



Sponsoring & Exhibition Guide

Science contributions to development of (competitive) cycling

Introduction

An international conference in conjunction with the start of the Tour de France in Florence.

Don't miss this unique opportunity to meet your clients in a pleasant cycling environment.

During the conference experts from the (professional) cycling world and scientists will exchange the latest research and experiences. Alongside the conference an experience square will be set up in which companies and institutes can give demonstrations of their products and technologies.

The participants will consist of researchers, doctors, nutrition experts, sports directors, cycling organisations, trainers and cyclists. The conference aims to get also contributions from other sport disciplines all with the objective of learning and sharing experience.

Besides the pure scientific discussion the conference provides an opportunity to discuss partnerships, business relations and research opportunities.

The Steering Committee will invite keynote speakers to share their views with the audience and experts all over the world are invited to present their work in the conference.

Steering Committee members (20-09-2024)

1. David Barranco – Professor – European University Madrid / Movistar Team
2. Frédéric Grappé – Performance Manager – Equipe Cycliste FDJ
3. Jon Irriberry – Custom4us
4. Robert Lamberts – Associate Professor – Stellenbosch University
5. Peter Leo – Ride with Passion / Tirol Cycling Team
6. Bent Ronnestad – Professor Exercise Physiology – Innland Norway University of Applied Science
7. Stephen Seiler – Professor Sport Science – University of Agder

Planned topics

Training methods & technology
Performance analysis & translation
Data acquisition, analysis & technology
Coaching: Methods & technology
Mental support methods & strategy
Physiological Mechanisms: Analysis, adaption & tapering
Rider Health: Injury Prevention, monitoring & coaching
Medical Monitoring & Coaching
Medical issues (Cardiac control, concussions, facial injuries etc.)
Injury treatment and recovery methods
Developments in Nutrition
Aerodynamics
Bike fitting
Bike Technology
Women in Cycling

The technical program will be guided by a steering committee of leading experts.

Some of the endorsements



About the organiser

Anton van Gerwen is an independent conference organiser with over 25 years of experience in organising scientific conferences, workshops and short courses mainly in the not-for-profit sector. He is a passionate amateur cyclist and co-organiser of the international cycling race Ronde van Midden Nederland (UCI 2.2).

Sponsoring opportunities

Sponsoring Science & Cycling 2025 gives you visibility to an interesting group of scientists, institutes, athletes, cycling professionals and related organisations. The event is linked with the start of the Tour de France and makes use of the marketing tools of the organisation of side events of the Grand Départ Lille.

Science & Cycling gives you several opportunities to participate as a sponsor and/or exhibitor. In this document you will find some pre-defined options, but don't hesitate to contact us if you have other ideas or suggestions.

Factsheet

Expected delegates conference	200 - 250
Expected unique visitors of website	20000 per calendar year

Sponsor packages

Platinum Package

Price € 5,000.- (excl. VAT)

In order to give you maximum visibility this package is available to maximum 4 sponsors.

The packages includes:

Logo on all website pages (at least six months)

Logo and company profile on website page 'partners'

Logo on delegate bag (2 colours)

Insert in delegate bag (2 pages)

Logo on powerpoint slides in conference rooms

Logo on banner at entrance of conference center

2 full delegate registrations

5 guest tickets for conference dinner

Stand space (6-8 sqm.)

Gold Package

Price € 3,250.- (excl. VAT)

The packages includes:

Logo on all website pages

Logo and company profile on website page 'partners'

Insert in delegate bag (2 pages)

Logo on powerpoint slides in conference rooms

2 full delegate registrations

Stand space (4-6 sqm.)

Silver Package**Price € 2,250.- (excl VAT)**

The packages includes:

Logo and company profile on website page 'partners'

Logo on powerpoint slides in conference rooms

2 full delegate registrations

Stand space (4-6 sqm.)

Bronze Package**Price € 1,250.- (excl VAT)**

The packages includes:

Logo on website page 'exhibitors'

1 full delegate registration

Stand space (2-4 sqm.)

Sponsor items

Besides a package there are possibilities to sponsor items in the conference. When sponsoring an item you will get the publicity related to that item. All items will be mentioned on the conference website as well.

Item	Sponsors	Remarks	Price (ex VAT)
Delegate bag	2	Visibility all year long	€ 1,500.-
Coffee breaks	2	Different visitors every day	€ 500.-
Lunches	2	Different visitors every day	€ 500.-
Conference dinner	4		€ 500.-
Lanyards	1	Supply your own lanyard	€ 500.-
Exhibition space Experience plaza	4 sqm.	Space only with table, chairs and power socket	€ 500.-
Session support	2		€ 500.-
Student travel grant		To support a student to participate	€ 500.-

Interested?

Contact us at:

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