

## 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

#### Share your giveaway

we will share your giveaway on our social media channels

Worth: NL € 640 BE € 545

**Package Price: 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

#### Share your giveaway

we will share your giveaway on our social media channels

#### Consumer newsletter

A subitem in our newsletter

Worth: NL € 1.340 BE € 1.135

**Package Price: 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

#### Share your giveaway

we will share your giveaway on our social media channels

#### 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 Price: NL € 2.600  
BE € 2.000**



## 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**

FIETSENWANDELBEURS.NL *jan-mar: >70,000 visitors*  
feature article on homepage with separate page **€ 1,245**

### 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**

Package price Flanders **€ 395**

### Magazine digital

A few weeks before the fairs we launch a digital magazine with the newest routes, destinations, outdoor material and bicycles.

Distribution is via our social media channels, ticket sales, consumer sites and newsletters.

Total reach 100,000.

Partner website Price per page **€ 895 / €450** half page

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**





# 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 (on request)

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	<b>€ 390</b>	€ 325
Room 2	80	<b>€ 390</b>	€ 325
Room 3	80	<b>€ 390</b>	€ 325
Room 4	80	<b>€ 390</b>	€ 325
Juliana CZ-A	246	<b>on request</b>	on request
Juliana CZ-B	150	<b>on request</b>	on request
Juliana Foyer	176	<b>on request</b>	on request

GHENT			
room	chairs	prices per hour 11.30 - 14.30	prices per hour other hours
SkyLounge	80	<b>€ 390</b>	<b>€ 325</b>

**Interested?** Get in contact via [marketing@hicle-events.com](mailto:marketing@hicle-events.com)

# Fiets en Wandelbeurs Sponsor options 2024

## Sponsoropties

### Sponsoring

*Stelt u zich eens voor: duizenden bezoekers die door een indoor landschap fietsen of wandelen over een wandelpad dat kenmerkend is voor uw bestemming of merk. Een bos-, schelpen- of klinkerpad geflankeerd door visuals waarop uw merk zichtbaar is of miniatures van bekende bezienswaardigheden.*

Het is allemaal mogelijk op het kilometerlange fietsparcours of het wandelpad dat dwars door de Fiets en Wandelbeurshallen slingert. Elk jaar maken de bezoekers in Gent en Utrecht samen tienduizenden testritten op de nieuwste modellen fietsen. Een ware publiekstrekker! Sponsors van (een deel van) het parcours krijgen de gelegenheid hun merk duidelijk naar voren te laten komen en hun naam eraan te verbinden. Dit kan door middel van banners, vlaggen, vloerstickers en de aankleding en het aanleveren van testelementen en ondergronden.

Of laat uw merk zien door middel van eyecatchers op prominente plekken op de beursvloer, zoals terrassen en picknickplaatsen. Of creëer een route met vloerstickers van de ingang van de hal naar uw stand.

Meedraaien met onze volledige grootschalige mediacampagne? Wordt dan **Themaland** van de Fiets en Wandelbeurs en positioneer jouw land als hét fiets- en wandelland.

Het is ook mogelijk om mee te draaien met een deel van onze mediacampagne als **Regio in de spotlight**.

Ontvang een persoonlijke offerte via [sales@hicle.com](mailto:sales@hicle.com)

## Sponsoroptions

### Sponsoring

*Imagine this: thousands of visitors cycling or hiking through an indoor landscape that represents your destination or brand. Visuals, a forest or beach path with your brand.*

This is all possible on our cycling track or hiking path in Ghent and Utrecht, that weaves its way through the 'Fiets en Wandelbeurs' halls. Each year visitors take about 10,000 trial rides to test the latest models of bicycles. A true eye catcher! Sponsors of (or part of) the track are given the opportunity to bring their brand clearly to the forefront and to link their brand name to it. This can be done using banners, flags, floor stickers and the decoration of test elements, such as bicycle bridge.

Or show off your brand with eye catchers on prominent spots on the fair, like the terrace or picknick spots. You can create a route of floor stickers at the entrance of the hall to your stand.

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

It is also possible to choose to be in a part of the media campagne as **Region in the spotlight**.

Get a personal offer via [sales@hicle.com](mailto:sales@hicle.com)

