

Official launch 2024

MAI
à Vélo

6th Edition

FESTIVAL

VÉLO
in
PARIS

SATURDAY SUNDAY MONDAY
27th 28th & 29th
APRIL 2024

Parc
Floral
de Paris



velo-in-paris.com

TO ALL cycling INDUSTRY PROFESSIONALS

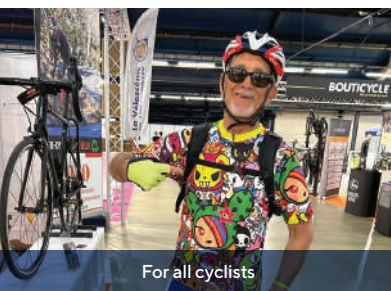
Paris is home to one of the most **diverse** and **eclectic cycling** communities in Europe.

Since 2019, the Vélo in Paris Festival has welcomed thousands of Parisians near the **Raymond Poulidor ring**, a legendary cycling location in Paris Vincennes.

A vibrant celebration of cycling culture, it's an unmissable opportunity **to engage with your audiences** in a warm and friendly atmosphere for 3 days.

Festival VÉLO in PARIS

- **Bike tests**
- **Bike and accessories exhibition**
- Gathering of **brand communities** (e.g., Brompton Ride)
- **Moustache Balance Bike Cup**
- **Track stand** competition
- **Paris 24 hours bike race**
- **Trial** show
- **Urban & road rides**
- Various **conferences**
- Discovery of **French territories and regions**
- **The largest B2C bike fair** in Île-de-France



For all cyclists



For all cycling disciplines



Bike rides in Paris



Interact with future clients



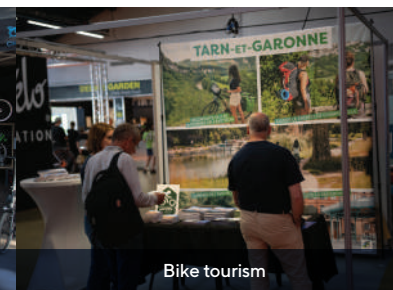
TV coverage



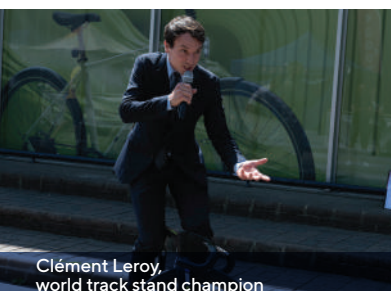
2023 Moustache Balance Bike Cup



Product presentation



Bike tourism



Clément Leroy,
world track stand champion



Clément Beaune,
Secretary of State for Transport



Brompton Ride community



Premium Bike Expo

**YOU
WILL BE**
among
US

VÉLO *in* PARIS 2023 Key Figures

1 KM
OF TRACK

Only
50M
FROM THE
RAYMOND POULIDOR
RING

+90
BRANDS

10000
SQM
OF FESTIVAL

3
DAYS

30
ANIMATIONS

+5600
BIKES
TESTED

Booths from 6 to

250
SQM

+70
EXHIBITORS

For the
101
TYPES
OF BIKES

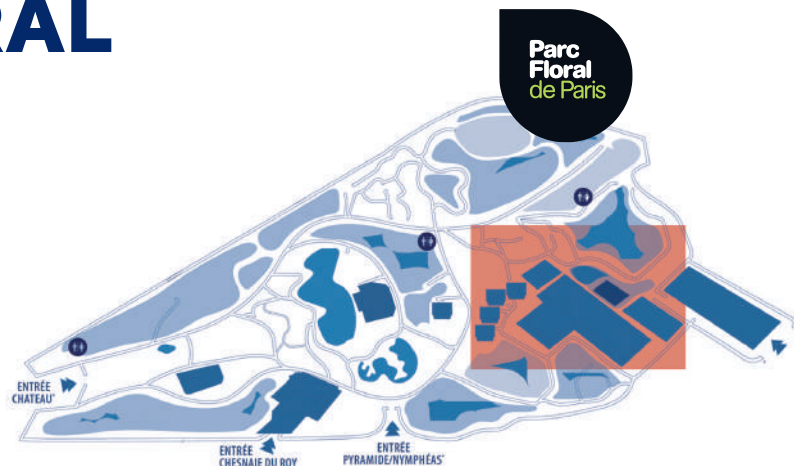
MTB
URBAIN
ROAD
CARGO
GRAVEL
LONGTAIL
FIXIE
CHRONO
TRACK
BMX...

+8800

VISITORS
THAT ARE BIKE :
ENTHUSIASTS
LOVERS
ATHLETES
COMMUTERS
COURRIERS...

Paris' **PARC FLORAL**

- Free exhibitor parking
- Indoor and outdoors paddocks for brands
- Test tracks inside the festival and in the Bois de Vincennes
- Accessible by bike, metro, bus, and car
- Oui Cycle shuttle from the subway to the festival



EXHIBITION HALL, BIKE TESTS, AND OTHER ACTIVITIES

Including the Paris 24 hours bike race



Brand booth



Exhibitor booth



Bike test booth



Cargo brand booth

PROGRAM VÉLO *in* PARIS



Saturday, April 27th

10h30

Mai à Vélo 2024
welcome speech

11h30

Press presentation
with state officials

12h30

Mai à Vélo
opening ceremony

14h

Bike lesson

15h

Moustache cup

15h30

Panel discussion

16h30

Bike ride in Paris

17h30

Open Mic

19h

Closing session day 1

Sunday, April 28th

10h30

70km ride

11h30

Track stand competition

12h30

Women on bikes
runway show

14h

Bike lesson

15h

Moustache cup

15h30

Presentation of the
Olympic Bike Network
& Cycling Events of the
Paris Olympic Games

16h30

Appearance and
interactions with
Olympic champions

17h30

Panel discussion

19h

Closing session day 2

Monday, April 29th

10h30

Cycle Observatory
2023 by the Union
Sport et Cycle

11h30

Ride 30 km

12h30

Panel discussion

14h

Bike lesson

15h

Moustache cup

15h30

Welcome drinks
and networking with the
invited Paris
retail stores

16h30

Brompton ride

17h30

Panel discussion

19h

Final closing session



VÉLO *in* PARIS

GET IN TOUCH WITH OUR TEAM

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[velo-in-paris.com](https://www.velo-in-paris.com)



20 years of cycling event expertise

