

16-19  
JUNE 2026



# EXHIBITION & PARTNERSHIP

OPPORTUNITIES



## ABOUT VELO-CITY

Since 1980, Velo-city is the annual world cycling summit that brings together global cycling stakeholders to shape the future of cycling and accelerate a shift towards more active and sustainable mobility.

First held in 1980, the flagship event of the European Cyclists' Federation promotes cycling as a sustainable and healthy means of transport for all. With an unrivalled programme covering active mobility, sustainable urban planning, cycling economics, industry, political leadership and cycling activism, Velo-city inspires action and pushes cycling higher up the political agenda.

### MORE AND BETTER CYCLING

Velo-city boosts the development of cycling policies and infrastructures in the host city, region, country, and beyond.

### PROGRAMME EXCELLENCE

Our high-quality programme is built from an open call for abstracts, featuring top speakers from around the world.

### ENVIRONMENTAL GOALS

The conference strives to create as little waste as possible and encourages the most sustainable transport options to and around the host city.

### DIVERSITY AND INCLUSION

Velo-city makes sure that diverse perspectives are heard, by working towards better gender and geographical balance among the speakers and attendees.

## JOIN THE VELO-CITIZENS

For an unforgettable conference experience

- Get inspired at 80+ sessions
- Discover the latest innovations for better cycling at the exhibition
- Explore the city during technical tours on a bike
- Meet the locals at the Bike Parade
- Make new connections at the welcome reception
- Show your dance moves at the networking dinner party



## OUR NUMBERS

**1600+**  
PARTICIPANTS

**60+**  
COUNTRIES

**100+**  
EXHIBITORS

**400+**  
SPEAKERS

**80+**  
SESSIONS

## THE VELO-CITY COMMUNITY

An important aspect of Velo-city conferences is the wide diversity of people who attend.

Much effort is made to attract delegates from different backgrounds, and this mix contributes to a very creative and diverse atmosphere, shaping a conference experience many want to repeat: **94% of delegates indicate they want to attend Velo-city again!**



### TOP 20 COUNTRIES ATTENDING\*

Poland  
Netherlands  
Belgium  
Germany

France  
Japan  
Ireland  
United Kingdom

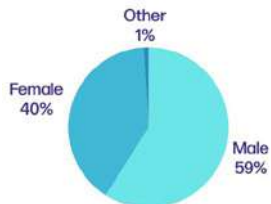
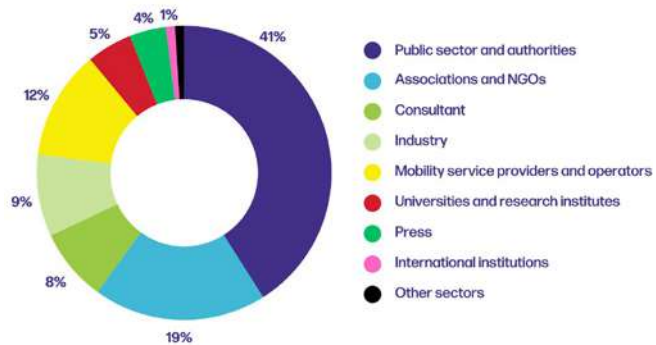
United States  
Denmark  
Italy  
Spain

Sweden  
Finland  
Switzerland  
Norway

Austria  
Canada  
Hungary  
Slovakia

\*At Velo-city 2025 Gdansk

## A DIVERSE AUDIENCE





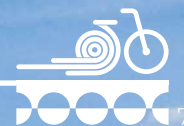
# WELCOME TO RIMINI!

*Rimini is a vibrant coastal gem in the heart of Emilia-Romagna, blending leisure, sport, and business tourism. Renowned worldwide for its 16 kilometers of sandy coastline and 150 private beaches, also offers an impressive hospitality network with more than 3.3 million visitors every year.*

*A certified bike-friendly city, Rimini with the Bicipolitana, a 135 kilometres cycling network linking the sea, the historic centre, and the surrounding country countryside is a shining example of how cycling can connect people and places.*

*Be invited to experience Rimini's transformation, discover its history and hospitality, and witness firsthand how a coastal tourist destination has become a model of sustainable mobility in Italy.*

**Welcome to Rimini!**



# THE VENUE AND THE CO-ORGANISERS

## THE VENUE

The Palacongressi di Rimini is one of the largest and most modern convention centres in Europe, designed with sustainability and flexibility at its core. With a plenary hall for up to 4,700 delegates, 39 modular rooms, state-of-the-art technology, and an exhibition area exceeding 11,000 sqm, the venue offers the perfect environment for a global event like Velo-city. Its central location ensures easy accessibility, while the surrounding green spaces and cycle-friendly.





## THE CO-ORGANISERS



Founded in 1983, ECF is a Brussels-based independent non-profit association promoting cycling as a sustainable and healthy means of transport and leisure. With over 70 member organisations in more than 40 countries, and networks such as Cities

and Regions for Cycling and Cycle Friendly Employers, ECF is the leading global voice for cycling. Its strategic guidance and international reach ensure that Velo-city remains the premier global platform for cycling advocacy and innovation.



FIAB is the largest not-for-profit organisation promoting cycling mobility in Italy, supported by a network of 160 local associations. With more than 30 years of expertise, FIAB plays a central role in

advancing cycling policies nationwide. For Velo-city Rimini, FIAB will act as Programme Director, ensuring the conference reflects Italy's strong commitment to cycling culture and mobility.



Rimini is a vibrant coastal gem in the heart of Emilia-Romagna, blending leisure, sport, and business tourism. Renowned worldwide for its 16 kilometers of sandy coastline and 150 private beaches, also offers an impressive

hospitality network. A certified bike-friendly city, Rimini features 135 kilometres of cycling paths, inviting visitors to explore its beauty on two wheels.



VisitRimini is the official DMC of the city, dedicated to promoting tourism and enhancing the value of Rimini's unique territory. With in-depth knowledge of the local area, it collaborates with both

public and private partners to create an integrated tourism offering tailored to all types of visitors—whether for business or leisure, VisitRimini provides comprehensive solutions designed to meet every need.



The Emilia-Romagna region was formed by the merging together of different yet complementary areas. The Emilia area is the land of the castles and citadels of world-renowned PDO and PGI products and the music of Giuseppe Verdi.

Romagna has always been about seaside and entertainment, from beaches to coastline. This area harbours enchanting hillside villages, ancient culinary traditions, region's emblematic piadina flatbread, a passion for wellness and fitness.



Event&Conference Division of Italian Exhibition Group. A well-established and dynamic organisation that supports event and congress organizers in the Rimini destination representing a one stop shop for

assistance, consultancy and coordination. CBRR directly manages the Palacongressi di Rimini, which will host the Velo-City Conference 2026.



A global, multi-service and ever-evolving company, AIM Group International leads the way in conferences, events, and communication. Supporting scientific societies and associations, AIM designs

and delivers tailored meetings to achieve strategic goals. As Professional Congress Organiser (PCO) of Velo-city 2026, AIM will manage all aspects of event organisation and sponsorship engagement.



## BECOME A PARTNER

**As an official  
Velo-city Partner,  
your business  
will be in the  
spotlight at the  
annual world  
cycling summit.**

Choose from a variety of partnership tiers to best suit your budget and goals, and collaborate with our team to ensure this edition of Velo-city raises your profile among the right audience.



<b>PREMIUM PARTNER</b>	
<ul style="list-style-type: none"> <li>• Customized Contribution upon agreement</li> </ul>	
<b>GOLD PARTNER</b>	€35.000*
<ul style="list-style-type: none"> <li>• Prominent online &amp; offline visibility</li> <li>• 36m<sup>2</sup> bare surface</li> <li>• 60 minutes of speaking time</li> </ul>	
<b>SILVER PARTNER</b>	€25.000*
<ul style="list-style-type: none"> <li>• Prominent online &amp; offline visibility</li> <li>• 18m<sup>2</sup> bare surface</li> <li>• 2×15 minutes of speaking time</li> </ul>	
<b>BRONZE PARTNER</b>	€15.000*
<ul style="list-style-type: none"> <li>• Prominent online &amp; offline visibility</li> <li>• 12m<sup>2</sup> bare surface</li> <li>• 1×15 minutes of speaking time</li> </ul>	
<p><b>OTHER PARTNERSHIPS</b>                  Looking for a custom partnership opportunity?                  Contact us to explore tailored solutions that align with your company's objectives.  <a href="mailto:partners@velo-city-conference.com">partners@velo-city-conference.com</a></p>	



\*VAT EXCL. 22%

BENEFIT	Premium individual arrangement	Gold (€35.000*)	Silver (€25.000*)	Bronze (€15.000*)
<b>Max. Number of Partners</b>	1	2	2	5
Floor Space	72m <sup>2</sup>	36m <sup>2</sup>	18m <sup>2</sup>	12m <sup>2</sup>
Pre-selection of Space Location	✓	✓	✓	✓
Freewhell stage session (60') integrated in the programme, Freewheel stage slot during the breaks (15')	1 x 60'	1 x 60'	2 x 15'	1 x 15'
Plenary Mention	✓	✓		
Start Screen Every Session	✓	✓		
Screens at Venue	✓	✓	✓	
Programme & Floorplan Screen	✓	✓	✓	✓
Logo on the Website	✓	✓	✓	✓
Social Media Post on VC26 Channels	✓	✓	✓	✓
Velo-city Newsletter Article	✓	✓	✓	✓
Velo-city App Listing	✓	✓	✓	✓
Velo-city App Push Message	✓	✓		
Tickets (4-day Conference Passes)	8	6	4	2

\*VAT EXCL. 22%



## EXHIBITOR PACKAGES

### Standard Prefitted Booth

Size	Price	Tickets Included
9 m <sup>2</sup> (3X3)	€3.250*	2 full conference tickets
18 m <sup>2</sup> (6X3)	€5.500*	2 full conference tickets

### Bare Surface Options

Size	Price	Tickets Included
9 m <sup>2</sup> (3X3)	€2.300*	2 full conference tickets
18 m <sup>2</sup> (6X3)	€4.500*	2 full conference tickets
36 m <sup>2</sup> (6X6)	€10.000*	5 full conference tickets
72 m <sup>2</sup> (6X12)	€19.000*	6 full conference tickets

DO YOU HAVE SPECIFIC NEEDS?  
REACH OUT TO: [partners@velo-city-conference.com](mailto:partners@velo-city-conference.com)




## SAMPLE OF 9 M<sup>2</sup> (3X3) STANDARD PREFITTED BOOTH



### BECOME AN EXHIBITOR

- White modular walls (height 250 cm)
- Carpet (Class 1)
- 1 desk (100 x 50 cm, height 100 cm)
- 1 stool
- 1 electrical system with distribution board
- 1 power strip (220V 16A), 3 LED spotlights
- 2 standard black cut-out vinyl company name prints on white background applied to side panels
- 1 graphic with company logo on the front of the desk
- 1 full-wall graphic with company logo (1 x 2.5 m, gross dimensions)

## CUSTOMIZATION & INNOVATION AREAS

Other Customization Options	
Fascia-board Graphic (180×40 cm)	€230*
Front Desk Graphic (100×98 cm)	€145*
Entire Wall Customization (300×290 cm)	
Gross: 96×242 cm - Net: 94×240 cm <i>For A4 booths: adhesive printing ensures seamless, uninterrupted graphics</i>	
Storage Room Customization (if applicable)	
Storage wall (100×290 cm)	€370*
Storage door (100×290 cm)	€370*
Opportunities for start ups - start up area (on demand)	
Booths for small start-ups	
Special conditions will be guaranteed	
"Future Mobility Lab" - Space Partner (on demand) 	
<i>A dedicated area for startups and innovative projects in the cycling mobility sector, with tech sponsors supporting the best ideas.</i>	
Branding in the "Future Mobility Lab" space	
Opportunity to mentor or support selected startups	
Presence in jury panels for innovation challenges	





## PAYMENT TERMS AND CANCELLATION POLICY FOR EXHIBITION SPACES

### PAYMENT TERMS

100% of the total is due upon reservation against invoice.

All the prices are VAT 22% excluded.

All the amounts and payments are in Euro (EUR).

Credit cards and bank transfer are accepted.

The purchase of sponsorship items or exhibition space will only be confirmed when payment has been processed.

The payee is responsible for bank charges.

Payments can be made by a wire transfer according to the following details:

**BANCA INTESA SAN PAOLO - 01882 – Milano**  
**Viale Coni Zugna, 62 Milano**

**Bank account: 100000005623**

**IBAN: IT57D0306909457100000005623**

**Account beneficiary: AIM ITALY SRL**

**Please clearly state the name of the conference  
in the reason for the payment: VELOCITY 2026**

### CANCELLATIONS

**Before 1 February 2026:**

the exhibitor will be charged a €500 handling fee.

**From 1 February to 15 March 2026:**

a penalty of 50% of the fees will apply.

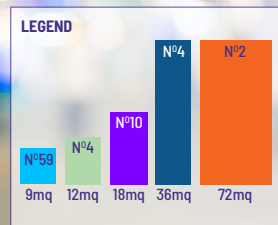
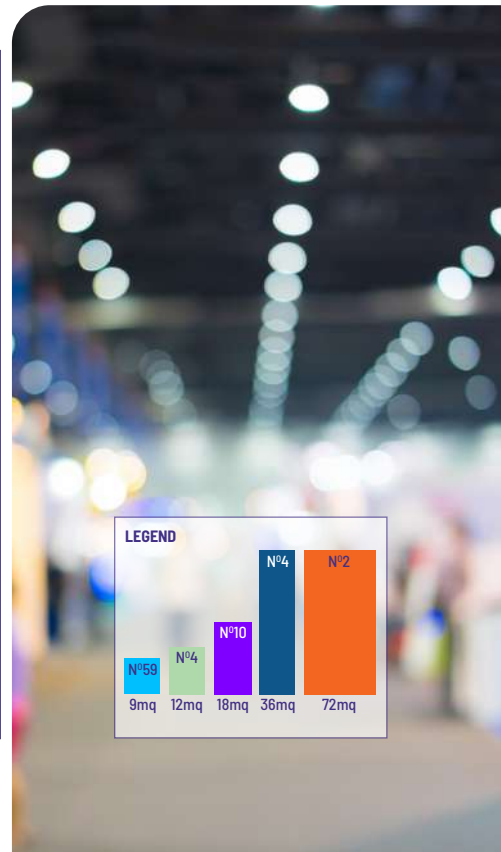
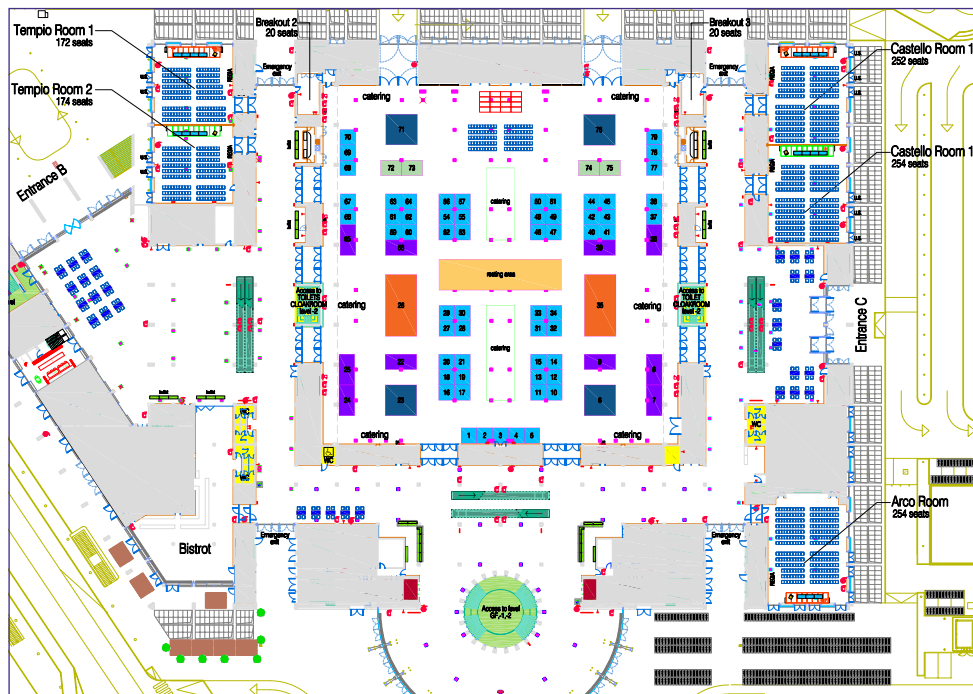
**From 16 March 2026 onwards:**

a penalty of 100% of the fees will apply.

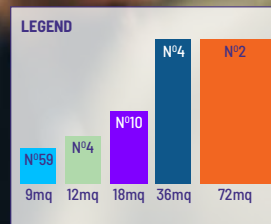
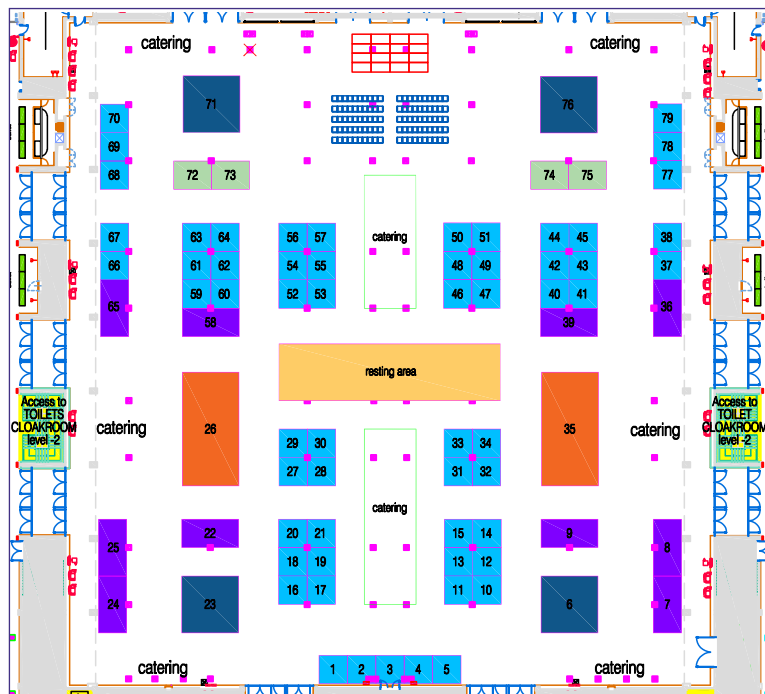
The assignment of the exhibition space and/or any other form of participation will be made on a first-come, first-served basis.

The booking of the exhibition space and/or any other chosen form of participation will be considered confirmed only upon receipt of payment by the Organizing Secretariat.

## EXHIBITION FLOORPLAN



## EXHIBITION FLOORPLAN



## OTHER PARTNERSHIPS



## BRANDED SPACES VISIBILITY

### **SPEAKER ROOM PARTNER**

*Elevate your brand's visibility by becoming our exclusive Speaker Room Partner.*

- **Prominent recognition with exclusive branding**
- **Opportunity to design and supply branded materials**
- **Option to provide branded entertainment activities co-designed with Velo-city organizers**

### **WORKING LOUNGE PARTNER**

*Create a relaxed and productive atmosphere as our Working Lounge Partner.*

- **Exclusive branding as the official Work Lounge Partner**
- **Opportunity to design and supply branded materials (eco-friendly)**
- **Option to provide branded entertainment activities**
- **Logo placement and acknowledgment on website and app**

### **NETWORKING AREA PARTNER**

*A dedicated space for attendees to connect and collaborate.*

- **Exclusive branding in the Networking Area**
- **Opportunity to provide branded furniture and materials**

### **RECOVERY & RELAX AREA PARTNER**

*A dedicated space for post-cycling recovery and relaxation.*

- **Exclusive branding in the Recovery & Relax Area**
- **Opportunity to provide branded wellness products**
- **Association with well-being and sustainable mobility**

### **PARKING PARTNER**

*Showcase your company's parking solutions at the conference venue.*

- **Opportunity to display innovative parking solutions**



## DIGITAL VISIBILITY

### WiFi PARTNER

*Contribute to a seamless and paperless event experience.*

- Exclusive branding on the WiFi landing page
- Strong brand association with digital conference tools

### CONFERENCE APP PARTNER



*Sponsor the official conference app used for schedules, maps, and networking.*

- Logo on the app's splash screen and throughout the interface
- Possibility of sending branded push notifications

### MOBILE CHARGING STATION PARTNER

*Keep delegates charged while promoting your brand.*

- Exclusive branding on charging stations
- Opportunity to provide branded power banks



## BRANDING ITEMS

### LANYARD PARTNER

*Put your brand around every delegate's neck.*

- Logo placement on all conference lanyards

### BADGE PARTNER

*Gain constant exposure with your brand on every delegate's badge.*

- Logo placement on all conference badges

### WATER DISPENSER PARTNER

*Promote sustainability while keeping attendees hydrated.*

- Branding on water dispensers throughout the venue
- Opportunity to provide reusable branded water bottles

### SURVIVOR KIT PARTNER

*Help attendees recover after an intense week of networking.*

- Branding on the survivor kits distributed on Friday morning
- Opportunity to co-design the kit with organizers

### PHOTOBOOTH PARTNER



*A fun and interactive way for attendees to capture memories.*

- Branding on the photobooth and printed/digital photos
- Social media integration for extended exposure



## SOCIAL MOMENTS VISIBILITY

### LUNCH PARTNER

*Play an active role in networking moments during lunch.*

- Association with one of the most social moments of the event

### WELCOME RECEPTION PARTNER

*Be the first brand delegates encounter as they reunite at the world cycling summit.*

- Exclusive branding during the Welcome Reception
- Opportunity to make a strong first impression

### NETWORKING DINNER PARTNER

*The highlight of the week, a grand celebration of cycling.*

- Exclusive branding at the most prestigious social event
- Opportunity to make a lasting impact on attendees

### COFFEE STATION PARTNER (7 coffee breaks)

*Provide a much-needed caffeine boost and gain strong visibility.*

- Exclusive branding at the coffee stations
- High exposure to repeated delegate visits

## B2C OPPORTUNITIES

### VELO-CITY BIKE PARADE SPONSORSHIP

*A large-scale cycling event through the city, culminating in a festival with food trucks and entertainment.*

- High visibility in local and national media

### VELO-CITY BIKE PARTY SPONSORSHIP

*A celebration with music, food, and drinks at the end of the Parade.*

- Branding along the Parade route
- Possibility to organize entertainment along the route
- Opportunity to sponsor bicycles for participants



## SPONSORSHIP OPTIONS & COSTS

ITEM	COSTS*	
Speaker Room	€5.000	
Working Lounge	€7.500	
Networking Area	€7.500	
Recovery & Relax Area		On demand
Parking Partner	€5.000	
WiFi	€7.500	
Conference App		On demand
Mobile Charging Station Partner	€5.000	
Lanyard	€8.000	Exclusive
Badge	€7.500	
Water Dispenser		On demand
Survivors Kit		On demand
Photobooth	€8.000	
Lunch	€8.000	
Welcome Reception	€15.000	Exclusive
Networking Dinner	€25.000	Exclusive
Coffee Station	€6.000	
Velo-City Bike Parade Sponsorship		On demand
Velo-City Bike Party Sponsorship		On demand

\*VAT EXCL. 22%



## CONTACTS

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