



VERBIER E-BIKE FESTIVAL





AUGUST 15TH - 18TH
2024



WE ARE MOUNTAIN SPORTS ORGANIZATION



Mountain Sports Organization is the little sister of FWT Management, the organizer of the world's famous Ski and Snowboard big mountain events: Freeride World Tour. Our team is committed to provide our participants with high quality events and an amazing Bicycle experience. With our solid partners from the biking industry, we are happy to transmit our passion about the Mountain and another way to explore it: E-Bike

WHAT IS THE VERBIER E-BIKE FESTIVAL?



The Verbier E-Bike Festival stands out as the premier E-Bike gathering globally, inviting everyone to embrace the mountains in an innovative way. Whether you're an amateur seeking new adventures, a bike tester exploring cutting-edge models, a pro conquering E-MTB challenges, or a foodie relishing local delicacies on Gourmet Tours, there's something for everyone.

Unmissable for major brands in the E-Bike industry, it's the perfect event to connect with E-bike enthusiasts, testers, and professionals. Join us for a celebration of E-Biking like no other!



VEBF23 – KEY NUMBERS



3'067

PARTICIPANTS



24

NATIONALITIES



62%

NEW PARTICIPANTS



521

E-BIKES ON TEST



48

EXHIBITORS



25

TRAILS



VEBF24 - WHAT'S NEW

GROWING OUR OFFER FOR E-GRAVEL, E-TREKKING, E-CITY AND E-ROAD BIKES

The Verbier E-Bike Festival has been mainly oriented towards E-Mountain Bikes from year 1 for the main reason that it takes place in Verbier. For the 2024 edition on-wards, our objective is to enlarge the offer with specific trails for other types of e-bikes in order to:

- 1. Be able to be an interesting event in the eyes of brands that are not focusing solely on E-MTBs*
- 2. Attract new types of participants who might not be interested in E-mountain biking.*

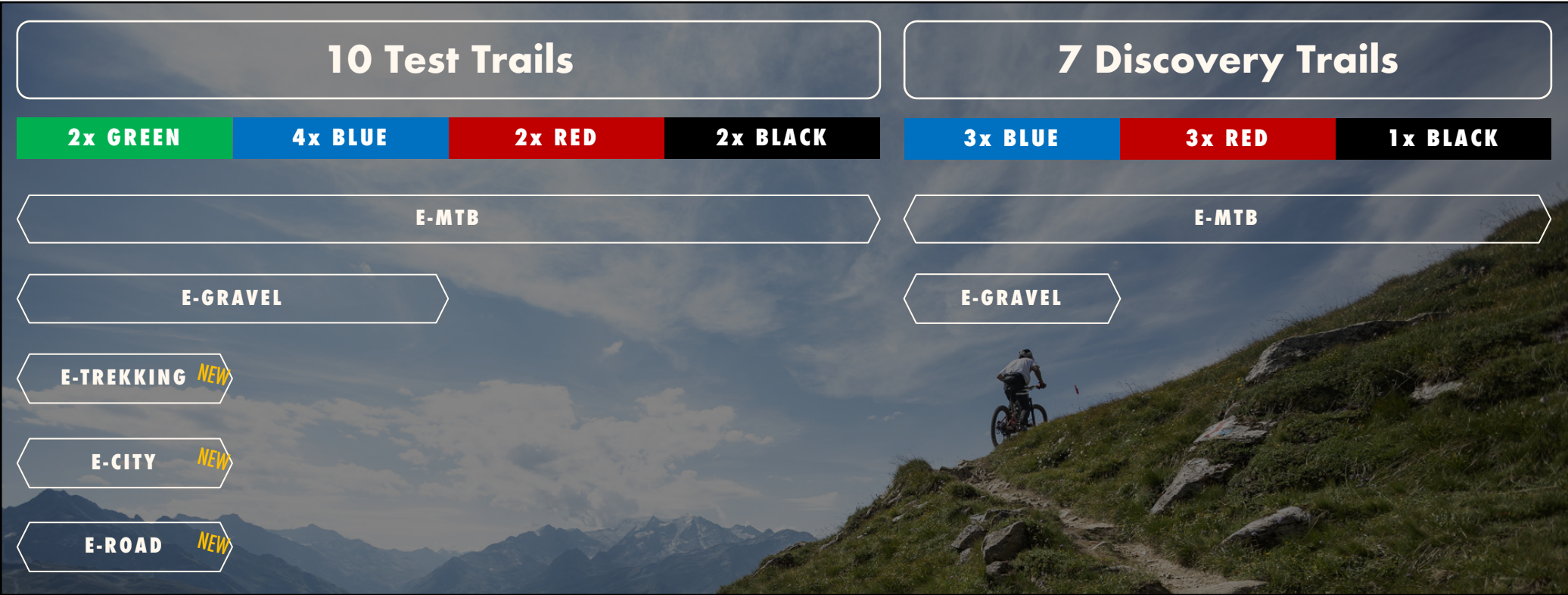
MOVING THE REGISTRATION & ACCREDITATION OFFICE ON ERMITAGE PARKING

The registration and accreditation office that was located since year 1 in the post garage. In 2024, it will be moved to the Ermitage Parking in order to:

- 1. Enhance the participants journey as they will now be directly in front of brands booths*
- 2. Generate more traffic on the Ermitage Parking as every participant has to go through the accreditation process and will therefore visit the Parking.*

VEBF24 TRAILS OFFER

THIS TABLE PROVIDES THE FULL TRAILS OFFER FOR NEXT VEBF EDITION. THIS SHOULD HELP YOU TO THINK ABOUT WHICH TYPES OF E-BIKES YOU WILL WANT TO BRING



10 Test Trails				7 Discovery Trails		
2x GREEN	4x BLUE	2x RED	2x BLACK	3x BLUE	3x RED	1x BLACK
E-MTB				E-MTB		
E-GRAVEL				E-GRAVEL		
E-TREKKING <i>NEW</i>						
E-CITY <i>NEW</i>						
E-ROAD <i>NEW</i>						



E-BIKE BRANDS OFFER

FREE

- **FREE BOOTH SPACE*** SURFACE DEPENDING ON E-BIKE QUANTITIES
- **FLEET MANAGEMENT SYSTEM** (DIGITAL TEST CENTER)
- **ELECTRICITY & WATER ACCESS**
- **SECURITY DURING THE NIGHT**
- **DEDICATED WIFI MODEM**
- **MEDIA KIT (INCLUDING EVENT LOGO + PHOTO SELECTION)**
- **LOGO ON EVENT'S WEBSITE** (TEST SECTION)

CONDITION MINIMUM 5 E-BIKES

*We offer free spots to e-bike brands. In exchange, we ask the brands to dedicate 30% of their E-MTB and E-Gravel fleet to daily activities that we organize. Basically it means the following :

- 100% of the fleet is managed by the brand at its booth
- 70% of the fleet is available for classical e-bike tests (15-45 min)
- 30% of the fleet (E-MTB and E-Gravel) is dedicated to day-long activities, check out our «activities» menu to learn more





OTHER BRANDS OFFER

PRICING 1-50M² : 130 CHF PER M² / >50M² : TAILOR MADE OFFER

- **PRODUCT TESTING & SELLING ALLOWED**
 - **ELECTRICITY & WATER ACCESS**
 - **SECURITY DURING THE NIGHT**
 - **DEDICATED WIFI MODEM**
 - **MEDIA KIT (INCLUDING EVENT LOGO + PHOTO SELECTION)**
 - **LOGO ON EVENT'S WEBSITE (TEST SECTION)**
-





PREMIUM PACKAGE

PRICING CHF 2'000.-

- **TESTERS DATA**
- **PREMIUM PLACEMENT IN THE EVENT VILLAGE** (DEPENDING ON AVAILABILITY AND SENIORITY)
- **10x FREE TESTS**
- **3x BIKE PASSES PER DAY**
- **3x PROFESSIONAL PHOTOS OF YOUR BOOTH**
- **1x ACTIVATION COMMUNICATED IN THE OFFICIAL PROGRAM**
AS WELL AS THROUGH A STORY BEFORE OR DURING THE EVENT
- **4x INVITES TO THE OFFICIAL DINNER**

THIS OFFER IS AVAILABLE FOR E-BIKE BRANDS AND OTHER BRANDS



VEBF24 ACTIVITIES



E-BIKES TEST

- +3500 Tests
- +500 E-Bikes available for testing
- +30 E-Bike brands
- E-MTB, E-Gravel, E-Trekking, E-City, E-Cargo & more
- 10 test trails for all levels, from green to black
- 1 centralized test management app for all exhibitors



DISCOVERY TOURS

- *For participants to discover a complete e-bike experience*
- *Blue, Red and Black trails adapted for all levels and different e-bike types*
- *3 to 6 hours long*



GOURMET TOURS

- *Our entry-level all time best seller for food enthusiasts*
- *3 different offers for different profiles:*
 - **Classic:** Blue trail & 6 food stops
 - **Sporty:** Red trail & 4 food stops
 - **Délice:** Blue trail, 4 premium food stops and 1 spa experience



BOSCH E-MTB CHALLENGE

- *The e-bike challenge for advanced to expert riders*
- *Timed stages & orientation race*
- *+150 participants*
- *Only on Saturday*



ELITE RACE CHALLENGE

- Previously called the “E-Tour du Mont-Blanc”, the elite race is back in 2024
- 1-2 days, trails to be confirmed
- World-class start list



OTHER ACTIVITIES

- *Kids Mountain Explorer:
The fun, educative and
sporty trail for families*
- *Workshops & animations
every day in the village*
- *After bike & DJs every
day from 3pm*



ON-SITE LOGISTICS

VILLAGE OPENING HOURS

Thursday 15.08: 8:30am to 5:30pm
Friday 16.08: 8:30am to 5:30pm
Saturday 17.08: 8:30am to 5:30pm
Sunday 18.08: 8:30am to 4:30pm

MOUNTING

Wednesday 14.08: 8:00am to 8:00pm

Option to start on Tuesday, to be validated with the organisation.

DISMANTLING

Sunday 18.08: 5:00pm to 10:00pm
Monday 19.08: 8:00am to 1:00pm



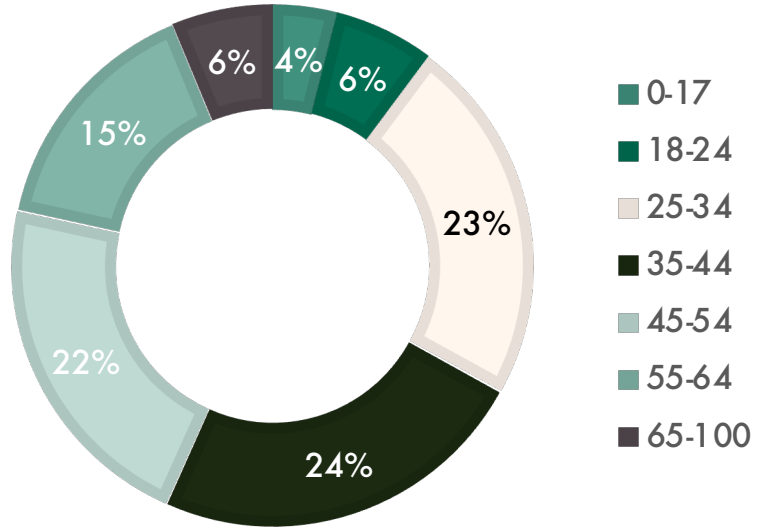
LOOKING BACK... AT **VEBF23**



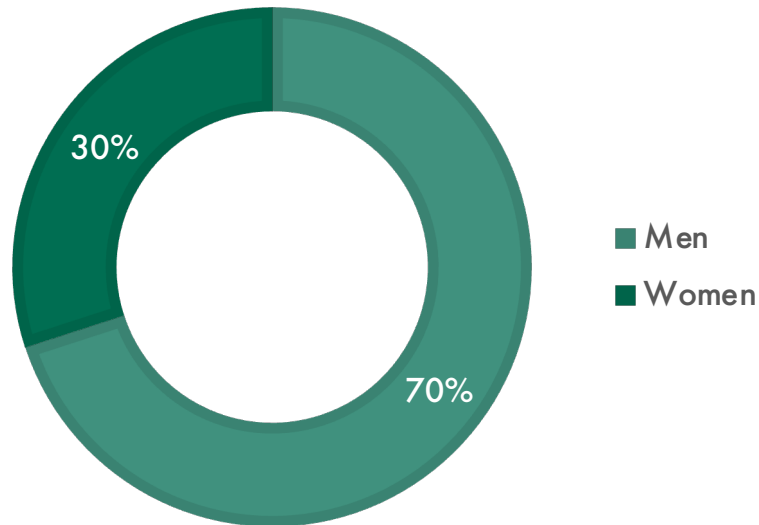
PARTICIPANTS PROFILES

OF PARTICIPANTS: 3067

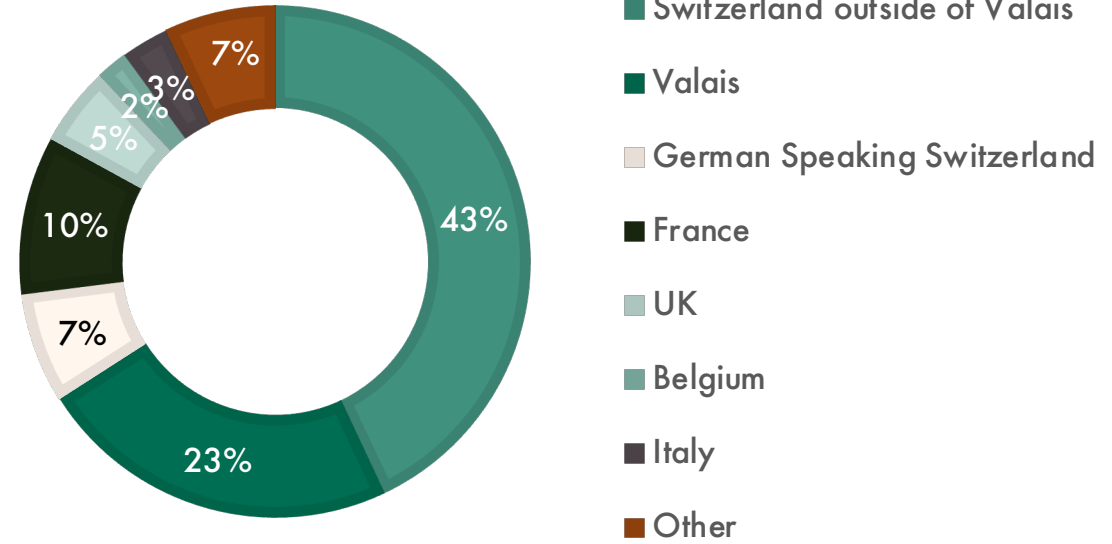
AGE



GENDER



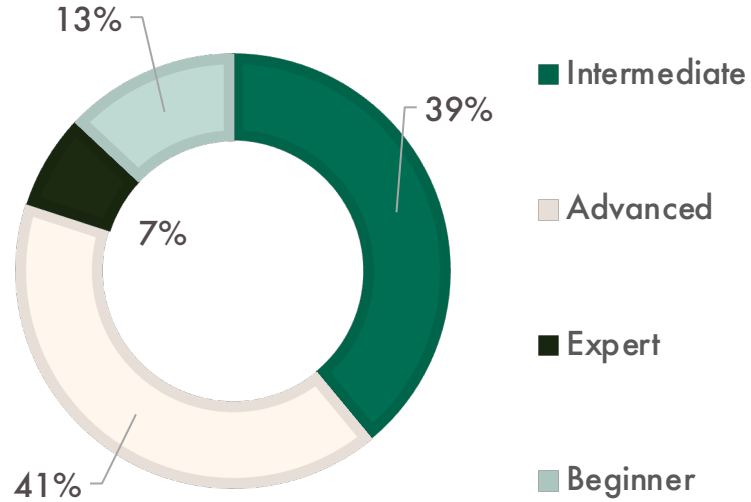
NATIONALITY



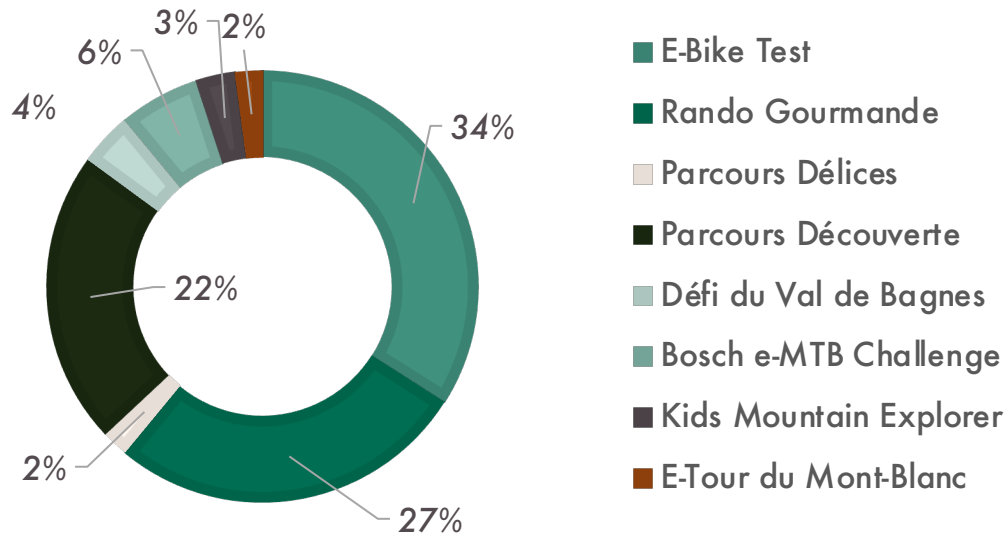
PARTICIPANTS PROFILES

BASED ON SURVEY PARTICIPANTS: N=279

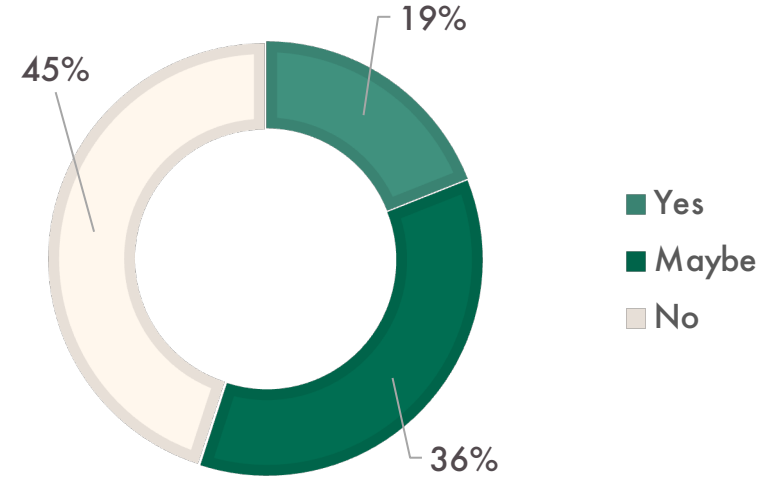
E-TMB LEVEL



ACTIVITY



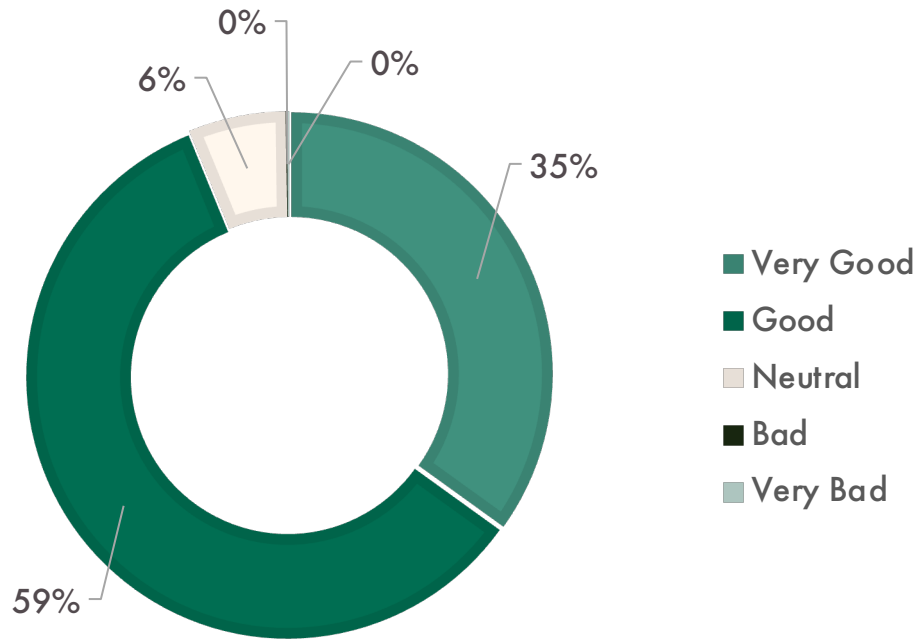
E-BIKE PURCHASE



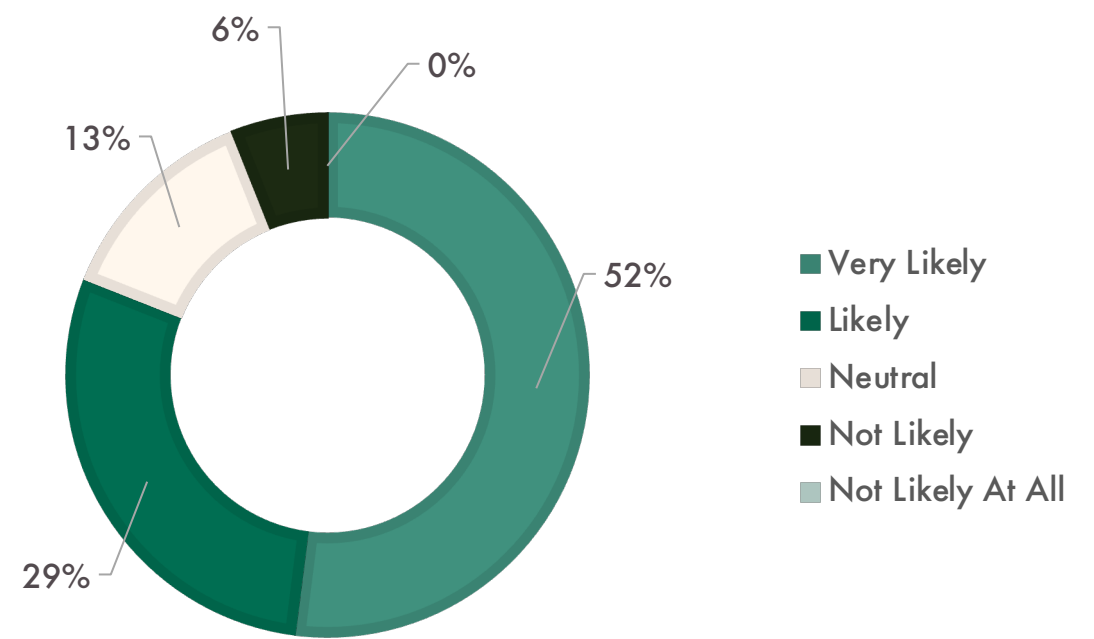
EXHIBITOR SATISFACTION

SATISFACTION SURVEY - E-BIKE BRANDS ON SITE

What is your overall impression of the Verbier E-Bike Festival?



How likely is it that you'll be taking part in the 2024 Verbier E-Bike Festival?



E-BIKE TESTS FOCUS

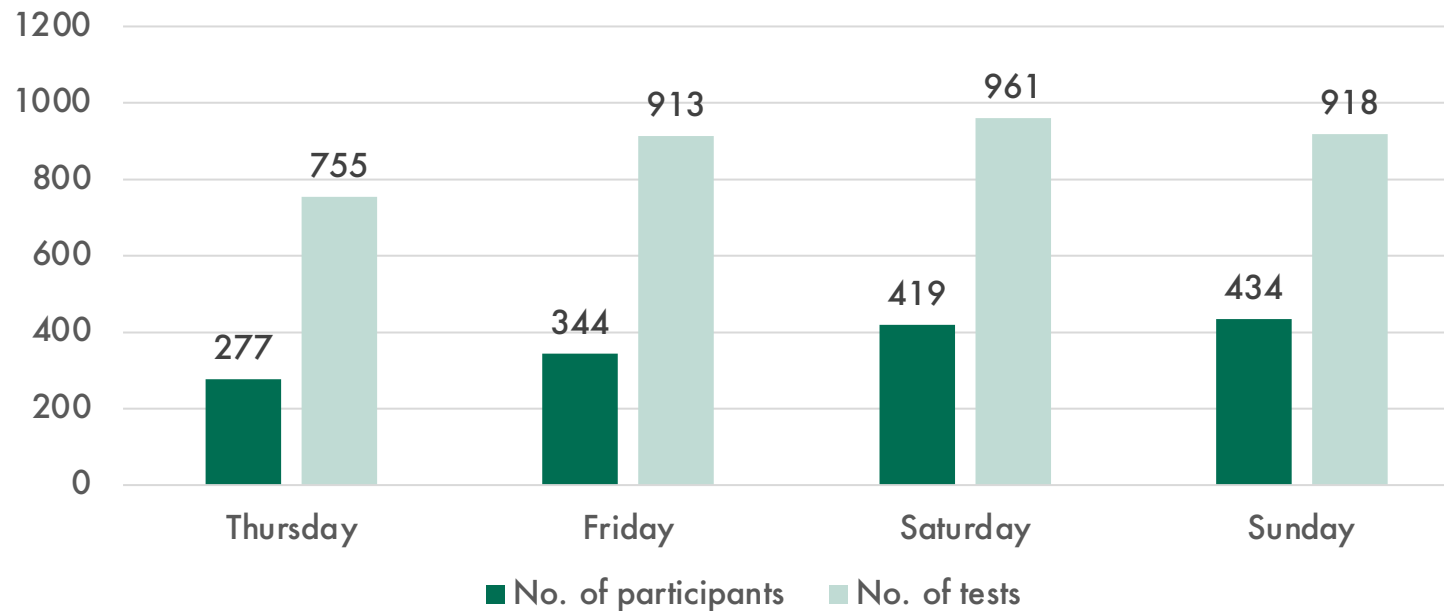
GENERAL

- 1289 unique testers over the course of the Festival.
- 3547 products tested.
- 2.75 tests per tester on average

MOST TESTED BRANDS

- 1. SCOTT
- 2. Specialized
- 3. Canyon
- 4. Moustache
- 5. Haibike

DAILY TRENDS



VEBF 23 - 48 EXHIBITORS

HAIBIHE

GHOST



KETTLER



Ciclissimo



BIXS



CENTURION

Corratec

FLYER

SPECIALIZED



Husqvarna
E-BICYCLES



MOUSTACHE



MERIDA

BERGSTROM

BULLS



SCOR

CANYON

INTENSE

miloo

group



TWO
MOUNTAIN



FULGUR

PARKPRE
bicycles

PIVOT
CYCLES

ECONIC one



YETI
CYCLES

i:SY
Ride it! Love it!

BOSCH



Security Tech Germany



FOCUS
WATER



NEBULCUSE



Valais



MAISON
GILLIARD
1885

Sicafé

BERCLAZ
SUSPENSION CENTER



FJÖRK
MERINO

COMPEX



SIGG
Swiss Made. Since 1908.

ÖHLINS



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