



INTERNATIONAL CARGO BIKE FESTIVAL

25-26 OCTOBER 2024
JAARBEURS, UTRECHT



EXHIBITOR PACK - 2024

@CARGOBIKEFEST
[CARGOBIKEFESTIVAL.COM/EXHIBIT](https://cargobikefestival.com/exhibit)

IT'S OFFICIAL...

This year's edition of the **International Cargo Bike Festival (ICBF)** – *the* original annual cargo bike event – will take place at new venue **Jaarbeurs Utrecht** on **25-26th October 2024**.



This year, we're shaking things up a bit. The ICBF is back to being a standalone event, and **we've listened to exhibitor feedback** to create an event that will help put **your organisation into the spotlight**.

To find out how, read on...



What to expect at ICBF 2024

- **Relaxed, informal and vibrant** atmosphere
- Central, **ultra-accessible** venue in one of the world's most cycling-friendly cities
- **40-60** exhibitors expected
- **3-5k** visitors expected – with free entrance
- Large covered outdoor **test track** adjacent to the expo
- Focus on **B2B and B2C**



- Fascinating **speakers and panels** on stage
- Network with like-minded industry colleagues
- Engage with a **well-informed, pre-qualified** audience of visitors
- **Social media** and **website** promotion for all exhibitors
- New **sponsorship possibilities**
- Support from **Dutch Cycling Week**
- **Get to know Utrecht** with activities planned across the city on the Sunday



WHAT'S NEW?

The most obvious change in 2024 is the new venue. Widely recognised as one of the most bicycle-friendly cities in the world, **Utrecht boasts world-class cycling infrastructure.**

Little wonder then that **the city is teeming with cargo bike initiatives**; for Utrecht's residents, businesses and organisations, using cargo bikes just makes sense.

ICBF venue Jaarbeurs, the city's premier event venue, is **located right next to Utrecht Centraal** – the busiest and most accessible railway station in the Netherlands – under which you'll find the largest multi-storey bicycle parking facility in the world.

ICBF 2024 Venue

**Beatrixgebouw
Jaarbeursplein 6
3521AL Utrecht
The Netherlands**



**This is where the
magic will
happen...**

2024: CHANGES

First, based on exhibitor feedback, **we've shortened the event to two high-energy days** – Friday and Saturday. Shorter, sharper, more effective, and no more slow Sundays.

ICBF 2024 dates and times:

Friday 25th October
Saturday 26th October
10.00-17.00 Daily

Second, in contrast to previous years, **visitor entrance will be free**, removing a barrier to entry for the cargo bike curious. Why? To drive up visitor numbers, bringing in more people to come and test ride your bikes, and try out your products.

And **third**, we're a standalone event, but are **supported by Dutch Cycling Week**, an Utrecht-based organisation with several cycling events under its umbrella.

Exhibit

As far as the cargo bike industry goes, exhibiting at ICBF 2024 is the ultimate way to put your organisation on the map.

With options from floor space alone all the way up to stands, we've got all-inclusive, cost-effective packages for all budgets.

What's included?

- Floor space
- Electrical connection
- Test-track access
- Cleaning
- WiFi
- Social media post on @cargobikefest channels
- Exhibitor profile on ICBF website
- Expo-Coordinator, Security and First-Aiders present

Exhibit at ICBF 2024

- Floorspace: €250 per m²
- Stand depth: choose from 3m or 6m
- Stand width: choose from 3, 4, 6 or 8m. (multiples available on request).
- Limited availability – first come, first served!

Examples:

- 3 x 3m (9m²) **€2250**
- 3 x 4m (12m²) **€3000**
- 3 x 6m (18m²) **€4500**
- 3 x 8m (24m²) **€6000**
- 6 x 8m (48m²) **€12000**



Stand construction

Simplify your stand setup and give your ICBF expo participation a boost by taking advantage of our stand construction options.

Choose from black or full-colour printed backdrops, and add optional spotlights to show your organisation at its best. Everything is pre-built by us – you just need to turn up.

Stand construction at ICBF 2024

- Backdrops are 2.5m high. Choose a black or full-colour printed backdrop. Yours to keep and reuse after the show.
- Choice of 3, 4, 8 or 8m widths. Need more? Multiples also possible.
- Black frames and side-panels

Pricing (comes on top of floorspace costs)

- Backdrop: 3m width
Black **€425** / Colour **€585** / Spots **€60**
- Backdrop: 4m width
Black **€455** / Colour **€780** / Spots **€60**
- Backdrop: 6m width
Black **€555** / Colour **€1165** / Spots **€90**
- Backdrop: 8m width
Black **€650** / Colour **€1560** / Spots **€120**

Examples:

- 3m width, black backdrop: **€425**
- 3m-width, full colour backdrop, including spotlights: **€645**
- 6m width, black backdrop, including spotlights **€645**
- 8m width, full colour backdrop **€1560**
- 8m width, full colour backdrop including spotlights **€1680**



Pictured:

- 3m width
- Full colour backdrop
- Including spotlights

Sponsorship

Looking for ways to make a splash at the ICBF? It's possible to sponsor several different aspects of the 2024 event; significantly elevating your presence in a highly visible way in the process.

Whether it's your **online exposure** you want to boost (for example: logo placement) – or **offline options** in and around the ICBF itself (for instance at the test track, the podium, big screen or by sponsoring networking drinks), we've got a package to suit your budget.



Sponsoring the ICBF not only elevates awareness of your brand – it also burnishes your organisation's credentials as a supporter and thought-leader in the cycling, logistics and cargo bike industries.

Get in touch to discuss the details – we'll listen to your specific needs and put together a bespoke, no-obligation quotation.



Big screen

This year we are also offering ICBF Exhibitors the chance to further raise their profile in a highly visual way: by advertising on a high-profile large screen in the lobby of Jaarbeurs.

Located directly above the entrance to the ICBF, the 5.7 x 2.1m screen is the perfect way to differentiate your brand, reach your target audience and signpost your stand.

Choose from 5 or 10 second slots, repeated with high frequency throughout the show. We're limiting slots to ensure value.

Big screen advertising at ICBF 2024

- 5 second slot: **€750**
- 10 second slot: **€1400**

- Physical size: **5.7 x 2.1m**
- File format: **2880 x 1080 (24:9)**



Online Services

There's more to us than the festival itself. Alongside the event, we also offer a range of cost-effective options designed to **help put your organisation into the spotlights.**

Whether it's via our website or on our social media channels, we can help you reach an engaged online audience of cargo bike users.

Online Services

- News articles
- Feature articles
- Logo placement
- Social media campaigns
- Bespoke services

Find out more in our **Online Pack.**



Website

The ICBF's online beating heart is – of course – 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, **cargobikefestival.com** is a growing online hub – with worldwide reach – for the cargo bike world.

Website visitors: top 16 countries (Apr 2023-Apr 2024)

- | | |
|-------------------|------------|
| 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 |

ICBF website (Apr 2023 – Apr 2024)

9.8k active users

47k page views



The original and best cargo bike event

- ⚡ New dates, new venue!
- 📅 ICBF 2024: 25-26th October
- 📍 Jaarbeurs Utrecht
- 👉 B2C and B2B focus

#DecadeoftheCargoBike

"Our goal is to inspire the world to stop using cars and vans and instead start using cargo bikes. That's why we've declared the 2020s the *Decade of the Cargo Bike*."

Why? We believe this is the decade the cargo bike will hit the mainstream. The potential impact is enormous, so join us, and together let's make it happen!"

Jos Sluijsmans and Tom Parr,
organisers of the International Cargo Bike Festival

Follow us on



Join over 29,000 others



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 over 30k followers (predicted to rise to 34k by Oct 2024).

INSTAGRAM	TWITTER	LINKEDIN	FACEBOOK	THREADS	YOUTUBE
8.3k followers +16% YOY	6.7k followers +5% YOY	9.0k followers +27% YOY	5.0k followers +15% YOY	1.1k followers NEW in 2024	~100 subscribers so far! NEW in 2024
31.2k annual reach	379.1k annual impressions	261.9k annual impressions	484.5k annual reach		
Total audience 30.1k followers (Apr 2023 – Apr 2024) +20% YOY					

Contact Us



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EXHIBITOR PACK – APR 2024 – V1.0. All prices exclude VAT.

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