

# Exhibitor Prospectus

## eBike *(eScooters and more)* Expo 2023



# Key information

## eBike Expo 2023

### Auckland

The Cloud, Queens Wharf  
Saturday 11 and Sunday 12 November, 2023

### Christchurch

Air Force Museum – Wigram – Therese Angelo Wing  
Saturday 28 and Sunday 29 October, 2023

9:30am – 5:00pm – Saturday

9.30am – 5.00pm – Sunday

[www.ebikeexpo.co.nz](http://www.ebikeexpo.co.nz)



@eBikeExpoNZ



@EbikeExpoNZ



ebike-expo-nz



ebikeexpo



# Background

## Shaping the Future of Transport and Recreation with Electric Bikes

eBike Expo organisers invite you to join and participate in this great annual event. This year's event will be held in Auckland on 11 & 12 November at The Cloud and 28 & 29 October at the Air Force Museum, Wigram in Christchurch.

The global electric bike industry is growing at a considerable rate and continues to develop and evolve with increasing speed as we move into a more environmentally friendly and technology-centric future. As you know, eBikes are the fastest growing category in cycling hardware. Since eBikes have been introduced into the New Zealand market and new cycle ways have encouraged commuters to try alternative transport options, we are witnessing exponential industry growth and frenzied interest in eBikes.





# Background



## What we are trying to achieve with the eBike Expo

We want to create an event based solely on electric bicycles and scooters to benefit you as an eBike distributor or reseller.

The primary focus of the Expo is the promotion and sales of eBikes. We provide an opportunity for distributors and retailers to showcase existing and upcoming technology, all under one roof. It presents an opportunity for your retailers to work alongside you and have their own brand presence.

It's the ideal opportunity to introduce and inform customers of eBike technology. It's strategically timed just prior to Christmas when consumers are searching for gifts and willing to spend.

# Background

## Target audience

Your existing and potential customers! The show enables attendees to test ride and compare eBikes and accessories of different brands and models, all under one roof.

## What the event offers to attendees

The expo is a two day event with a range of distributors, retailers and all things eBike, eScooters and more. A small indoor track is available for test rides. Customers may want to test ride bikes down the outdoor cycleway after leaving relevant ID or deposit. We want to highlight that there is an eBike for everyone!

There is a free eBike 'coat check' for those wanting to ride to the event, looking at an upgrade or to buy some new accessories.





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# Why exhibit?

## Value

- Enhance company profile
- Create brand awareness
- Demonstrate products
- Sales
- Increased business potential and exposure
- Industry relationship building

## Reach & Educate

- Direct access to existing & potential customers
- Demonstrate your involvement, commitment and support of the industry
- Strengthen your brand within the eBike Industry
- When it comes to eBikes, not one eBike fits all. Having an industry specific show enables you to fit the customer to the best eBike



# Exhibitor benefits



## Network & Grow

- The eBike Expo offers an environment that enables exhibitors to showcase current and future eBike technology and engage with customers
- Network with potential customers and evaluate market trends to generate new business opportunities
- Benefit from the exposure and marketing of the event as a whole
- Sell and gain new target audience reach



# Exhibitor opportunities

eBike Expo has developed several exhibition investment levels for the eBike Expo based on varying sizes.

There are also additional sponsorship opportunities to accompany your exhibition at the eBike Expo. All charges are excluding GST and are in New Zealand Dollars.

For more information on sponsorship packages please contact Marleen Goedhart from Icon Conference and Event Management Ltd:

- [events@iconevents.co.nz](mailto:events@iconevents.co.nz)
- 09 845 5540 / 021 659 988



# Exhibitor spaces

## Early Bird Discounts:

Applicable until 30 June 2023. 25% deposit to be paid on or before 30 June 2023.

Stand size	Price
10m wide x 5m deep space	early bird pricing \$4,750 +gst after 30 June \$5,200 +gst
7m wide x 5m deep space	early bird pricing \$3,400 +gst after 30 June \$3,715 +gst
6m wide x 5m deep space	early bird pricing \$2,950 +gst after 30 June \$3,220 +gst
5m wide x 5m deep space	early bird pricing \$2,500 +gst after 30 June \$2,725 +gst
4m wide x 5m deep space	early bird pricing \$2,050 +gst after 30 June \$2,230 +gst
3m wide x 5m deep space	early bird pricing \$1,600 +gst after 30 June \$1,735 +gst

**Note:** if your preferred sqm pricing is not listed above, please get in touch and we will advise you of the applicable pricing for that space.

## Sponsorship Opportunities

### Coffee Cart Sponsors

**3 opportunities available at \$1,000 plus GST each**

Recognition of coffee cart sponsor, your logo displayed around coffee cart. Room for one pull up banner or similar around coffee cart. Logo recognition within the event website with reciprocal link to your website.

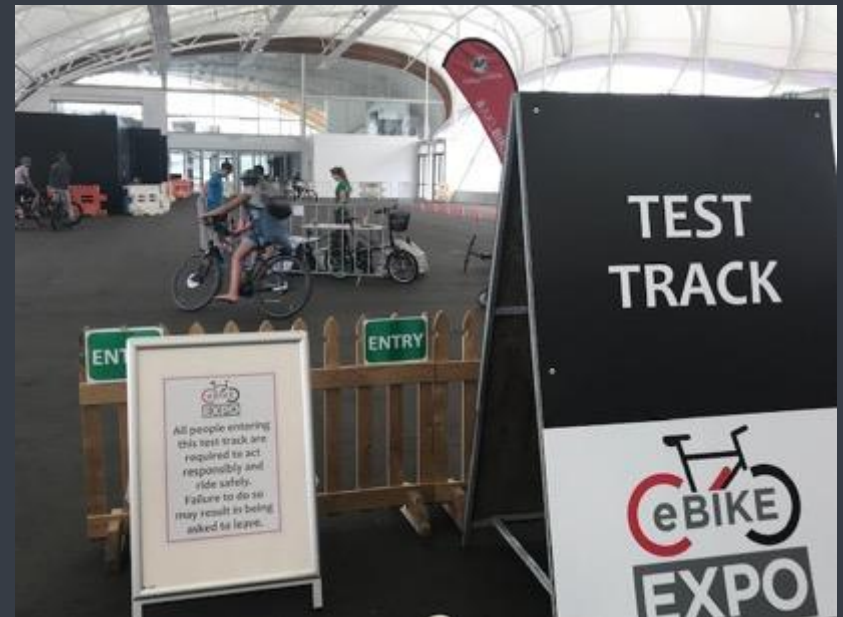
Booth placement beside coffee cart.

50 coffee vouchers to use at sponsor's discretion.

### Test Track Sponsors

**3 opportunities available at \$800 plus GST each**

Recognition of test track area, your logo displayed. Room for one pull up banner or similar near the course. Logo recognition within the event website with reciprocal link to your website.





# Exhibition packages

## Early Bird Discounts:

25% deposit to be paid on or before 30 June 2023. All prices are excluding GST and are in New Zealand Dollars

**Note:** If you do NOT require Velcro receptive exhibition panels please let us know.

## Auckland

- **Pack In:**  
Friday, 10 November: midday – 7pm  
Saturday, 11 November: 7am – 9am
- **Pack Out:**  
After 5pm on Sunday, 5 November 2023.

## Christchurch

- **Pack In:**  
Friday 27 October midday – 7pm  
Saturday 28 October: 7am – 9am
- **Pack out:**  
After 5pm on Sunday 29 October, 2023

**Doors open at 9.30am and close at 5.00pm on both days.**

# Marketing initiatives



## Promotion of the Expo

Marketing and Public relations activities:

- Press releases & media interviews
- Media attendance
- Phantom Bill Stickers
- NZ Herald & other advertising
- Social: Organic and sponsored Facebook, LinkedIn, Twitter and Instagram campaign
- Back of the Bus branding
- Partnerships with Auckland Transport and Bike Auckland
- Competitions

# Exhibitor feedback & highlights

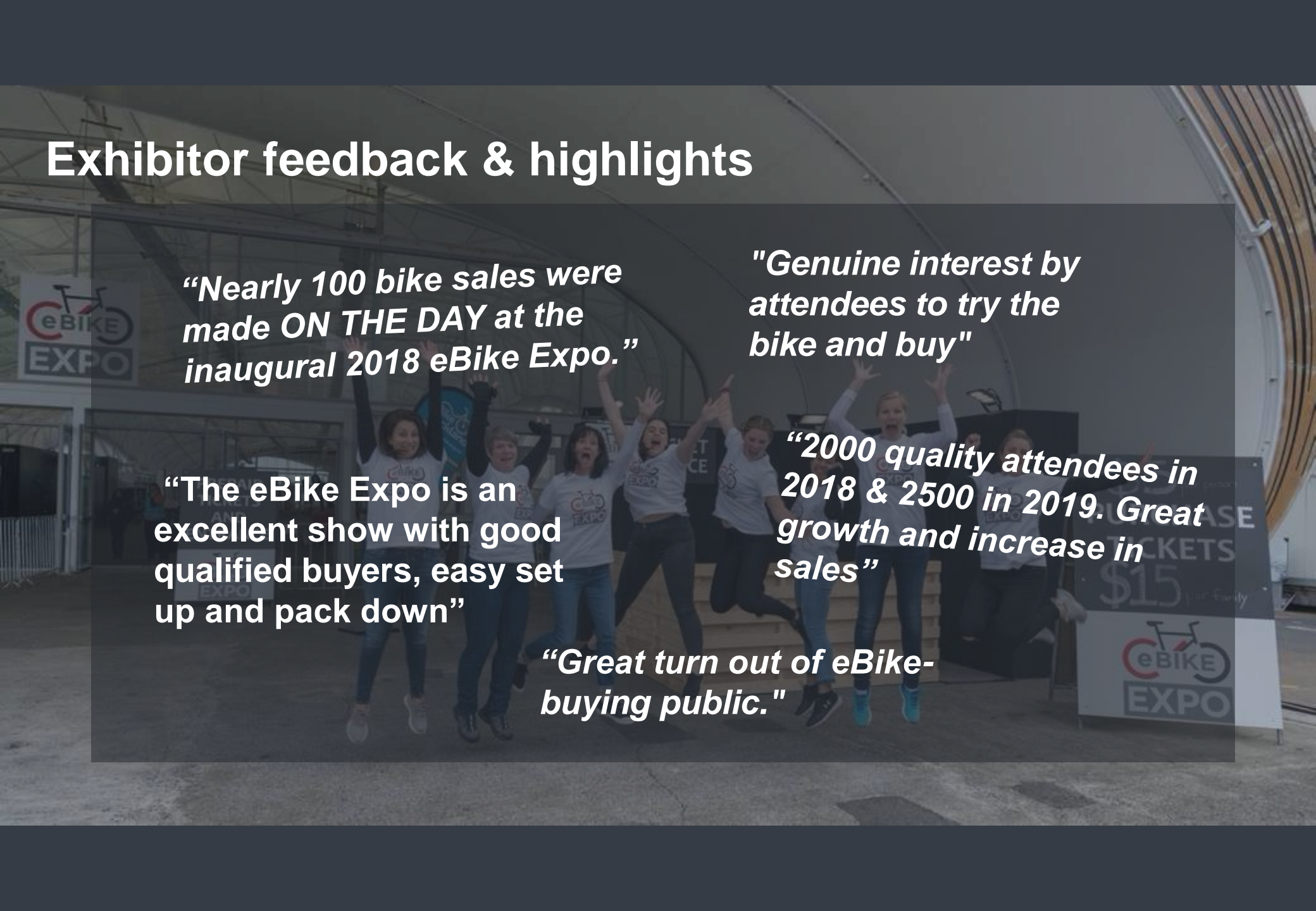
*“Nearly 100 bike sales were made ON THE DAY at the inaugural 2018 eBike Expo.”*

*“Genuine interest by attendees to try the bike and buy”*

*“The eBike Expo is an excellent show with good qualified buyers, easy set up and pack down”*

*“2000 quality attendees in 2018 & 2500 in 2019. Great growth and increase in sales”*

*“Great turn out of eBike-buying public.”*





# 2023 eBike Expo Exhibitor Application Form

Date: \_\_\_\_\_ Company: \_\_\_\_\_

Company Name for fascia and exhibitor listing: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: \_\_\_\_\_

Billing name and address for invoice: \_\_\_\_\_

PO Number if applicable: \_\_\_\_\_

## Sponsorship Level:

10m wide x 5m deep space early bird \$4,750+gst   
after 30 June \$5,200+gst

7m wide x 5m deep space early bird \$3,400+gst   
after 30 June \$3,715+gst

6m wide x 5m deep space early bird \$2,950+gst   
after 30 June \$3,220+gst

5m wide x 5m deep space early bird \$2,500+gst   
after 30 June \$2,725+gst

4m wide x 5m deep space early bird \$2,050+gst   
after 30 June \$2,230+gst

3m wide x 5m deep space early bird \$1,600+gst   
after 30 June \$1,735+gst

## Additional Sponsorships:

Test Track Sponsor- \$1,500+gst

## I would like to exhibit in

Auckland 11 and 12 November, 23

Christchurch 28 and 29 October, 23

## Payment

Payment Type:  Invoice  Credit Card (we will contact you via phone for your credit card details)

Total price: \$ \_\_\_\_\_

Please indicate your preferred booth. You can list up to three, in order of preference:

Preferred booth number:  Preferred booth number:  Preferred booth number:

## Terms and Conditions 2023 eBike Expo

This agreement relates to the non-exclusive sponsorship of the eBike Expo 2023, organised by Icon Conference and Event Management Ltd. I agree to pay the stand fees by the 20th of the month following invoice. The stand charge is based on prices listed in this document. I understand eBike Expo organisers reserve the right to assign stand location.

I understand any other costs will not be met by eBike Expo organisers, but dealt with directly between supplier and myself.

I understand that if I withdraw from exhibiting at the eBike Expo after 15 September 2023, I am liable to pay a 50% cancellation fee for the display space. Withdrawal must be received in writing please.

Cancellation must be made in writing to Marleen Goedhart at Icon Conference and Event Management, New Zealand. In the event of withdrawal of exhibition booth space booking, please be advised that unless that particular area of booth space is resold, eBike Expo organisers will reserve the right to retain the deposit received.

Acceptance of exhibition applications will be subject to approval by eBike Expo organisers. The organisers reserve the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the Expo.

To confirm your sponsorship, we will require the Expo Exhibitor Application Form and a 50% deposit payment to be forwarded by return mail.

All sponsorship and exhibition funds must be received prior to the commencement of pack-in at the event. Acknowledgment in Expo material and promotion is subject to sponsorship confirmation and materials being received prior to the submission deadline of 1 November 2023.

**Approval:** I agree to exhibit based on the booth size selected and accept these terms and conditions.

Signed on behalf of company

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email the completed form back to Marleen at [events@iconevents.co.nz](mailto:events@iconevents.co.nz).

Once your involvement with the eBike Expo has been confirmed, you will be contacted by Marleen or one of the team at Icon Conference and Event Management with further details. All values exclude GST and are in NZD. A tax invoice will be supplied to all confirmed sponsors and exhibitors.



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