ELECTRIC BIKE EXPO

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Exhibitor & Sponsor Newsletter

Vol 1 Number 2
December 2015

www.Electricbike-expo.com

30 Days Out...The Tour Is Coming! Get Ready

Our entire production team is running at full speed to get all of the details done for the launch of the 2016 Electric Bike Expo. We have added personnel to help prepare all of the components, order the supplies and coordinate all of the logistics and transport.

As you all know, the first stop is in Tempe, Arizona at the Tempe Diablo Stadium. This is one of the leading Spring Training baseball facilities in the country. It is well positioned right off the I-10 Freeway and visible to thousands of cars every hour.

We have included our complete logistics schedule to the newsletter so you'll know exactly where we are on given days. This should also help you plan your arrival and setup times.

While there are more details in this issue of the newsletter about Palo Alto in April, it is important to note that the Simon Property Group, who is the owner and developer of the Stanford Mall, has indicated to Bill that they are extremely excited about having us as an event in April.

The Mall, which sits on Stanford University land, is going through a multi-million dollar expansion and facelift. They are adding 20 to 30 small retailers, redoing storefront facades, creating comfortable public lounge areas.

The plan is to officially reopen the Mall on March 15th and our event will be roughly 30 days after. They expect that we will be included in the expanded press coverage.

Pete is working with Portland State University, a number of advocacy groups focused on alternative

Continued on page 2

The IBD Summit Dinner

Working in conjunction with our strategic sponsor, Interbike, we are supporting The IBD Summit which will be held at the Marriott Phoenix Tempe at the Buttes. This is literally up the hill from the stadium and Expo location.

The Summit dates are January 12-14, 2016 (Tuesday through Thursday).

For those of you who are not directly involved with the conference, we have made arrangements for our exhibitors and sponsors to spend time with the attendees.

The final cocktail and dinner event is scheduled to be held outdoors at the La Hacienda venue. This is a large lawn area with a western flavor. We have been invited by Interbike to bring up from the track, 5 of our Canopy tents and a couple of bikes from each of the manufacturers who wish to participate.

Interbike has graciously offered to provide dinner for our group so you can sit and interact with the dealers. The plan is to make these bikes available that evening for attendees to test ride around the hotel property, which is quite extensive.

As all of these attendees are scheduled to leave on Friday, we are hoping to convince some to add an extra day and spend time at the track. Between the Bosch training and other educational sessions we are working on, and the volume of bikes to test, we hope they will stick around.

If you have not replied to us with your interest in attending and your head count for dinner, please do so immediately so we can notify Interbike.

We will be working to set the track on Thursday, January 14th to accommodate the evening IBD event, which starts at 6:30pm and runs to 8pm.

www.TheIBDSummit.com

Tour Participants

International Showcase Participant

The Tour Is Coming - Continued from page 1

transport in Portland to finalize both the dates and the location.

In Denver, we are going to be working with Bicycle Colorado's Dan Grunig and members of the governor's staff to finalize the plans for the final event in June.

We traveled to Phoenix and successfully met with our media vendors and the multiple e-Bike retailers that will participate in the Tempe event. This includes Cox Cable TV, local community newspapers, the leading Classic Rock radio station and strong social media specialists to help us reach the more than 40 clubs and calendar outlets.

The team has sent the official invites to the city officials in Tempe and Phoenix and we have received 100% support from the AZ Bicycle Coalition to reach a larger audience.

Our Official Travel Schedule

This is the detailed schedule for the first three tour stops:

January Event – Tempe, AZ
Setup – 4pm 01/13 - 8am 01/14/2016
Event dates – 01/15/2016 – 01/17/2016
Hours: Friday 3-8pm; Saturday 9am-8pm; Sunday 9am-4pm
VIP Special hours: Saturday 9-10am; Sunday 9-10am
Dismantle – 4pm 01/17/2016

Exhibitor setup can start on the afternoon of 1/14 and for those participating in the IBD dinner, we will be transferring the canopies and bikes up the hotel at 5pm. The cocktail and dinner starts at 6:30pm on Thursday.

We will complete the exhibitor setup on Friday morning and we will open officially in the afternoon at 3pm.

February Event – San Diego, CA
Setup – 7am 02/25/2016
Event dates – 02/26/2016 – 02/28/2016
Hours: Friday 3-8pm; Saturday 9am-8pm; Sunday 9am-4pm
VIP Special hours: Saturday 9-10am; Sunday 9-10am
Dismantle – 4pm 02/28/2016

Exhibitor setup can start by noon on February 26, as we must wait for the local inspectors to approve and issue our event permit. The Bosch training session is scheduled for Friday morning.

March Event – Houston, TX
Setup – 7am 03/10/2016
Event dates – 03/11/2016 – 03/13/2016
Hours: Friday 3-8pm*; Saturday 9am-8pm; Sunday 9am-4pm
VIP Special hours: Saturday 9-10am; Sunday 9-10am
Dismantle – 4pm 03/13/2016

*The Houston event is unique in the fact that we need to be fully set and ready to go by Friday morning, March 11th. The complete Texas Trails and Advance Transportation conference attendee group will be heading to the track after breakfast to participate in their final day of education before departing Houston that afternoon.
We have been told to anticipate around 300 people. The plan is to break them into smaller groups and deliver content, have them test the bikes and discuss possible scenarios of how electric bikes can become more active in their own respective communities.

The public event will open at 3pm and we will be holding the Charity Challenge at that time.

We are working with Bosch to coordinate their Training and Certification session.

New Advance Registration Program

To drive more attendance, we have launched a new Eventbrite Advance Registration program for our six cities.

Through our website and social media outlets, excited enthusiasts can register to attend in advance of any of the events.

The incentive for doing so is that if they bring the printed Eventbrite confirmation with them, they will be treated as an Expo VIP. This entitles them to enter the VIP registration line which will expedite the insurance waiver and badge process, and their badge will have VIP clearly printed on it.

We are also offering some VIP track access on both Saturday and Sunday morning. Our published hours will be 9am to 8pm, but if there is enough of a registration, we will open the first hour for VIPs exclusively, like Disney!

Another incentive for advance registration is that for those that make it to the track and present their Eventbrite confirmation, we will enter them into a drawing for each city. Three winners will be picked that will receive a new high power LED Mountain Bike light package with rechargeable battery, a new smart wireless bicycle tail light and the third will receive a custom dye sublimated Expo Polo style shirt.

We are asking all of our sponsor and exhibit partners to promote this advance registration through your websites and social media outlets. Also if you have mailing lists that you can send this link out through that would help as well.

This advanced registration component attracts the real enthusiast who follows the electric bike scene and is anxious to attend.

Along with all of the attendee contacts and detailed

Continued on page 4

As we get closer to the launch of the tour, we have been inundated with great ideas on how to attract attendees, media coverage and ways to deliver more value to the attendees.

One highlight a few weeks ago was the interest to cover the event by Electric Bike Action Magazine. They are looking to provide both editorial exposure as well as a full-page display ad which will appear in the January issue, just in time for the Tempe event.

In conversations with some of our exhibitors, we have found they have taken the initiative and are running their own display ads in local publications in the first few cities to drive attendees to come and test ride their bikes at the Expo.

Others have started social media campaigns to reach out to followers of the specific brands and make sure they know to come and meet with the representatives and test ride the latest models, in many cases before the general public will see them.

Advance Registration - Continued from page 3

demographics, all of our exhibitors and sponsors will receive the complete advance registration list for each city and we would consider these to be “A” type leads.

The link for the registration of the first event in Tempe is: http://www.eventbrite.com/e/electric-bike-expo-phoenix-arizona-jan-15-17-tickets-19046763382?aff=Exhibitor

We will send out the next 2 event links next week so you can post those as well.

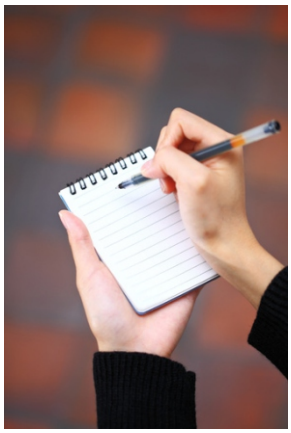
In terms of success, in the first 3 full days since we went public, 100 people have signed up for Tempe and

Through our own advertising efforts, we are finalizing a 30-second TV spot that will hit the airwaves in Tempe and Scottsdale on the most popular Cable channels like CNBC, CNN, Fox, TNT, FX, and ESPN. We will present more than 150 spots during the 10 days prior to the event. Here is the link to the commercial - https://youtu.be/ylSCb2qKraE

We will advertise through the local Tempe/East Valley Community Newspaper and the Scottsdale community paper. We are working on a larger print and digital campaign with the Phoenix New Times as well.

In San Diego, we will participate in the First Friday neighborhood event at the beginning of February in Liberty Station to let the local community know we are coming. The local community newspaper is treating our event as a non-profit so we are expecting some important editorial in the week prior to the event, which will reach the more than 70,000 residents in the Point Loma area.

Still we are looking to work with all of you to get the word out. We need important press releases, news links and other support through your social media outlets to make sure we maximize the enthusiast base. We want to suggest to every electric bike supporter to bring at least one friend who has never spent time on an e-Bike to come and attend the event. It’s FREE and will be great fun!



Another part of our plan is to invite press from beyond the traditional e-Bike community. A recent great article by Andrew Tilin at Outside online, not only offers a great read about the real-time benefits of using an electric bike for local commuting, it also mentions the Expo. Obviously, Stromer got some great press from this, but we are hoping to get Andrew and other like him to make their way to one of our events and spend time with each of you.

We do know that Bicycle Retailer plans to be trackside in Tempe to provide extended coverage and we have been informed about other media planning to make the trip as well.

In another instance, Stromer has brought their PR firm

Continued on page 5

Event Marketing - Continued from page 4

into the mix and our team is working with them to find ways to work together to give both their brand and the entire event a boost.

Partnering With Local Media

As part of our effort to build a collaborative marketing campaign, we will be introducing all of you to the different media outlets we are working with to discuss ways to capitalize on the exposure and goodwill we will create before we leave each city.

We hope you will find these willing media partners to be of value in continuing your brand's exposure as you build new, and/or support existing dealers in each

The Tour Is Building New IBD Support

While we are weeks away from the first stop on the six city tour, we are seeing the results of our marketing efforts paying off with the announcement of two new IBD's who have credited the tour stop coming to their city as being a motivator to bring on the electric bike product category.

In Phoenix, Trek has used the timing of the event to help convince one of the city's most recognized retail brands, Landis Cyclery to become an official Trek Electric Bike dealer.

With four locations in Phoenix, Scottsdale, and Tempe, this family business dates back to 1912. We were present in their store shortly after their commitment to Trek and they will now be an exhibitor in the Tempe event!

In Point Loma's Liberty Station will play host to our second event and literally located steps away from the parking lot where the Expo will be set is one of the city's premier custom cycle shops Moment Bicycles.

Known for their high performance level service and custom fitting, owner JT Lyons has made the commitment to bring on electric bikes to his offerings. Already a Felt dealer, Moment will now offer the Felt Electric Line. The shop is also looking at other brands, but will use the event and the market research to help determine what type of bikes the local community would like him to carry.

Moment will be one of the retail exhibitors in San Diego and we are looking forward to doing a number of pre-event joint marketing programs to attract the more than 78,000 Point Loma residents to come out and experience the many different types of bikes.

We are expecting to hear of more success stories as we make our way through the tour!

The Official Expo Guide

With all experiential events, it is important that when the attendee leaves, they take something with them that explains in more detail what they have just participated in and how they could better integrate into their daily routines.

Like the Electric Bike Report Business-to-Business book that we produced and gave out during Interbike, this will be a high quality gloss finish 28-page magazine with articles written to help those new to electric bikes, fully understand the different types, the potential benefits and how they work.

Some of the stories are informative testimonials on how individuals have used their own e-Bikes to get to work, transport the kids or improve their enjoyment of the outdoors through longer, recreational rides.

The idea is to continue the education they received by talking to the different manufacturers present during the Expo.

As attendees return to the registration desk to return their helmet, they will be able to collect their copy of the magazine and any other information from our exhibitors and/or sponsors.

This publication will be distributed at all 6 events and a digital version of the publication will be available on the Electric Bike Expo and Electric Bike Report websites.

Advertising Options:

We are offering display ad spaces within the guide for all companies within the Electric Bike industry, including accessories and services.

Full Page Ads - 8-1/2" x 11" (bleed 2h 2v) - $1500.00

Half Page Ads - $800.00

Horizontal - 8-1/2" x 5-1/2" (bleed 1h 2v)

Vertical - 4-1/4" x 11" (bleed 2h 1v)

Quarter Page Ads - 3-3/4" x 5-1/8" (no bleed) - $500.00

Exhibitor/Sponsor Special:

If you are an Expo exhibitor and/or sponsor, these special rates are being offered:

Full Page - $1200.00
Half Page - $650.00
Quarter Page - $400.00

Production:

All ads must be high resolution (300dpi) files in CYMK format presented as either jpg or PDF format. Please convert all fonts to curves prior to saving to avoid type conflicts. All ads are full color.

Please call Greg Zaralides at +1(603)552-0933 for additional details or email at gzaralides@gmail.com

Track Components:

We are desperate to get all of your graphics for the fabric panels that will make up the back wall display for your exhibit space. Many of you have been great about getting us the files in time, but a few of you have not communicated with us at all and we are concerned as there is both a natural shipping delay due to the holidays and a high volume of goods traveling internationally.

The last thing we want to see is an exhibitor with a plain white back wall for the first event.

Exhibit Panel Graphics:

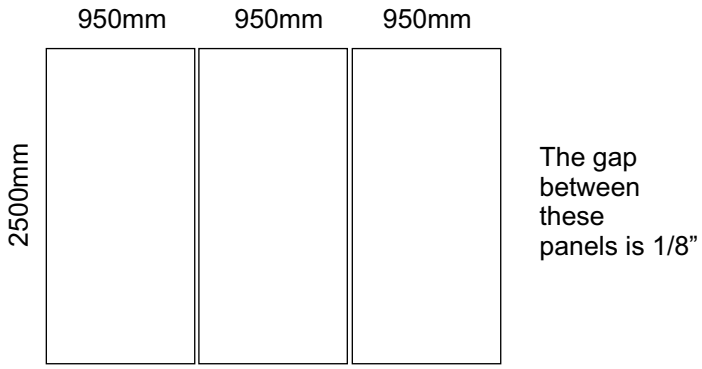
Preparing for your exhibit space includes creating the graphics you will want on your panels inside your space.

Each 10x10 space includes full height 8ft high aluminum frames with custom-printed tension fabric panel inserts. Your individual exhibit contract outlines the number of panels included and we will need to get the artwork files **immediately** to make the deadline.

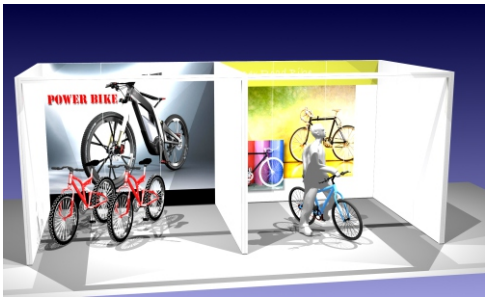
Each panel is 950mm (wide) x 2500mm (tall) and there are 3 panels that make up the backwall of each display.

While you can have a single image that spans across the entire back, we need to get 3 individual pieces of artwork (1 for each panel).

We recommend that the artwork be high resolution (a minimum of 200 DPI). The higher the resolution the more detailed the image. The file format works best when they are JPG or PDF format. Also, make sure all of the fonts are converted to line art (curves) so we don't have compatibility issues.



Typical exhibit backwall



Additional Panel Option:

On your original space contract, there was an option to add graphics to the additional panels on the left and right walls of your space. Each wall has an additional 3 panels. You may print on all 9 panels within your space.

We are providing the 3 panels on the back wall as part of your exhibit contract. If you wish to add panels, we can do this if they are submitted at the same time as your main panels. The additional cost is $175.00 per panel and when the tour is done, these are yours to keep.

We do request that you also provide a low resolution image of all of the panels in order so that the printers can align images and seams.

Track Banners

You are also entitled to place a number of banners around the track during each event. Each guardrail section will fit a 6ft wide by 2-1/2ft high banner with grommets. We can place banners on both sides of the rails, which offers ample opportunity for great locations around the entire course.

We will install them and remove them at the end of the weekend and you can choose to have us transport them to each city or your staff can take them and bring them to each event.

Your are responsible for the production of these and our security team will be responsible for watching over them during the event, including overnight.

Electrical Service

As part of our agreement, we are providing electric service into each exhibit space primarily to accommodate battery chargers for the bikes. We also recommend that you take batteries back to your hotel at the end of the day to fully charge these for the morning.

We are bringing multiple portable generators in our trailer which will provide over 18,000 watts of power to the entire track. Please understand that we will be powering a number of important devices with this mobile electrical service so if you plan to bring unusual devices that will draw significant power, please let us know in advance and how much electricity is required so we can calculate the additional power requirements.

Internet Hotspot

We are bringing 2 4GLTE WiFi Hotspots to the track, primarily to handle the cloud upload of our collected data from the attendees, but you will be able to sign on for email and basic web access. This is not a streaming service for large movie files. The information on how to log on will be presented when you check in at the track.

Hotel Accommodations

In each of our six locations, we are communicating with a number of hotel properties to request special rates and courtesy room blocks.

Because many of you have corporate hotel programs in place for your traveling staff, we did not want to commit to actual room blocks with deposits and cancellation penalties. Our original intent was to work with Hotels.com but without the financial guarantee for each property, this ultimately did not work.

We have communicated with each of the properties listed and we have actually visited and/or stayed in these properties to make sure they offered both a great location as well as a good value for our exhibitors and sponsors.

You may use our preferred hotels and the courtesy blocks or search for your own properties to stay at. There is no requirement to the tour.

Tempe, Arizona-

The Sheraton Phoenix Airport Hotel Tempe
1600 South 52nd Street, Tempe, AZ 85281

+1-480-967-6600

Electric Bike Expo (OR copy and paste the following link into a web browser)
https://www.starwoodmeeting.com/events/start.action?id=1512088918&key=2F3D1942

We have secured a rate of $149.00 per night

San Diego, California-

There are many great accommodations in the San Diego area. Our event is located in the master planned community of Liberty Station, which is located in Point Loma, a mile from the airport.

We have selected the two hotels that are within walking distance of the track and offer access to some great bike paths throughout the city.

Marriott Courtyard San Diego Airport/Liberty Station

We have a limited courtesy block here with a room rate

of $159.00 per night.

To book this hotel, click on this link:

Book your group rate for Electric Bike Expo>>

The second property is the **Hilton Homewood Suites in Liberty Station**

Here we have a guaranteed rate of $189.00 per night.

To book this hotel click on this link:

Electric Bike Expo: Hilton Homewood Suites Reservations

Both of these are deluxe properties within walking distance of the track and are convenient to many dining options.