



INTERNATIONAL CARGO BIKE FESTIVAL

25-26 OCTOBER 2024
JAARBEURS, UTRECHT



ONLINE PACK

@CARGOBIKEFEST
CARGOBIKEFESTIVAL.COM

INTERNATIONAL CARGO BIKE FESTIVAL

This year's edition of the **International Cargo Bike Festival** will take place on **25-26th October 2024** at **Jaarbeurs Utrecht**.

We may be best known for running *the* original annual cargo bike event...

...but there's more to us than that. **We can help put your organisation into the spotlights;** in front of an engaged online audience of cargo bike users. To find out how, read on...



News article

News articles are short-reads – 250-300 words – published in the news section of the ICBF website: cargobikefestival.com/news/

With options to write the text yourself (we'll help with editing), or let us write it for you, it's a **low-barrier option to get your message out** there in a punchy, impactful way.

Tip: re-use the same text as a press release.

News article:

- 250-300 words
- Marked as '*Advertorial content*'
- Includes 1 social post

Text written by you: **€350**

Text written by ICBF: **€700**

≡ MENU

INTERNATIONAL CARGO BIKE FESTIVAL



Blubrake and Urbike pilot ABS on the streets of Brussels



- Advertorial content -

Blubrake recently joined forces with Urbike, a Brussels-based cycle logistics cooperative, to conduct a pilot test aimed at enhancing safety in last mile delivery. The focal point of this collaboration was the installation of a Blubrake Anti-lock Braking System (ABS) on an e-cargo bike, which yielded remarkable results.

In bustling urban environments, e-cargo bikes play a vital role in facilitating last-mile deliveries, but they also face inherent challenges in terms of manoeuvrability and stopping distance. With safety as their top priority, Blubrake and Urbike saw an opportunity to explore how ABS technology could significantly improve braking performance and mitigate potential hazards on the road.

Feature article

Feature articles are long-reads – generally around 1500 words – published in the Features section:
cargobikefestival.com/features

Written by us in close consultation with you, **Feature articles are deeper dives**; helping you to explain complex subjects (thought leadership) or give much-deserved extra attention to a particular subject or message.


Tip: re-publish the article on your own website.

Feature article

- ~1500 words
- Marked as ‘Content Supported by...’
- Includes 2 social posts

Text written by ICBF: **€2700**

MENUINTERNATIONAL CARGO BIKE FESTIVAL



DOCKR's in-house development team have designed custom boxes for the Urban Arrows and Kettler Alu-Rad (pictured) cargo bikes in their fleet.

Thinking outside the box

How DOCKR's development team have innovated their way to success

31 JAN 2023

BY TOM PARR, CO-ORGANISER OF THE INTERNATIONAL CARGO BIKE FESTIVAL

4 MINUTE READ

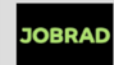

CONTENT SUPPORTED BY DOCKR

Jurjen Vellinga is Product Development Lead at DOCKR, a Netherlands-based company offering businesses access to cargo bikes and light electric vehicles on a flexible, subscription-style basis.

Jurjen's easy-going nature – he's a self-confessed bike nerd – belies a relentless focus on detail which has helped him see several high-impact design projects come to fruition in his short time at DOCKR.

We sat down with him to discuss some of the innovations he's most proud of, and find out what they mean for DOCKR's customers and the wider cargo bike industry.

Partners & Supporters of the ICBF



Nuts and bolts

ICBF Website: Logo Placement

By placing a prominent yet discreet banner, you can reach all visitors to the ICBF website (~ 9000+ annually), support our work and associate your brand with the ICBF. All while driving traffic back to your own website.

Tip: link to either your homepage or a specific product page you want to highlight

Logo placement

- On ICBF website homepage (right-hand column)
- Limited space: available for 3, 6 or 12 month periods
- 300x200 logo or image, hyperlinked

€150/month



Social Media Campaign

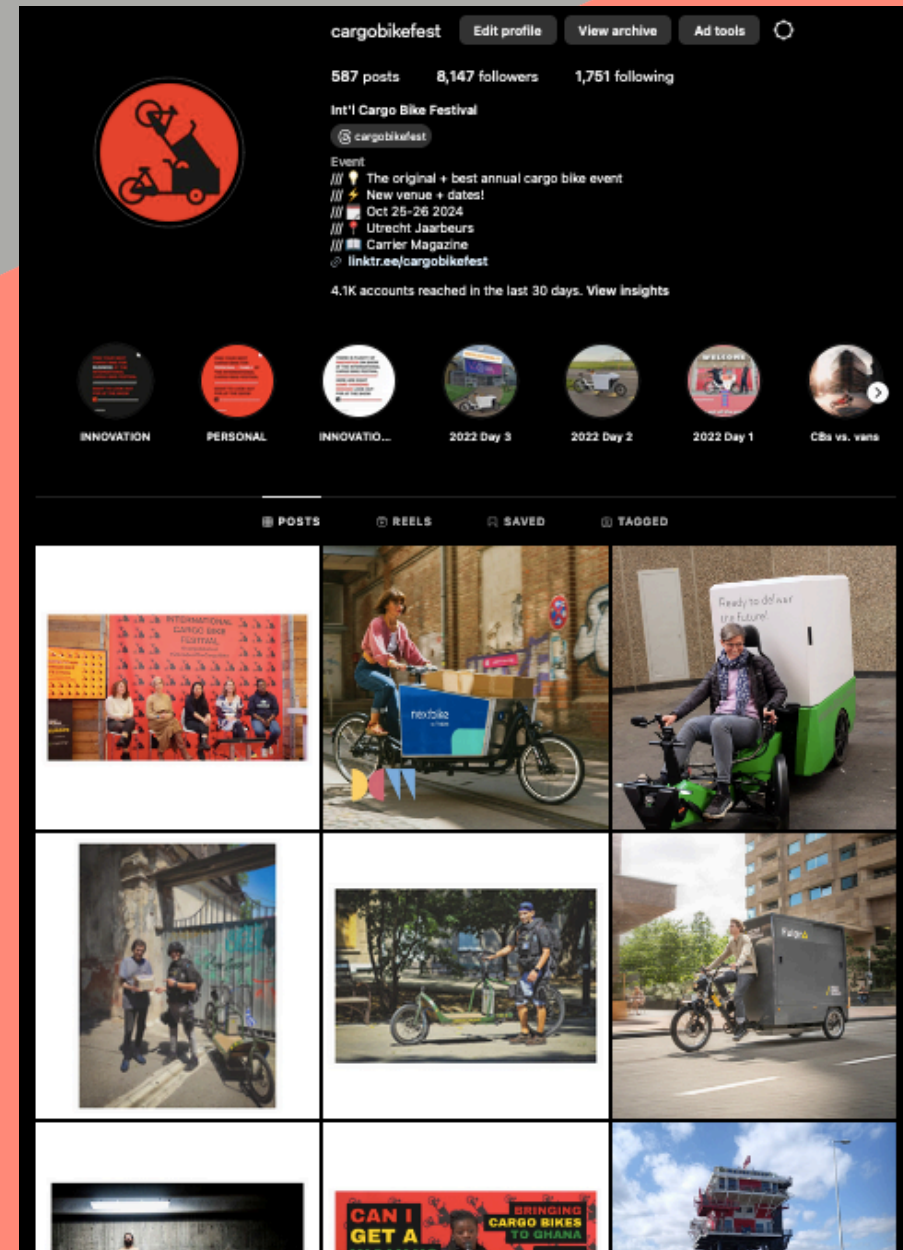
Showcase your brand and grow your own social media following with custom-crafted social posts beamed out on all @cargobikefest channels. Test the water or commit – different campaign-lengths are available.

Tip: use it to boost a product launch, tell stories or put initiatives in the spotlight

@cargobikefest social campaign

- Monthly posts on Instagram, Twitter, LinkedIn, Threads and Facebook to over 30,000 @cargobikefest followers
- May be labelled 'Paid partnership' or equivalent – differs per platform
- Limited availability: choose from 3, 6 or 12 month periods

€150/month



Social Media Support

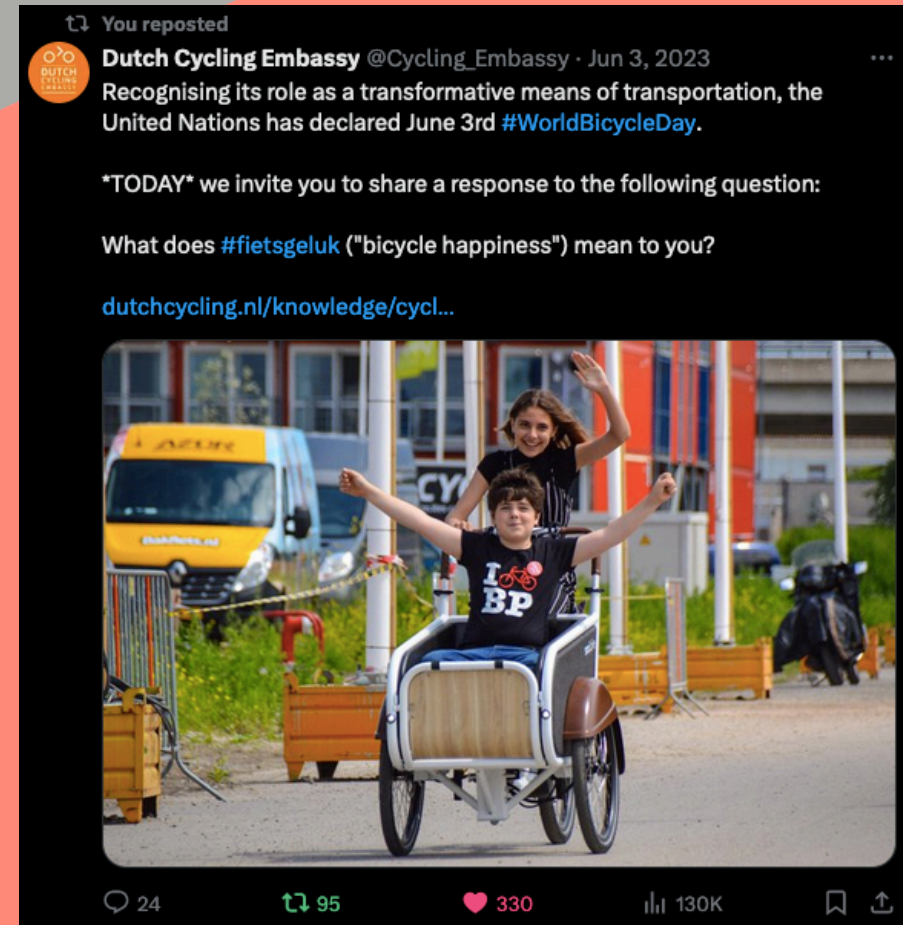
Let us give your social media posts a boost – by lending you our support. We'll like and share posts made from your accounts, giving them extra visibility and credibility while offering them to a wider audience.

Tip: plan in advance which posts you want to boost – timing can be key

@cargobikefest social media support

- Following your Instagram, Twitter, LinkedIn, Threads or Facebook accounts and 'liking' your posts.
- Sharing 1 post (per platform, per month)
- Limited availability: choose from 3, 6 or 12 month periods

€100/month



Social Media Presence

We work hard to reach out across the world and spread the cargo bike message on our **@cargobikefest** social media channels. In response, our following has grown significantly.

This brings opportunities to anyone who wants to make waves in the cargo bike industry. **We can showcase your organisation, work, products or services** to an organic, engaged audience of 30k followers (predicted to rise to 34k by Oct 2024).

INSTAGRAM	TWITTER	LINKEDIN	FACEBOOK	THREADS	YOUTUBE
8.2k followers +16% YOY	6.7k followers +5% YOY	8.9k followers +27% YOY	5.0k followers +15% YOY	1.1k followers NEW in 2024	80 subscribers so far! NEW in 2024
31.2k reach	379.1k impressions	261.9k impressions	484.5k reach		
Total audience 30k followers (Mar 2023 – Mar 2024) +20% YOY					

Website

The ICBF's online beating heart is our website. On it, you'll find **news** and diverse, high-quality **feature articles** alongside **exhibitor and speaker profiles**, **visitor information** and the ICBF **programme**. The website also hosts the online version of ***Carrier***, our magazine.

In short, it's a growing online hub – with worldwide reach – for the cargo bike world.

ICBF website:

9.2k active users

of which **7.3k** were new visitors

44k page views

(Mar 2023-Mar 2024)

Website visitors: top 16 countries

- | | |
|-------------------|------------|
| 1. Netherlands | 9. Italy |
| 2. Poland | 10. Spain |
| 3. Germany | 11. Taiwan |
| 4. United Kingdom | 12. Canada |
| 5. United States | 13. India |
| 6. France | 14. Sweden |
| 7. Belgium | 15. Brazil |
| 8. Denmark | 16. China |

Bespoke Services

Does your organisation need something else? With our extensive international network in the cargo bike and cycling industries, **we can put together a cost-effective custom plan that fits your needs.** Just get in touch.

For now, we'll leave you with an insight: when promoting your brand **in the cargo bike space, online and offline efforts work best when combined.** They leverage one another and to be truly effective, you should look at doing both.

In other words, the online services we've outlined in this document are perfectly complimented by exhibiting at the International Cargo Bike Festival – *and vice versa.* **See you Utrecht this October?**



Contact Us



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Organised by:



Fietsdiensten.nl

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