


**Urban Cycling
Cyclotourism**

**VA
LEN
CIA
2024**

17/18/19 MAY

Exhibitor / sponsorship dossier

 **Ciclosfera**

CICLOSFERIA


24

ciclosferia.com



**Urban
Cycling**



Cyclotourism

UNIQUE & DIFFERENT

Ciclosferia 2022 and 2023 were a success, but we want Ciclosferia 2024 to be much more. That is why we are once again dedicating thousands of square metres of exhibition space to **urban cycling** and **cyclotourism**.

The present and the future of cycling, in a perfect, upcoming scenario:

Ciclosferia.

KEY VISUALS

Prueba de bicis y accesorios / Exposición / Circuito y actividades infantiles / Conciertos / Food Trucks
¡ENTRADA GRATUITA!

Ciclosfera, la primera feria de ciclismo urbano llega a Valencia
 13,14 y 15 de mayo en El Tinglado 2 de La Marina

ORGANIZA
 Ciclosfera | AJUNTAMENT DE VALÈNCIA

CICLOSFERIA

ciclosfera.com

PATROCINADORES

TECNOLÓGICO BOSCH ePowered	ORO CANYON SPECIALIZED
PLATA BERGAMONT Kleta	BRONCE RIESE & MÜLLER BROMPTON JUNCTION PURE ELECTRIC

COLABORAN
 tradebike | VOLATA | encicle | TODOBICI | insta360

2022

21 al 23 de abril en La Marina de València
 ENTRADA GRATUITA

CICLOSFERIA
 València

La feria de ciclismo urbano y cicloturismo
 ..y además BIKE PARADE el domingo 23 de abril
 Conciertos en el escenario valenbici
 Prueba de bicis, sorteos, zona infantil...
 + INFO: ciclosfera.com

ORGANIZAN
 Ciclosfera | AJUNTAMENT DE VALÈNCIA
REGIDORIA DE MOBILITAT SOSTENIBLE

PATROCINADORES

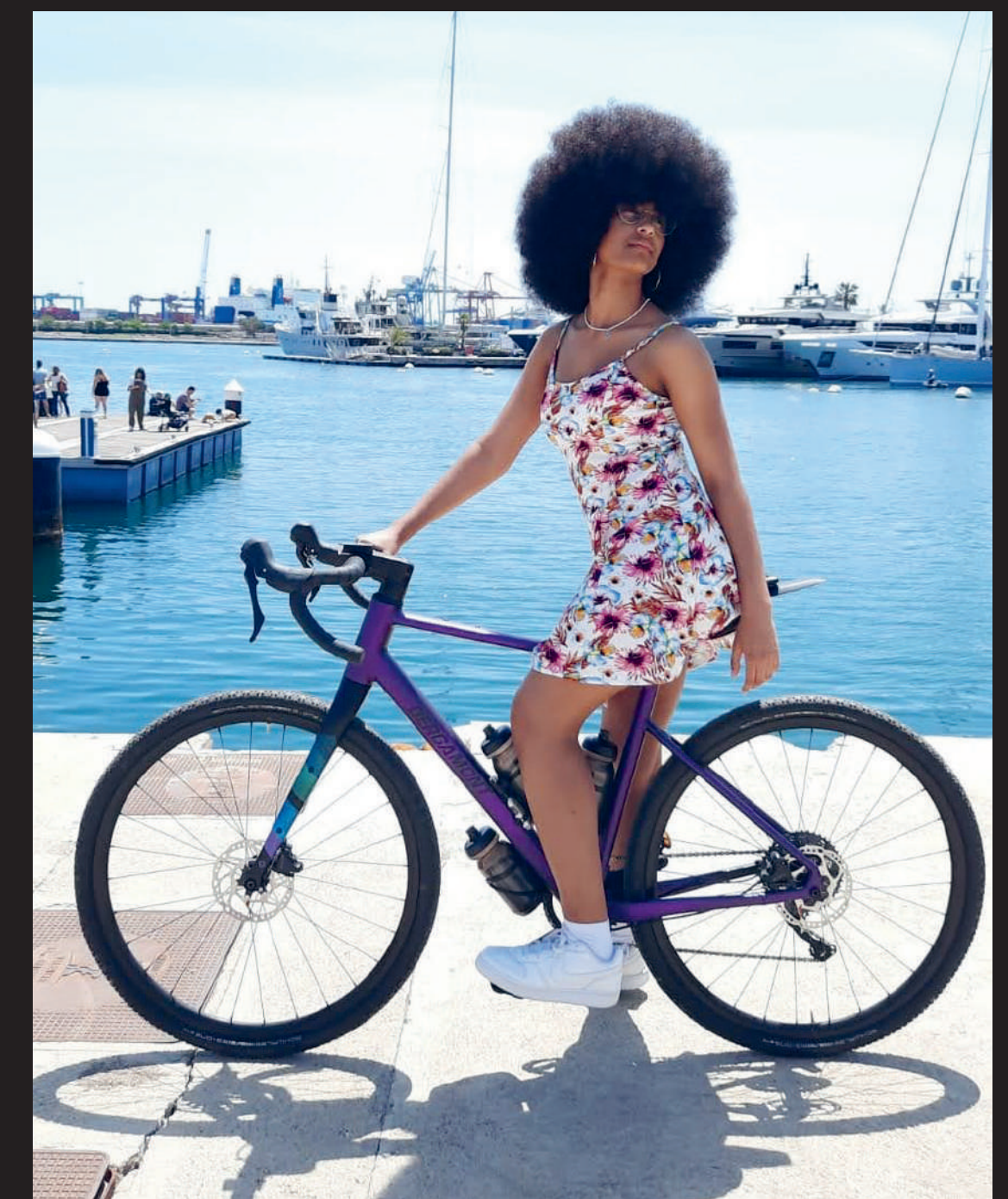
ORO eovolt	PLATA BOSCH ePowered BERGAMONT	CITY JCDecaux EYSA EMT VALÈNCIA
BRONCE granville MAHLE asecos X-VZ CRAFT BEEG LITTIUM	COLABORAN BROMPTON tradebike VOLATA Bikefriendly	

2023

2022 vs 2023 figures

more than
10.100
visitors in 2022

almost
16.000
visitors in 2023



2022 vs 2023

figures

	2022	2023	DIFFERENCE	%
VISITORS	10.174	15.712	5.538	54,43%
PROFESIONALS	327	514	187	57,19%
EXHIBITION AREA	821	1.233	412	50,18%
EXHIBITORS	43	56	13	30,23%
EXPOSED BRANDS	58	89	31	53,45%
SPONSORS	9	12	3	33,33%
PARTNERS	11	14	3	27,27%



**Manufacturers
and 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 fair where you can show and share your project with both the public and the most important agents in the sector. A perfect scenario for teaching and learning in a unique venue and in an unbeatable location in Valencia, perhaps the most cycling-oriented city in Spain at the moment. cycling city in Spain.

NO LIMITS

Cyclotourism

Cyclotourism needed a fair in Spain, and now it has one. With an exhibition of bicycles and accessories, but also with the presence of destinations and territories, operators and agencies, accommodation and services. A sector with an enormous margin for growth in our country deserves an event like Ciclosferia, to show all its potential and options to the people but, of course, also for its professionals to build links with other sectors, but, of course, also for its professionals to build links.



City councils

Accommodation

Autonomies

Tourist Houses

Hotels

WHEN?

MAY

17/18/19

There was no better date than spring 2024:

Ciclosferia will be held throughout the weekend of 17, 18 and 19 of May. Three days dedicated to cycling, urban mobility and cyclotourism.

WHERE?

Welcoming. Beautiful. Fun. Modern. Friendly.

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

La Marina of 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 plaza

(with an additional 2,500 square metres of uncovered space next to it), which 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 & SPONSORSHIP



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

As an
exhibitor

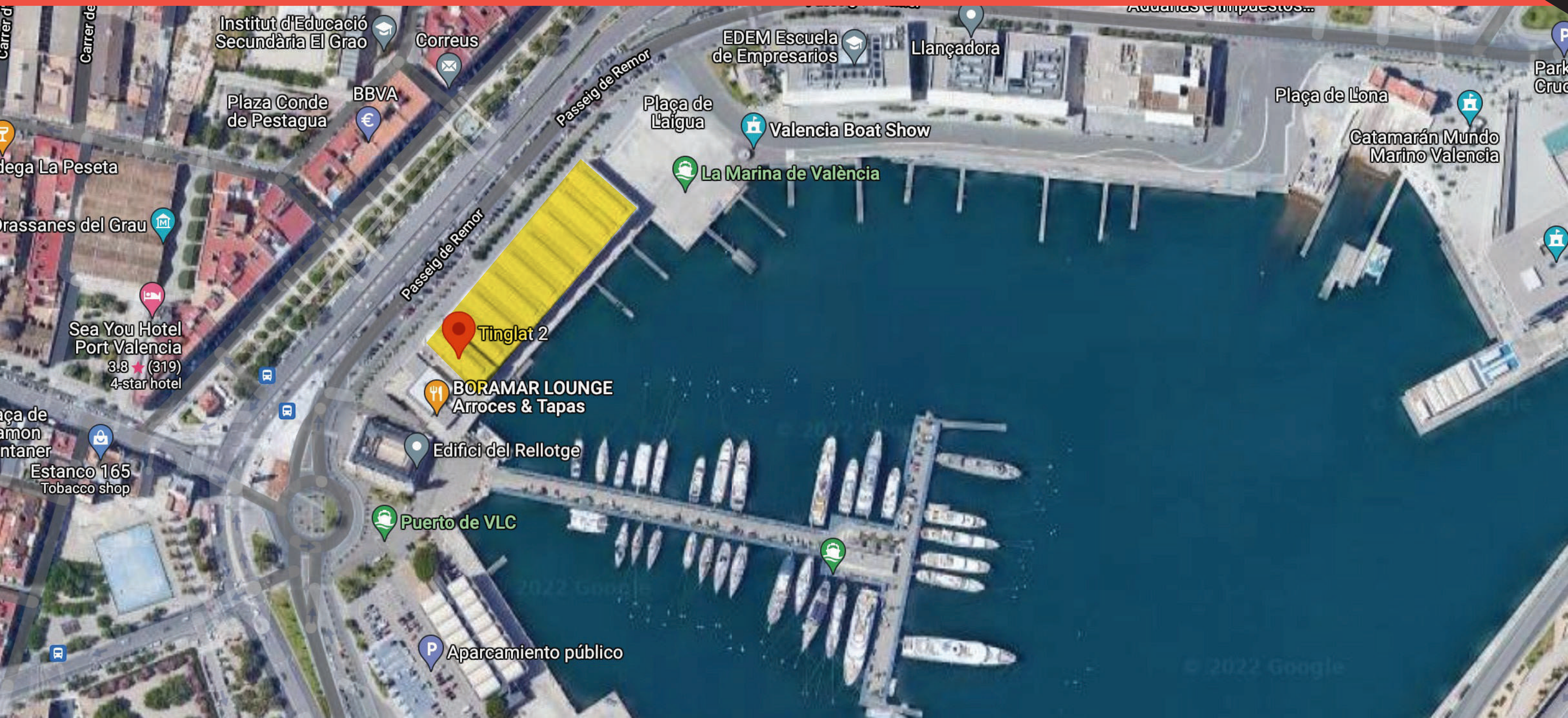
booking a space in which show your best products.

As an
SPONSOR

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

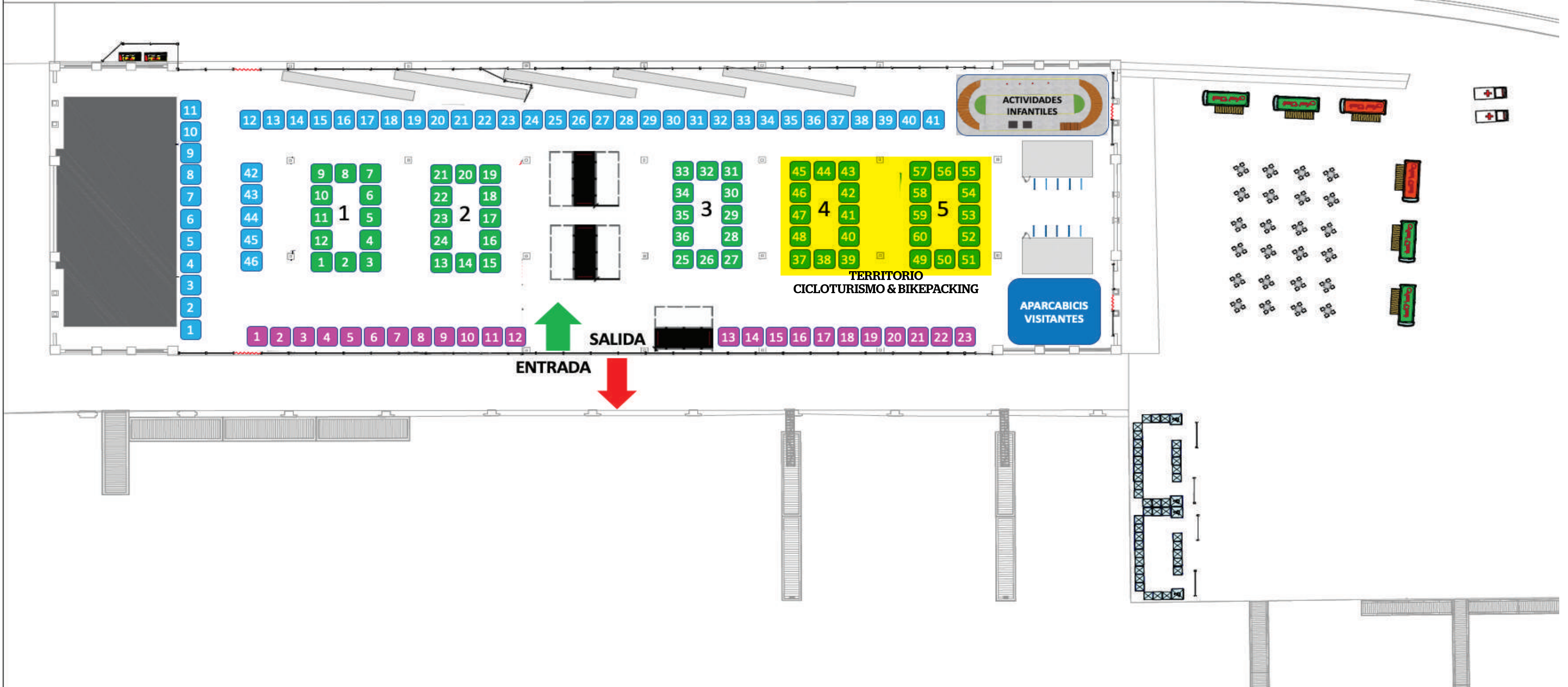
exhibitors

General map of the location



exhibitors

General map of the fair



exhibitors

Detailed map of the fair



AREA	PINK AREA 3x3 blocks	GREEN AREA 3x3 blocks	BLUE AREA 3x3 blocks
9m ² (3m x 3m)	75€/m ²	70€/m ²	68€/m ²
18m ² (3m x 6m)	70€/m ²	65€/m ²	63€/m ²
27m ² (3m x 9m)	67€/m ²	62€/m ²	60€/m ²
36m ² a 135m ² (3m x 12m) (9m x 15m)	65€/m ²	60€/m ²	58€/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** in the chosen area.

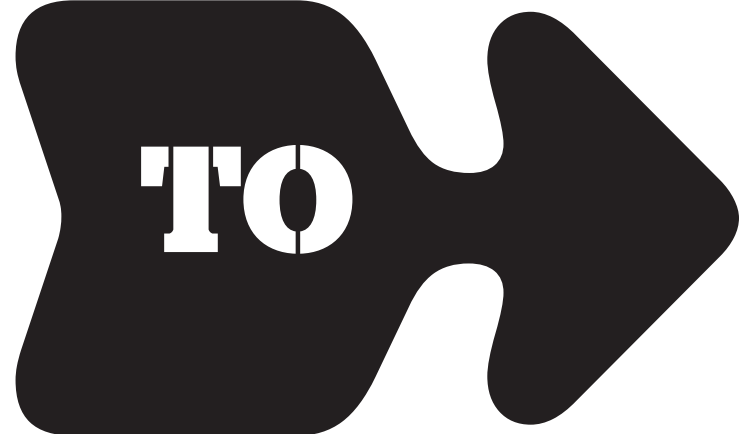
Regardless of the area, **you can hire as many blocks as you wish**, but always next to each other.

10% discount on the price of the floor space for AMBE brands

exhibitors

when to book space?

Bookings

15  **15**

NOVEMBER

APRIL

PAYMENTS

100% payment for the formalisation of the reservation of the requested space upon receipt of the invoice.



STEPS

1

Choose the preferred location and the required m² on the exhibition plan.

2

Fill in the space reservation form.

3

Send the form to fernando@ciclosfera.com

4

Pay 100% of the total amount of the selected space upon receipt of the invoice.

exhibitors terms and conditions

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.

Payment of 100% of the total amount must be made by bank transfer once the invoice has been received.

IMPORTANT: It is compulsory that all the structures placed by the exhibitor in his space are secured with a minimum of 8Kg in each of the legs. If this is not the case, the organisers may take whatever measures they deem appropriate in each case. This includes the removal of the structure if it poses a risk to the development of the event.

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.

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

- Between 1 and 29 February 2024, 100% of the amounts paid by exhibitors will be refunded.

- Between 1 and 15 March 2024, 75% of the amounts paid by exhibitors shall be refunded.

- Between 1 and 15 April 2024, 50% of the amounts paid by exhibitors will be refunded.

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,

In the event that exhibitors decide to cancel their participation in the fair, due to unforeseen circumstances or force majeure, these are the cancellation conditions:

- Between 1 and 29 February 2024, 90% of the amounts paid by exhibitors will be refunded.

- Between 1 and 15 March 2024, 75% of the amounts paid by exhibitors will be refunded.

- Between 1 and 15 April 2024, 25% of the amounts paid by exhibitors will be refunded.

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 sponsoring

BENEFITS	MAIN SPONSOR	TECHNOLOGICAL SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
INCLUDING FLOOR SPACE FOR EXHIBITION STAND	54m2* 6 blocks of 3x3	45m2* 5 blocks of 3x3	36m2* 4 blocks of 3x3	27m2* 3 blocks of 3x3	18m2* 2 blocks of 3x3
LIGHT POINT INCLUDED (1 SOCKET)	✓	✓	✓	✓	✓
SALES LICENCE INCLUDED	✓	✓	✓	✓	✓
PARKING INCLUDED (1 VEHICLE)	✓	✓	✓	✓	✓
WI-FI INCLUDED	✓	✓	✓	✓	✓
APPEARANCE IN THE NAMING OF THE FAIR: CICLOSFERIA POWERED BY "..."	✓	-----	-----	-----	-----
HIGHLIGHTED BRAND PRESENCE AS A SPONSOR THROUGHOUT THE OFFLINE AND ONLINE ADVERTISING CAMPAIGN.	✓	✓	✓	✓	✓
HIGHLIGHTED PRESENCE OF THE BRAND AS SPONSOR IN ALL SIGNAGE OF THE FAIR.	✓	✓	✓	✓	✓
EXCLUSIVE POST IN THE SOCIAL NETWORKS OF CICLOSFERIA (FACEBOOK / INSTAGRAM / TWITTER / LINKEDIN / YOUTUBE)	5	4	3	2	1
20' IG LIVE INTERVIEW	✓	✓	✓	✓	✓
FREE OF CHARGE	<p>PRINT CICLOSFERIA #47 SPRING 2024: ↳ 4 PAGES OF BRANDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.</p> <p>CICLOSFERIA.COM: ↳ EXTENDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.</p> <p>SNS: ↳ DIFFUSION OF BRANDED BRANDED CONTENT TO INCREASE WEB TRAFFIC (FB/IG/TW/LI/YT) ↳ 5 SPONSORSHIP POSTS (FB/IG/TW/LI/YT) ↳ 1 INTERVIEW IG LIVE 20' ↳ 1 BANNER 5 MONTHS ↳ 1 SUPERBANNER 1 MONTH</p> <p>Pack valued at 9.800€ FREE OF CHARGE</p>	<p>PRINT CICLOSFERIA #47 SPRING 2024: ↳ 4 PAGES OF BRANDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.</p> <p>CICLOSFERIA.COM: ↳ EXTENDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.</p> <p>SNS: ↳ DIFFUSION OF BRANDED BRANDED CONTENT TO INCREASE WEB TRAFFIC (FB/IG/TW/LI/YT) ↳ 4 SPONSORSHIP POSTS (FB/IG/TW/LI/YT) ↳ 1 INTERVIEW IG LIVE 20' ↳ 1 BANNER 4 MONTHS ↳ 1 SUPERBANNER 1 MONTH</p> <p>Pack valued at 8.800€ FREE OF CHARGE</p>	<p>PRINT CICLOSFERIA #47 SPRING 2024: ↳ 1 DOUBLE PAGE ADVERTISING ↳ 1 DOUBLE PAGE IN SECTION"ROAD TEST".</p> <p>CICLOSFERIA.COM: ↳ EXTENDED BRANDED CONTENT FROM THE "ROAD TEST" SECTION.</p> <p>SNS: ↳ DIFFUSION OF THE BRANDED CONTENT OF THE ROAD TEST TO INCREASE TRAFFIC ON THE WEB (FB/IG/TW/LI/YT) ↳ 3 SPONSORSHIP POSTS (FB/IG/TW/LI/YT) ↳ 1 INTERVIEW IG LIVE 20' ↳ 1 BANNER 3 MONTHS ↳ 1 SUPERBANNER 1 MONTH</p> <p>Pack valued at 8.300€ FREE OF CHARGE</p>	<p>PRINT CICLOSFERIA #47 SPRING 2024: ↳ 1 CONVENTIONAL ADVERTISING PAGE. ↳ 1 DOUBLE PAGE IN SECTION"ROAD TEST".</p> <p>CICLOSFERIA.COM: ↳ EXTENDED BRANDED CONTENT FROM THE "ROAD TEST" SECTION.</p> <p>SNS: ↳ DIFFUSION OF THE BRANDED CONTENT OF THE ROAD TEST TO INCREASE TRAFFIC ON THE WEB (FB/IG/TW/LI/YT) ↳ 2 SPONSORSHIP POSTS (FB/IG/TW/LI/YT) ↳ 1 INTERVIEW IG LIVE 20' ↳ 1 BANNER 1 MONTH</p> <p>Pack valued at 5.400€ FREE OF CHARGE</p>	<p>PRINT CICLOSFERIA #47 SPRING 2024: ↳ 1 DOUBLE PAGE IN SECTION"ROAD TEST".</p> <p>CICLOSFERIA.COM: ↳ EXTENDED BRANDED CONTENT FROM THE "ROAD TEST" SECTION .</p> <p>SNS: ↳ DIFFUSION OF THE BRANDED CONTENT OF THE ROAD TEST TO INCREASE TRAFFIC ON THE WEB (FB/IG/TW/LI/YT) ↳ 1 SPONSORSHIP POST (FB/IG/TW/LI/YT) ↳ 1 INTERVIEW IG LIVE 20' ↳ 1 BANNER 1 MONTH</p> <p>Pack valued at 3.700€ FREE OF CHARGE</p>
INCLUDES CICLOSFERIA COMMUNICATION PLAN					
	30.000 €	15.000 €	10.000 €	8.000 €	6.000 €

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

types of sponsoring

BENEFITS

INCLUDING FLOOR SPACE FOR EXHIBITION STAND

LIGHT POINT INCLUDED (1 SOCKET)

SALES LICENCE INCLUDED

PARKING INCLUDED (1 VEHICLE)

WI-FI INCLUDED

APPEARANCE IN THE NAMING OF THE FAIR: CICLOSFERIA POWERED BY "...".

HIGHLIGHTED BRAND PRESENCE AS A SPONSOR THROUGHOUT THE OFFLINE AND ONLINE ADVERTISING CAMPAIGN.

HIGHLIGHTED PRESENCE OF THE BRAND AS SPONSOR IN ALL SIGNAGE OF THE FAIR.

EXCLUSIVE POST IN THE SOCIAL NETWORKS OF CICLOSFERA (FACEBOOK / INSTAGRAM / TWITTER / LINKEDIN / YOUTUBE)

20' IG LIVE INTERVIEW

MAIN SPONSOR

54m2/ 6 blocks of 3x3



5



30.000€

INCLUDES CICLOSFERA COMMUNICATION PACK

REVISTA CICLOSFERA #47 PRIMAVERA 2024:

➔ 4 PAGES OF BRANDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.

CICLOSFERA.COM:

➔ EXTENDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.

SNS:

- ➔ DIFFUSION OF BRANDED BRANDED CONTENT TO INCREASE WEB TRAFFIC (FB/IG/TW/LI/YT)
- ➔ 5 SPONSORSHIP POSTS (FB/IG/TW/LI/YT)
- ➔ 1 INTERVIEW IG LIVE 20'
- ➔ 1 BANNER 5 MONTHS
- ➔ 1 SUPERBANNER 1 MONTH

Pack valued at 9.800€ FREE OF CHARGE

INCLUDED:

- ➔ Accreditation of the exhibiting brand's staff.
- ➔ Plates for test bikes

NOT INCLUDED:

- ➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance).

types of sponsoring

BENEFITS

INCLUDING FLOOR SPACE FOR EXHIBITION STAND

LIGHT POINT INCLUDED (1 SOCKET)

SALES LICENCE INCLUDED

PARKING INCLUDED (1 VEHICLE)

WI-FI INCLUDED

APPEARANCE IN THE NAMING OF THE FAIR: CICLOSFERIA POWERED BY "...".

HIGHLIGHTED BRAND PRESENCE AS A SPONSOR THROUGHOUT THE OFFLINE AND ONLINE ADVERTISING CAMPAIGN.

HIGHLIGHTED PRESENCE OF THE BRAND AS SPONSOR IN ALL SIGNAGE OF THE FAIR.

EXCLUSIVE POST IN THE SOCIAL NETWORKS OF CICLOSFERA (FACEBOOK / INSTAGRAM / TWITTER / LINKEDIN / YOUTUBE)

20' IG LIVE INTERVIEW

TECHNOLOGICAL SPONSOR

45m2/ 5 blocks of 3x3





4



15.000€

INCLUDES CICLOSFERA COMMUNICATION PACK

PRINT CICLOSFERA #47 SPRING 2024:

➔ 4 PAGES OF BRANDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.

CICLOSFERA.COM:

➔ EXTENDED BRANDED CONTENT IN THE "MUNDOBICI" SECTION.

SNS:

- ➔ DIFFUSION OF BRANDED BRANDED CONTENT TO INCREASE WEB TRAFFIC (FB/IG/TW/LI/YT)
- ➔ 4 SPONSORSHIP POSTS (FB/IG/TW/LI/YT)
- ➔ 1 INTERVIEW IG LIVE 20'
- ➔ 1 BANNER 4 MONTHS
- ➔ 1 SUPERBANNER 1 MONTH

Pack valued at 8.800€ FREE OF CHARGE

INCLUDED:

- ➔ Accreditation of the exhibiting brand's staff.
- ➔ Plates for test bikes

NOT INCLUDED:

- ➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance).

types of sponsoring

BENEFITS

INCLUDING FLOOR SPACE FOR EXHIBITION STAND

LIGHT POINT INCLUDED (1 SOCKET)

SALES LICENCE INCLUDED

PARKING INCLUDED (1 VEHICLE)

WI-FI INCLUDED

APPEARANCE IN THE NAMING OF THE FAIR: CICLOSFERIA POWERED BY "...".

HIGHLIGHTED BRAND PRESENCE AS A SPONSOR THROUGHOUT THE OFFLINE AND ONLINE ADVERTISING CAMPAIGN.

HIGHLIGHTED PRESENCE OF THE BRAND AS SPONSOR IN ALL SIGNAGE OF THE FAIR.

EXCLUSIVE POST IN THE SOCIAL NETWORKS OF CICLOSFERA (FACEBOOK / INSTAGRAM / TWITTER / LINKEDIN / YOUTUBE)

20' IG LIVE INTERVIEW

GOLD SPONSORSHIP

36m2/ 4 blocks of 3x3





3



10.000€

INCLUDES CICLOSFERA COMMUNICATION PACK

PRINT CICLOSFERA #47 SPRING 2024:

- ➔ 1 DOUBLE PAGE ADVERTISING
- ➔ 1 DOUBLE PAGE IN SECTION "ROAD TEST".

CICLOSFERA.COM:

- ➔ EXTENDED BRANDED CONTENT FROM THE "ROAD TEST" SECTION.

SNS:

- ➔ DIFFUSION OF THE BRANDED CONTENT OF THE ROAD TEST TO INCREASE TRAFFIC ON THE WEB (FB/IG/TW/LI/YT)
- ➔ 3 SPONSORSHIP POSTS (FB/IG/TW/LI/YT)
- ➔ 1 INTERVIEW IG LIVE 20'
- ➔ 1 BANNER 3 MONTHS
- ➔ 1 SUPERBANNER 1 MONTH

Pack valued at 8.300€ FREE OF CHARGE

INCLUDED:

- ➔ Accreditation of the exhibiting brand's staff.
- ➔ Plates for test bikes

NOT INCLUDED:

- ➔ Civil liability insurance. (Exhibitors must prove that they have taken out valid insurance).

types of sponsoring

BENEFITS

INCLUDING FLOOR SPACE FOR EXHIBITION STAND

LIGHT POINT INCLUDED (1 SOCKET)

SALES LICENCE INCLUDED

PARKING INCLUDED (1 VEHICLE)

WI-FI INCLUDED

APPEARANCE IN THE NAMING OF THE FAIR: CICLOSFERIA POWERED BY "...".

HIGHLIGHTED BRAND PRESENCE AS A SPONSOR THROUGHOUT THE OFFLINE AND ONLINE ADVERTISING CAMPAIGN.

HIGHLIGHTED PRESENCE OF THE BRAND AS SPONSOR IN ALL SIGNAGE OF THE FAIR.

EXCLUSIVE POST IN THE SOCIAL NETWORKS OF CICLOSFERA (FACEBOOK / INSTAGRAM / TWITTER / LINKEDIN / YOUTUBE)

20' IG LIVE INTERVIEW

SILVER SPONSORSHIP

27m2/ 3 blocks of 3x3





2



8.000€

INCLUDES CICLOSFERA COMMUNICATION PACK

PRINT CICLOSFERA #47 SPRING 2024:

- ➔ 1 CONVENTIONAL ADVERTISING PAGE.
- ➔ 1 DOUBLE PAGE IN SECTION "ROAD TEST".

CICLOSFERA.COM:

- ➔ EXTENDED BRANDED CONTENT FROM THE "ROAD TEST" SECTION.

SNS:

- ➔ DIFFUSION OF THE BRANDED CONTENT OF THE ROAD TEST TO INCREASE TRAFFIC ON THE WEB (FB/IG/TW/LI/YT)
- ➔ 2 SPONSORSHIP POSTS (FB/IG/TW/LI/YT)
- ➔ 1 INTERVIEW IG LIVE 20'
- ➔ 1 BANNER 1 MONTH

Pack valued at 5.400€ FREE OF CHARGE

INCLUDED:

- ➔ Accreditation of the exhibiting brand's staff.
- ➔ Plates for test bikes

NOT INCLUDED:

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types of sponsoring

BENEFITS

INCLUDING FLOOR SPACE FOR EXHIBITION STAND

LIGHT POINT INCLUDED (1 SOCKET)

SALES LICENCE INCLUDED

PARKING INCLUDED (1 VEHICLE)

WI-FI INCLUDED

APPEARANCE IN THE NAMING OF THE FAIR: CICLOSFERA POWERED BY "...".

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20' IG LIVE INTERVIEW

BRONZE SPONSORSHIP

18m2/ 2 blocks of 3x3





1



6.000€

INCLUDES CICLOSFERA COMMUNICATION PACK

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➔ EXTENDED BRANDED CONTENT FROM THE "ROAD TEST" SECTION.

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- ➔ Plates for test bikes

NOT INCLUDED:

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sponsorships

Bookings

15  **15**

NOVEMBER

APRIL

PAYMENTS

100% payment for the formalisation of the reservation of the requested space upon receipt of the invoice.



sponsorships

how to book space?

STEPS

1

Choose the preferred sponsorship and the required m2 on the exhibition plan.

2

Fill in the Sponsor reservation form.

3

Send the form to fernando@ciclosfera.com

4

Pay 100% of the total amount of the selected space upon receipt of the invoice.

sponsorships terms & conditions

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Payment of 100% of the total amount must be made by bank transfer upon receipt of the invoice.

IMPORTANT: It is compulsory that all the structures placed by the exhibitor in his space are secured with a minimum of 8Kg in each of the legs. If this is not the case, the organisers may take whatever measures they deem appropriate in each case. This includes the removal of the structure if it poses a risk to the development of the event.

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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

SNS

meetings

twitter

communication plan

web

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 of 2024, and the whole world is going to hear about it.

Print: Ciclosfera #47 and #48.

Preview of the event in Ciclosfera #47 (22nd March), the magazine of which we will print 5,000 units and which will also be distributed at the event 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.



Professional Communication.

The Ciclosfera / Ciclosferia project is in the middle of everything: we have a great reach with the final public, but also very powerful connections with the professional field, both in Spain and internationally. As AMBE's Bicycle Sector Allies, our fair is one of the most important dates in the calendar of manufacturers, distributors, shops and all kinds of professionals. The most important specialised media (TradeBike, Volata or BIKE) are regular Media Partners of Ciclosferia. And our project is linked to important events such as Eurobike, the Italian Bike Festival, the International Cargo Bike Festival or Festibike.



Among 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.

Aliados de 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 Ciclosfera, and the great reference of the sector will support and be part of many of our actions.

Media.

Ciclosfera 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.



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THANK YOU!

We look forward to seeing you in Valencia
ciclosferia.com

