



CYCLE WEEK – THE NATIONAL CYCLING FESTIVAL

ZURICH | 23 - 26 MAY 2024

EXPO



« CYCLE WEEK ENDORSES AND FEATURES THE ENTIRE CYCLING WORLD, SHOWS TRENDS, ENTERTAINS, IMPARTS KNOWLEDGE AND ENCOURAGES PEOPLE TO RIDE THEIR BIKES. »»



CYCLE WEEK FESTIVAL at Europaallee



CYCLE WEEK CAMPUS at Brunau



ZüriDirt Contest

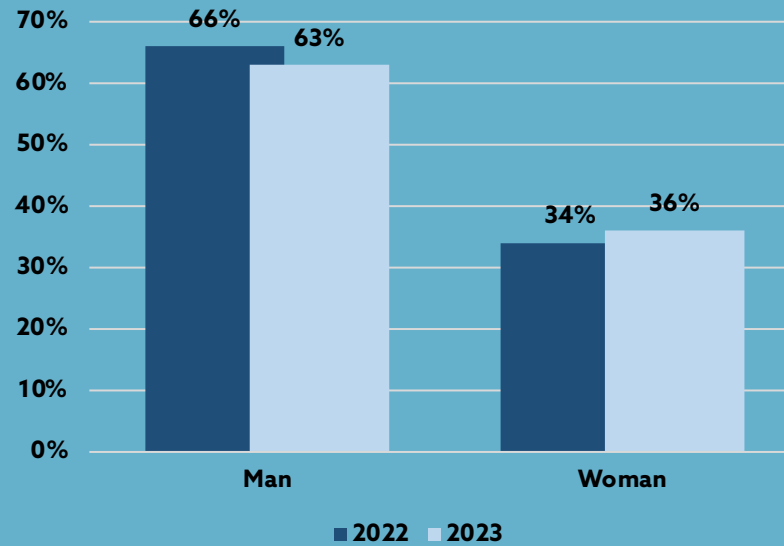


BMX Flatland Contest

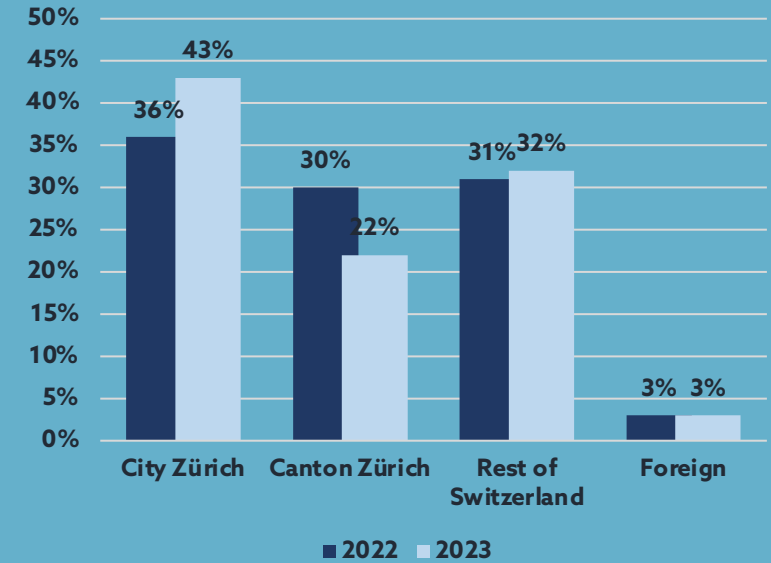


- 73,000 VISITORS AND PASSERS-BY AT EUROPAALLEE
- 5'500 VISITORS AT BRUNAU
- 1'500 VISITORS AT JUMPPARK
- 2'000 PARTICIPANTS IN OVER 150 WORKSHOPS
- 110 EXHIBITORS & PARTNERS
- 61 MIO COMMUNICATION CONTACTS
- 2.5 MIO EVENT BUDGET

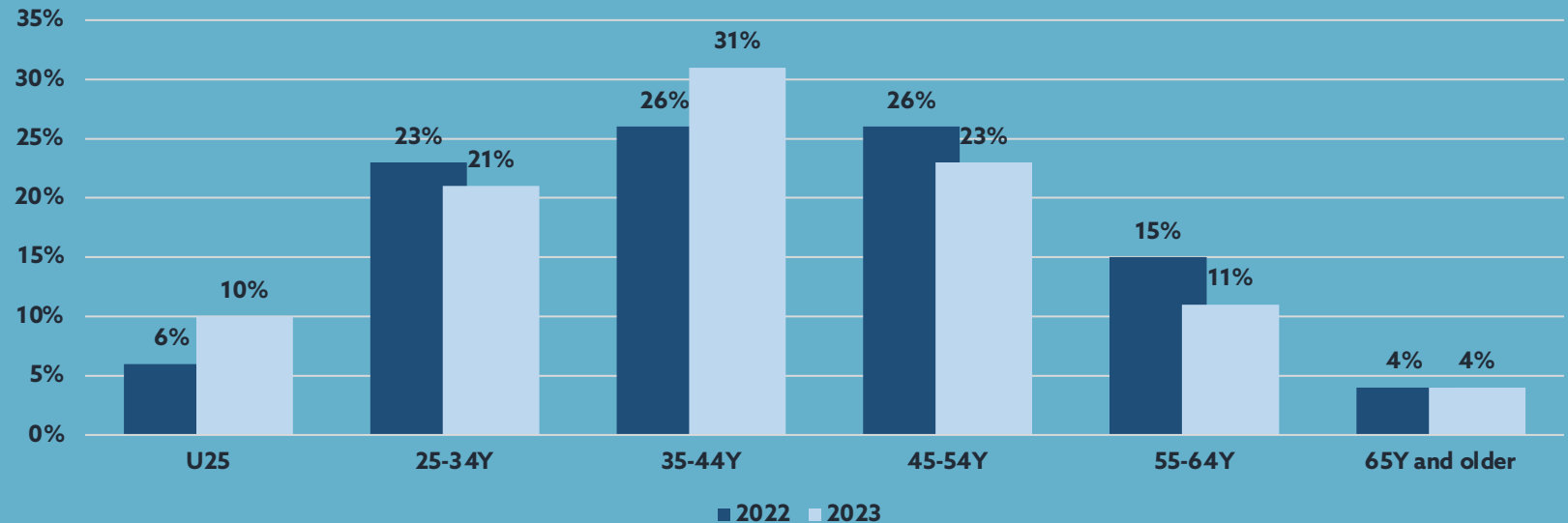
Gender



Residence



Age



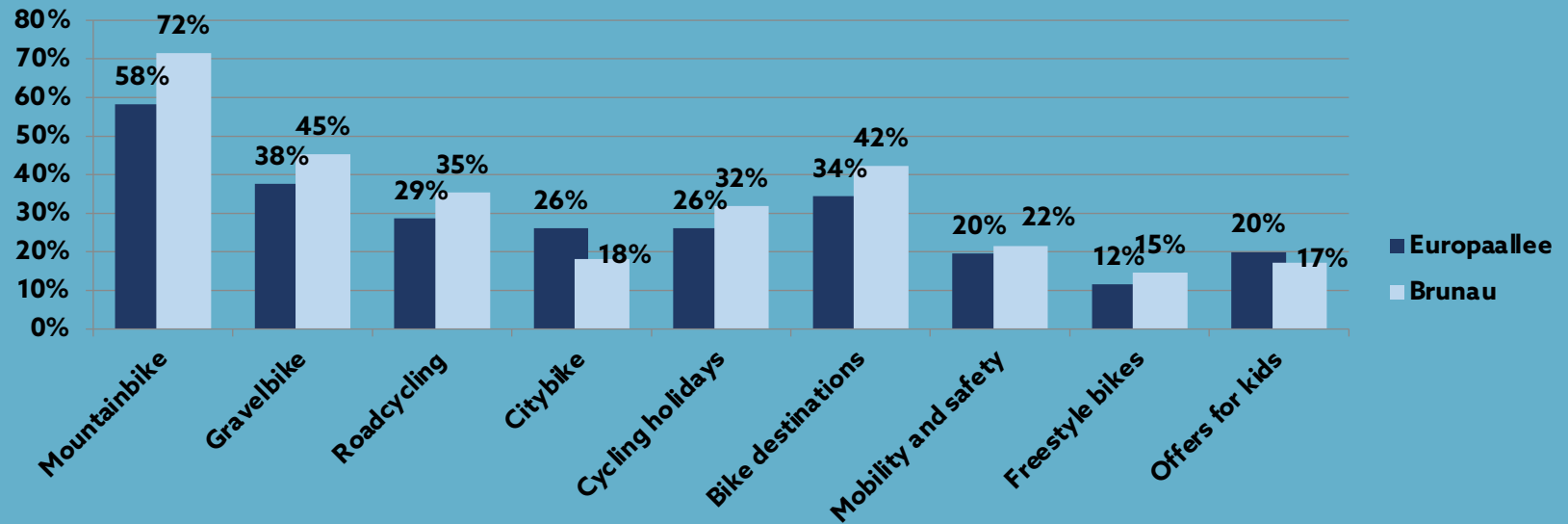
**THE CYCLE WEEK INSPIRES
WITH A WIDE RANGE OF
OFFERS AND ADDRESSES
AN INTERESTED AUDIENCE.**



Visitor mood



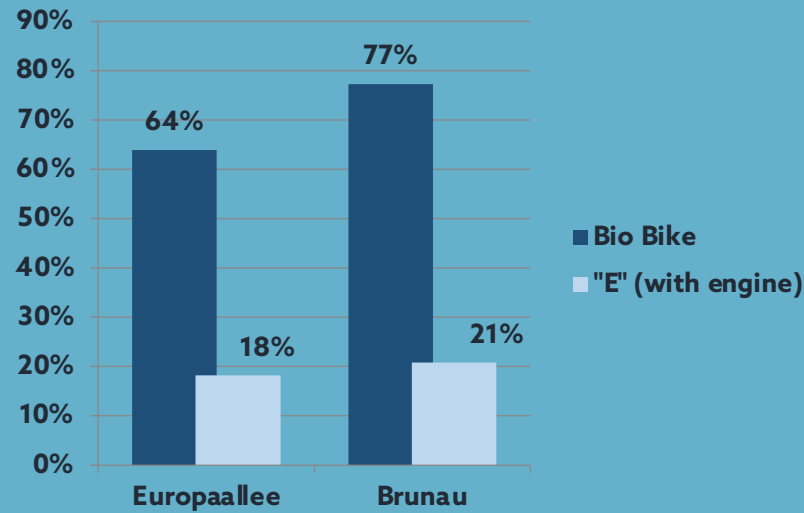
Topics visitors are interested in at CYCLE WEEK



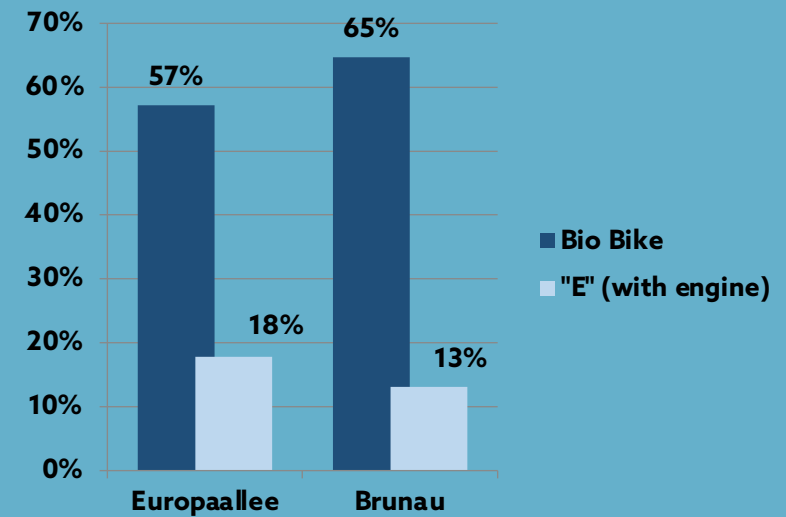


CYCLE WEEK VISITORS USE BICYCLES IN EVERYDAY LIFE AND FOR LEISURE. THEY ALSO RIDE DIFFERENT TYPES OF BIKES AND SPEND AN AVERAGE OF CHF 5,000 ON A NEW BIKE.

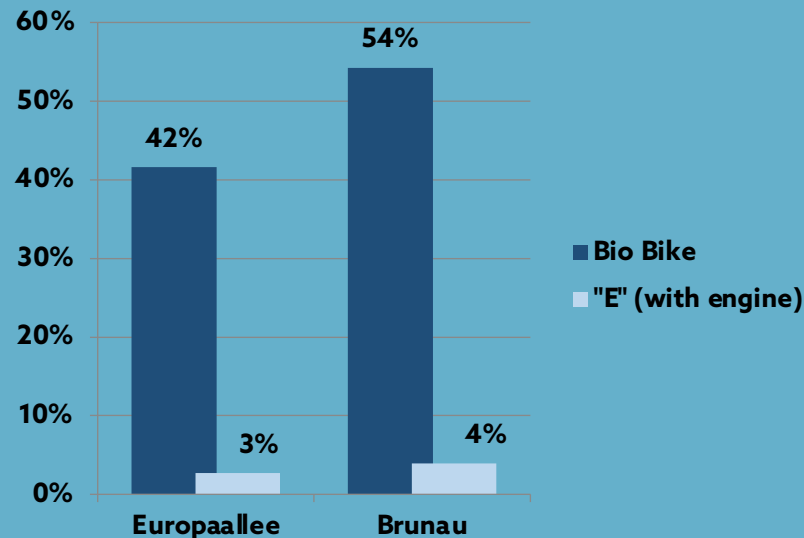
Mountainbiker



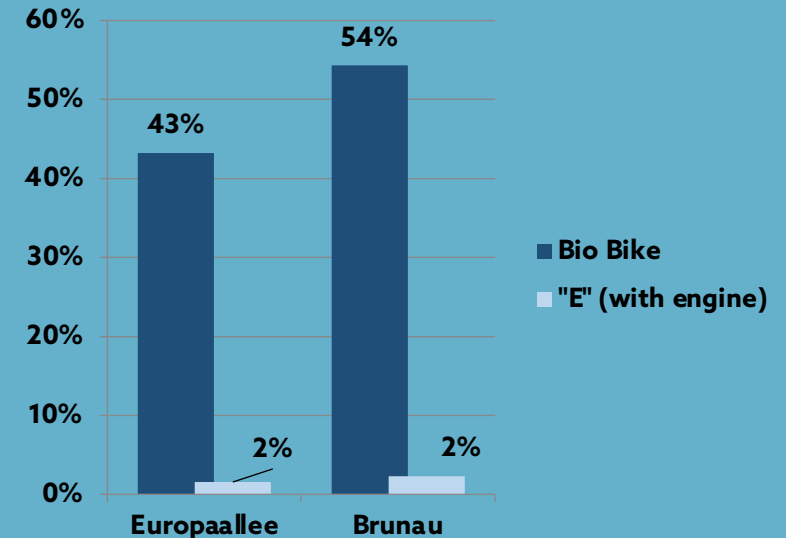
City and everyday cyclist



Gravelbiker

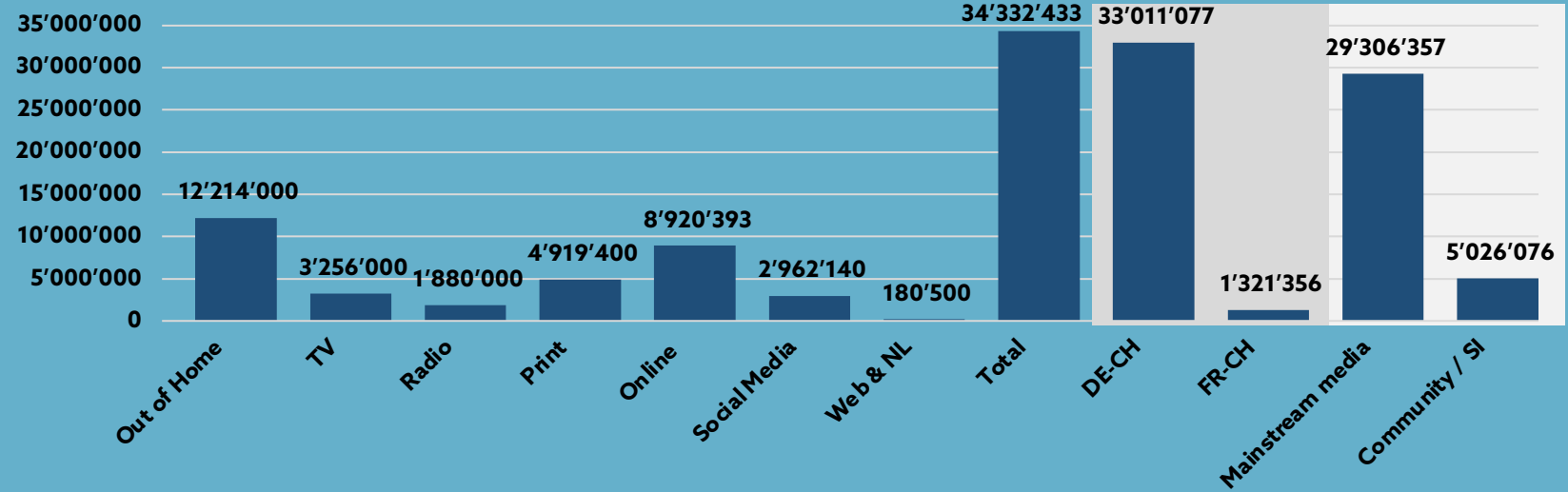


Roadcyclist

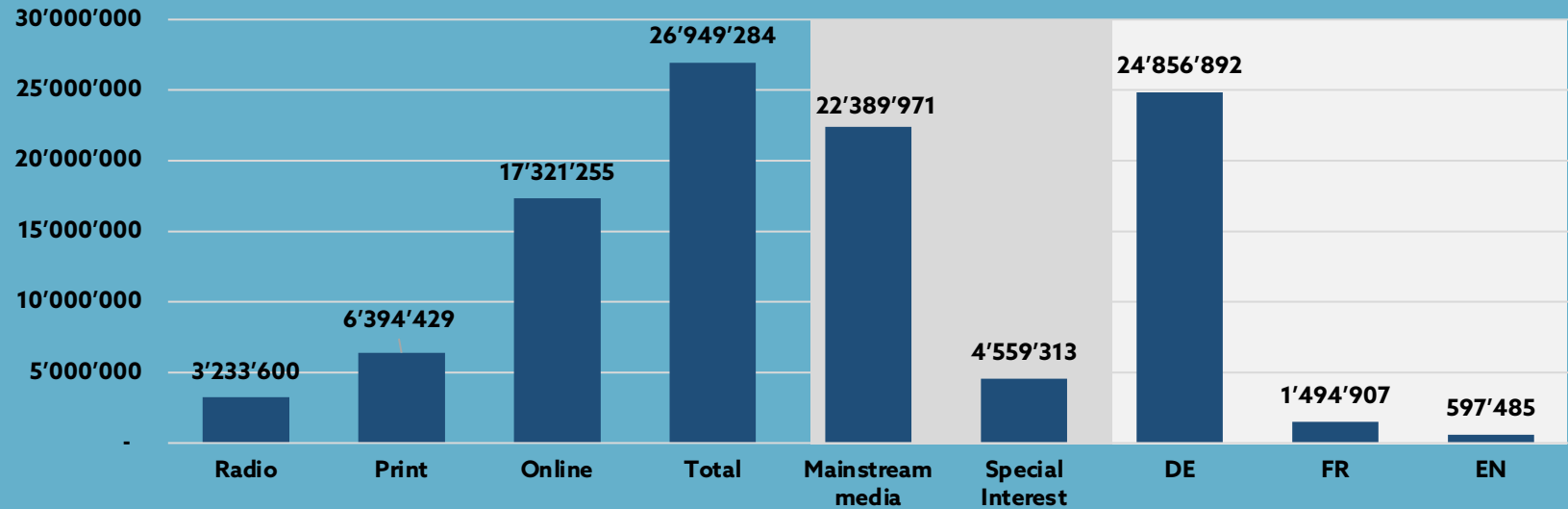


**NATIONAL COMMUNICATION:
61 MILLION CONTACTS
GENERATED, +25%
COMPARED TO PREVIOUS
YEAR**

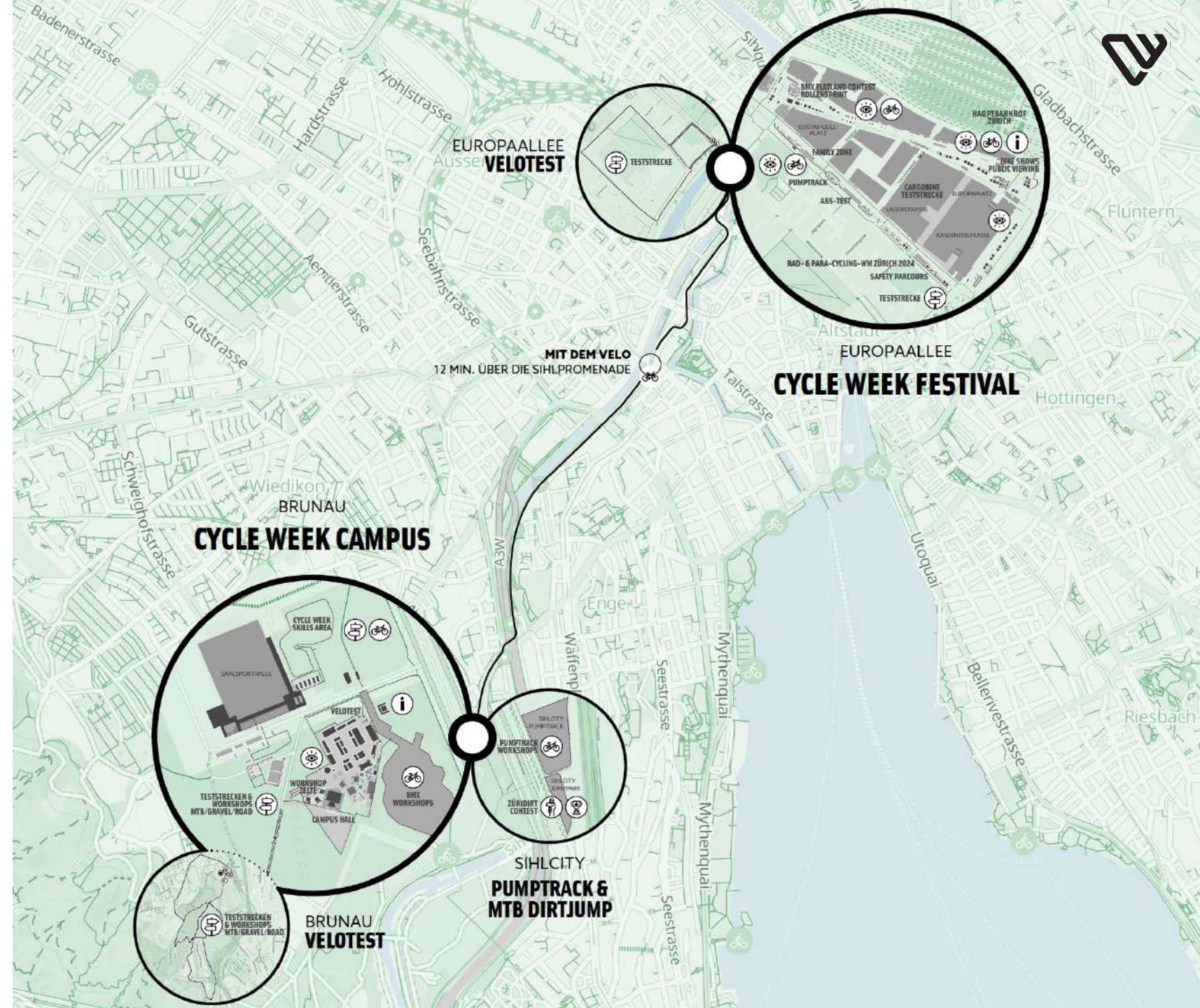
Contacts Advertising, social media and own channels



Media contacts



THE CYCLE WEEK IS LOCATED
IN THE MIDDLE OF ZURICH,
RIGHT NEXT TO THE MAIN
STATION AND IN BRUNAU,
WHERE SPORTVE BIKERS
WILL FIND IDEAL
INFRASTRUCTURES.



**EUROPAALLEE: WITH THE
CYCLE WEEK FESTIVAL WE GO
DIRECTLY TO THE PEOPLE AT
THE MAIN STATION ZÜRICH.**



EUROPAALLEE: WITH THE INTERNATIONAL BMX FLATLAND CONTEST, PUBLIC VIEWINGS, KIDSZONE AND MANY PARTICIPATORY ACTIVITIES.





Europaallee



Europaplatz



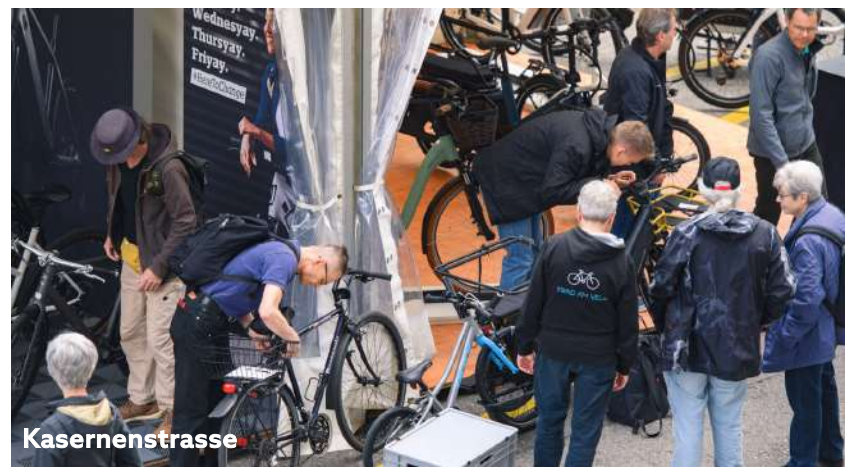
Europaplatz



Gustav Gull Platz



Gustav Gull Platz



Kasernenstrasse



Lagerstrasse



Lagerstrasse



Lagerstrasse

EUROPAALLEE: EXPO BOOTH

Cube: 10x5m or 5x5m (limited)

- The Cubes are free-standing metal/glass constructions with modular side walls (glass, ISO panels, PVC sheets)
- Stand costs include stand space, cube, wooden floor (heavy duty floor), labeled fascia, basic lighting
- Additional space for test bikes possible

Cottage: 10x5m, 5x5m, 5x3m, 3x3m

- Stand costs including stand space, tent with side walls and labeled fascia, wooden floor (heavy duty floor).
- Additional space for test bikes possible
- Optionally bookable: pallet extension

New: Individual stand spaces at Lagerstrasse (without tent construction by organizer)



Typ: Cube 10x5m



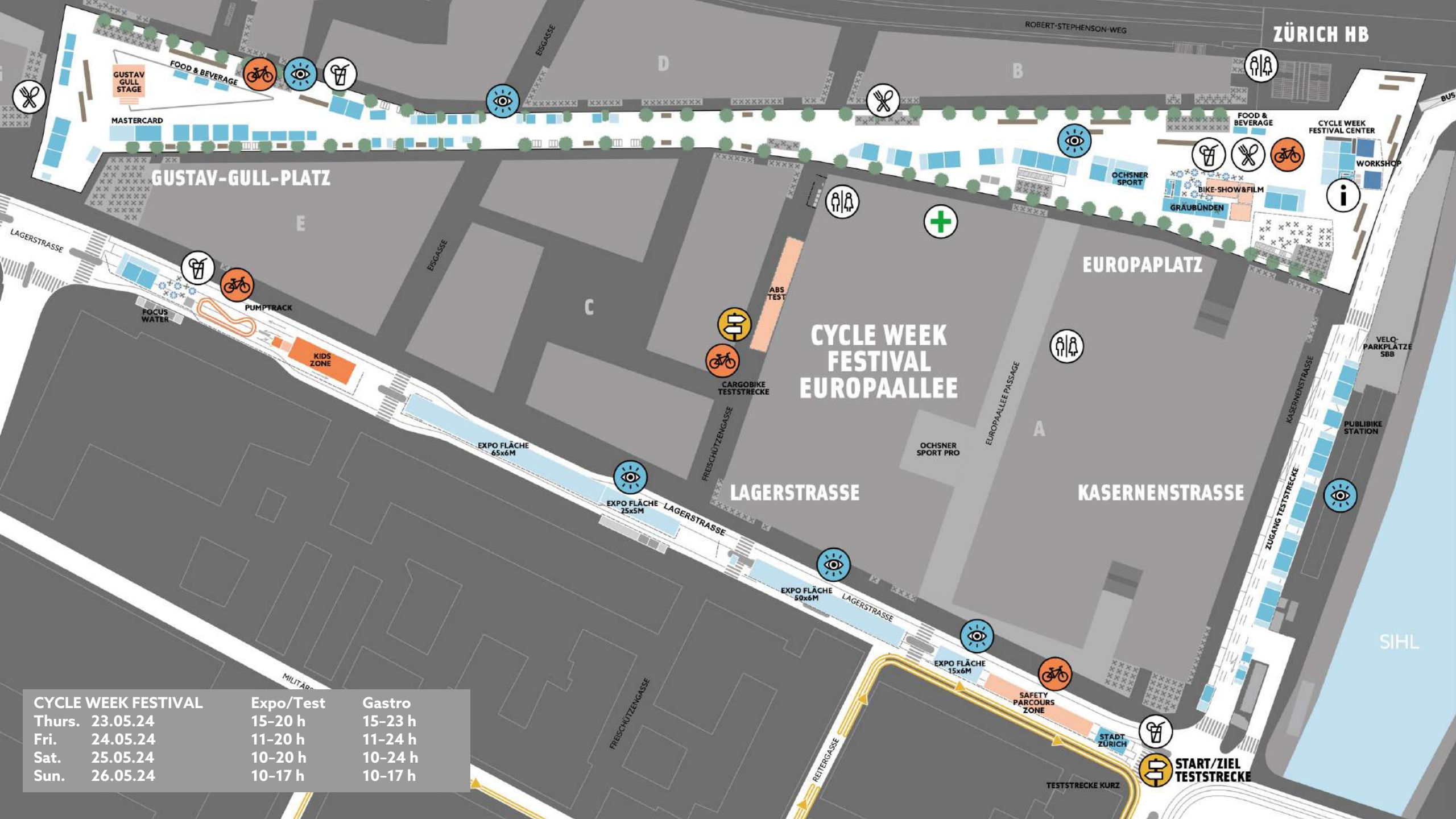
Typ: Cube 5x5m



Typ: Cottage 10x5m, 5x5m, 3x3m



Typ: Cottage 5x3m



CYCLE WEEK FESTIVAL		
	Expo/Test	Gastro
Thurs.	23.05.24 15-20 h	15-23 h
Fri.	24.05.24 11-20 h	11-24 h
Sat.	25.05.24 10-20 h	10-24 h
Sun.	26.05.24 10-17 h	10-17 h

**BRUNAU: IN THE CYCLE WEEK
CAMPUS, HOBBY-BIKERS
MEET BIKENERDS AND
EXPERTS.**





Campus



Campus



Workshop



Workshop



Presentation



Transa Base Camp



Campfire



Ride



Workshop

BRUNAU: BOOTH SPACES

Stand space for row or corner stands
(without tent, bookable from 9m²)

- In the CYCLE WEEK CAMPUS exhibitors can set up an individual booth with tent
- Individual stand space includes wooden floor
- Vehicles can be integrated at the stand by arrangement



Individual booth space



Corner or row stand



Tents by exhibitor



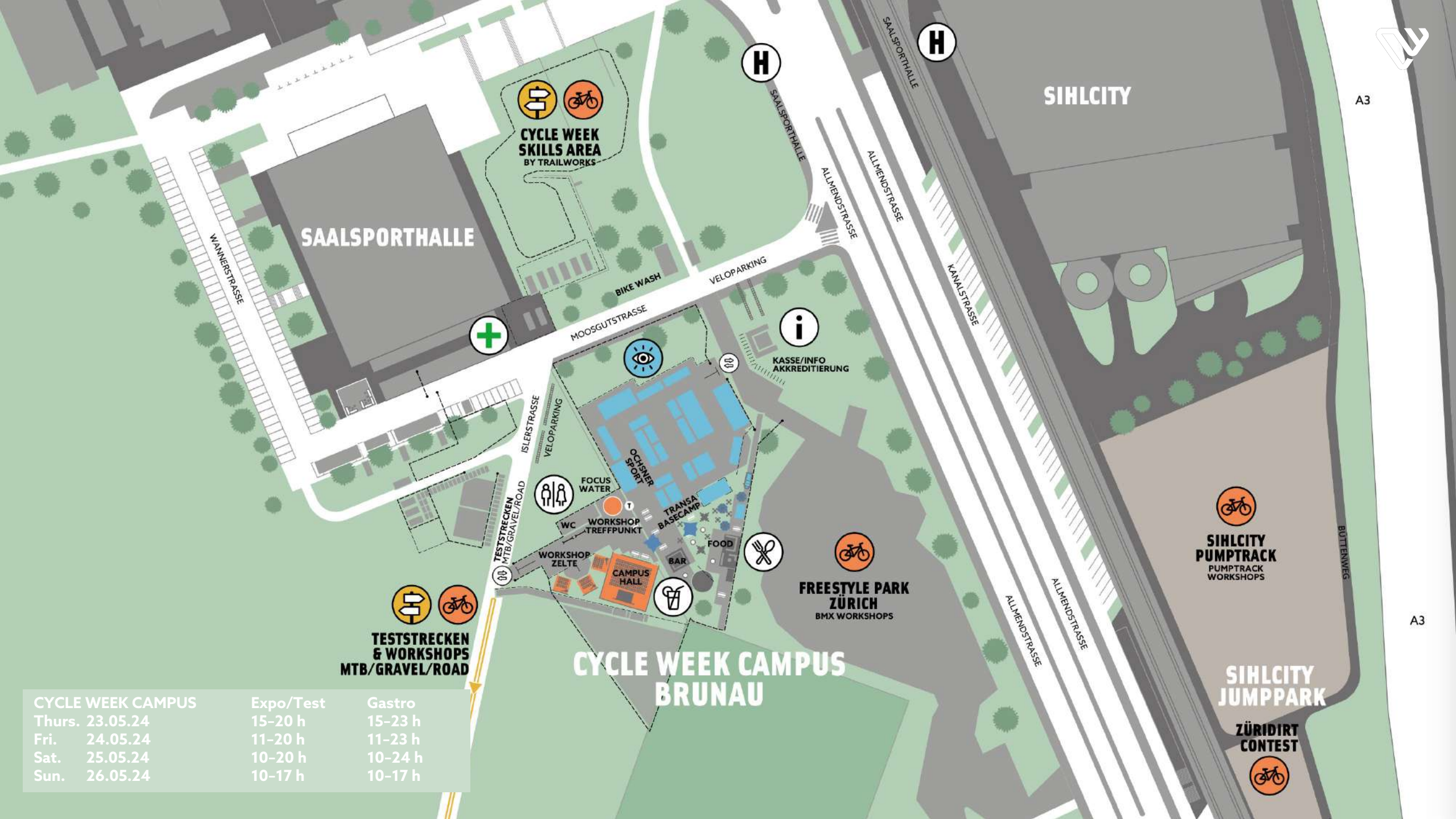
Wooden floor by organizer





A3

A3



SAALSPORTHALLE

CYCLE WEEK
SKILLS AREA
BY TRAILWORKS



BIKE WASH

VELOPARKING



KASSE/INFO
AKKREDITIERUNG



FOCUS WATER

WC

WORKSHOP
TREFFPUNKT

TRANSAL
BASECAMP

FOOD



FREESTYLE PARK
ZÜRICH
BMX WORKSHOPS



SIHL CITY
PUMPTRACK
PUMPTRACK
WORKSHOPS

SIHL CITY
JUMPPARK

ZÜRIDIIRT
CONTEST



TESTSTRECKEN
& WORKSHOPS
MTB/GRAVEL/ROAD

CYCLE WEEK CAMPUS
BRUNAU

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ZÜRIDIIRT CONTEST

- INTERNATIONAL MTB
DIRTJUMP CONTEST OF FMB
WORLD TOUR
- WITH TOP ATHLETES
- WITH WOMEN CATEGORY
- LIVE BROADCAST





EXPERIENCE THE CYCLE WEEK DIGITALLY



- **DIGITAL CONTENT: TARGET GROUP AND CHANNEL OPTIMIZED. DIRECTLY ACCESSIBLE FOR EXHIBITORS, PARTNERS AND ATHLETES.**

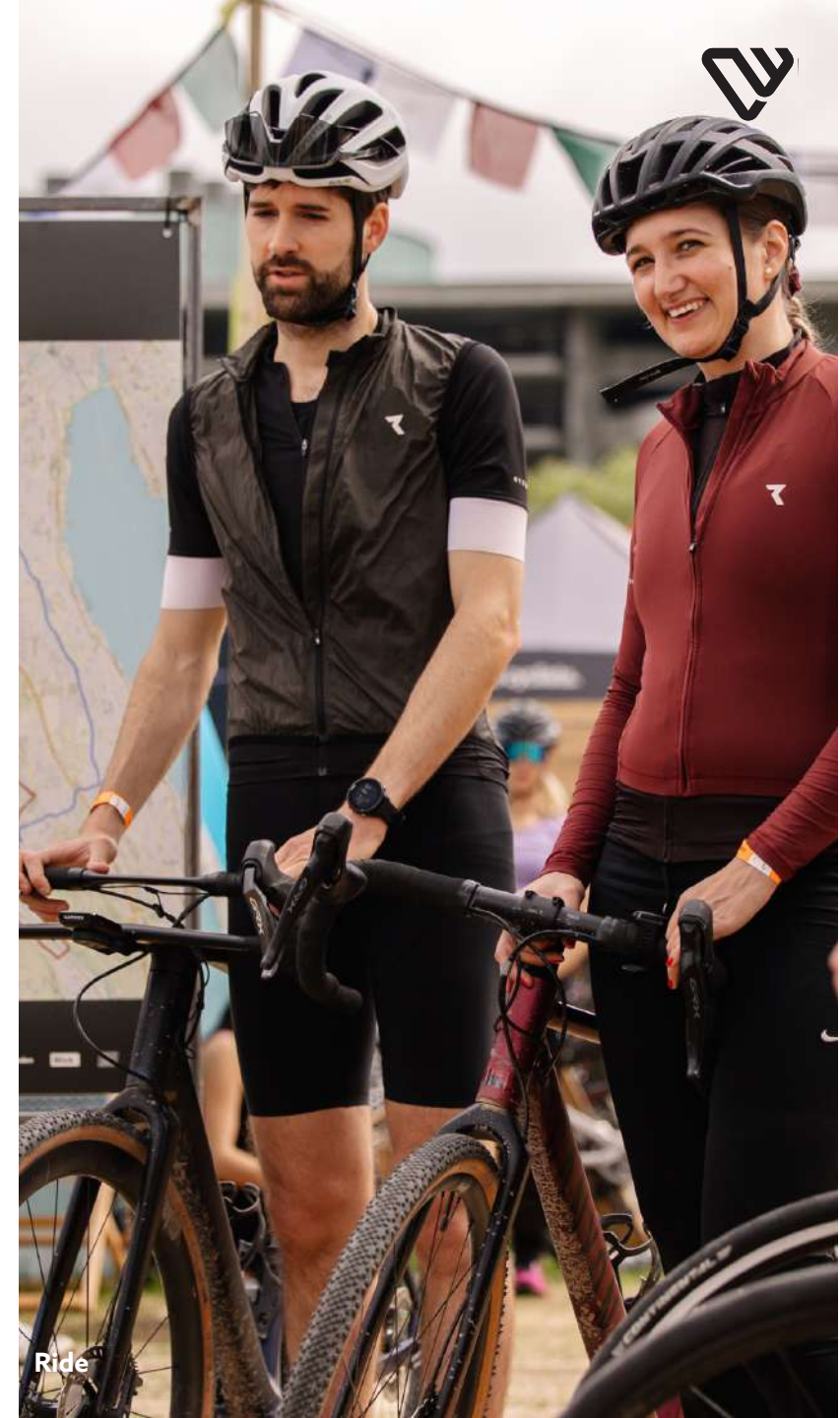
PRODUCED:

- **CONTEST LIVE STREAMS**
- **NEWS, BACKGROUND REPORTS**
- **TALKS AND INTERVIEWS**
- **SOCIAL MEDIA MAGAZINE «UN:BREMST»**

ADDITIONAL OFFERS

Workshops & Rides

- The interest of our visitors in workshops and rides is huge. In 2023, 150 workshops with 2,000 participants took place.
- Take advantage of the opportunity to gain or retain customers and plan a workshop in your field or a ride with a brand ambassadors.



ADDITIONAL OFFERS

Sampling

- At Europaallee, you have the opportunity to reach new people with a sampling.

Communication

- The communication package allows you to get in touch with visitors in advance and inform them about your news or activities. The package consists of a news article on cycleweek.ch, one Facebook- and one Instagram-post.



Sampling



Communication of an activation



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cycleweek.ch



GCHSNER
SPORT



PubliBike

graubünden

Blick

TELE
ZÜRICH

