

# 2024 EDITION SPECIAL GUEST CHRIS FROOME

April  
5-6,  
2025



BIKE EXPO  
POLAND BICYCLE TEST



## BIKE EXPO 2024 PARTNERS

MAIN PARTNER

**TourdePologne**<sup>®</sup>

**LANGTEAM**

MAIN PARTNER



TECHNOLOGY PARTNER

**BAFANG**

TEST AREA PARTNER



MEETING PARTNER

zondacrypto 



**BIKE EXPO**  
POLAND BICYCLE TEST

2023 SPECIAL GUESTS  
**MAJA WŁOSZCZOWSKA and CZESŁAW LANG**



## Chris Froome about BIKE EXPO 2024

*"It's really great.*

*I think it's a great opportunity for a lot of people who are passionate about cycling.*

*They can meet here, and see all the new products the industry is offering.*

*This is an event that has really grown in recent years, and more than 20,000 people will come here over the weekend.*

*This is really amazing!*

*I invite you again next year."*



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# The Undisputed Leader in Polish Cycling Events



## Unmatched Industry Impact:

- **Proven Track Record:** BIKE EXPO boasts an impressive record of attracting over **17,000** visitors in 2024, making its position as the premier cycling event in Poland
- **Engaged Audience:** Witness the success firsthand with a record-breaking **5,000+** test bike rentals in 2024, showcasing a highly engaged audience eager to experience cutting-edge products
- **Exceptional Customer Satisfaction:** BIKE EXPO prioritizes visitor satisfaction, with an impressive **87%** of attendees reporting being “very satisfied” or “satisfied” with their experience



## Extensive Marketing Reach:

- **Targeted Digital Strategy:** Leverage the power of paid Meta Ads campaigns, reaching a targeted audience of **1.95** million people nationwide with over **7.6 million** impressions
- **Compelling Video Content:** Showcase your brand in front of a massive audience through our YouTube spot, garnering **2.9 million** impressions and **131,000** views
- **Organic Growth:** Benefit from our extensive organic reach, amplified by influencer collaborations, strategic billboard placement in Warsaw’s center, and various other outreach initiatives



**Discover how your brand can be part  
of the most successful cycling event in Poland.**



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# Maximize Brand Exposure and Sales



## Direct Customer Engagement:

- **Connect directly with end consumers:** Ignite their passion for cycling and introduce them to face your innovative equipment
- **National Test Event Advantage:** Offer a unique opportunity for customers to compare your products head-to-head with competitors at Poland's largest cycling test event



## Prestigious Brand Showcase:

- **Elevate your brand image:** Present yourself in a prestigious setting, attracting key decision-makers and media attention
- **Lifestyle Media Integration:** Leverage the event's platform to showcase your brand through engaging lifestyle presentations



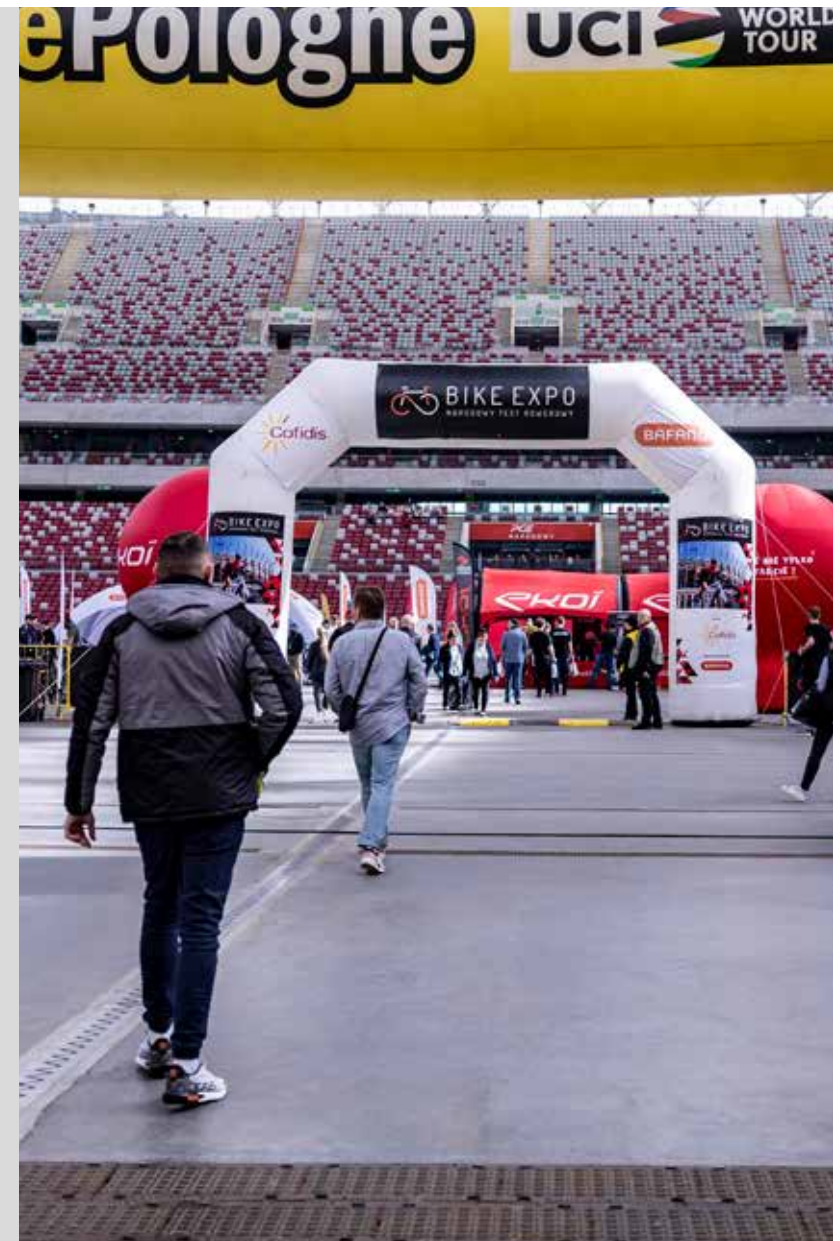
## Unparalleled B2B Networking:

- **Strategic Partner Connections:** Meet and build relationships with B2B buyers, distributors, and industry leaders
- **Competitive Landscape Analysis:** Gain valuable insights into market trends and competitor offerings



## Industry Powerhouse Event:

- **Early Season Advantage:** Secure valuable connections and establish brand presence at the industry's kickoff event for the season
- **Inspiring Atmosphere:** Immerse yourself in the energy and passion of the cycling community, driving innovation and motivation for your team



Join us at the 7th Annual BIKE EXPO  
on April 5-6, 2025!



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# Prime Location for Your Brand at BIKE EXPO



## Unprecedented Exposure:

- **Expansive Display Area:** Showcase your brand prominently within the 6,000 square meter EXPO ZONE at the PGE National Stadium
- **Strategic Location:** Position yourself in the heart of the action, within the exclusive Business Club and Stadium Media Center



## Flexible Exhibition Options:

- **Tailored Booth Sizes:** Select the ideal exhibition space from a variety of options, ranging from 9 square meters to 170 square meters, to perfectly suit your brand's needs
- **Dedicated Sales Area:** Maximize sales opportunities with a dedicated area specifically designed for product transactions



## Benefits:

- **High-Traffic Location:** Attract a captive audience of cycling enthusiasts and industry professionals
- **Enhanced Brand Visibility:** Gain significant exposure within a prestigious venue
- **Increased Sales Potential:** Drive sales through direct customer interaction and dedicated sales area



Elevate your brand presence at



BIKE EXPO  
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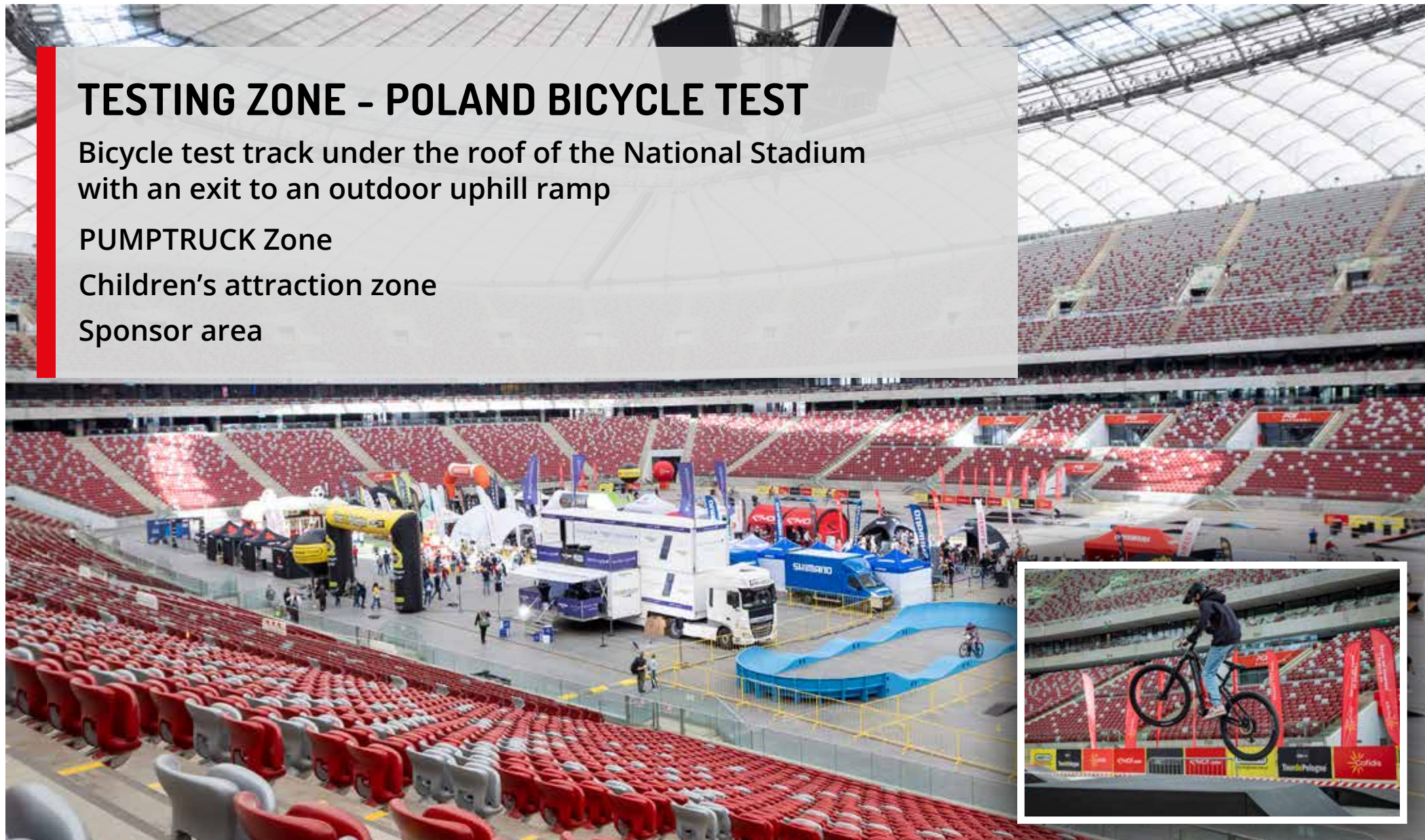
# TESTING ZONE - POLAND BICYCLE TEST

Bicycle test track under the roof of the National Stadium  
with an exit to an outdoor uphill ramp

PUMPTRUCK Zone

Children's attraction zone

Sponsor area



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# Unmatched Testing Opportunities



## State-of-the-Art Testing Environment:

- **Indoor Test Track:** Provide riders with a safe and controlled environment to test your products under the National Stadium roof
- **Realistic Terrain Simulation:** Offer a challenging test track featuring an outdoor uphill ramp to showcase product capabilities



## Engaging Activities for All Ages:

- **PUMPTRUCK Zone:** Attract families and generate excitement with a dedicated PUMPTRUCK area featuring a skills course for riders of all ages
- **Children's Attraction Zone:** Capture the hearts of future cyclists with a dedicated play area designed for children



## Maximize Brand Impact:

- **Sponsor Area:** Secure valuable sponsor opportunities that provide prominent brand visibility throughout the testing zone



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# Unparalleled Networking Opportunities



## Exclusive Athlete Interactions:

Schedule valuable meetings and build relationships with sports stars



## Exhibitor Product Presentations:

Showcase your brand and innovations to a targeted audience of industry professionals and potential customers



## Expert Knowledge Sharing:

Gain insights from industry leaders through engaging lectures by specialists and influencers



## Influencer Connections:

Network with cycling influencers and leverage their reach to expand your brand awareness



Don't miss the chance to connect  
at BIKE EXPO's MEETING ZONE!



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87% end customers

13%  
industry  
customers

67% from Warsaw  
and surrounding areas

33% visitors  
from outside Mazovia



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## SPONSORSHIP PACKAGES

Together we promote cycling, healthy lifestyle and your brand



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# Sponsorship Packages

We offer a range of sponsorship packages to suit your specific needs and budget. Each package provides unique benefits, including:



## Prominent Brand Visibility:

Gain extensive exposure across various event platforms, including signage, media mentions, and marketing materials



## Targeted Audience Reach:

Connect with a captive audience of passionate cyclists, industry professionals, and potential customers



## Engaging Experiences:

Activate your brand through unique opportunities like product demonstrations, athlete interactions, and participation in event activities



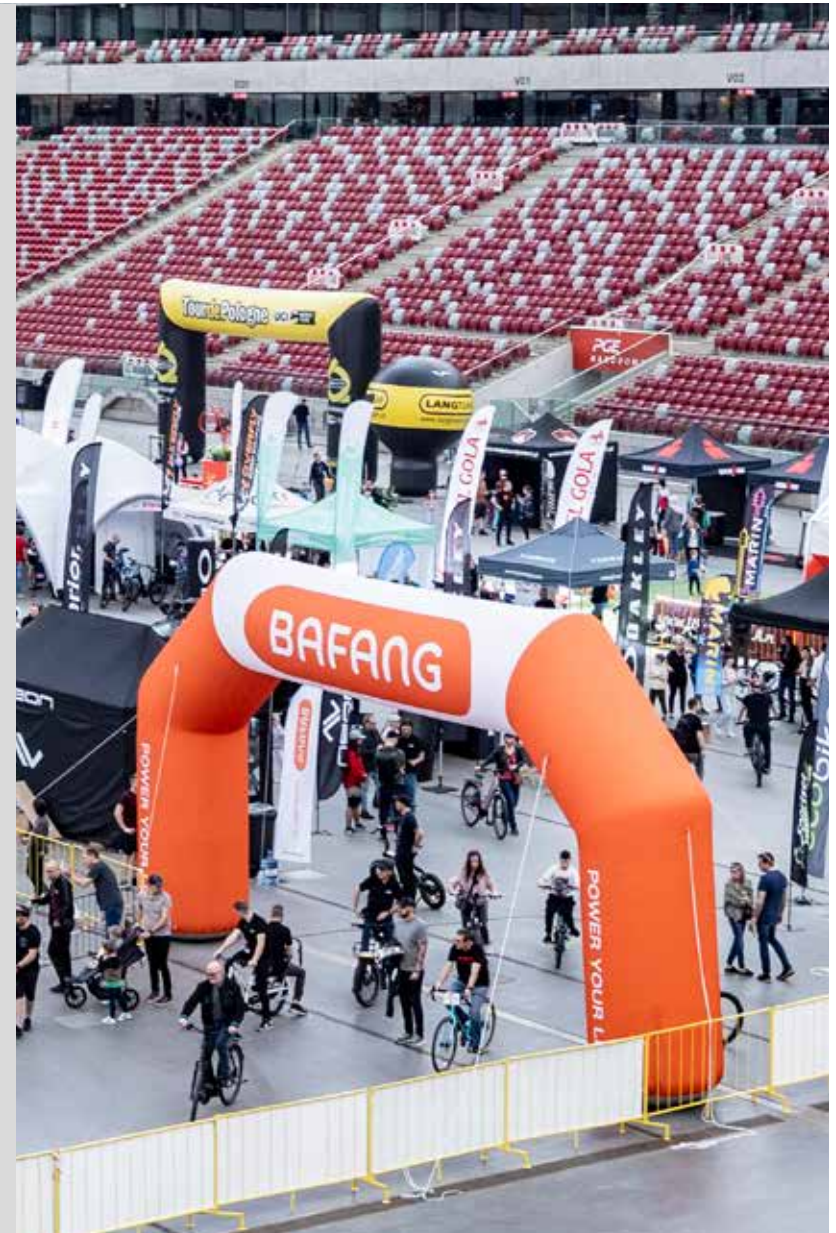
## Strategic Partnerships:

Forge valuable relationships with key industry players and build brand credibility

## Invest in Your Success:

Partner with BIKE EXPO and experience the benefits of aligning your brand with a premier cycling event.

Contact us today to discuss sponsorship opportunities and discover the perfect package for your brand!




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# Exciting New Opportunities


BIKE EXPO is expanding!

We now offer:

 **Large Exhibition Spaces (up to 250m<sup>2</sup>):**  
Showcase your brand on a grand scale and accommodate extensive product displays

 **High Buildings:**  
Capture attention with prominent exhibition structures

 **VIP Boxes:**  
Host exclusive meetings and presentations in a luxurious setting

 **BIKE EXPO offers a variety of exhibition space options to suit your brand's needs and budget. All prices include local tax and provide essential amenities for successful participation:**

**Electricity:** Power your displays and equipment efficiently

**Internet Access:** Stay connected throughout the event

**Parking Space:** Convenient on-site parking for exhibitors

**Invitation Package:** Enhance your brand exposure with invitations to distribute

Contact us today to discuss your specific requirements and secure your ideal exhibition space at BIKE EXPO!



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## LET'S MEET AT BIKE EXPO 2025

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