

**Urban Cycling & Bicycle Touring
SHOW**

VALENCIA 2025

16-17-18 MAY

EXHIBITOR - SPONSORSHIP DOSSIER

ciclosferia.com

**CI
CLOS
FERIA**  
25



Urban Cycling



Bicycle touring

UNIQUE & DIFFERENT

Ciclosferia 2022, 2023 and 2024 were a big success, but we want Ciclosferia 2025 to be much more. That is why we are dedicating, once again, thousands of square meters of exhibition space to urban cycling and bicycle touring.

The present and future of cycling in a perfect upcoming scenario: Ciclosferia.

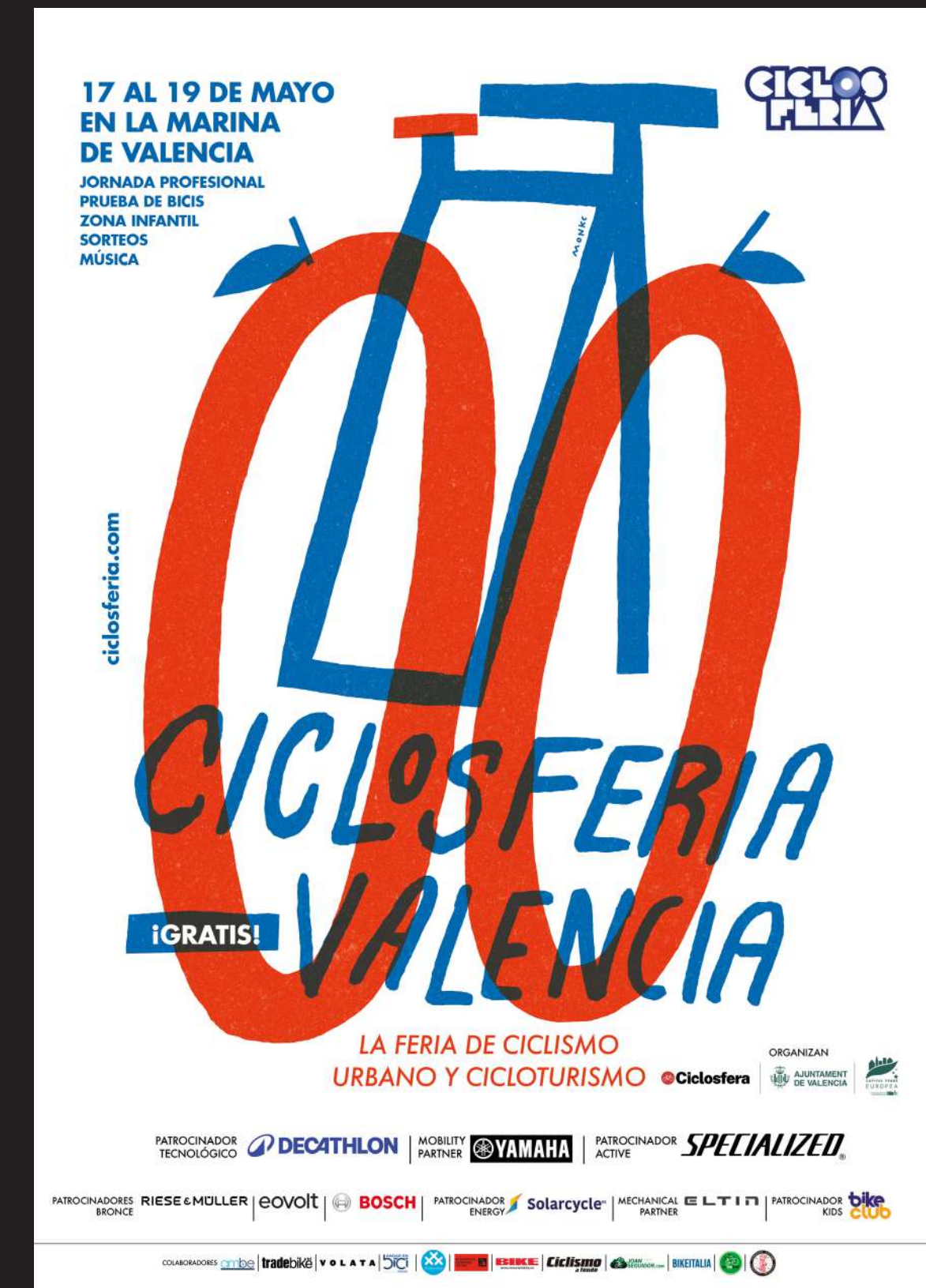
KEY VISUALS



2022



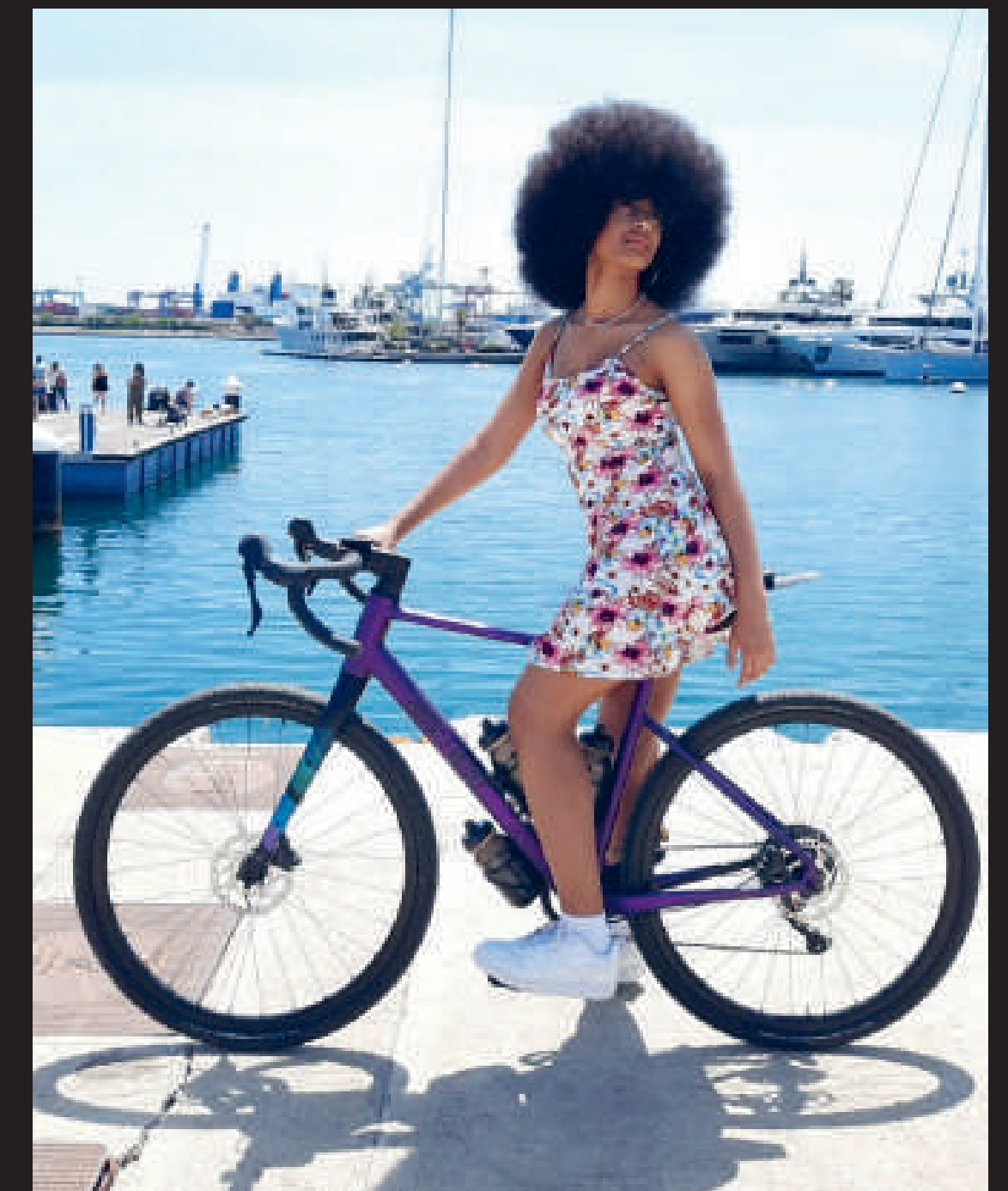
2023



2024

2022, 2023 & 2024 FIGURES

more than
37.000
visitors have been
present at Ciclosferia
since 2022!



**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.

Hotels

City councils



Accommodations

Autonomies

Tourist Houses

NO LIMITS

Bicycle touring

Bicycle touring 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.

CONCERTS + FOOD TRUCKS

Much more than a bicycle fair

Ciclosferia is much more than a party for cycling lovers: with its concerts throughout the weekend, with a selection of the best local cuisine and its privileged location, the fair becomes a perfect meeting point by the sea and in the heart of the city.



WHEN?

MAY 16/17/18

There was no better date than spring 2025:
Ciclosferia will be held throughout the weekend of
16, 17 and 18 of May. Three days dedicated to cycling, urban mobility
and bicycle touring.

WHERE?

Welcoming. Beautiful. Fun. Modern. Friendly.

And of course, very cyclist, one of the most cyclist cities in Spain.

This fourth edition of Ciclosferia could not be held in any other place than once again...

La Marina of Valencia

Ciclosferia is ubicated in one of the most special and unique places in the city:
La Marina of Valencia.



El Tinglado 2, a large 4,500 square meters covered plaza with an additional 2,500 square meters 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.

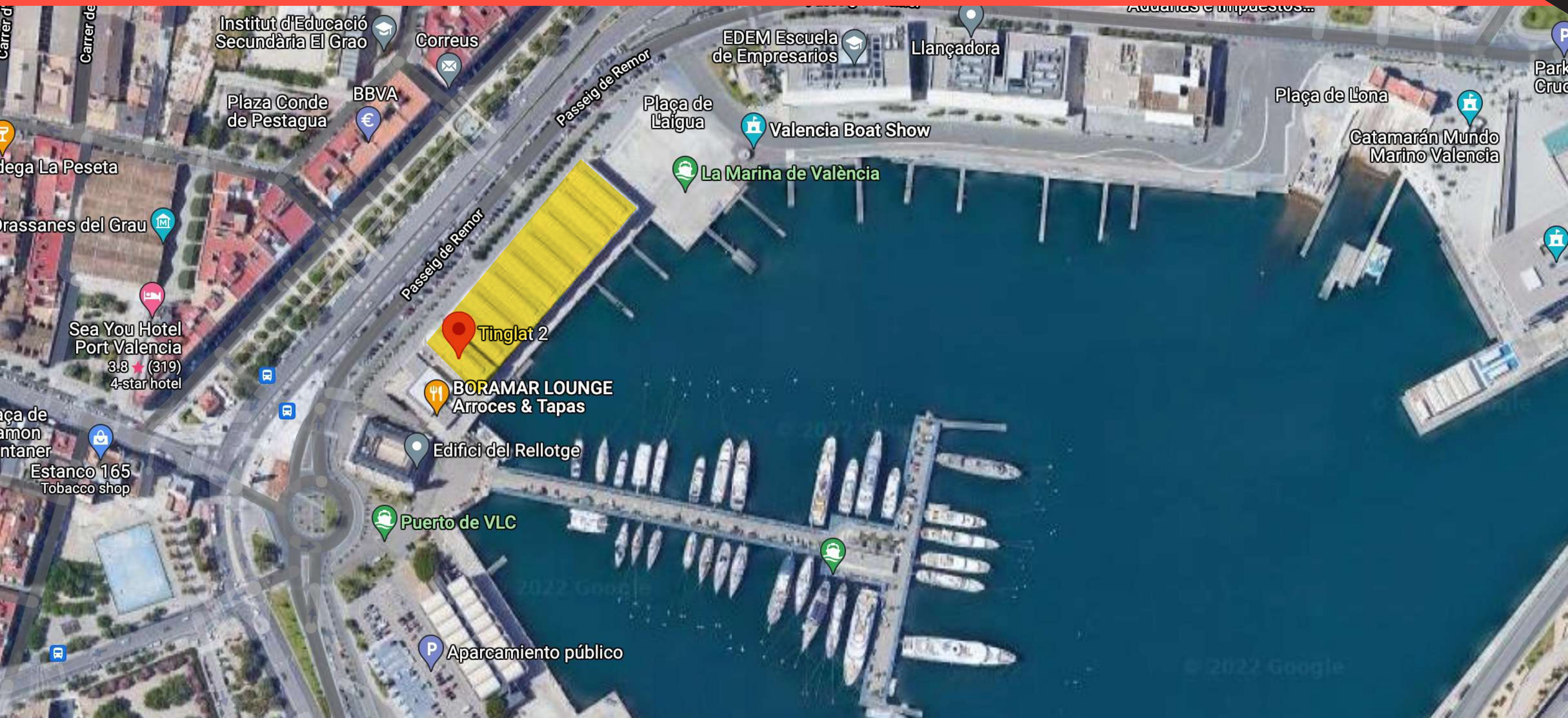
As an

sponsor

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

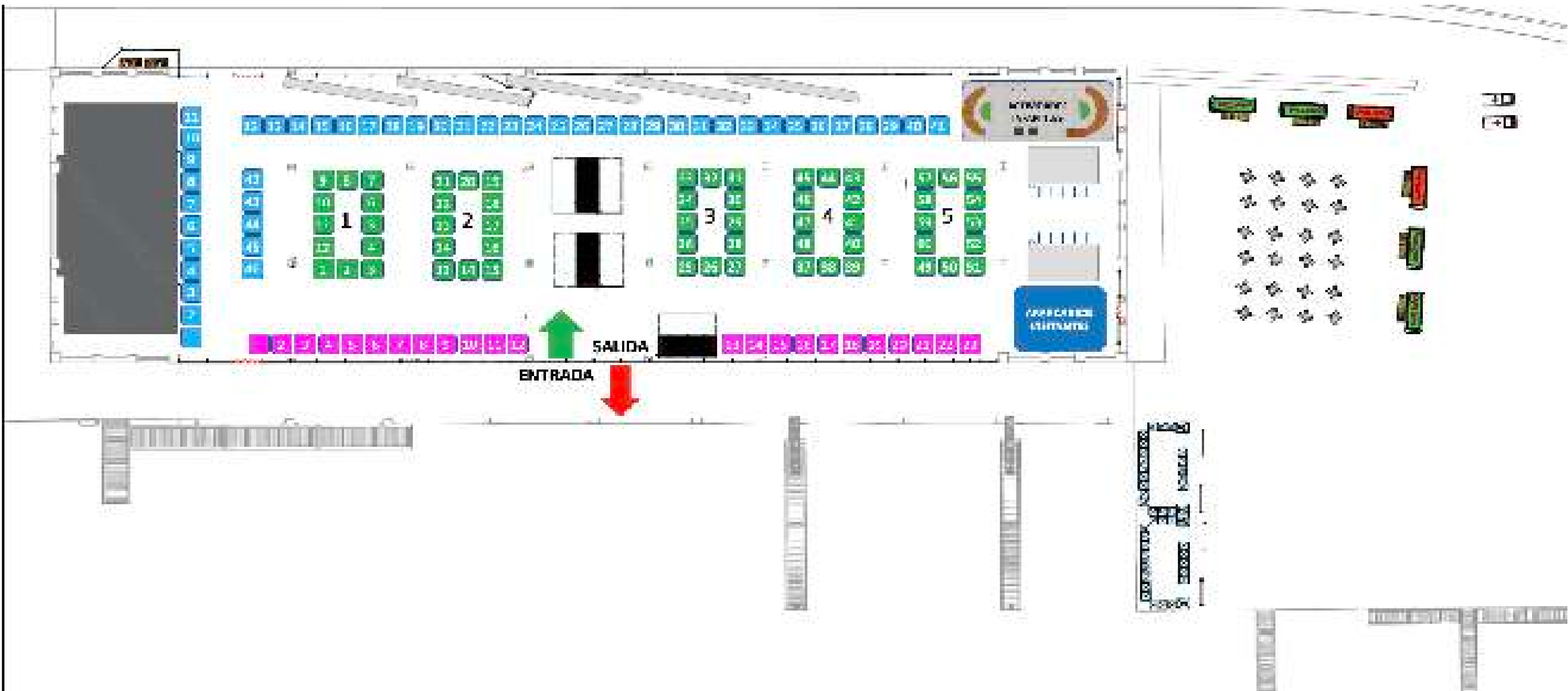
exhibitors

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.

exhibitors when to book space?

Bookings

01 **TO** **01**
DECEMBER **MAY**

PAYMENTS

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



exhibitors how to book space?

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 and jorge@ciclosfera.com

4

Pay 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: Exhibitors must send the project for their space, specifying all the construction and installation details, to be approved by the Ciclosfera organization to: jorge@ciclosfera.com and fernando@ciclosfera.com before April 1, 2025.

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.

It is an essential requirement 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.

Any situation, whether fortuitous or due to force majeure, that results in the cancellation of the event by the Ciclosfera 2025 organization or, if the exhibitor decides to cancel its participation in the fair for any reason, these will be the cancellation conditions:

- Between 1 and 28 February 2025, 100% 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,

- Between 1 and 15 March 2025, 50% of the amounts paid by exhibitors will be refunded.

- Between 16 March and 15 April 2025, 25% of the amounts paid by exhibitors will be refunded.

- Between 16 and 30 April 2025, no amount 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.

sponsorships

5 OPTIONS... AND MORE

Ciclosferia has five standard sponsorship options:

- MAIN,
- TECHNOLOGICAL
- GOLD
- SILVER
- BRONZE.

But we can design one specially for your business.



Bookings

01 **TO** 01

DECEMBER

MAY

PAYMENTS

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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 and jorge@ciclosfera.com

4

Pay Full of the total amount of the selected space upon receipt of the invoice.

sponsorships terms and conditions



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It is an essential requirement that all the structures placed by the sponsor 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.

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youtube

print

facebook

alliances

newsletters

instagram

media

SNS

meetings

X

communication plan

web

bluesky

A large, dark-colored megaphone is positioned on the left side of the page, pointing towards the right. A hand is visible at the bottom left, gripping the handle of the megaphone. The background is a solid, bright yellow color.

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 thirteen years. This fair is our big event of 2025, and the whole world is going to hear about it.

PRINT:

**Ciclosfera #51
and #52.**

Preview of the event in Ciclosfera #51 -22nd March-, the magazine of which we will print 7,500 units and which will also be distributed at the event.

And in Ciclosfera #52 -22nd June-, a report on the event with mention of all of you who were part of it.

WEB:

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 and bikepacking. 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, X, Bluesky 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 thirteen 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.

AMBE's Allies.

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

