

EURO MOBILITY FESTIVAL

the future of
eco-friendly
and
sustainable
mobility

22-23-24
SEP 2023
└ GIRONA

hosted by

COSTA BRAVA - GIRONA

SEA OTTER
EUROPE
— BIKE SHOW —

The event will be held in Girona, on 23, 24 & 25 September 2022. The festival, whose first edition takes place in 2022, has an outdoor festival format and runs for a total of three days.

The festival has a full programme featuring an expo zone, activities, 'workshops and conferences' and product testing as well as a food area and live music.

A meeting place for the main actors in the transformation of mobility and its most influential audiences, held in the city of Girona, a pioneer in sustainable and eco-friendly mobility, both for the way it has adapted in terms of infrastructure and services and for its cycling culture.

A festival that seeks to gain European recognition within the transport and mobility sector, admired (along with its host city) by other European cities and regarded by the industry and the public as an **essential, must-attend event**.

EURO MOBILITY FESTIVAL

An event that to begin with aims to grow as part of **Sea Otter Europe**, with a view to becoming a completely independent festival, with its own brand and communications, in the future.

The EMF Mobility Festival is a **catalyst** that is part of the transformation of sustainable and eco-friendly mobility in cities, in this short-to medium-term future in which we are living.



SEA OTTER EUROPE
(2022 numbers)

LAST EDITION IN NUMBERS

60.000
VISITORS

+54

FESTIVAL VISITORS'
NATIONALITIES

+4.400
PARTICIPANTS

+2.815

BIKE TEST

210
STANDS

350

BRANDS

80
MEDIA

+125

ACCREDITED
JOURNALISTS
FROM 25 COUNTRIES

EVENT COMPLETELY
GEARED TOWARDS
THE END CUSTOMER

PARADISE FOR CYCLING AND FOR THE CYCLIST



- + activate your brand
- + find new clients
- + direct selling to the customer
- + product test
- + bring your ambassadors
- + make raffles & other brand activations
- + give a boost to your business & brands



ACCORDING TO EXHIBITORS

▲ BUSINESS OPPORTUNITIES

72,3%

HIGH QUALITY PUBLIC
Cycling enthusiasts who are up to date
of the latest novelties and launches.

18,6%

MID QUALITY PUBLIC
Newcomers to the two wheels world.
Non experienced riders who starts to
show interest in cycling.



EURO MOBILITY FESTIVAL

The second edition of the EMF MOBILITY FESTIVAL is going to have an especific zone [PURPLE ZONE] for urban brands, oriented to the end costumer.

What is more, the PURPLE ZONE has its own principal access and entrance/exit for demo test. Its direct connexion to the cycle path allows to reach the historical heart of the city in 5min. Ideal for enjoying the benefits of urban mobility.



ACCESS TO THE CYCLE PATH



hosted by

COSTA BRAVA - GIRONA
SEA OTTER EUROPE
BIKE SHOW

BECOME A ESPONSOR

- Booking procedure 100% online through Map Dynamics platform.
- Spaces are sold by blocks of 3x3 | 5x5 | 6x3 depending on the area you want to be allocated.
- Select as much blocks as needed.

2023 RATES

FROM 9 TO 49M²

> 50M²

URBAN ZONE

70€

55€

Please contact us for tailor made stand options // Only surface (no partitions, nor booth structure, ...)

PARTICIPATION INCLUDES

- Full refund of the amount in case of cancellation. (as written in the TERMS AND CONDITIONS document)
- Free WIFI.
- Water access.
- Appear in the brand list displayed online and in the official guide..
- Badges & Park access.
- Space hired.

SERVICES

Electricity
250€

Canopy
from 300€

Selling
license
200€

Booth furniture
DEPENDENT ON PRODUCT
SELECTION DURING PURCHASE

DEMOBIKE FROM 300€

Are you a bike brand? Demobike is the bike test activity that will definitely complement not only your experience as exhibitor, but also the visitor one. The chance to increase sellings.

WHAT IS INCLUDED?

- ▲ Bike park.
- ▲ Bike plate for each bike with personalized logo.
- ▲ Profile in the reservation system.
- ▲ Control on booking schedule, person using the bike, statistics, ...
- ▲ Access to all of the 8 tracks designed by the organization.
- ▲ Access to the demobike private briefing for a deep explanation on tracks.
- ▲ Security at the demobike gate.
- ▲ Insurance in case of accident that covers the rider.

IN
2022

431
BIKES*

2.815
TESTS*

*SEA OTTER EUROPE NUMBERS,
WHERE 18 URBAN BRANDS ARE FOUND.

LEVEL UP YOUR VISIBILITY

COMMUNICATION PLUS 750€

WHY?

- ▲ Take your brand to a next level of visibility.
- ▲ Increase your brand awareness.
- ▲ Stand out among your competitors.
- ▲ Generate higher affluence in your booth by communicating what you'll be doing there.

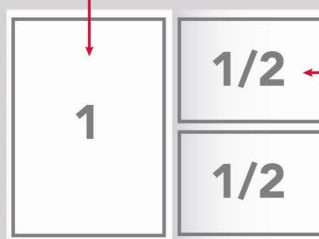
THE PACK OFFERS:

- ▲ Appearance of the logo of the brand on theMap Dynamic map of the festival.
- ▲ Communication 1 post on social network (Instagram + Facebook) of festival.
- ▲ Sending up to 2 push notifications to visitors via Sea Otter Europe festival app.
- ▲ Get, up to 4 announcements, through the loud speakers.

ADVERTISING IN THE OFFICIAL GUIDE



- ▲ The official festival program with all the information, maps, programs, ...
- ▲ Distributed 1 month before the festival.
- ▲ 15.000 units. Local, national and south of France. In cycling shops and sports facilities.



FULL PAGE 500€

148 x 210mm + 3mm of margin.

HALF PAGE 350€

134 x 92mm No margin.

SPOT 20" 500€

Advertising in the official big screen of the event.
Loop playback.

Resolution: 1920 x 1080 | Codec: H.264
Format: .MP4 o .MOV

HOW TO BOOK YOUR BOOTH?

CHECK OUT THE FLOORPLAN & THE BOOTHS AVAILABLE

STEP
01

WWW

VISIT
www.euromobilityfestival.com > exhibit



STEP
02

STEP
03



CHOOSE YOUR PREFERRED BOOTH(S) FROM THE MAP

SELECT & PAY.
YOUR BOOKING WILL BE



STEP
04

JOIN THE EXPO ZONE NOW!

START HERE

BOOKING CALENDAR



Opening registrations to 2022 brands that wants to come with the same conditions.



Opening registrations to **2022 brands that would like to changes** dimensions/location (According to availability)



Opening registrations to new 2023 brands (all those that were not present in the 2022 edition)



Deadline for EXPO ZONE APPLICATIONS



EURO MOBILITY FESTIVAL

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