

Exhibitor Prospectus eBike Expo 2020



Key information

eBike Expo 2020

- The Cloud, Queens Wharf, Auckland
- Saturday, 21 November 2020
- Sunday, 22 November 2020

- 9:30am – 5:00pm – Saturday
- 9.30am – 5.00pm – Sunday

www.ebikeexpo.co.nz



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 21 & 22 November at The Cloud.

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

Exceptional eBike growth

According to market research, the Asia Pacific region is estimated to be one of the largest electric bike markets by 2025. The governments of many countries in the Asia Pacific region are focusing on electric two wheelers.

The Global eBike Market is projected to grow at a CAGR of 9.01% during the forecast period, to reach USD 38.6 billion by 2025 from an estimated USD 21.1 billion in 2018.



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.





INDEX

- Welcome to the eBike Expo
- Why Exhibit, benefits
- 2020 Exhibition Opportunities
- 2020 Exhibition Packages
- 2020 eBike Expo Floor Plan
- Terms and Conditions
- 2020 eBike Expo Exhibitor
- Application form



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:

- marleen@iconevents.co.nz
- 09 845 5540 / 021 659 988



Exhibitor spaces

Early Bird Discounts:

Applicable until 30 June 2020. 10% deposit to be paid on or before 30 June 2020.

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.

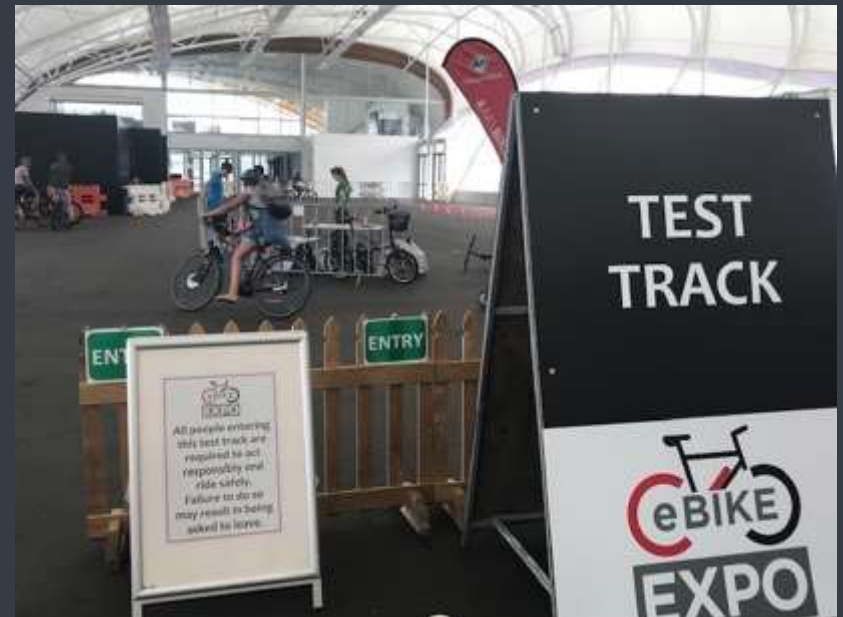
Booth placement beside coffee cart.

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:

10% deposit to be paid on or before 30 June 2020. 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.

➤ Pack In:

Friday, 20 November: midday – 7pm
Saturday, 21 November: 6am – 9am

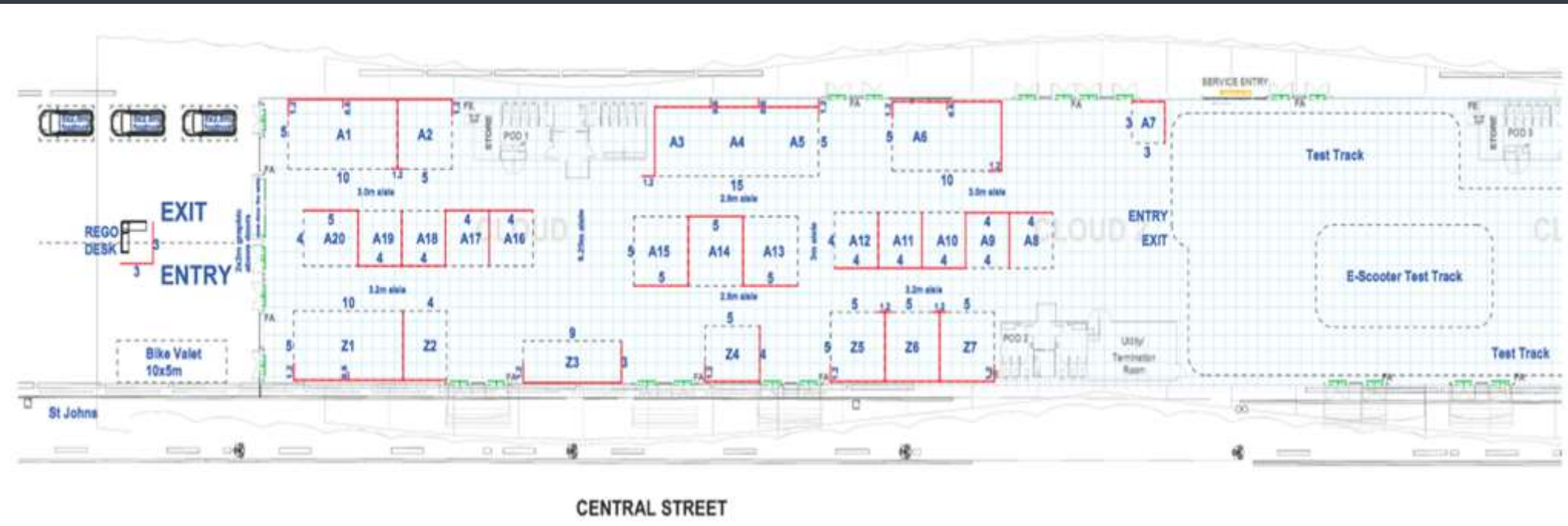
➤ Pack Out:

After 5pm on Sunday, 22 November 2020.

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

	10m wide x 5m deep space	7m wide x 5m deep space	6m wide x 5m deep space	5m wide x 5m deep space	4m wide x 5m deep space	3m wide x 5m deep space
	Early bird pricing \$4,750. After 30 June \$5,200	Early bird pricing \$3,400. After 30 June \$3,715	Early bird pricing \$2,950. After 30 June \$3,220	Early bird pricing \$2,500. After 30 June \$2,725	Early bird pricing \$2,050. After 30 June \$2,230	Early bird pricing \$1,600. After 30 June \$1,735
Your company logo will be visible on:	✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Any email correspondence to attendees eBike Expo website Event supplier listing Event promotional material 	Primary placement	Secondary placement	Tertiary placement			
Staff passes to manage your booth	6	4	3	2	2	2
Booth does include power, lighting, Velcro receptive booth panels**	10x5m space	7x5m space	6x5m space	5x5m space	4x5m space	3x5m space
First right of refusal to be principal sponsor in 2020	✓					

Floor plan



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

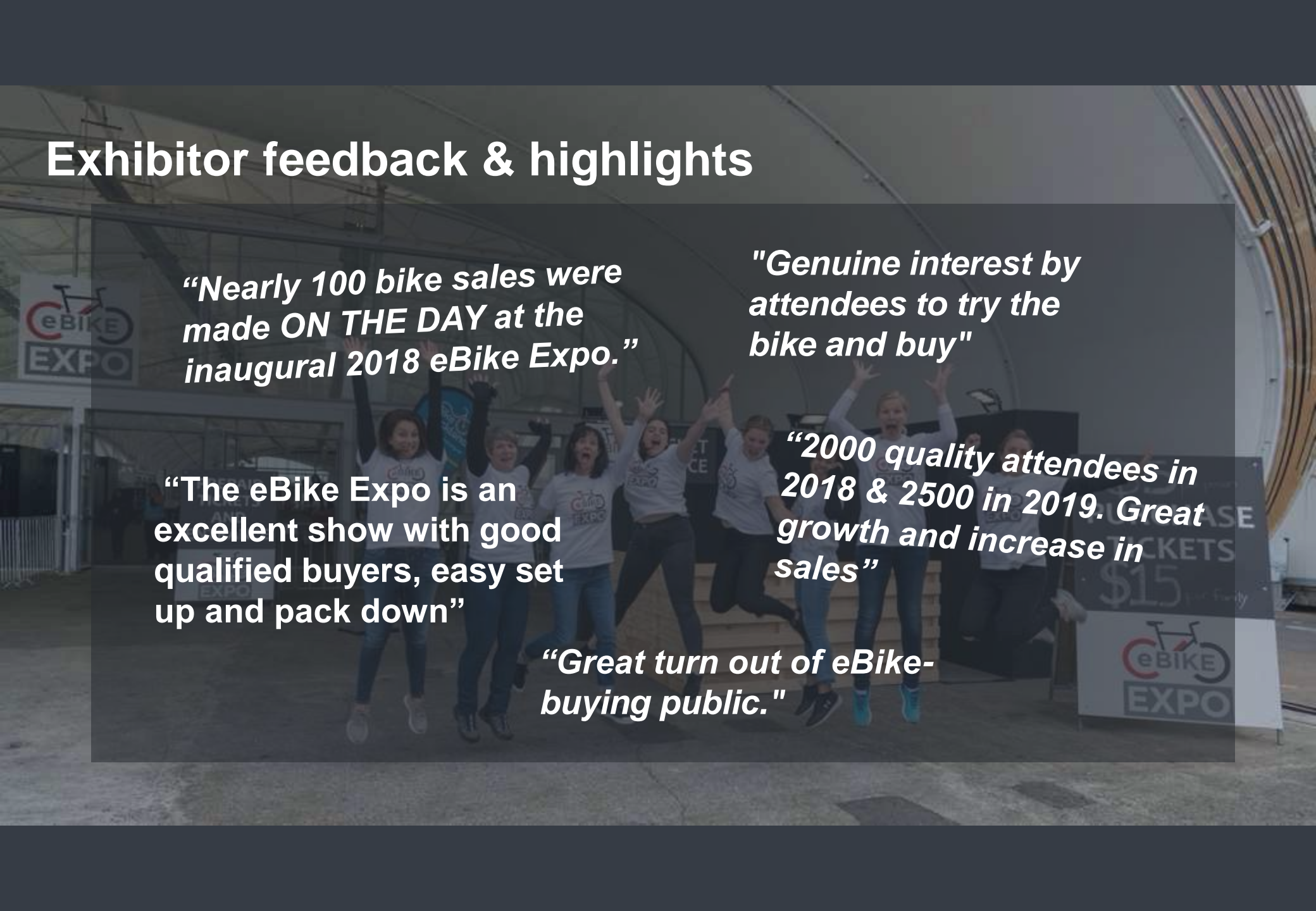
“Nearly 100 bike sales were made ON THE DAY at the inaugural 2018 eBike Expo.”

“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.”





Terms & Conditions

This agreement relates to the non-exclusive sponsorship of the eBike Expo 2020, 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 the supplier and myself. I understand that if I withdraw from exhibiting at the eBike Expo after 15 September 2020, I am liable to pay a 50% cancellation fee for the display space. Withdrawal must be received in writing.

Cancellation must be made in writing to Marleen Goedhart at Icon Conference and Event Management. In the event of withdrawal of exhibition space booking, please be advised that unless that particular area of 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 the 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 require a completed 2020 eBike Expo Sponsor Application Form and 10% deposit to be forwarded by return mail.

All sponsorship and exhibition funds must be received prior to the commencement of pack-in at the Expo. Acknowledgment in Expo material and promotion is subject to sponsorship confirmation and materials being received prior to the submission deadline of 1 November 2020.

Approval: I agree with the terms and conditions for the 2020 eBikeExpo

Name: _____

Signed: _____

Date: _____

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