



## Expo Village Luxembourg Bike Festival 2022

Dear Sir or Madam,

In collaboration with the City of Luxembourg, the Ministry of Tourism and the Pédale Millebaach, we are launching the fourth edition of the **Luxembourg Bike Festival** in 2022. This event of the greater region is dedicated to cycling and everything that surrounds it. It will take place on **10, 11 & 12 June 2022** at the Bike Park Boy Konen in Cessange (Luxembourg).

### **The cycling event of the greater region**

Since the Bike Festival was founded in 2018, the world of cycling has evolved exponentially. The breakthrough of E-bikes, Gravel Bikes, soft tourism, family cycling, safety, the commitment of cities and the government and much more.

The Bike Festival 2022 will cover all these aspects , we have expanded the exhibition tent to give you more space.

The tent will be the focal point of the festival with the races and entertainment running through the tent, which guarantees us a great extra asset for the exhibitors.

After our meetings with the City of Luxembourg, which has made a long-term commitment, we have invested in the circuit, which will be enlarged, allowing us to organise real mountain bike races during the night. Together with the City of Luxembourg we have created a path between the Boy Konen Stadium and Josy Mersch, especially for the Bike Festival. This will give us a 9km circuit for the mountain bike and gravel races.

We have also planned bike trial animations with surprising obstacles.

There will be information sessions on safety, health and mobility in the city and beyond.

Exhibition of the latest models of all categories of bikes, bike tests, second-hand market, races for young and old and a round table with professionals from the various sectors involved.

And that's not all, we're still working on refining the programme for the 3 days.



## Expo

### Prices unchanged since 2018

The exhibition will be open on

Saturday from 16:00 to 23:00

Sunday from 10am to 7pm

For those who want to take advantage of the Friday evening entertainment, the stand can be operational on

Friday from 6pm to 11pm

### Set up

Either on Friday between 9:00 am and 10:00 pm

Or on Saturday morning from 7:00 to 10:00

To give you the opportunity to take part in this great bicycle festival, we propose two formulas for exhibiting and testing your products:

#### **In the 20 x 50 m tent**

At a rate of 600€/without tax for a 6x3m stand or 400€/without tax for a 3x3m stand. (Including a 3x3m stand outside)

#### **Outside the tent** (you will have to bring your own tent)

At a rate of 500€/without tax for a stand of 6x3m or 300€/without tax for a 3x3m stand.

Don't hesitate to show all the 2022 novelties to the numerous visitors who will have free access to the site.

The Bike Festival 2022 will be a CovidCheck event. We will adapt to the governmental measures in force in June.

As the number of pitches is not endless, we invite you to reserve your pitch today. If you have any further questions, please send us an email at [optin@optin.lu](mailto:optin@optin.lu)

The Bike Festival team will be happy to answer any questions you may have and look for a suitable solution.

Best regards,

Louis Haas