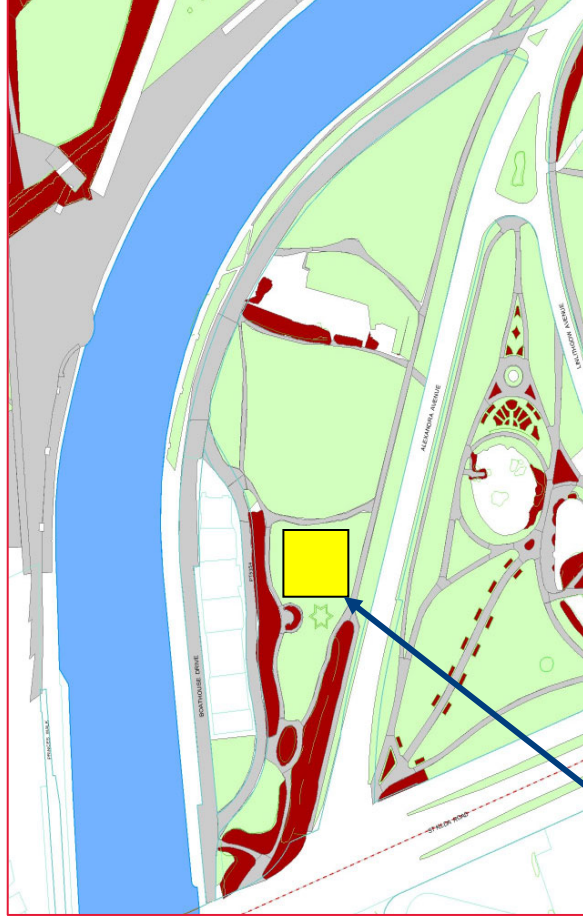




2010 Exhibitor Information Pack

Outline

- About Bicycle Victoria
- Melbourne Cycling Festival
- About GO Bike Expo®
- Melbourne Cycling Festival Schedule
- Marketing GO Bike Expo®
- Demographics
- Pagoda Marquee setups
- Exhibitor Packages
- Exhibitor Benefits
- Event Details
- Contacts



**GO Bike Expo® 2010
location within the
Alexandra Gardens**

Melbourne Cycling Festival



GO Bike Expo® 2010 will be staged between 15 – 17 October 2010 and will be held in conjunction with the Melbourne Cycling Festival in the beautiful Alexandra Gardens.

GO Bike Expo® 2009 saw 100 percent of available exhibitor spaces sold out within 6 weeks.

GO Bike Expo® will fulfil the need that the Melbourne Cycling community require – an Expo dedicated both to the retailer and the consumer. Over 25,000 people are expected to take advantage of the free entry over the three days.



Melbourne Cycling Festival



The Melbourne Cycling Festival will bring together Ride to Work Day 2010 and Around the Bay in a Day® 2010 to create a cycling precinct in the heart of Melbourne. It will also feature the GO Bike Expo®, Twilight Criterium and a range of fun activities alongside the participation cycling events. Around the Bay in a Day® 2010 will start and finish in Alexandra Gardens.



GO Bike Expo®

GO Bike Expo® 2010 aims to capture as many aspects of the cycling world as possible from racing, recreation, health, transport, clubs, tours, equipment/products and the environment.

In 2009 GO Bike Expo® was sold out within 6 weeks from date of release, so we suggest reserving your space immediately .

- Who:** Up to 80 exhibitors from all areas of the cycling world are expected to join the GO Bike Expo®.
- Where:** Alexandra Gardens - the start/finish site for Around the Bay in a Day® 2010 and the centre of the activities happening over the weekend of 15-17 October 2010.
- When:** Friday 15 October, 11am – 8.30pm
Saturday 16 October, 10am - 5pm
Sunday 17 October, 10am - 5pm
- Entry:** Entry is free.

Melbourne Cycling Festival Schedule

The Go Bike Expo is one of the key components of the Melbourne Cycling Festival 2010. The proposed schedule for the festival is as follows:

Wednesday 13 October	6:00am – 9:00am	National Ride to Work Day (Free CBD breakfast at Federation Square)
Thursday 14 October	8:00am – 5:00pm 9:00am – 5:00pm	GO Bike Expo® 2010 Exhibitor Bump In Bike Futures Conference
Friday 15 October	7:00am – 8:00am 11:00am – 7:30pm 11:00am – 8:30pm 5:30pm – 8:30pm 5:30pm – 7:30pm	GO Bike Expo® 2010 Exhibitor Bump In 50km Rider Kit Bag Collection Official hours of trade for GO Bike Expo® 2010 Carbo Pasta Night, including live entertainment Twilight Criterium Race - Men's and Women's
Saturday 16 October	10:00am – 5:00pm 10:00am – 2:00pm 10:00 am – 5:00pm	GO Bike Expo® 2010 50km Rider Kit Bag Collection Product demonstrations and Test Ride Activity
Sunday 17 October	ALL DAY 10:00am – 5:00pm 10:00am – 4:00pm 11:00am – 3:00pm 12:00pm – 2:00pm	Around the Bay in a Day® 2010 GO Bike Expo® 2010 Product demonstrations and Test Ride Activity Melbourne City Romp check point Exhibitor Awards

Marketing GO Bike Expo®

Ride On Leaflet Insert – October Edition

- An insert will be placed in the Oct/Nov 2010 issue of Ride On magazine, readership of 43,000 via direct mail.
- The insert will feature a site map, a listing of all exhibitors and contact details.

Print Advertisements

- Bicycle Victoria is currently in discussions with various media partners (i.e. One HD, The Age and ABC) to assist in the promotion of the 2010 Melbourne Cycling Festival.

E-Newsletters

- The GO Bike Expo® 2010 will be promoted to the following e-newsletter databases in August, September and October 2010:
 - 4x Around the Bay Riders 25,000+
 - 4x Bicycle Victoria Members 43,000+
 - 4x Bicycle Victoria Friends 60,200+

National Ride to Work Day 2010

- Go Bike Expo® will be promoted to the Ride to Work database as well as at the CBD breakfast at Federation Square on 13 October 2010

The Age Lift out

- 12 page insert in The Age newspaper on 15 October 2010

Event Postcard

- GO Bike Expo® are producing 7,000 postcards to be distributed through various outlets.

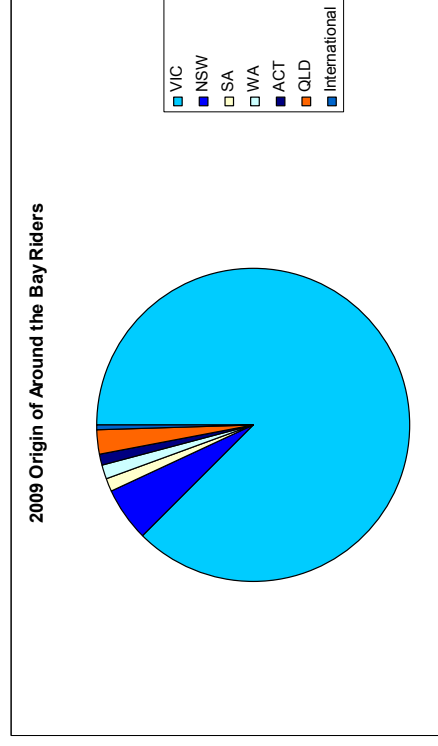
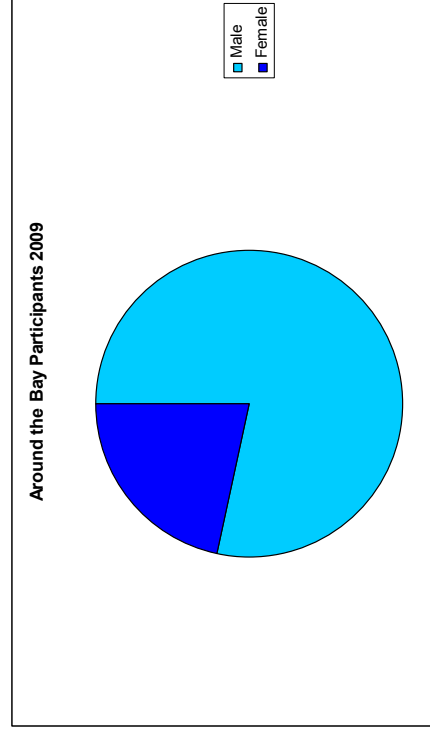
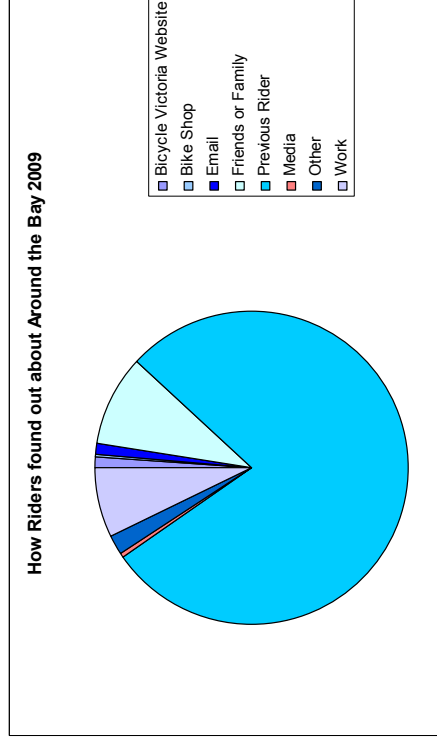
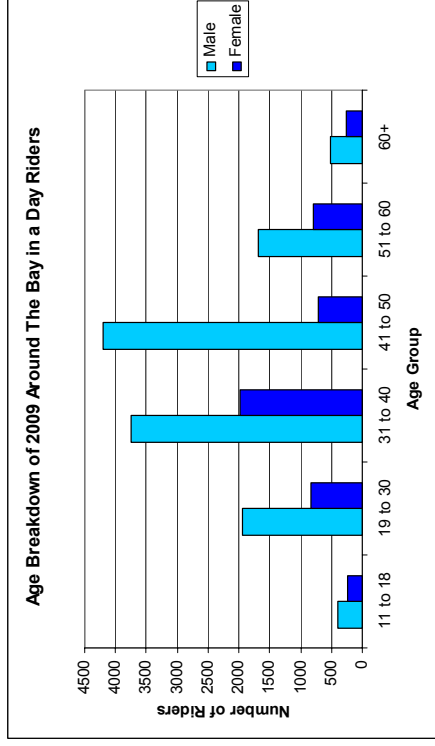
GO Bike Expo Webpage

- GO Bike Expo® has established a page on the Bicycle Victoria website www.gobikeexpo.com dedicated to the 2010 GO Bike Expo® which will also include exhibitor details. (*Monthly traffic of 60,000 hits based on Hitwise 2009 results.*)

Twitter and Facebook

- Bicycle Victoria will be using it's social media mediums to promote and update members, friends and followers of key highlights of the Melbourne Cycling Festival.

Demographics

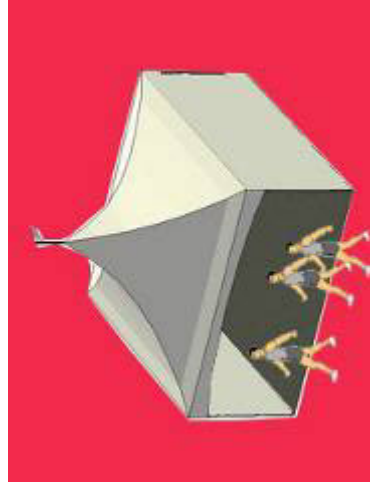


Based on Riders of the Around the Bay in a day 2009

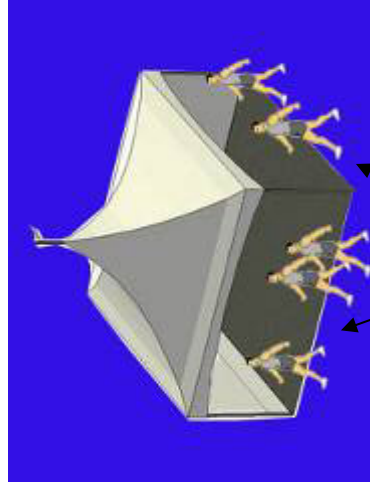
Pagoda Marquee setups

GO Bike Expo ® 2010 will have 3 types of Pagoda marquees available for exhibitors:

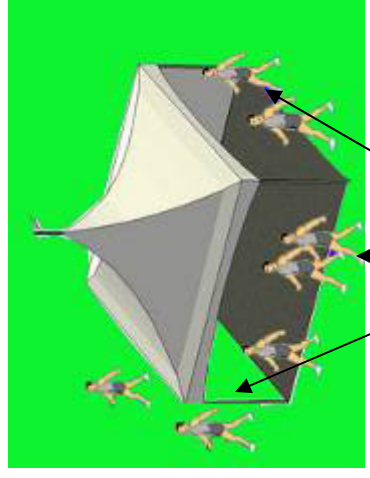
1. The Green Pagoda (3 points of interface)
2. The Blue Pagoda (2 points of interface)
3. The Red Pagoda (1 point of interface)



1 point of interface







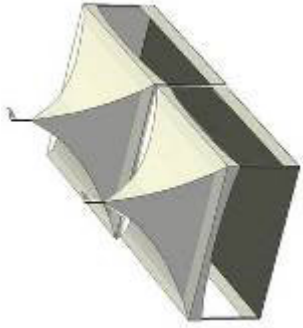



2 points of interface



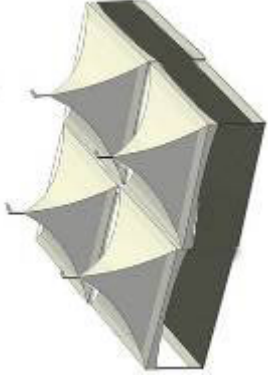



3 points of interface

Go Bike Expo Exhibitor Spaces

<p>Pagoda 3m x 3m</p> 	<p>1 x 6 Ft Trestle table</p> 	<p>2 x White Bistro Chairs</p> 	<p>Fascia Sign</p> <div data-bbox="1112 1302 1161 1711" style="border: 1px solid black; padding: 5px; text-align: center;">Exhibitor Trading Name</div>	<p>Electricity</p> 
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<p>Pagoda 6m x 3m</p> 	<p>2 x 6 Ft Trestle table:</p> 	<p>4 x White Bistro Chairs</p> 	<p>Fascia Sign</p> <div data-bbox="1112 388 1169 892" style="border: 1px solid black; padding: 5px; text-align: center;">Exhibitor Trading Name</div>	<p>Electricity</p> 
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Go Bike Expo Exhibitor Spaces

<p>Pagoda 6m x 6m or Larger</p> 	<p>2 x 6 Ft Trestle table</p> 	<p>4 x White Bistro Chairs</p> 	<p>Fascia Sign</p> <div style="border: 1px solid black; padding: 2px; text-align: center;"> Exhibitor Trading Name </div>	<p>Electricity</p> 
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Benefits of 6m x 6m Pagoda Marquees or Larger

Pagoda positioned in a prime location within the site.

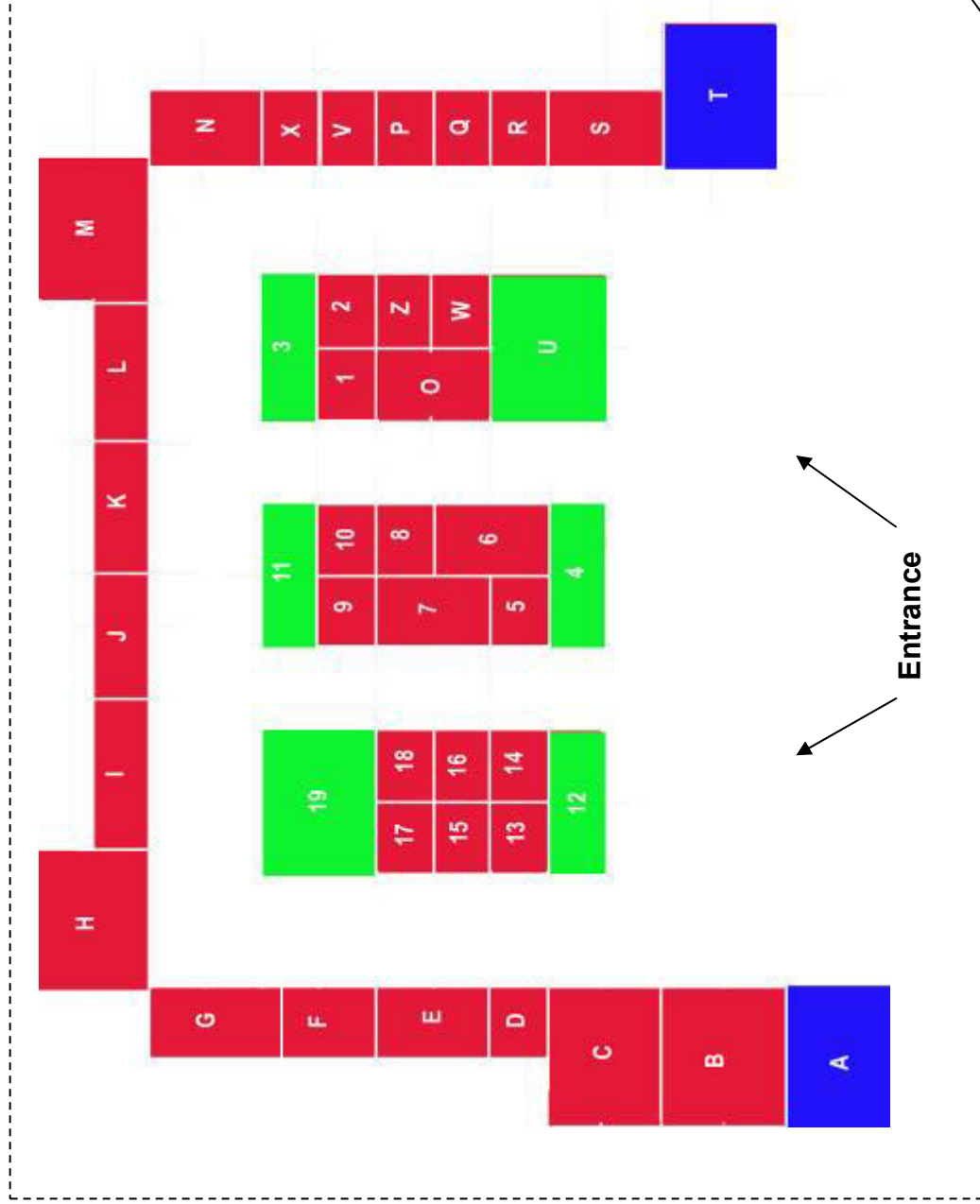
4 x bowheads or mesh banners placed in prominent positions within the Expo site.

2 x complimentary entries into a nominated leg of the Around the Bay in a Day[®] 2010.

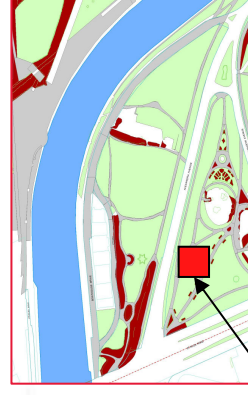
Complimentary half page ad in Event Guide (artwork must be completed by 13 August 2010) & subsequent discounted advertising rates of 15% off in Ride On Magazine (readership 43,000+ via direct mail).

2 x invitations to official Around the Bay in a Day[®] jersey launch (date TBA)

Site Plan



- The Red Pagoda**
(One point of interface)
- The Blue Pagoda**
(Two points of interface)
- The Green Pagoda**
(Three points of interface)



Please refer to Price List for Marquee Pricing

Exhibitor Benefits

Included as standard in all packages

Carbo Pasta Night or equivalent	Exhibitors will be provided with 2 x single tickets to Friday's Carbo Pasta Night and discount drink vouchers to be used in the Spokes Bar
Website	Corporate logo and paragraph on GO Bike Expo® 2010 website
Ride On Insert	Corporate logo on insert that will be packaged and sent with Oct/Nov 2010 edition of Ride On magazine (inclusion of logo depends on artwork deadlines). Ride On magazine will also provide exhibitors with 15% off advertising rates for pre- and post-event advertising. For further information on advertising contact Kylie Reynolds - email kylie@bv.com.au or phone 03 8636 8839.
E-Newsletters	An e-newsletter to all Around the Bay in a Day® 2010 participants will be sent in October. All Exhibitors are invited to supply an image and short message to be included.

Included as standard in packages at 6m x 3m and above

Flyer Distribution	The Bicycle Victoria Information booth will distribute exhibitor flyers throughout the GO Bike Expo ® 2010 (150 flyers at a time, can be replenished throughout the day)
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Price List

Site Space	Specification	Customer Interface	Price
A	6M X 6M	2	\$5,784
B	6M X 6M	1	\$5,627
C	6M X 6M	1	\$5,627
D	3M X 3M	1	\$2,400
E	6M X 3M	1	\$3,591
F	6M X 3M	1	\$3,591
G	6M X 3M	1	\$3,591
H	6M X 6M	1	\$5,955
I	6M X 3M	1	\$3,591
J	6M X 3M	1	\$3,591
K	6M X 3M	1	\$3,591

* Prices are all excluding GST.

Site Space	Specification	Customer Interface	Price
L	6M X 3M	1	\$3,591
M	6M X 6M	1	\$5,955
N	6M X 3M	1	\$3,591
O	6M X 3M	1	\$3,591
P	3M X 3M	1	\$2,400
Q	3M X 3M	1	\$2,400
R	3M X 3M	1	\$2,400
S	6M X 3M	1	\$3,591
T	6M X 6M	2	\$6,500
U	6M X 6M	3	\$6,500
V	3M X 3M	1	\$2,400

* Prices are all excluding GST.

Price List

Location	Specification	Customer Interface	Price
W	3M X 3M	1	\$2,400
X	3M X 3M	1	\$2,400
Z	3M X 3M	1	\$2,400
1	3M X 3M	1	\$2,400
2	3M X 3M	1	\$2,400
3	6M X 3M	3	\$3,773
4	6M X 3M	3	\$3,864
5	3M X 3M	1	\$2,400
6	6M X 3M	1	\$3,477
7	6M X 3M	1	\$3,477
8	3M X 3M	1	\$2,400

* Prices are all excluding GST.

Location	Specification	Customer Interface	Price
9	3M X 3M	1	\$2,400
10	3M X 3M	1	\$2,400
11	6M X 3M	3	\$3,773
12	6M X 3M	3	\$3,864
13	3M X 3M	1	\$2,400
14	3M X 3M	1	\$2,400
15	3M X 3M	1	\$2,400
16	3M X 3M	1	\$2,400
17	3M X 3M	1	\$2,400
18	3M X 3M	1	\$2,400
19	6M X 6M	3	\$6,636

* Prices are all excluding GST.

Contacts



If you are interested in being an exhibitor at the 2010 GO Bike Expo® or would like more information please contact:

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Bicycle Victoria

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E: kylie@bv.com.au

Pio Liwanag

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