

2nd Edition.

6, 7 & 8 November 2026

Pedal Spain
*Cycle
Tourism* Fair

The Pedal Spain Project

Pedal Spain is an association driven by 10 entities dedicated to the promotion and commercialization of cycle tourism in Spain through a marketplace, a trade fair and a permanent network of stakeholders.

Its goal is to professionalize the cycling tourism sector in Spain and position the country as a world-class cycling destination.



In 2025, Zaragoza successfully hosted the Pedal Spain Cycle Tourism Fair

2025

The 1st Fair exclusively dedicated to Cycle Tourism

For everyone: from public administrations to the general public

3 differentiated exhibition areas, tailored to different needs



2025

- 52 exhibitors:
Tour operators, destinations,
companies, shops, brands, as-
sociations and publications

- 69 participants in
the B2B programme

- 21 talks and presentations
across 2 stages

- 4 guided cycling routes

- 2 workshops



BACK AGAIN IN ZARAGOZA

**6, 7 and 8
November
2026**

**Zaragoza,
capital of
Aragón**

**A city with a
strong cycling
culture**

**Extensive hotel
and restaurant
infrastructure**

**Excellent connectivity with
major hubs of interest**

Air and rail connections

**Strategic geographic location
in the northeast of the Iberian
Peninsula**

**Wide and attractive
cultural and tourism
offer**

NEW VENUE

**6, 7 and 8
November
2026**

MULTIUSOS HALL (Zaragoza Auditorium)

LARGE CAPACITY

With more than 2,000 m² of open exhibition space, 350 m² lobby area, and an outdoor plaza, this new venue allows us to grow and expand the overall fair experience

+70 EXHIBITION SPACES

If your business is related to cycle tourism, this is your fair.

Pedal Spain is the only trade fair in Spain exclusively dedicated to cycle tourism, a unique space to showcase your project alongside the key players driving the sector.

Destinations, public administrations, tour operators, agencies, brands, bicycles, accessories and equipment, accommodation providers, rental companies, cycling event organizers, cycling safety initiatives...



B2B. PROFESSIONAL DAY

An exclusive day for industry professionals featuring:
B2B meetings, networking and strategic encounters designed to foster projects and partnerships.

PROFESSIONAL DAY – Friday, 6 November

The professional day includes a structured AGENDA.

- Pre-scheduled one-to-one meetings
- Targeted buyer-seller connections to maximize commercial potential
- Prior information, dedicated networking space and an exclusive lunch for professionals

More information coming soon at feriapedalspain.com

6, 7 and 8 - November 2026

Multiusos Hall - Zaragoza (Spain)

PRO GRA MME

The Fair offers an attractive programme that draws in locals who are into cycle tourism.

TALKS

Learn and get inspired by experienced professionals and passionate cycling tourism advocates who share their knowledge through talks and panel discussions.

ROUTES

Discover Zaragoza and its surroundings with expert cycling guides: natural landscapes, road routes or cobbled itineraries through the heart of Roman Zaragoza... Choose the route that suits you best.

WORKSHOPS

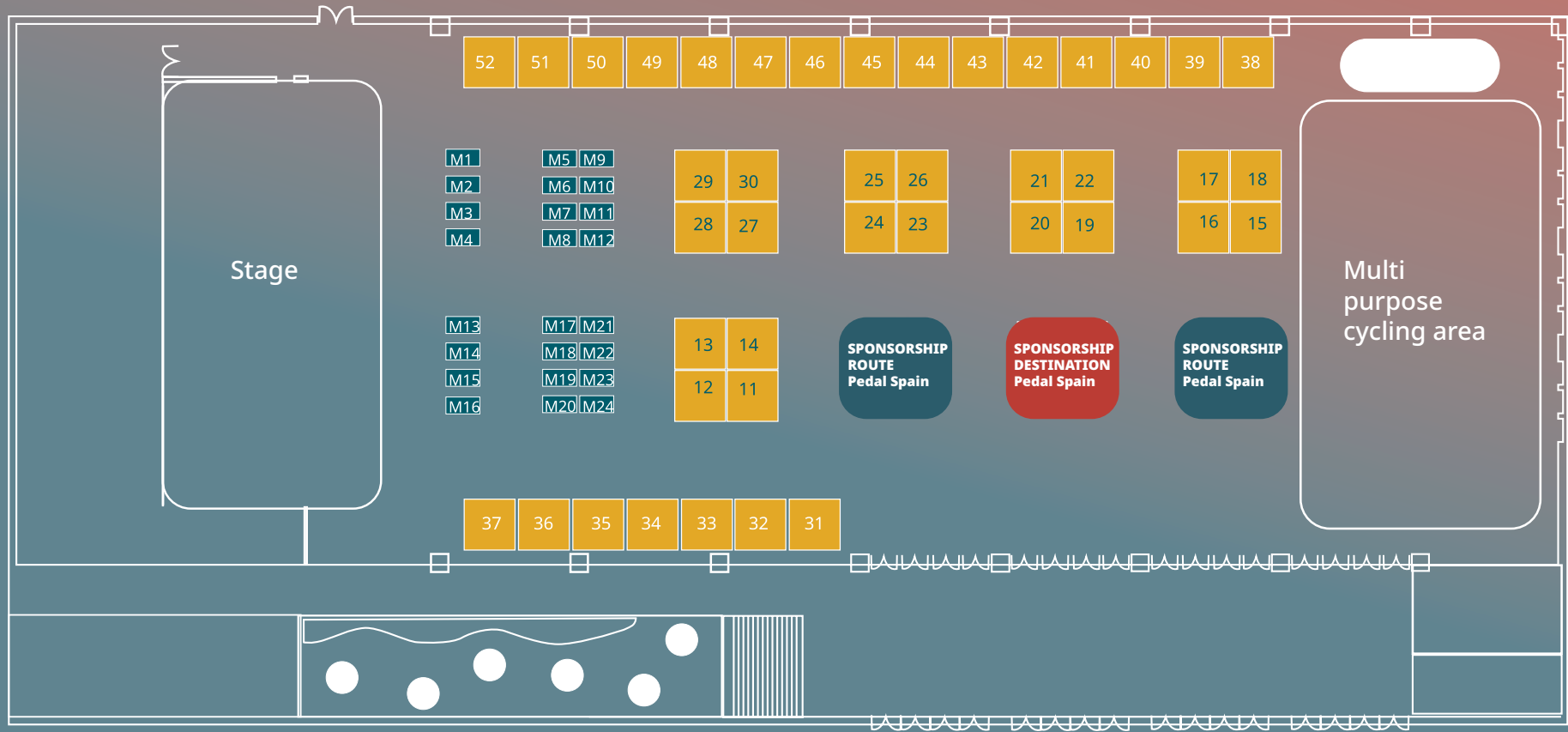
A diverse range of workshops focused on the cycling tourism universe: from bikepacking accessory creation to cycling-friendly cooking and bike mechanics. Stay tuned for the full programme!

EXHIBITION AREAS

6, 7 and 8 - November 2026

Multiusos Hall - Zaragoza (Spain)





3x3 Space



Counter Space



Café Bar



Rest Areas

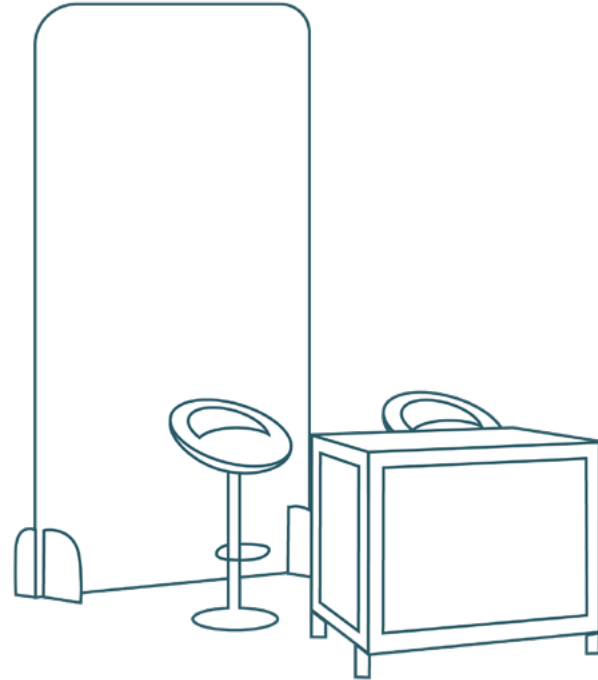
COUNTER SPACE

Perfect for small businesses and projects

Includes:

- Public liability insurance
- Electricity for computer use
- Shared storage space
- Counter
- 2 stools
- 1×2 m backdrop panel
- Promotion of participation in the Fair

Additional space cannot be contracted



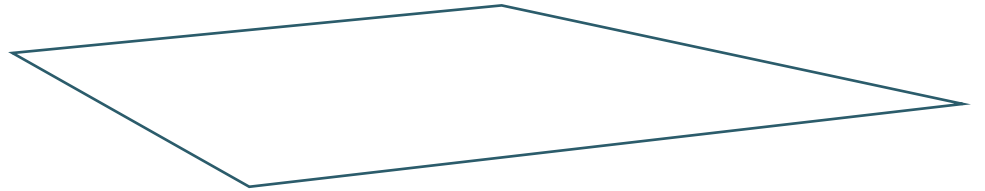
3×3 FLOOR ONLY SPACE

Designed for operators and destinations showcasing products and services using their own infrastructure

Includes:

- 9 m² space
- Public liability insurance
- Power supply
- 1 × 1 m storage
- Promotion of participation in the Fair

Please enquire about the possibility of additional space



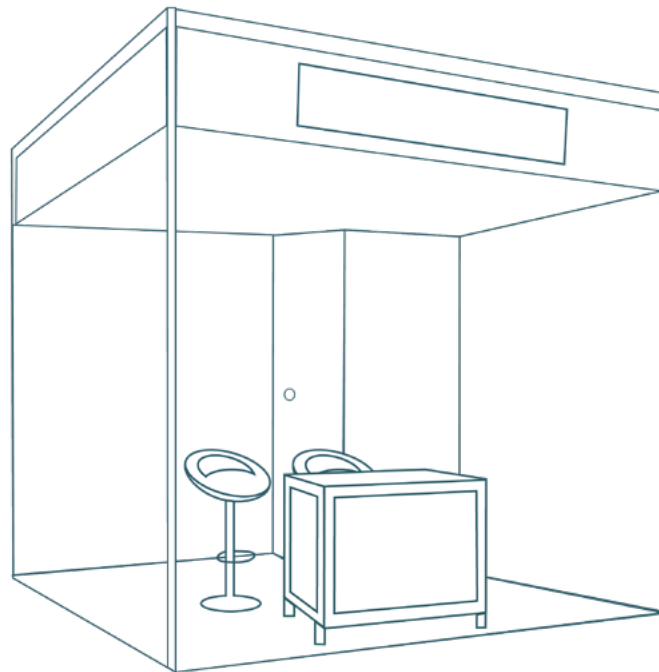
3X3

SPACE

Designed for operators and destinations showcasing products and services

Includes:

- 9 m² space
- Public liability insurance
- Power supply
- 1x1m storage
- Counter
- 2 stools
- Promotion of participation in the Fair

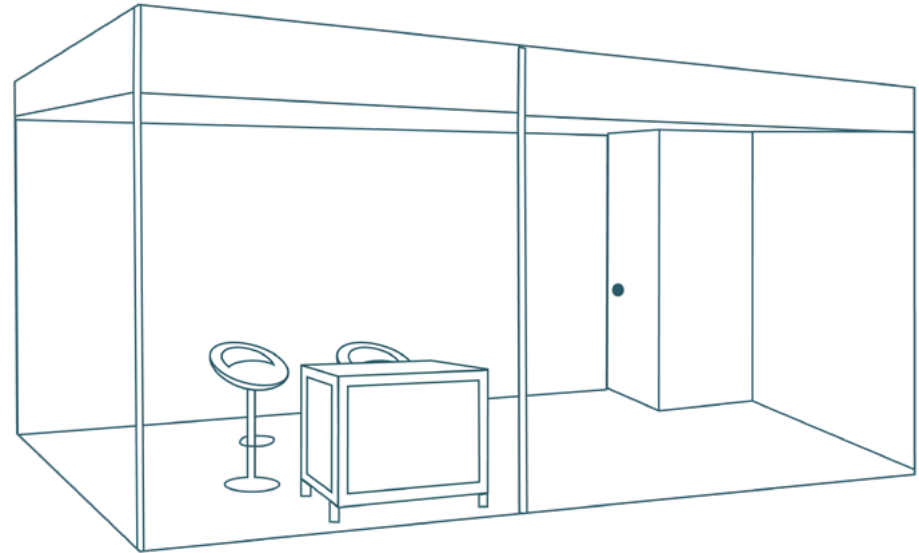


6X3 SPACE

Designed for operators and destinations showcasing products and services

Includes:

- 18 m² space
- Public liability insurance
- Power supply
- 1x1m storage
- Counter
- 2 stools
- Promotion of participation in the Fair

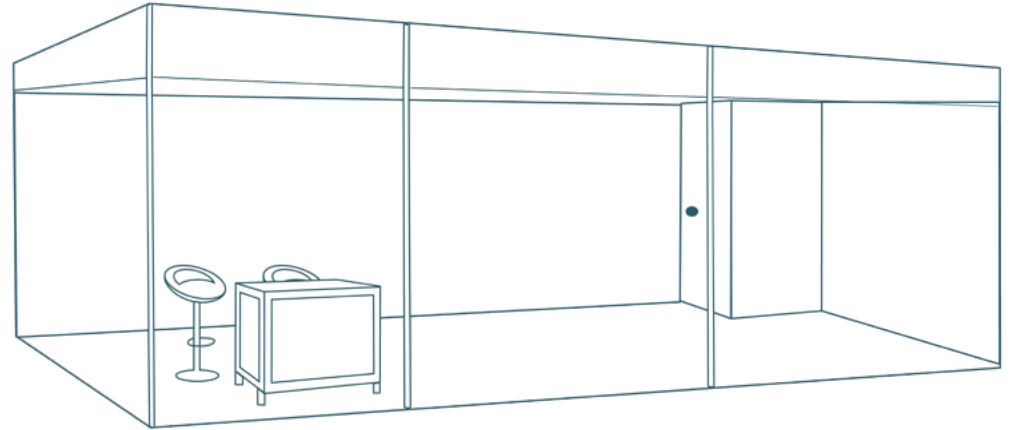


9X3 SPACE

Designed for operators and destinations
showcasing products and services

Includes:

- 27 m² space
- Public liability insurance
- Power supply
- 1x1m storage
- Counter
- 2 stools
- Promotion of participation in the Fair

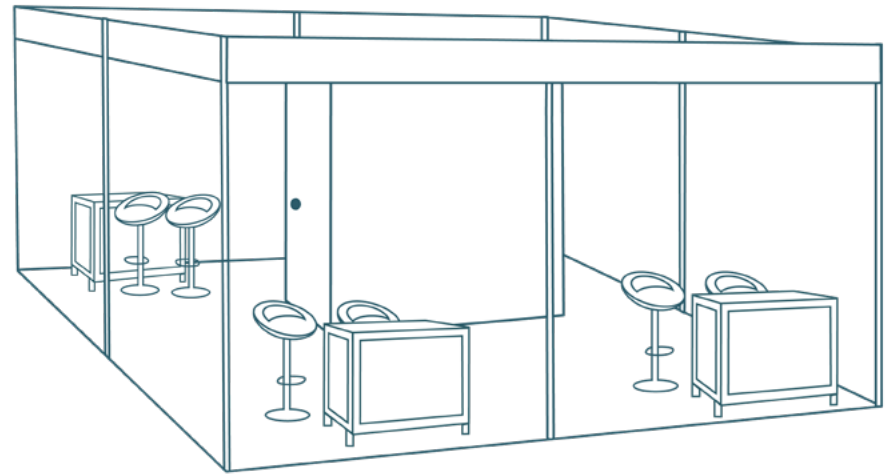


6X6 SPACE

Ideal for public administrations and companies wishing to showcase multiple services and options

Includes:

- 36 m² space
- Public liability insurance
- Power supply
- 2x1m storage
- 4 counters
- 8 stools
- Promotion of participation in the Fair



EXHIBITION SPACE RATES

| EXPOSITORS | COUNTER SPACE | 9m ² FLOOR ONLY | 9m ² | 18m ² | 27m ² | 36m ² |
|---|---------------|----------------------------|-----------------|------------------|------------------|------------------|
| Public liability insurance and exhibitor pass | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Promotion of participation in the Fair | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Power supply | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Digital and printed exhibitor list | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Individual storage | | | ✓ | ✓ | ✓ | ✓ |
| Exhibitor profile page on the website | | | ✓ | ✓ | ✓ | ✓ |
| Website banner | | | | ✓ | ✓ | ✓ |
| Newsletter banner | | | | | ✓ | ✓ |
| Dedicated social media post | | | | | ✓ | ✓ |
| Price | €500 | €800 | €1,650 | €2,600 | €3,450 | €4,440 |

● The additional price for FLOOR SPACE ONLY will be €700 for each additional 9 m²

● Prices for other items (graphic printing/additional furniture, etc.) will be provided upon request at feriacicloturismo@pedalspain.com

● REGISTRATION valid until 30 September 2026


● 20% discount on registrations until 31 March 2026

● All prices are exclusive of VAT

RATES - B2B PROFESSIONAL DAY

| B2B | |
|------------------|------|
| Exhibitors | €150 |
| Non - exhibitors | €400 |

| EXPOSITORS | COUNTER | 9m ² | 18m ² | 27m ² | 36m ² |
|---------------------------------|---------|-----------------|------------------|------------------|------------------|
| Number of discounted B2B passes | 1 | 2 | 4 | 6 | 10 |

 All prices are exclusive of VAT

SPONSORSHIPS

PEDAL SPAIN DESTINATION 2026


- Main sponsor presence across all fair communication and signage
- Prominent visibility in the Pedal Spain Fair programme
- 36 m² exhibition stand, public liability insurance and exhibitor pass
- 5 B2B access passes
- Communication pack valued at €9,000, managed by Ciclosfera Comunica: *website · social media · Ciclosfera print magazine · Ciclosfera online magazine*

€40,000


PEDAL SPAIN ROUTE 2026

- Sponsor presence in fair communication and signage
- Prominent visibility in the Pedal Spain Fair programme
- 27 m² exhibition stand, public liability insurance and exhibitor pass
- 3 B2B access passes
- Communication pack valued at €7,000, managed by Ciclosfera Comunica: *website · social media · Ciclosfera print magazine · Ciclosfera online magazine*

€15,000

 All prices are exclusive of VAT

SPONSORSHIPS



SUN

- Exhibition space: 27 m² stand
- Presence on all signage and signage at the Fair
- 2 B2B access passes
- Communication pack valued at €6,000 provided by Ciclosfera Comunica:
 - website*
 - social media*
 - Ciclosfera magazine in print*
 - Ciclosfera magazine online*


€10,000



EARTH

- Exhibition space: 18 m² stand
- 1 B2B access pass
- Communication pack valued at €4,500 provided by Ciclosfera Comunica:
 - website*
 - social media*
 - Ciclosfera magazine (print)*
 - Ciclosfera magazine (online)*


€8,000



WATER

- Exhibition space: 9 m² stand
- 1 B2B access pass
- Communication pack valued at €3,000 provided by Ciclosfera Comunica:
 - website*
 - social media*
 - Ciclosfera magazine (print)*
 - Ciclosfera magazine (online)*

€6,000

 All prices are exclusive of VAT

ORGANISED BY



SPONSORED BY



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