



fietstest.nl

FIETSTEST XPERIENCE

exhibitors information 2024

Utrecht: September 28th and 29th 2024.



What is Fietstest Xperience?

New annual outdoor bike event

Under the umbrella of the Dutch Cycling Week (DCW), Fietstest.nl organizes a new outdoor test event called Fietstest Xperience.

With this cycling event, Fietstest.nl responds to the needs of the bicycle industry, where direct contact with consumers and the rapidly increasing demand for testing (e)bikes in the open air have grown. Bicycle test Xperience offers consumers the ideal setting to test multiple bicycle models on the largest outdoor test course in the Netherlands.

The concept of comparing and testing bicycles is at the core of Fietstest Xperience and is the perfect environment to reach the right target group: potential buyers, with a direct purchase intention.

Fietstest Xperience is organized in collaboration with partners.:

Dutch Cycling Week, Utrecht Marketing, Dutch Cycling Embassy, SportUtrecht, Utrecht Bike Community and Koninklijke Jaarbeurs



registration form.

[download](#)



[JAARBEURS](#)

What can be presented at Fietstest Xperience?

Bikes

- MTBs, Racebikes, Gravelbikes
- Urban bikes
- E-bikes
- Tour-, Trekking/Travelbikes
- Folding or Compact bikes
- Cargobikes
- Speed Pedelecs

Equipment

- Bike components
- Bike accessoires
- Bike fashion & shoes
- Helmets
- Bike bags
- Urban bike accessoires
- E-Bike products

Others

- Travel, Tourism
- Health & Fitness
- Bike GPS, Apps
- Bike leasing
- Bike safety
- Bike insurance
- Bike repair

Fietstest Xperience Campaign

To give the event a boost, the promotion starts with the publication of the annual AD Fietstest by Algemeen Dagblad, which refers to Fietstest Xperience in September.

The Algemeen Dagblad has millions of daily readers and website visitors who are interested in cycling. This gives the event a large group of involved visitors from which your bicycle brand can benefit.



Visitor campaign

To ensure a large number of visitors to Fietstest Xperience, the organization is conducting a comprehensive media campaign, including:

- Intensive collaboration with strategic media partners
- Advertisements/reader promotions in relevant and generic media
- Publicity and ticket sales through ticket partners
- Press releases to relevant media
- Promotion via social media
- 24/7 news on the website www.fietstest.nl
- Publicity in AD Fietstest 2024

Fietstest Xperience

Collaboration partners

Strategic partners

- Dutch Cycling Embassy (DCE)
- Regionale Ontwikkelings Maatschappijen (ROM)
- SportUtrecht (activatie programma's)
- Utrecht Bike Community (UBC)
- Koninklijke Nederlandsche Wielren Unie (KNWU)
- Nederlandse Tour Fiets Unie (NTFU)
- Koninklijke Nederlandsche Wielren Unie (KNWU)

Strategic & commercial partners

- Ekoi (commercieel; sport, leisure, commuting, safety)
- Stromer-Desiknio (commercieel; ebikes, speedpedelec)
- Utrecht Marketing
- a.s.r. Vitality (commercieel; events, communication, Business & Individual Network)
- Koninklijke Nederlandsche Wielren Unie (KNWU)
- Dutch Cycling Week (DCW)

Media partners

- Nieuwsfiets (b2b)
- Wielersflits (b2c)
- DPC Media (b2b & b2c)
- Jaarbeurs (b2b & b2c)
- Fietstest.nl (b2c)
- Dutch Cycling Week (b2b & b2c)
- Fietzersbond (b2c)
- ANWB (b2c)

Fietstest Xperience

Why participate?

Fietstest Xperience aims to provide a comprehensive overview of all the news in the bicycle industry, a total event that puts the Dutch bicycle sector in the spotlight. An optimal moment with many commercial opportunities for every brand in the bicycle industry!

5 benefits of participating

-  Fietstest Xperience is partnering with the Dutch Cycling Week, providing the event with additional exposure
-  the opportunity to introduce your product and/or service to thousands of consumers
-  a professional outdoor test course, allowing consumers to gain a realistic experience
-  visitors to Fietstest Xperience are primarily consumers with a purchase intention
-  leveraging on the publicity generated by the event, thanks to strategic partners



What is Dutch Cycling Week?

From 28 september till 22 October, Utrecht and Koninklijke Jaarbeurs are the hosts of the first Dutch Cycling Week. A week full of activities for cycling fans, sports enthusiasts and anyone with an interest in the bicycle industry. With the outdoor testevent Fietstest Xperience, the DCW Tour, the events Cycle Mobility and related activities forms Utrecht, world cycling capital, the beating heart of the bicycle industry.

Fietstest Xperience

Test Track

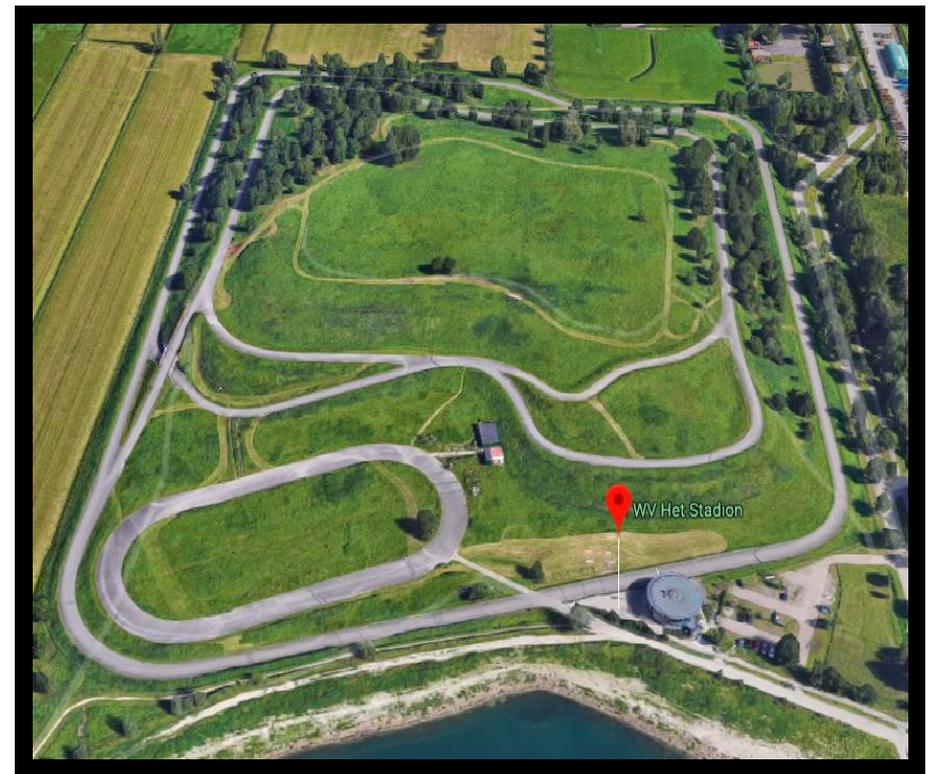
Utrecht: September 28th and 29th 2024.

The attractive location Wielerbaan De Nedereindse Berg is centrally located in the middle of the Netherlands and easily accessible by both car and public transport.

We chose this location because we can offer consumers a complete cycling experience with the atmosphere of the site, countless possibilities, various heights and surfaces.

Potential (e)bike buyers have plenty of space on the 2.5 km test track! Your stand is directly adjacent to the course, so visitors can obtain information and immediately take a test drive.

Location: Cycling track De Nedereindse Berg, Utrecht - round 2.5 km



Fietstest Xperience

Possibilities stand locations

registration form.



Minimum stand size is 9 m2

testevent	price	Early bird discount (until April 1, 2024)
location 25 m2 (5 x 5)	€ 1.275,-	20 %
location 50 m2 (10 x 5)	€ 1.675,-	20 %
location 75 m2 (15 x 5)	€ 1.975,-	20 %
customize	n.o.t.k.	20 %

options	price
Luxury pagode tent 5 x 5*	€ 300,-
Luxury pagode tent 10 x 5*	€ 600,-
Luxury pagode tent 15 x 5*	€ 900,-
Electricity connection to your stand (max. 1 kWh)	€ 100,-
Lunch packages for your staff per person	€ 10,-

*Including setup and dismantling.

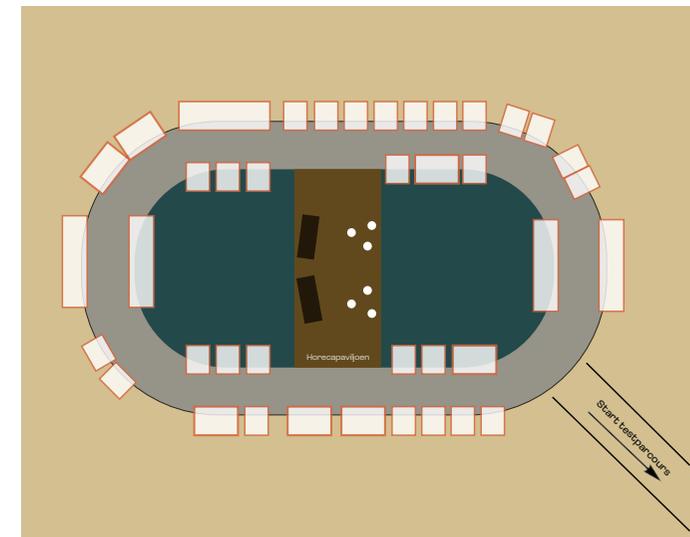
Participation package* € 150,-

Included participation package
brandname mention on the website www.fietstest.nl with your logo
promotional material to communicate your participation
name listing on all participant lists
access passes for your associates (6 pieces)
unlimited coffee and tea

All prices are exclusive of VAT.

No rights can be derived from the prices and images in this leaflet."

* Mandatory package



Our Exclusive Partner models

Fietstest Xperience Platinum Title Partner

Exclusive partnership and national presence of your brand across all of Fietstest Xperience, exclusive co-branding

Fietstest Xperience Gold Partner

Partnership with your brand across all of Fietstest Xperience

Fietstest Xperience Test Track Partner

Exclusive partnership with presence of your brand across all of the Fietstest Xperience test track

Fietstest Xperience

Partner Model Overview*

description	Platinum Title Partner €25.000	Gold Partner €10.000	Test Track Partner €3.500
	Fietstest Xperience powered by (Mention your brand)	Partnership Fietstest Xperience	Exclusive partnership Fietstest Xperience Test track
central booth space at the event venue**	75 m2	50 m2	25 m2
inclusion of logo in the sponsors' list across all advertising and publicity measures	✓	✓	—
brand advertising ONLINE. Banner advertising package over several pages on the Fietstest.nl website (homepage, event page, category page, product page)	Package XL	Package L	—
on site presence: site branding banners/beach flags***	✓	✓	—
brand presence on the admission ticket	✓	✓	✓
free entrance tickets	50	50	25
homepage featured item + Branded content page	✓	✓	—
test track presence: site branding banners/beach flags	—	—	✓

All prices are net and subject to 21% VAT

* 1 package available

**Including luxury pagoda tent with wooden floor and setup and dismantling.

***Including banners and beachflags

Total value
in excess of
€35.000

Total value
in excess of
€14.000

Total value
in excess of
€6.000

Participate?

We are ready for you



Contact

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registration form.

[download](#)

General information

Location Utrecht: Cycling track De Nedereindse Berg, Utrecht
Date: September 28th and 29th, 2024
Organization: Fietstest.nl

FIETSTEST *XPERIENCE*

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