



INTERNATIONAL CARGO BIKE FESTIVAL

**27-29 OCTOBER 2022
WORLD OF EMOBILITY
THE NETHERLANDS**



**World of
eMobility**

EXHIBITOR BROCHURE



ICBF AT WORLD OF EMOBILITY



This year we're teaming up with **World of eMobility** to hold a very special edition of the **International Cargo Bike Festival** on **27-29th October 2022**.

World of eMobility is a unique, innovation-focused event with **exhibition space, test track, an auditorium and break-out rooms**. The venue is Expo Haarlemmermeer; a huge glass building close to the cities of **Amsterdam** and **Haarlem**, and right next to the rail-connected **Schipol** airport.

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INTERNATIONAL CARGO BIKE FESTIVAL



Since its inception in 2012 the **International Cargo Bike Festival (ICBF)** has been known as *the* place where the cargo bike world comes together to network, share ideas and showcase new developments.

Part trade show, part conference and part... well, festival, the ICBF has always had a vibrant, informal feel. We see no contradiction in holding an event where serious business can be done *and* where all facets of the cargo bike can be simply celebrated. In 2022 we're taking this philosophy with us to **World of eMobility**.

**INTERNATIONAL
CARGO BIKE
FESTIVAL**



www.cargobikefestival.com

WORLD OF EMOBILITY



World of eMobility debuted in 2021 and is a high-end, B2B/B2C crossover event focussing on the core values of sustainability, design and innovation. The event showcases a mixture of start-ups, scale-ups and established businesses in the area of electric mobility, from lifestyle e-bikes to e-trucks, and from electric cars to cargo bikes.

You might ask why the ICBF has teamed up with an event with such a broad remit? We think it is crucial that when decision-makers are looking for sustainable solutions, cargo bikes are in the spotlight; front and centre. We hope to see you there!



www.worldofemobility.com

INFO

What? International Cargo Bike Festival
at
World of eMobility

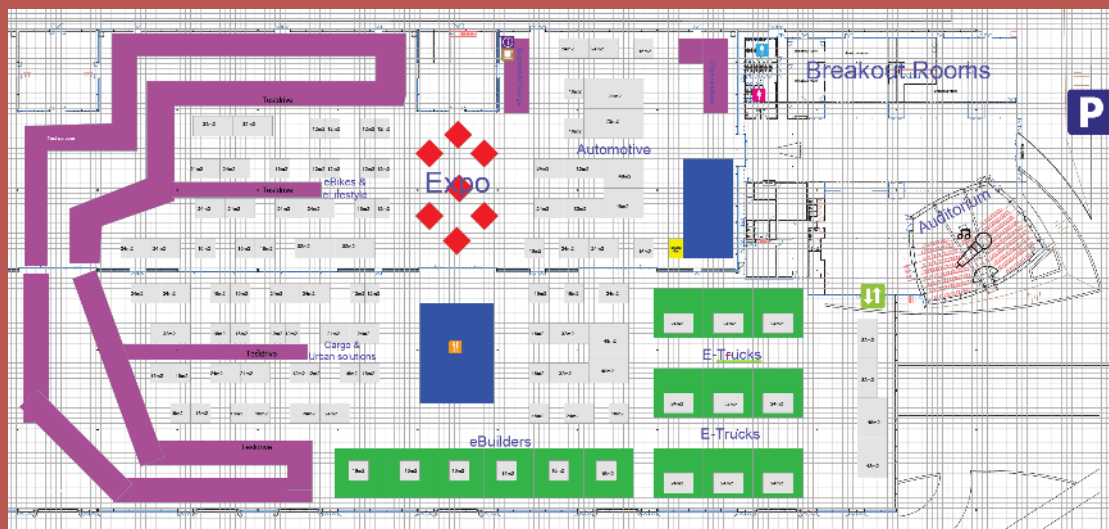
When? Thursday 27th October
Friday 28th October
Saturday 29th October

Where? Expo Haarlemmermeer,
Stelling 1,
2141 SB Vijfhuizen,
The Netherlands.



THE VENUE IN NUMBERS

- 100+ stands
- 120+ progressive brands
- 4 Areas
 - Cargo Bikes, LEV, Logistics and Urban Solutions (30%)
 - Automotive and Charging (20%)
 - eSteps, eBike, eScooters and eMotors (30%)
 - eVans, eTrucks, eBuses and eMachines (20%)
- 40+ speakers
- 50+ seminars and lectures
- Indoor and outdoor test tracks
- Exhibition of special products and objects
- 5,000+ visitors
 - 72% business
 - 28% consumers
- Solar-powered roof



PROGRAMME

Thursday 27th October

On the Thursday we're holding the ICBF Conference. The last conference we held in Groningen back in 2019, attracted people from business, government and the third sector from over 40 different countries.

Alongside the conference, of course, the exhibition gets underway – the perfect combination allowing you to showcase what you do to policy makers and decision makers alike.

There will also be opportunities to network after-hours with clients and peers from the industry alike.



Friday and Saturday 28-29th October

On days two and three the International Cargo Bike Festival continues apace, with extra speaking sessions, test-rides and more events to be announced.

Whereas on the Thursday and Friday B2B, B2C and B2G visitors will tend to be the focus, the Saturday will also attract consumers looking for personal and family cargo bike solutions.

EXHIBITION STANDS



SILVER PACKAGE

- Choice of white or black stand walls
- Truss construction above the stand including spotlights and lighting
- Furniture package: 1 standing table & 2 bar stools
- Assembly and disassembly of the stand
- Scanner to collect visitor data
- 3 KW power point
- Waste and disposal
- Product as design object in exhibition area or entrance to WOE DARES area
- Free coffee and tea
- Parking tickets for staff members
- Invitation cards for (potential) customers an online eShowroom (partner page) for 12 months

GOLD PACKAGE

= the Silver Package plus:

- Personalised walls with photos, print or logo
- Floor covering (choice of several colours)
- The opportunity to give a lecture or product presentation

Additional materials (TV screens, columns, stickers, bar, plants etc.) are available at extra cost.

THE ICBF MAGAZINE



It's official: the cargo bike industry is ready to open up again. The ICBF Magazine 2022 will cater to this pent-up demand by offering a treasure trove of insights, tips, interviews, news and in-depth features.

The ICBF Magazine is also the perfect opportunity for exhibitors to boost their presence at ICBF 2022. Place an advertisement or self-written advertorial in the ICBF Magazine and let the world know all about what you do.

We also personally make sure that each ICBF Magazine contributor is individually put in the spotlight on our social media - that's just part of the service.

The 2021 edition featured articles from across the world on family cycling, last-mile logistics and the cargo bike emoji; and the 2022 edition will be just as diverse. As ever, the magazine will be equal parts serious and fun, with dynamic, readable content.

Previous editions of the ICBF Magazine, going all the way back to 2016, are available to read for free on our website.

Published: Early October 2022

Platforms: online and in print (available to ICBF 2022 visitors)

SOCIAL MEDIA PRESENCE

We've worked hard in the last few years to reach out across the world and spread the message about cargo bikes on social media. In response, our audience has grown significantly.

This brings opportunities to those who exhibit at the **International Cargo Bike Festival** on our social channels; we proudly promote their work to an engaged audience of over 20k followers (predicted to rise to 23k followers by Oct 2022).



INSTAGRAM

5907

followers

+31% year on year



TWITTER

5153

followers

+36% year on year



LINKEDIN

5208

followers

+56% year on year



FACEBOOK

3863

followers

+24% year on year

Total audience (April 2022)

20130

followers

+36% year on year

PRICING: ICBF 2022

Exhibition stands	Silver package (€225/m ²)	Gold package (€255/m ²)
12m ²	€2700	€3060
16m ²	€3600	€4080
24m ²	€5400	€6120
32m ²	€7200	€8160
48m ²	€10800	€12240
72m ²	€16200	€18360
<ul style="list-style-type: none"> • Special rates are available on request for start-ups. • Own stand construction is possible. Min 32m² €125/m²). • Special stand design and construction is also possible 		

Auditorium rental	
60 minutes	€750
30 minutes	€500
Break-out Room rental	
60 minutes	€350
30 minutes	€250
<ul style="list-style-type: none"> • Prices include screens, lighting, audio and technician 	

Tickets	
Individual B2B, all days (includes ICBF Conference access)	€22.50
Individual B2C, all days	€19.50
Children under 18	Free
Parking	€10.00 / day
Bike parking	Free (naturally)

Exhibition, auditorium and break-out room prices exclude VAT. Ticket prices include VAT.

To book your place at ICBF 2022 at World of eMobility, contact us at: info@cargobikefestival.com.

PRICING: ICBF MAGAZINE 2022

Front cover *SOLD*	€1200
Single page	€900
Double page	€1700
Centrefold (2 pages)	€2000
Rear cover	€1200

All prices exclude VAT.

To book your place in the ICBF Magazine, contact us at:
info@cargobikefestival.com.

CONTACT US

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