

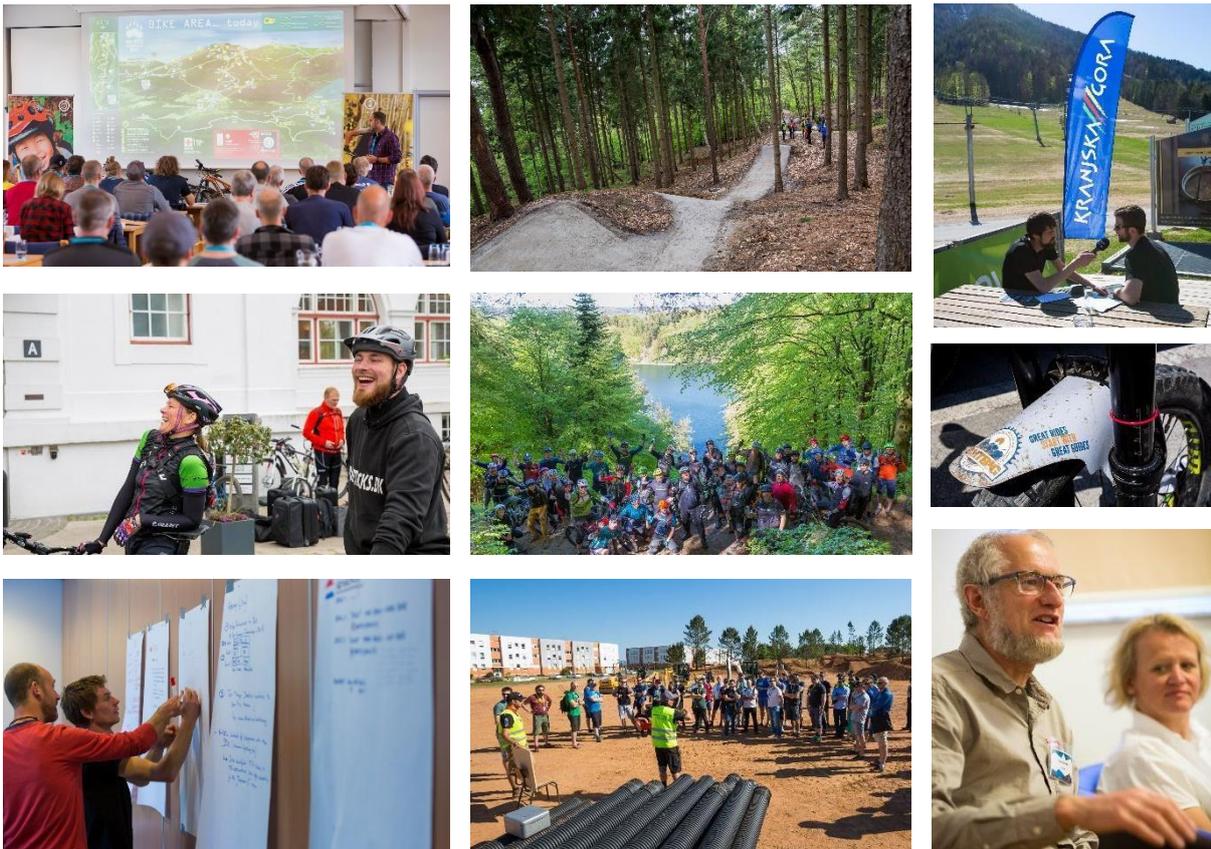
CANDIDACY GUIDELINES IMBA EUROPE MOUNTAIN BIKE SUMMIT '23

SUBMISSION DEADLINE FOR HOST CANDIDATES: NOVEMBER 8TH 2022



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1. INFORMATION

The International Mountain Bicycling Association Europe calls for host candidates for the 2023 IMBA Europe Mountain Bike Summit. The submission deadline is November 8th, 2022. Host candidates are likely to be local authorities, IMBA Europe member organizations or other not for profit bodies from the (outdoor) sports, tourism, or regional development sector. IMBA Europe will review the applications and select the candidate that is best suited to host the event. This document contains all information needed to prepare your application.

1.1 ABOUT IMBA EUROPE

The International Mountain Bicycling Association Europe is a non-profit association whose mission is to secure and enhance sustainable access for mountain bikers and communities across Europe and to get more people on bikes. We encourage low-impact riding, trail stewardship, cooperation among different trail user groups, grassroots advocacy, and innovative trail management solutions.

IMBA Europe is a widespread collective of MTB advocacy groups, trail associations, trail builders, MTB regions and bicycle industry partners. We are advocating for trails close to home, which is key to inspire more people to go outside and be active on an everyday basis, as well as unlocking mountain biking to a more diverse audience.

1.2 WHAT IS THE IMBA EUROPE MOUNTAIN BIKE SUMMIT?

The IMBA Europe Mountain Bike Summit has been held annually since 2014. Initially, to bring IMBA Europe's widespread collective of member organizations together to share good practices, start new projects and discuss trends and challenges in mountain biking. The current format is open to all and centered around the strategic development of mountain biking across Europe and how MTB can contribute to various societal challenges and

local / regional development. The event is managed by IMBA Europe in partnership with a local organizing committee.

Over the course of years, the IMBA Summits have attracted an increasingly diverse range of participants and organizations. From mountain bike advocacy groups, trail builders and professionals in the bicycle and tourism industry, to land managers, academics, public authorities, and health care practitioners. More and more professionals are working in the emerging domain of mountain biking and the need to learn from each other, exchange knowledge, to get inspired and build partnerships has only increased.

The IMBA Europe Summit is a two-to-three-day event, combining keynote speeches from opinion leaders with workshops, case studies, poster presentations, project meetings, panel debates and social activities including daily (group) rides.

1.3 PREVIOUS SUMMITS

The IMBA Europe Mountain Bike Summits have evolved over time. Starting as small informal meetings between European mountain bike advocates in the Czech Republic, Livigno and Zurich towards bigger events under the IMBA Europe umbrella that welcomed a broader audience. As a principle, the event is organized in a different European country each year. The previous Summits took place in:

- 2014 Cercedilla (ES), National Park Sierra de Guadarrama, hosted by IMBA Espana
- 2015 Ramatuelle (FR), hosted by Mountain Bikers Foundation
- 2016 Schweinfurt (DE), hosted by SRAM at the [SRAM European Development & Training Center](#)
- 2017 Águeda (PT), hosted by the municipality of Águeda [& Portugal Bike Value](#)
- 2018 Kranjska Gora (SI), hosted by Slovenska Kolesarska Mreža & municipality of Kranjska Gora
- 2019 Silkeborg (DK), hosted by [Silkeborg Kommune](#) and the Danish Cycling Union
- 2020 & 2021 – virtual conference due to covid-19
- 2022 Val di Sole (IT), hosted by [Val di Sole Bikeland](#) & Grandi Eventi Val di Sole

Find more information about our last Summit in Val di Sole and read the reflections and lessons learned [here](#). Or take a look at the [top takeaway messages](#) of our virtual Summit in 2021.

The last editions of the IMBA Europe Summit summits attracted between 100 and 140 attendees from about 20+ different countries. The Summit usually takes place between April and June. There may be a networking or specific workday before the event and/or the host is welcome to add a post-Summit program for attendees to explore the area and participate in further outdoor sports activities.

1.4 BENEFITS FOR THE HOST CITY / REGION / DESTINATION

Hosting the IMBA Europe Mountain Bike Summit enables a city, region, or destination to promote their mountain bike offer and boost their international profile and reputation as a mountain bike destination or MTB friendly community. It is an opportunity to learn from other European best practices and to enter a whole new European network of mountain bike enthusiasts, advocates, trail builders and professionals working in the bicycle and MTB tourism industry. Hosting the summit can also help to raise awareness at the local or regional level to work on mountain bike friendly policies and sustained investments in mountain bike facilities, especially when elected representatives get involved in the debates and panel discussions.

Return on investment includes direct economic benefits such as expenditures into the local economy made by visitors before, during and after the event. Especially when tourism & convention bureaus are involved in the marketing and promotion of the summit and international bike media are invited to report about the event.

Other positive impacts include the opportunity to increase the knowledge and skill level of the staff of your organization and to develop and manage trail infrastructure in a more sustainable and effective way

Besides generating substantial publicity and boosting the local economy, other potential benefits include the opportunity to organize pre or post summit events to create a sportive, economic, environmental, or social legacy. Think about a trail building school to educate local volunteers and land managers in sustainable trail building and maintenance techniques, the development of an urban bike park like the municipalities of Águeda (2017) and Silkeborg (2019) and Val di Sole (2022) combined the Summit with a bike festival.

1.5 GOALS OF THE SUMMIT

The goal of the summit is to inform and inspire the participants working in the mountain bike sector or other related fields. More specific, to

- spread high quality knowledge and expertise about community building, visitor management, MTB tourism, mountain biking's social & health benefits, planning, design & construction of MTB or shared use trails;
- facilitate co-creation between attendees in order to develop strategic priorities and recommendations for EU export groups (e.g. Green Sports Hub, SHARE initiative) and MP's;
- highlight the importance of making mountain biking affordable and accessible to all members of society, through keynote presentations, and examples of current best practices and trends;
- address the importance of ample trail access opportunities for mountain biking and co-existence strategies between different trail users;
- offer a platform where cities, regions or destinations can showcase the benefits their MTB projects provide to citizens, businesses, and society;
- encourage a sustainable development of the mountain bike tourism and trail building industry;
- integrate grassroots mountain biking into all relevant policy sectors (health, outdoor sports / leisure, tourism, nature conservation);
- seek involvement from all relevant stakeholders (SME's, universities, forestry departments, policy makers, tourism boards, MTB guides, bike media, public administrations, and civil society organizations);
- show examples of quality trail infrastructure and trail building projects by means of practical site visits

1.6 EVENT FORMAT

The IMBA Europe Mountain Bike Summits are known for their participatory nature, both in workshops, breakout sessions, site visits and social events. Riding activities are part of the program to give attendees the opportunity to explore the local trail systems and other bike facilities. Minimum length of the event is 2 full days, maximum 3 days.

The global set-up of a program day:

- welcome and opening
- plenary morning program with keynote speakers and panel discussion
- lunch & exhibition and poster presentations
- workshops, parallel sessions and (technical) site visits or other educational outdoor sessions in the afternoon
- closing plenary sessions
- social event or mountain biking activity
- dinner

Content of the Summit and presentations must be available in English. Translation services to other languages can be provided as an option (at the cost of the host). The central theme of the summit will be determined in consultation between the host and IMBA Europe.

We kindly request the host of the event to make the keynote presentations available via online streaming. This will allow for greater visibility and exposure of the Summit, as well as offering another opportunity for an income stream (online ticketing options).

1.7 COSTS & FINANCES

The host organization has full financial responsibility for the Summit, receiving direct income and bearing direct costs. However, IMBA Europe and the host should agree on a reduced fee for IMBA Europe members and early bird bookings. Like other conferences, a substantial part of the spending must be done before most of the revenues comes in. Therefore, the local host candidate needs to have the financial and organizational capacity to plan and organize the event effectively, in partnership with the IMBA Europe team.

Keep in mind the following costs when drawing up your budget

- venue (incl. technical equipment), coffee, refreshments, and lunches for delegates
- exhibition cost, side events
- marketing communication, website
- fee payable to IMBA Europe
- travel costs & accommodation for keynote speakers and IMBA Europe staff / board
- local logistics

Event income can be raised from several sources

- event fees
- commercial sponsorship
- exhibitors
- institutional support e.g., grants

2. CONDITIONS

The number of organizations, destinations or regions that are interested in hosting the IMBA Europe Summit is growing. To be as transparent as possible, IMBA Europe's Board decided to develop a list of conditions to be eligible as host, followed by a short application procedure. Some conditions are considered as hard criteria, some preferable or decided on a case-by-case basis.

Country

The Summit needs to take place in a country with a current national or associate IMBA Europe member. Moreover, if a country already hosted a Summit, they can't apply as host for the next three years. An overview of IMBA Europe members and member countries can be found on our website www.imba-europe.com.

If a local authority, region, or other not-for-profit organization is selected as host, we strongly advice to liaise and include the national or associate IMBA Europe member from your country in the planning process of the event.

Sustainability

Sustainability remains one of the biggest challenges for the travel, tourism, and outdoor sector. Lead by example isn't easy but we want to improve with each new event. A key element of the IMBA Europe Summit is to ensure its managed in ways that are as sustainable as possible, and the carbon impact is both measured and offset.

This is part of our strategy to better educate mountain bike users to appreciate and protect our natural environments. IMBA Europe will assist the host in strategies to incorporate sustainable practices into their

event. To understand better how to plan and deliver an environmentally sustainable event, please refer to the following [document](#) or read about the [nine key areas](#) where outdoor sports can have impacts and how to mitigate / minimize these impacts.

Venue

The venue needs to have a plenary room that holds up to 200 persons. In addition, another three breakout / multifunctional rooms that hold up to 200 participants between them (in the same building or at short walking distance). Preferably, there's the opportunity to set-up an in- or outdoor expo at the venue.

Dates

Dates for the IMBA Europe Summit are decided on a case-by-case basis. Preferred period is between April and June. Final dates are decided in consultation with IMBA Europe.

Accommodation

Sufficient and nearby overnight stay possibilities in different price ranges (hotels, B&B, hostels etc.) are required. Organizers are also encouraged to liaise with accommodation providers to provide discounts to summit participants.

Food, coffee & refreshment during the summit

During the Summit, the host should provide coffee, refreshments during breaks and lunches for the participants for free (included in the event fee). Dinner arrangements are decided on a case-by-case basis.

Accessibility

With participants from all over Europe, it's important that the town / venue is easily accessible by (public) transportation. Meaning:

- Direct bus / train connection (preferably)
- Shuttle service
- International airport within 2,5-hour travel distance (either by car or public transport)

Riding opportunities

Riding bikes is part of each Summit and offers a good opportunity to promote local and regional trails and bike facilities. Guided and/or self-guided riding opportunities are part of the program. The possibility to ride local trails near the venue is important. Directive: 15-20 minutes max. by bike to get to the trail head.

Demo and rental bikes

For international guests, demo bikes (first come, first served basis) or rental bikes need to be available. Organizers are encouraged to liaise with local bike shops and bicycle distributors in their country to provide demos and rental bikes.

Sponsorship

IMBA Europe reserves the right to promote their high-level partners during the summit. The host organization is free to raise income from other sponsors and exhibitors if this is done in consultation with IMBA Europe. IMBA Europe can support member organizations with sponsorship leads.

Registration & event fees

The host organization will provide an online registration system for the Summit. Event fees will be collected by the host organization (under tax regulation of the specific country). When determining the event fee, the price level of the hosting country will be considered. It is possible to provide live streaming of the keynote

presentations. This will create an opportunity for an additional revenue stream for the host, as well as engaging with a wider audience.

Merchandise / event apparel

IMBA Europe reserves the right to sell its own merchandise and/or educational materials during the summit. The design of an event logo & event shirt for participants needs to be coordinated with IMBA Europe.

3. IMBA EUROPE & ORGANISERS RESPONSIBILITIES

The event is managed by IMBA Europe in partnership with a local organizing committee with representatives of the host organization. The joined team assembled must have the expertise and experience to coordinate and as well as setting up an appealing program.

3.1 IMBA Europe

- Program: IMBA Europe is responsible for the main content of the Summit program. A committee will work on the completion of the program, helping to approach and select (keynote) speakers and other presenters. The local organizing committee will be actively involved in the programming of the event.
- IMBA Europe will approach guides affiliated with the European Organisation of Mountain Bike Instructor-Guides to lead mountain bike rides during the summit.
- IMBA Europe will promote the event amongst all our European member organizations, associate and corporate members and bike media.

3.2 Organizer

- will provide an environmentally sustainable event, which considers the principles of reduce, reuse and recycle;
- will select a suitable venue to host the Summit;
- will manage the online registration of participants (both online and in person tickets);
- will provide information regarding accommodation options and travel information;
- will provide coffee, refreshments, and lunch arrangements during the Summit;
- will arrange all local logistics prior, during and after the Summit;
- will provide English speaking staff to coordinate the event with IMBA Europe;
- is encouraged to liaise with local / regional or national media;
- approach national distributors / local bike shops to provide demo and /or rental bikes

3.3 Shared responsibilities

- Organization / coordination of site visits + social and riding activities during the Summit
- Press release: IMBA Europe and organizer will make a press release to announce the IMBA European Mountain Bike Summit.
- Launch of the call for abstracts and poster presentations
- Align event sponsorship options for local businesses and international businesses
- Design of the event logo
- Determine final dates of the event
- Organization and promotion of the summit

4. APPLICATION PROCEDURE & PLANNING

Candidates interested to host the 2023 IMBA Europe Mountain Bike Summit need to submit their application 8th November at the latest. The application file needs to be sent to IMBA Europe's Secretary, Mr. Kevin Mayne, k.mayne@cyclindustries.com and IMBA Europe's general manager Mark Torsius, mark.torsius@imba-europe.com. IMBA Europe's Board may ask to provide additional information.

4.1 APPLICATION FILE CONTENT

For each bid, the candidate must submit a file including the following:

- Name of the host organization and full contact details (including contact persons)
- Name of the main partners in your bid
- Letter of introduction mentioning the motivation or reason(s) to host the IMBA Europe Summit
- A letter of support of the IMBA Europe member organizations in the country concerned + role and position of the IMBA Europe member organization towards and during the summit. **Notice:** this question only needs to be addressed if the IMBA Europe member organization is not the primary host of the event itself but for example, collaborates with a municipality, consortium etc.
- Any introductory notes that are appropriate as well as any other supporting letters and documentation from public / tourism / city authorities (e.g. current strategies / policies to promote mountain biking)
- References and events already organized
- Preferred dates
- A draft, global budget for your bid
- Description of preferred venue
- Transportation (getting there and away) and accommodation details
- Ideas for an overall theme, social activities, and possible site visits during the Summit
- Description of the adjacent trail network (including distance to the nearest trail head) and or new trails or facilities that are planned to be completed by the date of the summit.

In case of multiple applications, IMBA Europe's Board will assess the competitiveness of each application and select the best option, supported by their argumentation. The bids will be judged based on the following criteria:

- Overall quality of the bid (including presentation of the bid document)
- Strength of the consortium (host organization and main partners)
- Logistics (venue, plenary and side rooms, exhibition area)
- Location (accessibility by public transportation)
- Quality of nearby trail infrastructure and MTB facilities
- Creative / innovative character of side events
- (Political) commitment to facilitate mountain biking (e.g., MTB friendly policies and strategies)
- Financial sustainability

4.2 PLANNING

IMBA Europe's board and management team will assess all bids within 5 days after the deadline of **November 8th**. The winner of the bid and 2023 host of the IMBA Europe Mountain Bike Summit will be notified accordingly. The dates of the 2023 Summit and official announcement will be aligned between IMBA Europe and the host.

4.3 TERMS OF REFERENCE

Once the decision is made, a contract will be signed between IMBA Europe and the selected candidate. This will set out the responsibilities and the financial arrangements which are:

- Fee¹ payable to IMBA Europe: € 10000, - (VAT excluded). This fee applies to organizations that are not official members or are otherwise affiliated with IMBA Europe
- For the summit: travel and accommodation cost IMBA Europe Board and staff
- In case the host needs additional support to perform its assigned tasks and responsibilities as mentioned in 3.1, separate arrangements can be made.

The general fee to be paid to IMBA Europe is for the following services and benefits that the host receives from IMBA Europe:

- our work to approach and select international keynote speakers and compile a high quality program;
- use of the brand name IMBA Europe;
- IMBA Europe's expertise and experience in running previous editions of the Summit;
- our work at the European level to promote the Summit and to identify potential sponsorship leads;
- our involvement in the event planning throughout the project and time spent to attend meetings to support the organization of the event.

We hope that the enclosed information helps you to prepare your bid and to see the great potential of this event for your city, region, or destination.

We are looking forward to receiving your bid.

Your sincerely,

IMBA Europe Board & staff

Contract details:

IMBA Europe
Deventerweg 2a
3843 GD Harderwijk
The Netherlands
info@imba-europe.com

¹ a discount applies to IMBA Europe's national & associate member organizations when they are the lead applicant of the summit