

# FIETSVAK 2011



23 – 25 January 2011  
Autotron Rosmalen







## INFORMATIVE, INSPIRING AND COMPREHENSIVE

As an inspirational trade fair platform for the bicycle industry, FietsVAK 2011 promises to feature a complete exhibition programme, with a focus on innovation and practical tips. Some 6,000 visitors will come together for the latest product news in the industry, making FietsVAK ('fiets' is Dutch for bicycle) the ideal exhibition for both visitors and exhibitors. Moreover, exhibitors will have an excellent opportunity to present themselves, make new contacts and strengthen existing relations.

Due to the success of the previous editions, bicycle professionals from around Europe are sure to be present at FietsVAK 2011. Over 90 percent of visitors to the previous edition indicated that they would return in 2011 to familiarise themselves with the latest products, meet relations, gain a clear overview of the market and make new contacts. In addition to the loyal visitor group from Holland, FietsVAK welcomes a growing number of trade professionals from Germany and Belgium. This is an audience you cannot afford to miss.

### Complete offer

FietsVAK 2011 brings together the trade and countless cycling organisations. It offers a comprehensive showcase of Dutch manufacturers, importers, dealers and wholesalers as well as various international companies, retail organisations, workshop and shop equipment businesses and bicycle insurance companies. In short, FietsVAK is a highly professional event that provides exhibitors and visitors alike with an exceptional overview of product and market intelligence.

|   |   |
|---|---|
|  | City bikes<br>Collapsible bikes<br>Children's bikes<br>ATBs, MTBs and racing bikes<br>Cruisers, reclining bikes and carrier bikes |
|  | E-bikes<br>E-scooters<br>Hybrid bikes   |
|  | Mopeds<br>Scooters<br>Electric bikes  |
|  | Parts<br>Accessories<br>Clothing  |
|  | Shop equipment<br>Shop support<br>Insurance<br>Automation   |
|  | Tools   |

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## Ten reasons why FietsVAK is the ideal location to present your latest news

- 1. Many new contacts**  
An average of 180 contacts per exhibitor, 40 of which are entirely new.
- 2. Focus on innovation**  
Innovation and inspiration with the latest trends and products, as well as new developments in the increasingly important world of E-bikes and E-scooters under one roof.
- 3. Comprehensive industry overview**  
FietsVAK 2011 offers a complete overview of the professional market.
- 4. Exchange**  
Watch, listen, question, understand: Knowledge exchange contributes to the industry's development.
- 5. Sales**  
Nearly 80% of visitors are involved in decisions or are the key decision maker.
- 6. Appreciation**  
No less than 87% of exhibitors and 95% of visitors were pleased with FietsVAK 2010.
- 7. Reputation**  
Both the trade and news media have shown a great deal of interest in FietsVAK over recent years. Media coverage benefits both the nominees and winners of the Bicycle of the Year Award and the Bicycle Innovation Award, as well as the exhibitors and the industry as a whole.
- 8. New products**  
FietsVAK marks the start of the new exhibition season and attracts visitors looking to familiarise themselves with the very latest products.
- 9. Leading industry exhibition**  
Over 60% of the visitors indicate that they see FietsVAK as the industry's leading exhibition.
- 10. Starter pavilion**  
The platform for new businesses with small stands for small prices.

As an exhibitor at FietsVAK 2011 you will enjoy the following benefits:

- Unlimited number of invitations for your relations via e-mail
- The Knowledge and Innovation square including the Bicycle of the Year and the Bicycle Innovation Award
- Starter pavilion for new businesses
- Free parking for you and your visitors
- Exhibitor party with performance by the FietsBAND
- 250 printed tickets

## Registration

Don't delay your participation in this keynote exhibition for the bicycle industry. Register now and come into direct contact with nearly 6,000 professionals at FietsVAK 2011.

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## VISITOR PROFILE

Number of visitors 2010:

| Industry                     |     |
|------------------------------|-----|
| Business owner / Independent | 48% |
| Bicycle repairs              | 8%  |
| Salesman                     | 7%  |
| Department head              | 7%  |
| Manager                      | 4%  |
| Workshop manager             | 4%  |
| Student                      | 3%  |
| Purchaser                    | 3%  |
| Warehouse manager            | 1%  |
| Warehouse employee           | 1%  |
| Other                        | 14% |

| Interest            |     |
|---------------------|-----|
| Bicycles            | 68% |
| Electrical bicycles | 49% |
| Accessories etc.    | 37% |
| Bicycle parts       | 37% |
| Tools               | 21% |
| Shop equipment      | 17% |
| Mopeds              | 9%  |
| (E-)scooters        | 13% |
| ICT / Automation    | 7%  |
| Reclining bicycles  | 4%  |
| Financial products  | 3%  |

| Appreciation                       |     |
|------------------------------------|-----|
| Average appreciation (out of 10)   | 7.5 |
| Very satisfied visitors            | 95% |
| Plan to return                     | 91% |
| Recommends visiting the exhibition | 95% |

|                                      |           |
|--------------------------------------|-----------|
| Average duration of exhibition visit | 4.1 hours |
| Satisfaction about timing            | 77%       |

| Reason to visit                                      |     |
|--|-----|
| Learn about new products                             | 72% |
| Maintain relations                                   | 58% |
| Establish new relations                              | 40% |
| Place orders   | 20% |
| Bicycle of the Year                                  | 5%  |
| Attracting personnel / trainee posts / job vacancies | 8%  |
| Other  | 11% |

## EXHIBITOR PROFILE

Number of exhibitors:

117

| Exhibiting intentions      |     |
|----------------------------|-----|
| Establishing new relations | 73% |
| Maintaining relations      | 71% |
| Introducing a new product  | 61% |
| Image, PR                  | 65% |
| Direct sales               | 42% |

## Exhibiting at FietsVAK 2011 means:

- Efficient business
- Meeting new clients
- Focus on your latest products and services
- Welcoming your relations in a professional setting
- Acquiring relevant know-how
- Getting a clear market overview

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## FACTSHEET

|                                   |  |
|-----------------------------------|--|
| <b>Location</b>                   | Autotron Rosmalen  |
| <b>Date</b>                       | 23 to 25 January 2010  |
| <b>Organisers</b>                 | Amsterdam RAI  |
| <b>Opening hours</b>              | Sunday, Monday and Tuesday from 10.00 to 18.00   |
| <b>FietsVAK 2011 project team</b> | Stefan Vernooij – Product Manager<br>Renée Suiker - Project Assistant<br>Inés Verhallen – Communications & PR Manager  |
| <b>Amsterdam RAI address</b>      | Amsterdam RAI<br>Europaplein<br>1078 GZ Amsterdam<br>The Netherlands<br>Post box 77777<br>1070 MS Amsterdam<br>The Netherlands<br>T. +31 (0)20 549 12 12<br>F. +31 (0)20 549 18 89<br>E. fietsvak@rai.nl |
| <b>Autotron Rosmalen address</b>  | Autotron Rosmalen, Graafsebaan 133, 5048 NL Rosmalen, The Netherlands  |

## RATES

Registration fee € 345.00  
Stand rental € 115.00 per m<sup>2</sup>  
€ 95.00 per m<sup>2</sup> (RAI Association members)

### Stand construction

Standard € 70.00

*\* All exhibitors pay a supplementary fee of € 2.50 per m<sup>2</sup> for the press meeting.*

| Important dates                |                        |
|--------------------------------|------------------------|
| Registration closes            | <b>1 October 2010</b>  |
| First stand allocation         | <b>September 2010</b>  |
| Stand design proposal deadline | <b>1 December 2010</b> |
| Press meeting                  | <b>24 January 2010</b> |

### Set-up

21 – 22 January from 07.00 – 22.00

Exhibitors using standard stand constructions can fit them out on Saturday 22 January from 08.00 – 22.00.

### Breakdown

25 January from 18.30 - 22.00

26 January from 07.00 – 18.00

Exhibitors using standard stand constructions must vacate their stand by 22.00 on 25 January.

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## Amsterdam RAI – Inspiring People

### Amsterdam RAI: Driven exhibition organisers!

With a portfolio of A brands, the ultimate A 'Amsterdam' and a history dating back to 1893, Amsterdam RAI is one of Europe's most attractive and innovative exhibition complexes.

Amsterdam RAI Exhibitions serves as a matchmaker between visitors and exhibitors. Dedicated teams of professionals organise 25 national and international consumer and trade exhibitions each year. From our Amsterdam home base, successful exhibition formulas are developed and exported worldwide in partnership with trade organisations, magazines and market leaders.

With a clear focus on first-class events, Amsterdam RAI is market leader in the following sectors: Automotive, agro-technology, construction & security, food, art, maritime, professional cleaning, traffic technology & mobility, Lifestyle, watersports and water technology.



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