

# CYCOLONIA

## EXHIBITOR INFO

### CYCOLONIA - THE LATEST TRENDS IN BIKES AND URBAN MOBILITY.

**For the third time the CYCOLONIA bicycle exhibition is the showcase for everything connected to bicycles and urban mobility in Cologne and North Rhine-Westphalia. On the 10th and 11th of March 2012, at the start of the season, CYCOLONIA offers comprehensive information and enables comparisons for the consumers' purchasing decision.**

The new site of CYCOLONIA is the EXPO XXI building in Cologne's city center. The protected historical building with its loft-like character, its spacious exhibition hall with flexible space allocation and the latest technical equipment spread over an area of 7000 m2 offers the perfect setting for the CYCOLONIA 2012.

The star of both days is of course the bicycle and everything to do with bikes. Besides showing more manufacturers than ever, CYCOLONIA has a broad supporting program showing bikes in all their facets: test tracks, trend forum, bike polo, exhibition cinema, long distance biker convention, BMX and trial shows, and many more events inviting you to experience the various aspects of biking.

The days of the rusty push bike are over: As lifestyle accessory, cutting-edge vehicle, travelling companion and toy for adrenaline addicts, the bike is becoming more and more popular as an expression of a new mobile attitude to life.

**The bike community is as vital and diverse as never before - be part of the next stage of CYCOLONIA 2012.**

#### EXHIBITION & VISITORS

10,000 visitors from North Rhine-Westphalia (NRW) and the Benelux countries expected to an exhibition and event area of 7,000 m2

#### EXHIBITORS AND PARTICIPANTS

Up to 140 exhibitors, forum and event partners

#### PR AND COMMUNICATION

|                       |   |
|-----------------------|---|
| <b>Website</b>        | January – March:<br>15,000 visitors / month   |
| <b>Newsletter</b>     | 35,000 subscribers  |
| <b>Image movie</b>    | Expensive movie production for public relations   |
| <b>Print</b>          | fair catalogue, 15,000 copies<br>flyers, posters, 50,000 copies   |
| <b>Media partners</b> | Close cooperation with print, online, TV, radio partners  |
| <b>Network</b>        | Close cooperation with the city of Cologne, partners of the bike sector, associations and further economic sectors & sponsors |