

## 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 2023

#### Social media package

Two sponsored posts per channel about your product / service

#### Online coupon book

Gift one article in a competition or gift a discount.

Worth: NL € 675 BE € 580

**Package Price: NL € 475 BE € 380**

### COMFORT

#### Advertisement

on Hicleholidays.com. The content will be live until 31 december 2023

#### Social media package

Two sponsored posts per channel about your product / service

#### Online coupon book

Gift one article in a competition or gift a discount.

#### Consumer newsletter

A subitem in our newsletter

Worth: NL € 1,355 BE € 1,150

**Package Price: NL € 1,055 BE € 850**

### DELUXE

#### Advertisement

on Hicleholidays.com. The content will be live until 31 december 2023

#### Social media package

Two sponsored posts per channel about your product / service

#### Online coupon book

Gift one article in a competition or gift a discount.

#### Consumer newsletter

A subitem in our newsletter

#### Logo and stand number on floorplan

Print version at the entrance

#### Exposure on the homepage

Featured article on consumer site.

Worth: NL € 3,220 BE € 2,545

**Package Price: NL € 2,970  
BE € 2,295**

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## ONLINE ADVERTISING

### Consumer newsletter

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 > 16,500 addresses

subitem **€ 680**  
dedicated mailing **€ 1,280**

NEWSLETTER FLANDERS >13,000 addresses

subitem **€ 570**  
dedicated mailing **€ 1,015**

### 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 **€ 900**

FIETSENWANDELBEURS.NL *jan-mar: >70,000 visitors*

feature article on homepage with separate page **€ 1,215**

### Online coupon book

Are you keen to highlight your product or services for a wide audience? Gift one of your products linked to a contest or promotion. Or you can choose to give away a giftcard.

price **€ 50**

### Social media

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

Facebook @fietsenwandelbeurs > 5,000 followers

Facebook @fietsenwandelbeursvlaanderen > 3,800 followers

Instagram @fietsenwandelbeurs > 1,400 followers

Instagram @hicletheworld > 1,500 followers

Twitter @fenwbeurs > 3,400 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 **€ 475**

Package price Flanders **€ 380**

### Magazine digital/print

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. We also share the magazine at the entrance at the fair. Print-run: 20,000. Total reach 100,000.

Price per page **€ 895**

### 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**



# Fiets en Wandelbeurs The Netherlands and Belgium 2023

## 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**

### 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.

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

### Rent lecture room

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 12 - 16 hours	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
Room 5	50	<b>€ 335</b>	€ 280
Juliana Room 1	250	<b>on request</b>	on request
Juliana Room 2	150	<b>on request</b>	on request
Juliana Foyer	150	<b>on request</b>	on request

GHENT			
room	chairs	prices per hour 12 - 16 hours	prices per hour other hours
SkyLounge	80	<b>€ 390</b>	<b>€ 325</b>

