

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

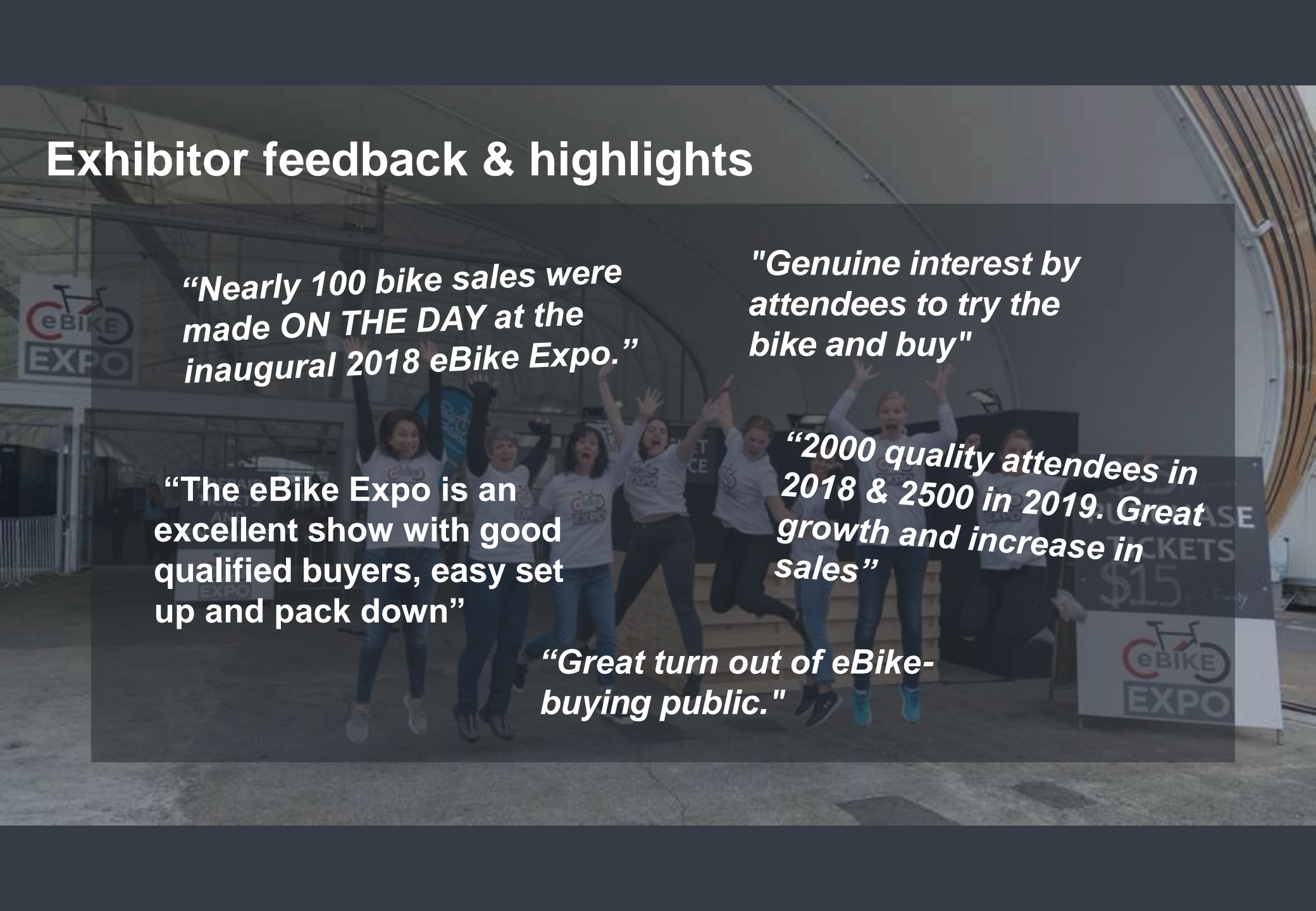
“Nearly 100 bike sales were made ON THE DAY at the inaugural 2018 eBike Expo.”

“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 2021, 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 2021, 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 2021 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 2021.

Approval: I agree with the terms and conditions for the 2021 eBikeExpo

Name: _____

Signed: _____

Date: _____

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