

EBIKE EXPO 2018

THE CLOUD, QUEENS WHARF, AUCKLAND
Saturday 10 and Sunday 11 November 2018
9am to 4:30pm

SPONSORSHIP PROSPECTUS
WWW.EBIKEEXPO.CO.NZ





THE EBIKE EXPO

is the only Auckland expo that brings retailers, distributors and infrastructure enablers together under one roof. It will provide potential and current customers with the opportunity to connect with all the experts in one place. This will help attendees to complete their research, take test rides, and make purchase decisions and have their e-bikes built and fitted for them.

The primary focus of this event is electric bikes, and the promotion and sale of e-bikes to attendees.

The eBike Expo aims to showcase that there is an e-bike for everyone.

ABOUT THE EXPO

This inaugural eBike Expo is coming to Auckland in November. The organisers are delighted to invite you to join us in kicking off this exciting event.

The global electric bike industry is growing at a considerable rate, and e-bikes in particular are the fastest growing category in cycling hardware.

Aucklanders just love to talk about the traffic. Why? Because in general it is a headache for them. This timely event will encourage commuters to try an alternative transport option.

e-Bikes have environmental, economical, health and time saving benefits, and we want to showcase this all in one place.

The NZ Transport Agency has committed to increasing cycling trips by 10 million per year by 2019. This will mainly be through the use of the Urban Cycleways Programme. e-Bikes offer a solution to many who would not choose a traditional bicycle today due to fitness, surrounding conditions or distance objections.

This annual event will provide the opportunity for distributors to bring together retailers in one place to showcase the tech already available in the market. Retailers and distributors can work alongside one another as well as have their own brand presence.

We will target both potential and existing customers. We will introduce them to the e-bike tech and provide much of the information they spend hours researching themselves. This should make it easier for those wanting to include an e-bike in their holiday purchases.

This two day event will offer the public the chance to test ride and compare e-bikes and accessories.

We will create a test ride track, and a bike building area for mechanics to place their stands and build and fit bikes for customers.

The location of the event makes it possible for some customers to test ride e-bikes down the outdoor cycleway, subject to providing ID or deposit.

THE LOCATION

A photograph of The Cloud building at dusk. The building has a large, curved, translucent pinkish-red roof that is illuminated from within. The main entrance is a wide glass front with multiple glass doors. The building is situated on a waterfront promenade with a body of water and city lights visible in the background. A yellow umbrella is on the left, and a blue one is further back.

The Cloud, Queens Wharf Auckland, lies at the bottom of Queen Street in central city Auckland, and provides beautiful views over the Waitemata Harbour.

The Cloud is a venue that is easy for the public to get to and access, as it has a great connection with cycleways, public transport and carparks in the CBD.

The Exhibition Hall in The Cloud offers 2697sqm of flat floor space, 180 metres in length, making it the perfect venue to display products and provide customers with a safe test track.

The hall will be configured into various size exhibitor stands, and will feature a small indoor track for test rides. It will also feature a bike building area for mechanics to place their stands and build and fit bikes for customers.



ATTENDEES

This event focuses on attracting attendees based predominantly in Auckland, and within driving distance of Auckland.

The event will attract people who want to see products and accessories, and learn about infrastructure plans and safety aspects.

The event marketing will encourage anyone thinking about alternative modes of transport to attend. It will highlight the convenience of being able to complete their research, compare products, and test out the tech all under one roof.

SPONSOR AND EXHIBITOR BENEFITS



**Enhance your
company profile**

Create and strengthen
brand awareness

**Showcase and
demonstrate
products**

Direct to customer
sales

Build relationships

Increase business
potential

**You will have direct access to current and
potential customers**

You can demonstrate your involvement,
commitment and support of the industry

**You will help customers make informed
decisions**

Enables access to market trend evaluation

**You can generate new business
opportunities**

YOUR INVESTMENT CHOICES

A variety of spaces are available. Early bird discounts are available until 30 June 2018 and can be secured with a 10% deposit on or before that date.

All exhibitors will be provided with recognition on correspondence to attendees, the eBike Expo website, event supplier listing and event promotional material.

All spaces include power and lighting.

10m wide x 5m deep space

early bird pricing \$4,500+gst
after 30 June \$4,950+gst
6 Staff passes

7m wide x 5m deep space

early bird pricing \$3,150+gst
after 30 June \$3,465+gst
4 Staff passes

6m wide x 5m deep space

early bird pricing \$2,700+gst
after 30 June \$2,970+gst
3 Staff passes

5m wide x 5m deep space

early bird pricing \$2,250+gst
after 30 June \$2,475+gst
2 Staff Passes

4m wide x 5m deep space

early bird pricing \$1,800+gst
after 30 June \$1,980+gst
2 Staff passes

3m wide x 5m deep space

early bird pricing \$1,350+gst
after 30 June \$1,485+gst
2 Staff passes

**Additional
sponsorship
opportunities
are available**

e.g Coffee cart
Sponsorship with
brand display
onsite and event
website,
reciprocal links to
your own website
\$2,800 +gst

**Or get creative
and come and
have chat with
us about your
ideas.**

For information contact Marleen from
Icon Conference and Event Management Ltd
marleen @iconevents.co.nz or 09 845 5540 or 021 659 988

A person in a white shirt and dark shorts stands on the edge of a rocky cliff, holding a bicycle. The background shows a vast, hazy mountain landscape under a soft, pinkish-orange sky, suggesting dawn or dusk. The cliff face is rugged and layered with rock.

EVENT TIMELINE

10 Nov Pack-in 6:00am - 8:30am

10 Nov Public Event 9:00am - 4:30pm

11 Nov Public Event 9:00am - 4:30pm

11 Nov Pack-out On conclusion of
Expo from 4:30pm



THE EBIKE EXPO IS PROUD TO HAVE THE SUPPORT OF:

Auckland Transport
and
Bike Auckland



We would be delighted to have you
as part of the inaugural eBike Expo.

THANK YOU

www.ebikeexpo.co.nz