



**LEIPZIG**

**EXHIBITOR & PARTNERSHIP  
OPPORTUNITIES**

# ABOUT VELO-CITY

**Velo-**  
**City**  
LEIPZIG  
2023

**09 - 12 MAY**  
LEADING  
THE TRANSITION

Velo-city is the world cycling summit where advocates of cycling get together with cities, decision- and policy-makers, researchers and industry leaders to shape the future of cycling. As the annual flagship event of the European Cyclists' Federation, Velo-city plays a valuable part in promoting cycling as a sustainable and healthy means of transport for everyone. Like no other event, the conference offers a

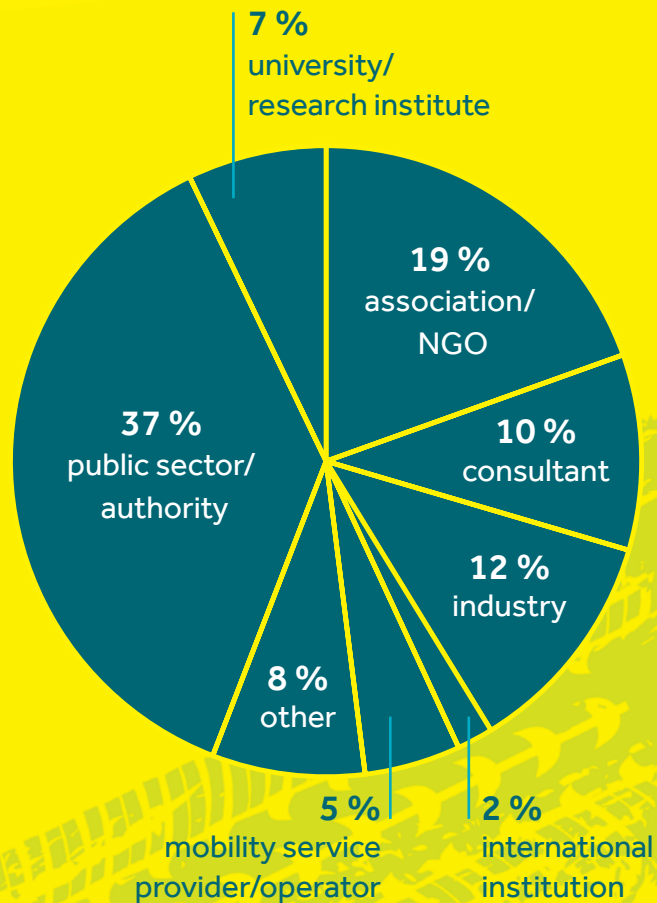
platform where knowledge can be exchanged and policies transferred. It is targeted at the growing number of more than 1400 Velo-citizens from over 60 countries involved in policies, promotion and provision for cycling, active mobility and sustainable urban development. Moreover, the conference exhibition showcases the latest innovations for a better cycling experience in cities and beyond!

**From 9 to 12 May 2023**, the City of Leipzig will host **Velo-city 2023 Leipzig**, jointly organised by the City of Leipzig, the European Cyclists' Federation (ECF) and Leipziger Messe. Join us for an unforgettable conference experience under the main theme of **#LeadingTheTransition**.



# ABOUT VELO-CITY

## VELO-CITIZENS BY PROFESSION





# MEET THE ORGANIZERS

**Velo-  
City**  
LEIPZIG  
2023

**09 JUN  
12 MAY**  
LEADING  
THE TRANSITION



The  
**European Cyclists'  
Federation (ECF)** promotes  
cycling as a sustainable and healthy  
means of transportation. We believe the  
bicycle is a solution to many of the world's  
problems. With 69 members across more  
than 40 countries, we unite cyclists' asso-  
ciations and give them a voice at European  
and international levels. Our aim is to  
get more people cycling more often  
by influencing policies and budgets  
in favour of more  
cycling.



**City of Leipzig**

Leipzig has been  
Germany's most dynamic and  
fastest-growing major city for many  
years. The vibrant city stands for change  
like no other European city. Leipzig is criss-  
crossed by a green belt. Both the city and its  
surrounding region rely on sustainable mobility  
and state-of-the-art transportation solutions  
and are growing in an economically and demo-  
graphically sustainable manner. A compre-  
hensive and safe network of cycling  
lanes is being expanded step by step,  
creating safe routes for  
everyday travel.



**LEIPZIGER  
MESSE**

Leipziger Messe  
has years of experience in  
organising conferences and  
conventions including numerous large-  
scale conferences with accompanying  
exhibitions. With its long and rich tradition,  
Leipzig Exhibition Centre is amongst the ten  
leading trade-fair venues in Germany.  
Together with its subsidiaries and foreign  
representatives worldwide, it offers a  
comprehensive service network for  
all types of exhibitions  
and congresses.



The design of our future mobility systems and the fair allocation of public space are crucial for the sustainable development of our societies. Climate-friendly mobility systems that focus on people are being implemented all over the world. However, influential stakeholders can often resist and challenge any attempts to give back space to people at the expense of private cars.

Now is the time to push the transition in the right direction and take the necessary steps for a more equitable and sustainable planet that is able to cater for the needs of generations yet to be born. The bicycle is a simple solution to some of the world's most complicated problems. We need breakthrough decisions for strong policies and planning practices, a fair redefinition of public space, trusting collaboration amongst all stakeholders, integrated future mobility systems and green economic prosperity.

Let's lead this transition together!



## MAIN THEME: LEADING THE TRANSITION

### 5 CONFERENCE SUBTHEMES:

**Strong leadership for action**  
Lead to the future

**Redefining public space**  
Think ahead

**Working together towards equitable environments**  
Change the mindset

**Creating mobility systems of the future now**  
Act consistently

**Towards climate neutral economies**  
Work green



## IDEAL OPPORTUNITIES FOR YOUR BUSINESS

- Maximize your brand visibility
- Raise your profile
- Showcase your solution, products and services
- Connect with decision-makers
- Generate new sales leads
- Network with industry professionals
- Develop new partnerships
- Engage with a broad range of stakeholders

## CONFERENCE PARTICIPANTS

- Local authority and government representatives
- Urban planners and engineers
- Policy-makers
- The bicycle industry
- Public transport organisations
- Advocates of cycling
- Designers
- Academics and research institutions
- Leisure and tourism policy-makers
- Economists
- IT developers
- Green activists
- Innovators



**DATE** 9 to 12 MAY 2023

**VENUE CONGRESS CENTER LEIPZIG**

Seehausener Allee 1, 04356 Leipzig, Germany

**EXHIBITION**

Set-Up: Monday, 8 May 2023, 9 am - 8 pm

Opening Hours: 9 to 11 May 2023, 9 am - 6 pm  
12 May 2023, 9 am - 1 pm

Breakdown: Friday, 12 May 2023, 1 am - 10 pm

**CONTACTS**

André Störmer, Exhibitor & Partnership Opportunities  
+49 341 308884-80, [sales@velo-city2023.com](mailto:sales@velo-city2023.com)

Ben Luoma, ECF Exhibition & Partnerships  
+32 491 891872, [b.luoma@ecf.com](mailto:b.luoma@ecf.com)

**CONFERENCE WEBSITE**

[www.velo-city2023.com](http://www.velo-city2023.com)

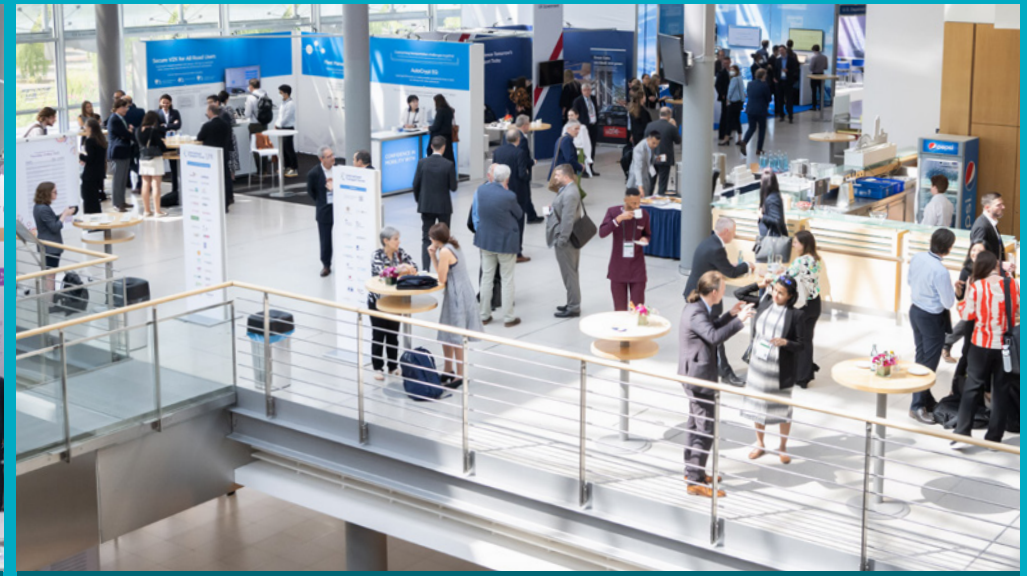


# VENUE: CONGRESS CENTER LEIPZIG

**VELO-CITY**  
LEIPZIG  
2023

09. JUN  
12 MAY

LEADING  
THE TRANSITION



# VENUE: CONGRESS CENTER LEIPZIG

**VELO-CITY**  
LEIPZIG  
2023

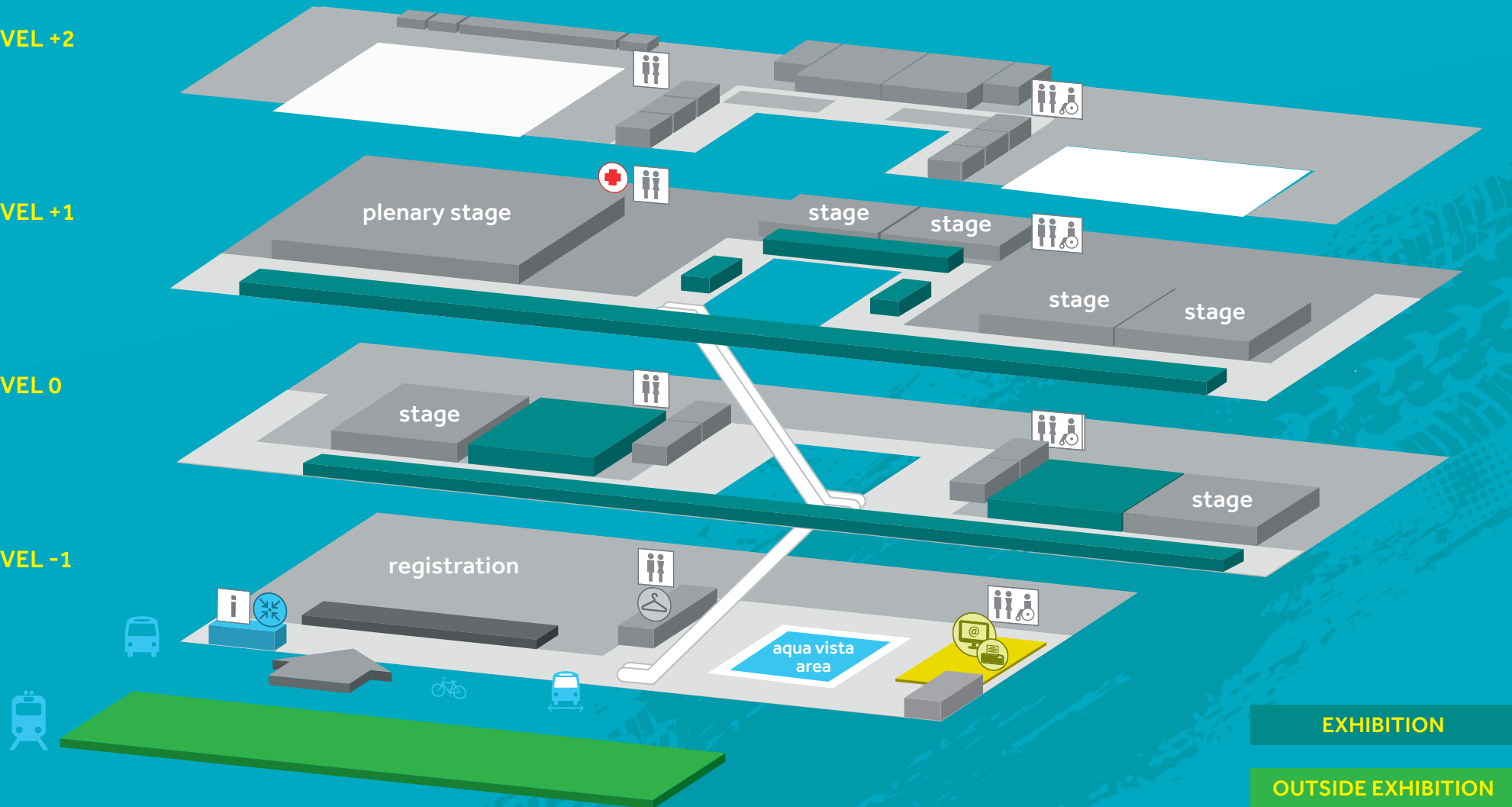
**09 - 12 MAY**  
LEADING  
THE TRANSITION

LEVEL +2

LEVEL +1

LEVEL 0

LEVEL -1



EXHIBITION

OUTSIDE EXHIBITION



# EXHIBITOR PACKAGES

## ALL-INCLUSIVE BOOTH PACKAGES

	EXHIBITION PACKAGE A € 9,450 + 19 % VAT 6 x 6 m (36 m²)	EXHIBITION PACKAGE B € 4,950 + 19 % VAT 3 x 6 m (18 m²)	EXHIBITION PACKAGE C € 2,950 + 19 % VAT 3 x 3 m (9 m²)	 <b>IN COMBINATION WITH PACKAGES A TO C ONLY</b>
Booth size				<b>PACKAGE PLUS</b> additional single m² € 250 per m² + 19 % VAT
Partition walls	✓	✓	✓	✓
Standard banner with exhibitor's name	1	1	1	
Counter	1	1	1	
Chair	1	1	1	
Electricity - 220 V power outlet	✓	✓	✓	✓
Floor covering	✓	✓	✓	✓
Full Velo-city passes*	3	2	2	

\* The full conference pass will give you full access to the conference including access to all sessions, all social events, welcome reception, bike parade, free bicycle use during the conference, conference dinner and catering.



# CUSTOM EXHIBITION SPACE

## EXHIBITION PACKAGE C, 9 m<sup>2</sup>



## PACKAGE D – BOOTH SPACE ONLY

225 €/m<sup>2</sup> plus 19 % VAT

- Booth space only, minimum 20 m<sup>2</sup>
- Contact/offer for support and development of a customised exhibition booth

## DYNAMO HUB – OPPORTUNITY FOR START-UPS

please contact: Ben Luoma  
ECF Exhibition & Partnerships, +32 491 891872, [b.luoma@ecf.com](mailto:b.luoma@ecf.com)



# PARTNER PACKAGES

**PREMIUM PARTNER**

**individual arrangement**

**GOLD PARTNER**

**€ 25,000** plus 19 % VAT

**SILVER PARTNER**

**€ 20,000** plus 19 % VAT

**BRONZE PARTNER**

**€ 15,000** plus 19 % VAT

**CONTACT:** André Störmer, Exhibitor & Partnership Opportunities, +49 341 308884-80, [sales@velo-city2023.com](mailto:sales@velo-city2023.com)

# PARTNER PACKAGES

	<b>PREMIUM PARTNER</b> (limited to only 1 partner) individual arrangement	<b>GOLD PARTNER</b> (limited to only 3 partners) € 25,000 + 19 % VAT	<b>SILVER PARTNER</b> € 20,000 + 19 % VAT	<b>BRONZE PARTNER</b> € 15,000 + 19 % VAT
<b>PROGRAMME</b>				
Sponsorship mention in plenary session	✓	✓		
Right to use the title "Premier Partner of Velo-city 2023"	✓	✓	✓	
Speaking slot on the Freewheel Stage	2	1	1	1
<b>EXHIBITION</b>				
Booth size	6 x 6 m (36 m <sup>2</sup> )	6 x 4 m (24 m <sup>2</sup> )	5 x 3 m (15 m <sup>2</sup> )	4 x 3 m (12 m <sup>2</sup> )
Pre-selection of booth location	✓	✓		
<b>ON-SITE</b>				
Complementary Passes	6	6	5	4
Company advertisement in the Aqua Vista area	✓			
Company advertisement at the venue	✓	✓	✓	✓



# PARTNER PACKAGES

	<b>PREMIUM PARTNER</b> (limited to only 1 partner) individual arrangement	<b>GOLD PARTNER</b> (limited to only 3 partners) € 25,000 + 19 % VAT	<b>SILVER PARTNER</b> € 20,000 + 19 % VAT	<b>BRONZE PARTNER</b> € 15,000 + 19 % VAT
<b>DIGITAL</b>				
Article in the Velo-city e-newsletter	2	1	1	
Company logo, name and link on the sponsors' page of the official Velo-city website	✓	✓	✓	✓
Company logo on the screen at the start and during the breaks of each day's session	✓	✓	✓	✓
Company logo on the electronic displays around the venue	✓	✓	✓	✓
Company profile (50 words) on the official Velo-city website	✓	✓	✓	✓
Social media post on Velo-city social media platforms	2	1	1	1
<b>PRINT</b>				
Company logo on the Velo-city printed information kit	✓			
Company logo on the sponsors' page of the main programme	✓	✓	✓	✓
Company logo on partner wall at the conference venue	✓	✓	✓	✓
<b>CONFERENCE BAG</b>				
Company logo on the conference bag	✓			
Leaflets in the conference bag	2	1	1	1

# PARTNERSHIP OPPORTUNITIES

## BIKE PARADE PARTNERSHIP (exclusive right) € 15,000 plus 19 % VAT

Velo-city Bike Parade is always one of the most anticipated moments of Velo-city. It's a unique event where the Velo-citizens meet with the local cyclists of the city and ride together through the streets. Do you wish to sponsor the renowned bike parade held during the conference? You can become the title sponsor of the bike parade and your company will be named as the exclusive sponsor on the official Velo-city 2023 Leipzig website, along with your company logo and a 50 word profile description. The route is yet to be determined but this unique event is usually covered by a lot of local media! Your company can design and bring branded material for the bike parade, while respecting eco-friendly guidelines.

## BIKE PARTNERSHIP (ON DEMAND)

Become the bicycle sponsor for Velo-city 2023. 1500–1800 bikes are needed for the participants of Velo-city 2023. Participants will be cycling around Leipzig during the 4 days of the conference and the bikes will also be used in the bike parade!

## PARKING SOLUTIONS PARTNERSHIP € 7,500 plus 19 % VAT

Your company can exhibit parking solutions outside the conference venue for the delegates to park their bikes.

## SPEAKERS' PREPARATION ROOM PARTNERSHIP € 5,000 plus 19 % VAT

Your company can sponsor the Speakers' Preparation Room, where all speakers will be reviewing their presentations before the sessions. Your logo will be displayed on the computer desktops and screensavers. Your company can sponsor the catering and supply branded material such as pencils/pens, notepads or mouse pads.



# PARTNERSHIP OPPORTUNITIES

## CHARGING STATION PARTNERSHIP

€ 3,500 plus 19 % VAT

A multimedia presentation area with mobile phone charging stations.  
Brand the charging station and make it visible to the users that you are its sponsor.

## PLENARY SESSION PARTNERSHIP

€ 2,500 plus 19 % VAT

Your company can sponsor a plenary session of your choice (first come, first serve). Your company name will be noted as sponsor in the programme. Your company logo and company name will be displayed at the start and end of the session.

## FREEWHEEL STAGE

€ 1,500 plus 19 % VAT

The Freewheel Stage will be available at Velo-city 2023 during the coffee and lunch breaks for exhibitors to showcase their solutions during a 15-mins speaking slot. The Freewheel Stage will be located close to the coffee and lunch areas, where attendees can sit and drink coffee or enjoy some food while watching the presentations. Please contact the Velo-city 2023 secretary's office for more information on available speaking slots. (Limited number of speaking slots available. **Only for exhibitors**)





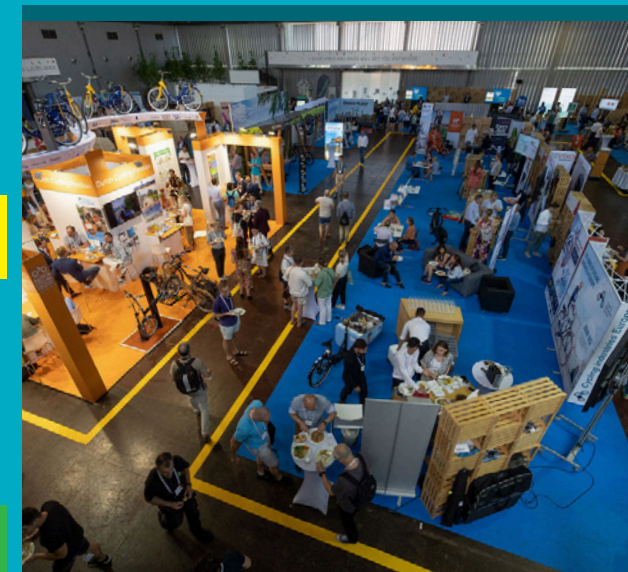
## SOCIAL EVENT PARTNERSHIPS

Your company can sponsor one of the following social events at the conference. Your company logo and branding will be displayed and your company will be noted as sponsor on the website with your logo and a 50-word profile description.

### WELCOME RECEPTION PARTNERSHIP

**€ 10,000** plus 19 % VAT

The Welcome Reception is the very first social event of the Velo-city 2023 Leipzig conference. It usually takes place on the first day after the last plenary session and is a great opportunity for networking and greeting the Velo-citizens. Your company can design and supply branded material for the Welcome Reception in accordance with our eco-friendly guidelines. Your company can also supply branded entertainment activities, to be co-designed together with the Velo-city organisers.



### NETWORKING DINNER PARTY PARTNERSHIP

**€ 15,000** plus 19 % VAT

The Networking Dinner Party is one of the social highlights at Velo-city. It's a unique event where all the Velo-citizens are gathered in a same room, enjoying local food and entertainment. Your company can design and supply branded material for the Networking Dinner Party in accordance with eco-friendly guidelines. Your company can also supply branded entertainment activities, to be co-designed together with the Velo-city organisers.



### NETWORKING LUNCH PARTNERSHIP

**€ 5,000** plus 19 % VAT (per Lunch Break)

Your company can design and supply branded material for the sponsored lunch in accordance with eco-friendly guidelines.

### COFFEE BREAK PARTNERSHIP

**€ 2,500** plus 19 % VAT (per Coffee Break)

Your company can design and supply branded material for the sponsored coffee break in accordance with eco-friendly guidelines.



## PRINT AND DIGITAL PARTNERSHIPS

### LANYARDS AND BADGES

**€ 10,000** plus 19 % VAT

### CONFERENCE BAG PARTNERSHIP

**€ 10,000** plus 19 % VAT

### BAG INSERT PARTNERSHIP

**€ 1,500** plus 19 % VAT

### CONFERENCE VENUE SIGNAGE PARTNERSHIP

**€ 1,500** plus 19 % VAT

Display your individually designed company banner in the lobby of the Congress Center Leipzig. Dimensions are to be agreed. Costs do not include banner production costs.



# JOIN US AT VELO-CITY 2023 LEIPZIG!

**VeLo-City**  
LEIPZIG  
2023

09. - 12. MAY  
LEADING  
THE TRANSITION





# CONTACT

André Störmer  
Exhibitor & Partnership Opportunities  
+49 341 308884-80  
[sales@velo-city2023.com](mailto:sales@velo-city2023.com)

Ben Luoma  
ECF Exhibition & Partnerships  
+32 491 891872  
[b.luoma@ecf.com](mailto:b.luoma@ecf.com)

You would like to become a partner?  
Please fill in the application form.

[download here](#)

