

COSTA BRAVA - GIRONA

SEA OTTER EUROPE

— BIKE SHOW —

22-23-24
SEP 2023

GIRONA | COSTA BRAVA

THE BIKE SHOW
IN EUROPE

JOIN THE
EXPO
ZONE



SEAOTTEREUROPE

WWW.SEAOTTEREUROPE.COM

THE BIKE SHOW IN EUROPE

The origin and inspiration of Sea Otter Europe lie in the Sea Otter Classic, the planet's biggest cycling festival, which has been held every year since 1991 at Laguna Seca (California) and has never stopped growing and evolving.

In 2017 the festival an expansion of **its legacy begins**, with a starting point in Europe, taking place **in the cyclist's paradise, Girona - Costa Brava**. From then on, it has grown year by year consolidating the show as the **best bike festival** that gathers together **all bike categories** in it.

Whether if you just want to **activate your brand, sell products, create business opportunities**; or if you are willing to introduce your latest launches. Come over to enjoy the best of cycling, test the latest launches and get amused by a whole weekend program.

Sea Otter Europe is the place to be. The place where brands and customers get in touch.

60.000 VISITORS
IN 2022

+4.400 PARTICIPANTS
IN THE SPORTS
EVENTS

+54 NACIONALITIES

ROAD | E-BIKES | MTB
GRAVEL | URBAN MOBILITY
ENDURO | BMX
KIDS BIKES

EXPO ZONE 2022

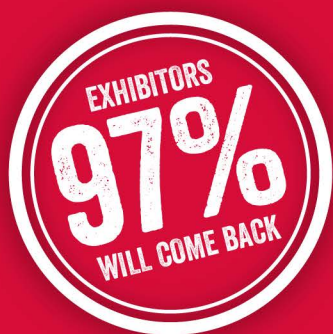
THE EDITION IN NUMBERS

210 STANDS

350 BRANDS

80 MEDIA

+125 JOURNALISTS
ACCREDITED
FROM **20** COUNTRIES



EVENT COMPLETELY GEARED TOWARDS THE END CUSTOMER

A 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.



BECOMING AN EXHIBITOR

- ▲ 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.

PARTICIPATION INCLUDES

- ▲ Full refund of the amount in case of cancellation**
- ▲ 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 DESDE 300€	Selling license 200€
Booth furniture SELECTION DURING PURCHASE		

2023 RATES

DE 9 A 49M ²
≥ 50M ²

RED ZONE	PINK ZONE	YELLOW ZONE	GREEN ZONE	NEW 2023 URBAN URBAN	NEW 2023 INDOOR ZONE ORANGE ZONE
89€	80€	80€	70€	70€	70€
75€	65€	65€	55€	55€	55€

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

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

* Bikes carrying a DEMOBIKE plate have access to this bike park, but only for DEMO bikes.

* Availables until space is full (open from Thursday 21, 06:00p.m. to 07:00 p.m. till Sunday at 9:00 a.m.)

*The organization offers this space:

· One room inside the pavilion locked up, but this service does not offer any anti-theft insurance, neither for damages and consequently the organization will not be responsible in any case.

LEVEL UP YOUR VISIBILITY

COMMUNICATION PLUS 750€

WHY?

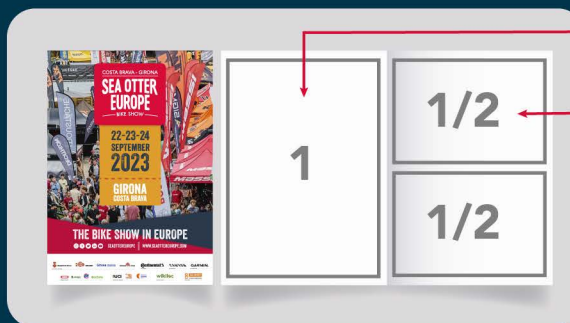
- ▲ Take your brand to a next level of visibility.
- ▲ Increase your brand awareness.
- ▲ Stand out among your competitors.
- ▲ Generate higher affluence in your booth by communicating what you'll be doing there.

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.
- ▲ Announcing 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: 1920x1080 | Codec: H.264
Format: .MP4 o .MOV

HOW TO BOOK YOUR BOOTH?

VISIT
www.seaotttereurope.com > exhibition

STEP
01



STEP
02

CHECK OUT THE
FLOORPLAN & THE BOOTHS
AVAILABLE

CHOOSE YOUR PREFERRED
BOOTH(S) FROM THE MAP

STEP
03



STEP
04



SELECT & PAY.
YOUR BOOKING WILL BE
COMPLETED

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

CONTACT

afont@seaottereurope.com

(+34) 93 808 80 91

(+34) 689 31 76 56

www.seaottereurope.com

