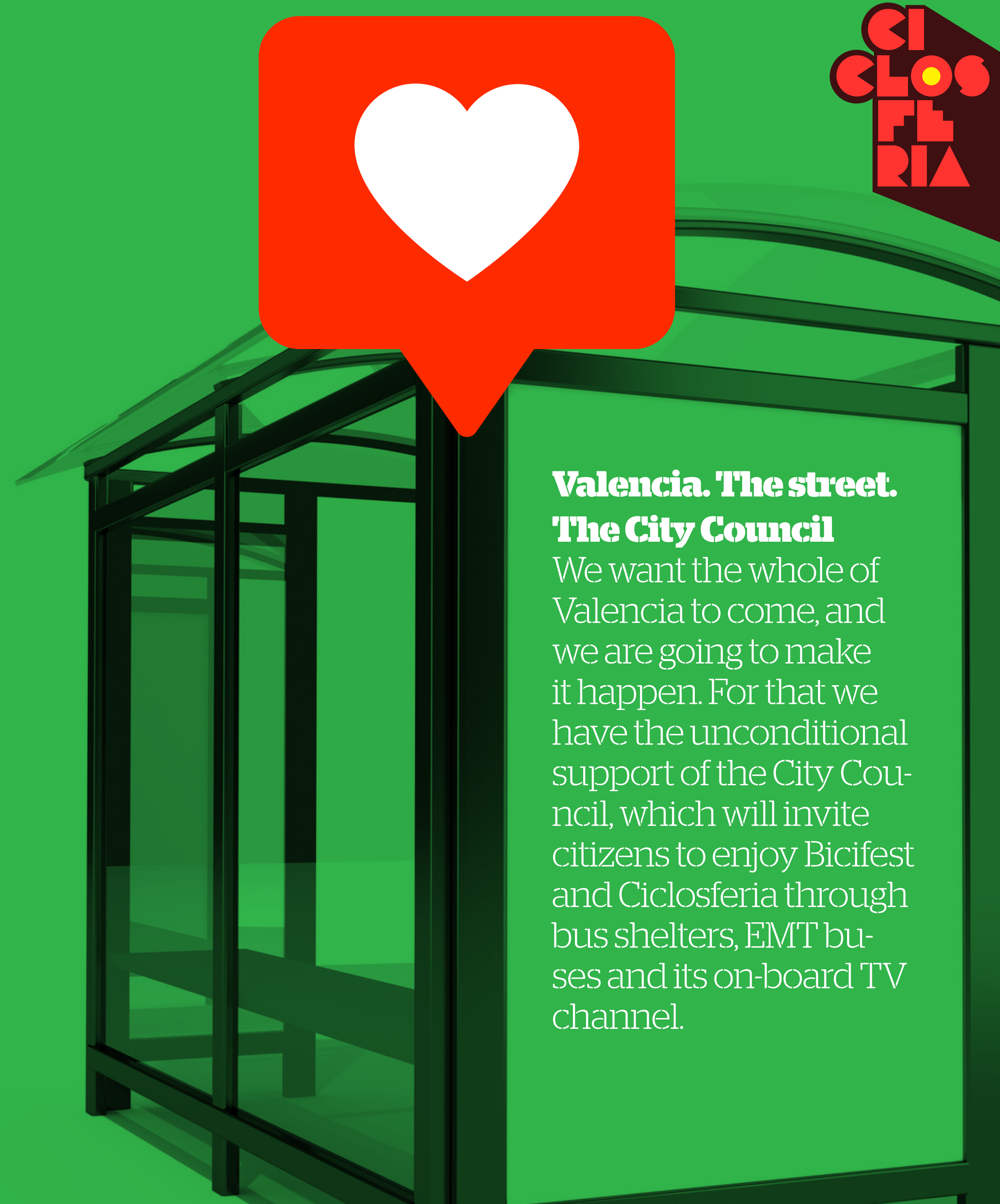
### **Face to face.**

For ten 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 Council**

We want the whole of Valencia to come, and we are going to make it happen. For that 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, push 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.**

Since months ago, and to make even more solid and ambitious a collaboration that has been going on for many years, 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 spread the word and provide coverage of a fair that aims to show new paths in terms of mobility, health and sustainability.

# BREAKFAST FOR PROFESSIONALS



**We love bikes, and we love people and business.**

That's why we are kicking off Ciclosferia with a bang and on **Friday 13th, from 9.30am to 1pm** and before opening the doors to the public, we invite you to have breakfast and meet all the other exhibitors and stands at the fair.

And not only that: shops, distributors and, in general, professionals from the sector will also come to visit Ciclosferia to get to know you and, hopefully ...  
**start common projects!**

# CONTACT



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**THANK YOU!**

We look forward to seeing you in Valencia

[ciclosferia.com](http://ciclosferia.com)

