

PROMOTION PACKAGES

Maximize your participation with one of our beneficial promotional packages for exhibitors. You will generate maximum exposure with a high return. Before, during and after the event.

BASIC

Advertisement

on Hicleholidays.com. The content will be live until 31 december 2024

Social media package

Two sponsored posts per channel about your product / service

Worth: NL € 640 BE € 545

Package: NL € 400 BE € 300

COMFORT

Advertisement

on Hicleholidays.com. The content will be live until 31 december 2024

Social media package

Two sponsored posts per channel about your product / service

Consumer newsletter

A subitem in our newsletter

Worth: NL € 1.340 BE € 1.135

Package: NL € 1.000 BE € 800

DELUXE

Advertisement

on Hicleholidays.com. The content will be live until 31 december 2024

Social media package

Two sponsored posts per channel about your product / service

Logo and stand number on floorplan

Print version at the entrance

Consumer newsletter

A subitem in our newsletter

Exposure on the homepage

Featured article on consumer site.

Worth: NL € 3.185 BE € 2.560

Package: NL € 2.600 BE € 2.000



Fiets en Wandelbeurs The Netherlands and Belgium 2024

ONLINE ADVERTISING

Consumer newsletter dedicated or subitem

Want to reach thousands cyclists and hikers who are curious about your services or products? Choose to add an item in our newsletter or get full attention with a dedicated mailing.

NEWSLETTER NETHERLANDS > 18,000 addresses

subitem	€ 700
dedicated mailing	€ 1,310

NEWSLETTER FLANDERS > 14,000 addresses

subitem	€ 590
dedicated mailing	€ 1,115

Consumer site

A prominent spot on the platform where cyclists and hikers get prepared for their visit to the event? Put your product or service in the spotlight with an article on our event website.

price for 2 months

FIETSENWANDELBEURS.BE *jan-mar: >40,000 visitors*

feature article on homepage with separate page	€ 930
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FIETSENWANDELBEURS.NL *jan-mar: >70,000 visitors*

feature article on homepage with separate page	€ 1,245
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Social media

Increase your online reach and visibility in the run-up to the Fairs via our extensive social media network.

Facebook @fietsenwandelbeurs > 5.3k followers

Facebook @fietsenwandelbeursvlaanderen > 4.1k followers

Instagram @fietsenwandelbeurs > 1.6k followers

Instagram @fietsenwandelbeursvlaanderen > 500 followers

Instagram @hicletheworld > 1.5k followers

Twitter @fenwbeurs > 3.3k followers

All communications will appear in the house style of the Fiets en

Wandelbeurs including your logo. 2 messages per channel (6 in total)

about your product and/or service

Package price The Netherlands	€ 490
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Package price Flanders	€ 395
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Combined Magazine

A combined print + digital edition of Wandelmagazine and Bike explorer will be published especially for the Fiets en Wandelbeurs 2024 in Utrecht and Ghent.

Reach: 150,000. Distribution takes place via subscribers, loose sales, social media, ticket sales, visitor websites and newsletters

View the media card with the special fair offer.

Partner website

Reach the Dutch and Belgium cyclists and hikers on the website below.

Hicleholidays.com

Online platform with information and blogs about cycling and hiking and the recent cycling and hiking holiday offers.

Number of unique visitors per month: 17,000.

Exhibitor discount

Featured holiday offer on Hicleholidays.com for 1 year.

Now with extra discount!

€ 150

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Fiets en Wandelbeurs The Netherlands and Belgium 2024

OFFLINE ADVERTISING

Floor plan

Want to stand out at our event in Ghent and Utrecht? Advertise with your logo and stand number in our floor plan.

All visitors in Ghent and Utrecht will be handed a floor plan at the entrance. Size of advert 60x20 mm.

Floor plan Flanders **€ 495** Floor plan The Netherlands **€ 650**

Digital screens

Digital screens at Flanders Expo or Jaarbeurs Utrecht. Advertise in the central hall or outside. You will not only have exposure with our visitors, but also other passers-by.

prices on request

Rent lecture room **Limited availability**

Rent a room and introduce the public to your product or service! As a sponsor of the rooms you can set up the room as desired. You can do this with banners, flags, certain speakers, video presentations and so on.

UTRECHT

room	chairs	prices per hour 11.30 - 14.30	prices per hour other hours
Room 1	80	€ 390	€ 325
Room 2	80	€ 390	€ 325
Room 3	80	€ 390	€ 325
Room 4	80	€ 390	€ 325
Juliana CZ-A	246	on request	on request
Juliana CZ-B	150	on request	on request
Juliana Foyer	176	on request	on request

GHENT

room	chairs	prices per hour 11.30 - 14.30	prices per hour other hours
SkyLounge	80	€ 390	€ 325

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Fiets en Wandelbeurs Branding Options 2024



Sponsor Fiets- en/of Wandel test track bike or hike

it is the beating heart of the event. With eye catchers, like banners and test elements or a scavenger hunt you can make your brand/country stand out.

€ on request

Want to make use of our complete and extensive media campagne? Become **Theme Country or Region in the Spotlight** of the Fiets en Wandelbeurs and position your country as the bicycle and hike friendly country.

€ on request

from €500,-

Sponsor digital goodiebag / competition

gift a prize or discount and we will take care of the promotion via our accounts, in newsletters, social media and on our website.



Sponsor activity on the event floor

MORE INFO

let visitors get to know your brand / country via a fun element. It is the way to attract more visitors to your stand.

free m2*

free m2*

Sponsor workshop on the event floor MORE INFO

workshops are one of the best visited aspects of the event. You can introduce your brand / country to the visitors this way.



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