

18-19 February 2023 **Flanders Expo, Ghent**

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# e-bike Challenge



*The premium e-bike test events*

*of the Netherlands and Belgium!*

**hicle**

**E-BIKE  
XPERIENCE**

24-25-26 February 2023 **Jaarbeurs Utrecht**

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## The events

The use and sales of e-bikes have been growing strongly for years in the Netherlands and Belgium. And this trend looks set to continue for the foreseeable future. E-bike Xperience and E-bike Challenge offer consumers the ideal setting to try out a number of different models of e-bikes on the biggest indoor test track in the Benelux countries.

On 18 and 19 February 2023, the E-bike Challenge will be taking place in Flanders Expo in Ghent. Now in its fifth edition, E-bike Challenge is the only large-scale test event in Belgium. And a week later, on 24, 25 and 26 February 2023, it will be the turn of the seventh edition of E-bike Xperience, at its home base the Jaarbeurs in Utrecht.

Both the Challenge as well as the Xperience take place simultaneously with an edition of

the 'Fiets en Wandelbeurs', an event that is a good thematic match with e-bike-events. Furthermore, the co-operation with this Fair brings even more potential buyers to your stand.

### The concept

Comparing and testing e-bikes in trial rides is what the E-bike Challenge and E-bike Xperience are all about. And potential buyers of e-bikes get every opportunity to do so at Flanders Expo and Jaarbeurs Utrecht! Besides the large test tracks for regular e-bikes, with its various sections, we will be laying out a track especially for the high-speed e-bikes. Your stand will border on one of these tracks. This enables visitors to get information on a specific model and then take it for a test run right away.

### Campaign

Our events attract tens of thousands visitors every year. We achieve this by:

- working closely with associations and organisations specialized in (e-)cycling
- advertisements in relevant and generic media
- publicity and ticket sales via ticket partners
- promotion via social media, newsletters and press releases
- publicity through various contests and awards
- activation of influencers

**16,605 – 19,471**

number of visitors

**56 – 57**

average age

**35+ – 70+**

brands

**1.1 km – 1.9 km**

length of test tracks

**8.3 – 7.8**

general evaluation

**8.0 – 8.5**

evaluation test track

**€ 3,201 – € 2,822**

average purchase budget

## Target group

The visitors to our e-bike-testing events are genuinely interested in buying an electric bike. They are in the last stage of the purchasing process. They have already made the decision to purchase an e-bike, now it is just a question of which e-bike suits them best.

More than 70% intend to buy an e-bike within a year and about 60% decide what to buy at our events. Clearly they are prepared to invest in a qualitatively good e-bike on purchase. The average buying budget is around the 3,000 euro level, way above the national averages.

Traditionally 50-plussers are the most important target group for our e-bike events. 70% of the visitors are interested in an e-bike for recreational use, 48% are (also) intending to use e-bikes for the commute between home and workplace and 28% (also) intend to use an e-bike for

functional reasons like doing the household shopping.

Moreover, we are increasingly targeting commuters aged between 30 and 50 years. The share of e-bike-buyers in this year age has increased in recent years. This indicates that the e-bike is being used as a functional mode of transport for business purposes such as commuting.



# Participation

## Main prices\*

Floor space per m<sup>2</sup>: € 103,00 (Netherlands), € 83.00 (Belgium)

Stand with demo bikes on the track: from 15 m<sup>2</sup>

Stand without demo bikes near the track: from 9 m<sup>2</sup>

Participation package: € 130.00

Optional: standard stand construction per m<sup>2</sup>: € 83.00\*\*

\* prices quoted do not include VAT

\*\* including walls, lighting, frieze, pre-event stand cleaning, carpet and cupboard 1 m<sup>2</sup>, excluding costs of floor space and electricity

## Stand space near the track (from 9 m<sup>2</sup>) Exhibitors without demo bikes

You can participate using your own stand or a standard stand near the cycle track. Standard stand construction is three meters deep and consists of carpet, system build walls, frieze displaying your name, cupboard of 1 m<sup>2</sup> and a pre-event stand cleaning. Would you like a bigger stand? Available in increments of 3 m<sup>2</sup>.

The price for standard stand construction is € 83.00 per m<sup>2</sup>. This price does not include floor space.

## Stand space on track (from 15 m<sup>2</sup>) Exhibitors with demo bikes

You can participate using your own stand directly on the track. A pop-up tent with carpets and lighting is sufficient as a stand construction. In line with the open character of the event, we request you to allow public entry to your stand from as many sides as possible. If you don't have a stand of your own, our stand builder will be happy to make you a tailor-made stand.

You will be given 1-meter floor space over the full width of your stand free of charge. You can use this space to distribute your demo bikes on the track.

## Profit from discount

By participating in both the **E-bike Challenge** as well as the **E-bike Xperience**, you can benefit from a **10% discount** on the bare floor space of one of these events.

*This discount only applies to the registration with the lowest amount for the floor space and is not valid in combination with other discounts.*

## E-bike Challenge USA

The Minneapolis Convention Center (Minnesota) will be on 11 and 12 March 2023 the setting for the third edition of E-bike Challenge in the United States. Discover the huge potential of e-bike buyers and take part in the biggest e-bike test event in the USA.

Please see: [www.hicle-events.com/ebc-minneapolis](http://www.hicle-events.com/ebc-minneapolis)

