

# Dutch Mobility Summit

13 October 2025, Jaarbeurs

The Dutch Mobility Summit accelerates sustainable mobility from insight to action.

## Partners

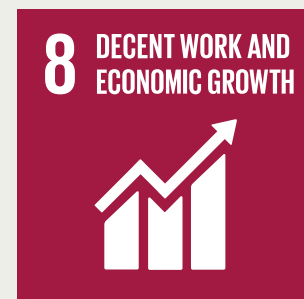








## THE GLOBAL GOALS



# The impact of sustainable mobility on society

The Sustainable Development Goals (SDGs) are a set of 17 interconnected objectives aimed at ending poverty, protecting our planet, and promoting peace and prosperity for all by 2030. Sustainable mobility plays a vital role in achieving these goals, as a form of transport that contributes to several of the objectives.

Encouraging sustainable mobility supports goals such as Good Health and Well-being (SDG 3) by promoting physical activity, Sustainable Cities and Communities (SDG 11) by reducing traffic congestion and air pollution, and Climate Action (SDG 13) by lowering greenhouse gas emissions.

For companies, it is important to report to stakeholders and shareholders how their mobility initiatives contribute to these Global Goals. By clearly demonstrating a commitment to sustainable mobility, organizations can take responsible action and document the progress and impact of their contributions to the SDGs.

**Dutch Mobility Summit 2025**

Attend and contribute to the Dutch Mobility Summit to gain practical tools for successfully implementing sustainable mobility — enabling you to align your mobility strategy with the SDGs.

# Dutch Mobility Summit (XL) in Utrecht

**13 October 2025**

The Dutch Mobility Summit is the leading conference on future mobility, focused on accelerating sustainable work-related mobility. In just one day, policymakers, HR professionals, Facility Managers, Sustainability Managers, and other mobility experts discover how to drive behavioral change within their organizations.

With inspiring talks, practical tools, and an expo filled with smart mobility solutions, the summit provides everything needed to encourage sustainable choices and implement them directly in both policy and practice.

# Dutch Mobility Summit On Tour

**14–17 October 2025**

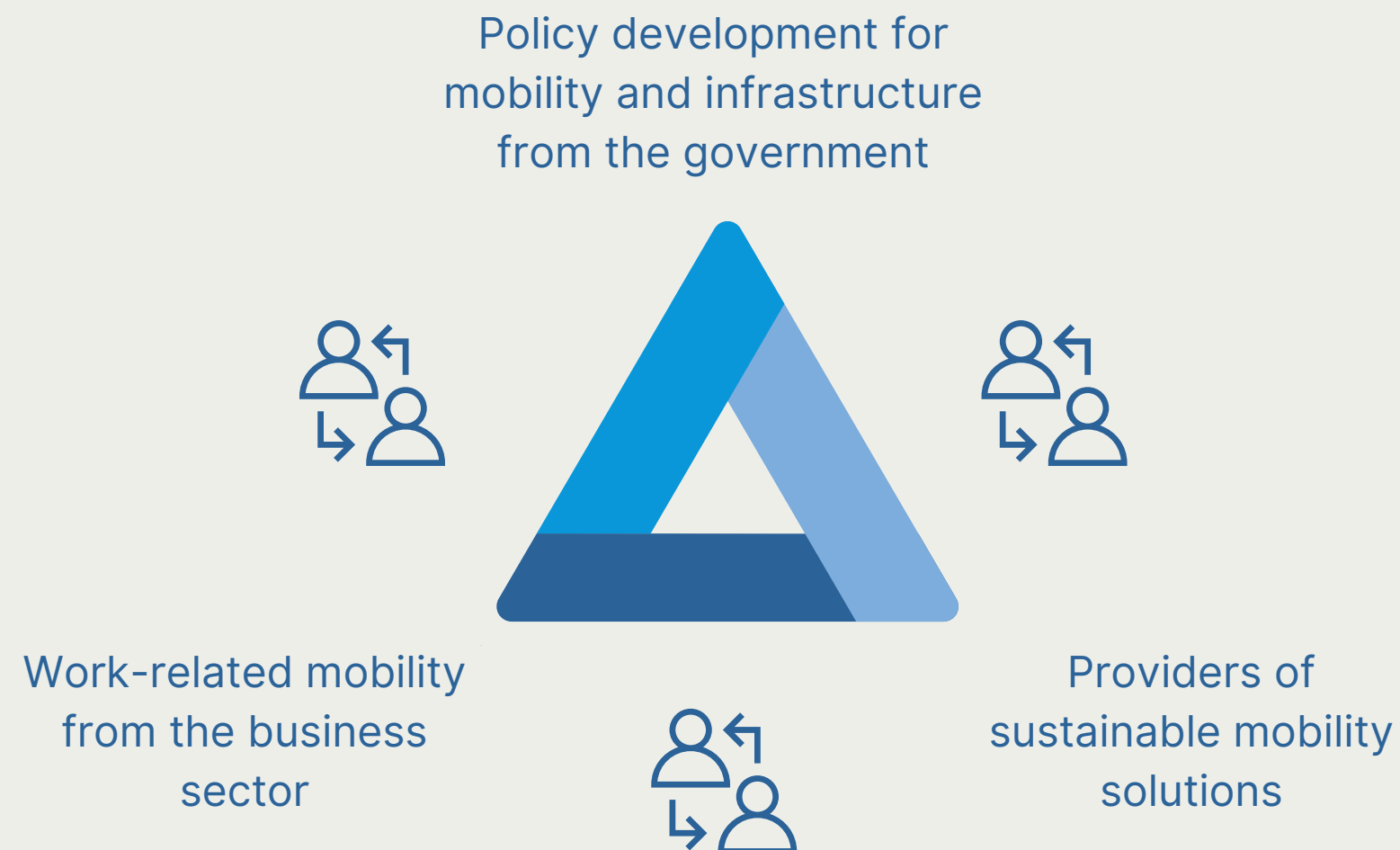
The Dutch Mobility Summit On Tour travels alongside the multi-day cycling race Tour of Holland, harnessing the power of elite sports to spotlight active and sustainable mobility. In this dynamic setting, we engage with governments, HR professionals, Fleet and Facility Managers, Sustainability Managers, and providers of mobility solutions.

Each city and region visited by the Tour gains a unique opportunity to promote vitality and future-proof mobility. Through a mix of practical sessions (for example, with research agency Elemental), a targeted hospitality program, and a strong focus on connecting supply and demand, we transform the energy and excitement of cycling into concrete steps toward sustainable behavioral change.



# Target audiences:

At the Dutch Mobility Summit, we bring together three essential stakeholder groups that each play a crucial role in the widespread adoption of sustainable work-related mobility.



## **Government Officials and Sustainability Managers**

They gain insights into innovative mobility solutions, get inspired to create bike-friendly cities, and connect with companies and experts contributing to future-proof mobility.

## **HR Professionals, Fleet Managers, and Facility Managers**

They receive practical tools for setting up mobility programs, learn about tax benefits and incentive schemes, and discover effective strategies for driving behavioral change within their organizations.

## **Providers of Cycling Solutions**

They connect with decision-makers from both the public and private sectors, showcase their products and services, and gain valuable insights into the needs of their target audience.

# Talks

There are experts from various fields who translate their insights into practical tools you can apply directly to your mobility strategy.

## Themes

Behavioral Change | Accessibility & Willingness | Shared Mobility | Mobility Transition | Vitality & Incentive Programs | Practical Implementation | Sustainable Mobility



**Bram Douwes**

*Moderator*

Presenter and program maker



**Tanja van Kooten**

*Speaker*

Behavioral Advisor & Morgen



**Hugo Houppermans**

*Speaker*

CEO Anders Reizen and mobility expert



**Meredith Glaser**

*Speaker*

CEO Urban Cycling Institute

# Networking

Connect with experts who can help make your employees healthier and your organization more sustainable, and talk to specialists about the future of mobility.

## Speed Dates

Sign up for the speed date round, where you'll be matched with the right specialists using AI.

## Connect

Exchange contact details and schedule meetings via a dedicated online platform — perfect for lead generation.





# Expo

Meet companies and discover mobility solutions that prepare your organization for the future while contributing to the energy transition and healthier, more active employees.

## Exhibitors

Leasing | Consultancy | Shared Mobility  
| Incentive Programs | Bicycle Brands |  
Smart Mobility







# Participation Options

# Main Sponsor

Do you want to firmly position your organization as a driving force behind cycling mobility? Become the Main Sponsor of the Dutch Mobility Summit!

**Price: TBD**



## Sponsor Package

What do you get as the Main Sponsor?

- “Powered by” in the event title
- Your logo featured in all communications (website, mailings)
- 20 admission tickets valued at €3,900 total (normally €195 each)
- A tailor-made involvement in the event (e.g., keynote, branding, etc.)
- Media value

As Main Sponsor, you’ll enjoy maximum visibility in our communications and marketing.



# Co-Sponsor

Want a prominent presence but not ready to become the Main Sponsor? The Co-Sponsor package is perfect for you.

**Price: TBD**



## Sponsor Package

What do you get as the Co-Sponsor?

- Your logo on the website and in mailings
- 10 admission tickets valued at €1,950
- Tailor-made involvement in the event (e.g., breakout session, branding, etc.)
- Media value

As a Co-Sponsor, you also benefit from wide recognition in all our core communications, with a direct link to our themes and target audience.

# Plenary Talk

Looking to position yourself as a thought leader and speak directly to an audience of policymakers, HR professionals, and other decision-makers? Choose a Plenary Talk.

**Price: €2,500**



## Participation Package

What does this participation package include?

- Co-creation of the content for your talk (20-minute session)
- Matchmaking in the digital environment (schedule appointments with relevant attendees in advance)
- Broadcasting and recording of your session (for your own use)
- 6 admission tickets worth €1,170
- 20% discount on additional tickets

With a Plenary Talk, you'll enjoy maximum visibility during the event and have direct contact with policymakers, HR professionals, and other decision-makers. This allows you to convey your vision broadly and link your expertise to the core of our themes and target audience.

# Breakout Session

Want to share your expertise in a more accessible way and directly engage with decision-makers and professionals? Choose this additional Talk package, where you can deliver a concise session to showcase your knowledge and generate leads.

**Price: €1,250**



## Participation Package

What does this participation package include?

- Co-creation of the session content (approximately 20 minutes)
- Matchmaking in the digital environment (schedule meetings with relevant attendees in advance)
- 4 admission tickets worth €780 (normally €195 each)
- 20% discount on additional tickets

A Breakout Session Talk allows you to dive deeper into your topic in an interactive setting. It's the ideal way to present your brand and solutions in a targeted manner while addressing the specific needs of the audience.



# Mobility Expo

Looking to showcase your products and services to a wide audience of mobility experts? With a booth at the Mobility Expo, you can present your innovative solutions in a prime location.

**Price: €1,250**



## Participation Package

What does this participation package include?

- Booth space (2×2 m<sup>2</sup>) including basic facilities
- 4 admission tickets worth €780 (normally €195 each)
- 20% discount on additional tickets

Having a booth in the Mobility Expo allows you to feature your products and services at the heart of the event. It's an accessible way to connect with interested attendees and decision-makers, creating a personal, tangible link with potential customers and partners.

# Tickets

Prefer to attend the Dutch Mobility Summit On Tour without a sponsorship or participation package? Then simply book your admission ticket and discover how to speed up the transition to bicycle mobility!



## Ticket Rates

What are the ticket rates?

- Early Bird: €145 (until 17 June 2025)
- Regular Rate: €195
- 20% discount for partners (valid on both Early Bird and regular rates)

Ticket sales will start in June 2025.



# Media Packages

Reach HR professionals, Facility Managers, entrepreneurs, administrative staff,  
and/or government officials.



# Premium Media Package via Rendement

Looking to further increase your visibility?  
With our Media Packages, you can reach a targeted audience before, during, and after the event.

## What's included?

- Online whitepaper placement on [www.Rendement.nl](http://www.Rendement.nl) (HR sector)
- 1 week featured on the homepage (164,000 unique visitors per month)
- 2 weeks featured on the HR page (27,000 unique visitors per month)
- Announcement in the HR e-newsletter (35,400 subscribers)
- 1/1 page Paid Announcement in HR Rendement magazine (13,616 readers)
- Media Value: €4,622 | **Dutch Mobility Summit Offer: €3,950**

# Basic Media Package via Rendement

Looking to further increase your visibility?  
With our Media Packages, you can reach a targeted audience before, during, and after the event.

## What's included?

- Sponsored Article on [www.Rendement.nl](http://www.Rendement.nl) (HR Sector)
- 1 week featured on the homepage (164,000 unique visitors per month)
- 2 weeks featured on the HR page (27,000 unique visitors per month)
- Announcement in the HR e-newsletter (35,400 subscribers)
- Media Value: €1,720 | **Dutch Mobility Summit Offer: €1,420**

# Mediapakket via Dutch Mobility Summit

Looking to further increase your visibility?  
With our Media Packages, you can reach a  
targeted audience before, during, and after  
the event.



## What's included?

### Dutch Mobility Summit Media Package

- Editorial Article on the Dutch Mobility Summit website + newsletter
- Media Value: €1,500 | **Offer: €1,250**

### Dutch Mobility Summit Advertorial

- Advertorial on the Dutch Mobility Summit website + newsletter
- Media Value: €1,250 | **Offer: €950**





**Ralf van Heugten**  
*Project Lead*

+31 (0)6 48 25 86 23  
ralf.van.heugten@dutchcyclingweek.nl

# An Engaged Pioneer with Extensive Experience in the Cycling Sector

Ralf van Heugten is an accomplished professional in conceptualizing, setting up, and executing various projects. As Project Lead for the Dutch Mobility Summit and the Dutch Cycling Week, he leverages his analytical skills and organizational talents to ensure these events are successfully delivered. Goal-oriented and adaptable, Ralf excels at spotting and harnessing talent and building brands. His passion for cycling and sustainable mobility drives him to bring meaningful projects to life.



**Marcus Meeuwissen**  
*Sales & Media Advisor*

+31 (0)6 42 34 40 31  
[marcus@demediacollegas.nl](mailto:marcus@demediacollegas.nl)

# A Driven Media Advisor with a Focus on Results

Marcus Meeuwissen is an experienced media advisor with a proven track record in securing sponsorships for professional conferences and trade fairs. He also provides organizations with targeted media advice on effectively reaching their audiences, maintaining a sharp eye for opportunities and solutions.

Honesty, reliability, and client focus are central to Marcus's approach. He is fully committed to genuinely helping his clients move forward and always strives for sustainable partnerships. His approach and genuine involvement make him a valuable sales colleague.



**Ruben Hoogland**  
*Marketing & PR Lead*

+31 (0)6 47 34 10 11  
ruben.hoogland@dutchcyclingweek.nl

# Creative Content Specialist and Entrepreneur

Ruben Hoogland is a freelance marketing consultant and photographer, specializing in content creation and concept development. As the Marketing & PR Lead for the Dutch Mobility Summit and the Dutch Cycling Week, he combines his professional expertise with his passion for cycling. Ruben creates content for international cycling brands and cycling destinations, giving him unique insights into the bicycle industry. With his creative approach, he conveys the Dutch Mobility Summit's message in an inspiring way.