



ETRA (Electric) Cycle Show Esplanade of the European Parliament in Brussels – 16/09/2010

The event consists of a show of contemporary (electric) bicycles, components and accessories particularly suited for urban cycling. Gopedelec will provide for a test-track where visitors can test the (electric) bicycles on show.

The objective of the event is to show to Members of the European Parliament, their staff, Commission staff and staff from other European institutions the huge potential for (electric) cycling to substitute short car trips. There will also be a special emphasis on the combination between cycling and public transport, including a physical link between the show and the Luxembourg Station, which has a “Bike Point”.

Who can participate? Any company that has products or provides services which can illustrate the potential of (electric) cycling in making transport more sustainable. With this event, we want to inform the visitors on the wide variety of (electric) cycling products to facilitate urban transport and on their benefits in the field of environment, transport, public health, etc.

The terms and conditions for participation are as follows:

- 1 pop-up tent of 3X3 m per brand to show products. There should be no more than 5 vehicles in the tent. The advertisement of the brand name on the tent should be as discrete as possible.
- 2 company banners for the test-track, technical specifications to follow. For additional banners, a fee of € 50 per banner is charged.
- Distribution of your brochures or other publicity material is allowed in your tent.
- The tent needs to be staffed with at least one person from your company who can inform visitors on the functioning, the technical aspects, the “social benefits”, ... of the products and who is also responsible for the proper functioning of the test-vehicles.
- Possibility of having your vehicles tested on the Go-Pedelec track. If you cooperate with Gopedelec please check with them whether they have any of your vehicles and whether they can bring them to Brussels.

The contribution to the organisation of this event is € 500 (+ VAT) per company for ETRA associated members. The contribution for companies that are not ETRA associated member is € 1,000 (+VAT) per company. For ETRA associated membership conditions, see <http://www.etra-eu.com/page.asp?id=125544>.

Upon confirmation of your participation, we will send you an invoice.



ETRA will provide for

- Invitations to our contacts in the European Parliament, European Commission and other European institutions
- First aid assistance
- Catering for participating companies
- Peripheral activities, for instance high-level meeting, involvement in the show of related organisations and projects, awareness-raising campaign on cyclists' safety, ... Any suggestions are welcome.

The press campaign will consist of the following:

- We will send out several press releases before the event and one after the event.
- We will invite the press to the event
- We are looking into attracting several senior politicians, for instance the President of the European Parliament, Members of the EP, European Commissioners, ...
- We will make an information pack that will be distributed to the visitors
- We will commission a professional photograph

In the morning of 16 September, a cycle ride organised by the European Greens will start from and arrive on the esplanade. The number of participants is estimated at least 80. They will be offered a modest breakfast and lunch before departure and arrival. This ride is a unique opportunity to have your (electric) bikes tried out by Green MEPs and their staff. The European Greens have invited ETRA to use this ride to demonstrate to the participating MEPs and their staff innovative (electric) urban cycling products. We encourage you to make a number of vehicles available for this ride.

We would like to offer the participants to the ride a modest but useful gadget, underlining cycling in urban transport. We welcome any suggestion you may have for such a gadget.

For participation and for further details please contact Annick Roetynck, ETRA Secretary General
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