

Seattle Bicycle Expo

PRESENTED BY  RALEIGH

March 12 - 13, 2011

The Seattle Bicycle Expo presented by Raleigh is the largest bicycle-only consumer show in the United States, attracting thousands of bicycling enthusiasts who pay an entry fee to shop, attend seminars, watch performances, and gear up for another season of cycling

VENUE

The 2011 event will be held for the second year in the deluxe, newly-constructed, two-story Smith Cove Cruise Terminal, which overlooks the Puget Sound and features a magnificent view of downtown Seattle and the Olympic Mountain range.

With 9,300 attendees, three stages and more than 200 vendors, the 2010 show, our first at the Smith Cove venue, was one of the most successful we've had. The venue features wide walkways between booths, facilitating maximum engagement between vendors and the public, and a comfortable atmosphere, which encourages attendees to linger. We expect to put on another great show in 2011.

PROGRAMMING

During the 2010 show, Universal Sports hosted a Giro d'Italia viewing lounge and our Classic Bike Show featured the largest collection of Jack Taylor bicycles ever assembled. The main performance stage showcased three world-champion artistic cyclists from Germany and the always-popular stunt show by Ryan Leech; we also offered an array of fun activities for kids of all ages.



DEMOGRAPHICS*

9,300 attendees

Female: 38%
Male: 62%

Age breakdown

Under 20: 3%
20-29: 11%
30-39: 17%
40-49: 25%
50-59: 29%
60+: 15%

*Data taken from 2010 drawing forms (2,205 collected).

Again this year, we will present a full schedule of panels, presentations and performances by variety of authors, trainers, bike-builders and professional cyclists from around the nation and the world. With three stages and programming all weekend long, the show will offer something for everyone.

Cascade Bicycle Club has produced the Seattle Bicycle Expo for more than 20 years, bringing together consumers, bike shops, events and industry leaders. It is the largest show of its kind on the West Coast.



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EXHIBITOR BENEFITS

- Showcase new products and services.
- Sell directly to the public from your show booth.
- Drive store traffic through consumer promotions.

BOOTH DETAILS

- All booth spaces are heated.
- First floor booths offer easy loading; second floor booths are fully-carpeted.
- Exhibitors receive five complimentary vendor passes, plus two passes per additional 100 sq. ft. of booth space.
- One parking voucher is included in registration fees.
- Tables, partitions, chairs, and booth identification, as well as listings in event program and on event webpage, are included in registration fees.
- Electricity and phone lines are available at an additional cost.

PRICING + REGISTRATION

- 100 sq. ft. booth: \$675
- 200 sq. ft. booth: \$1250
- 300 sq. ft. booth: \$1800
- 400 sq. ft. booth: \$2200
- Non-profit booth: \$475

Register before December 10 and receive a \$50 discount. Premium and second-floor booths are available at an additional cost; see website for details. Online registration opens on November 1 at www.cascade.org/expo.

SPONSORSHIP

Sponsorship opportunities are available. Please contact us if interested.

2010 SPONSORS

Raleigh, Group Health, Nuun, Momentum Magazine, The Stranger, Universal Sports, Classical King FM, Alchemy Goods, Clif Bar, Full Speed Ahead, Ortlieb

Seattle Bicycle

Expo is a celebration of cycling – as a competitive sport, a means of transportation, an outlet for creativity, and a healthy recreational activity for kids and adults of all ages.

We hope to see you in March!

CONTACT

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www.cascade.org/expo



This event is produced by and benefits

bicycle club
Cascade