

brisbane
australia


AUSCYCLING

IT'S LIVE!
in Queensland

BRISBANE CYCLING FESTIVAL

MARCH - APRIL 2024

ACTIVE LIFESTYLE EXPO
2024 EXHIBITOR GUIDE



**AUSTRALIA'S
BIGGEST
CELEBRATION OF
BIKE RIDING**

BRISBANE CYCLING FESTIVAL

The Brisbane Cycling Festival was **launched in 2019** delivered by strategic partners Tourism & Events Queensland, Brisbane Economic Development Agency, AusCycling and NX Sports.

The festival celebrates Brisbane's enviable lifestyle, city culture, ideal climate for cycling and built infrastructure including the world class Anna Meares Velodrome **promoting Brisbane to the world.**

The Festival features a **unique combination of international standard major events** including the Oceania Championships, Track National Championships and Tour de Brisbane coupled with more than 100 community focused events for participants of all abilities and age to enjoy.

As Brisbane prepares to host the Olympics in 2032, the festival is excited to have secured its first three year funding partnership which provides AusCycling an **exciting window of opportunity to further scale up the festival** from 2024 – 2026.

OUR ACHIEVEMENTS

SINCE 2019 LAUNCH

DELIVERED 4 FESTIVALS

including two through the pandemic achieving **double digital annual growth**



HOSTED 28 MAJOR

UCI, Oceania & National Championship events **across all disciplines**

394 Festival
Affiliated Events

124,240
Participants
& Spectators



250+
HOURS OF
BROADCAST

Established the
Tour De Brisbane as

AUSTRALIA'S BIGGEST BIKE RIDE



GROWN TWOFOOLD

the **Active Lifestyle Expo** at the Brisbane Showgrounds

Won Major Event Promotion Award & the major prize **'The Overall Sport, Recreation & Play Industry Award for Innovation'** at the 2022 Australian Sport, Recreation & Play Industry Innovation Awards.



FINALIST 2021 & 2022

Queensland Sport Event of the Year

THE CYCLING VALUE PROPOSITION

12% of Australians are active participants (2.784m)

\$17B value of the Australian Cycling economy

62K direct and indirect jobs generated

\$1.95B spent on bike tourism in Australia a year



3RD MOST SUCCESSFUL Olympic sport for Australia

2ND most popular Olympic sport for men in AUS

3RD most popular Olympic sport for women in AUS

CYCLISTS AND CYCLING FANS ARE MORE LIKELY TO BE:

- Early adopters of technology & likely to purchase consumer products
- Professionals
- University educated
- Maintain high disposable income
- In high level management position roles
- Possess a high appreciation for health and fitness.
- Emotionally connected to their sport

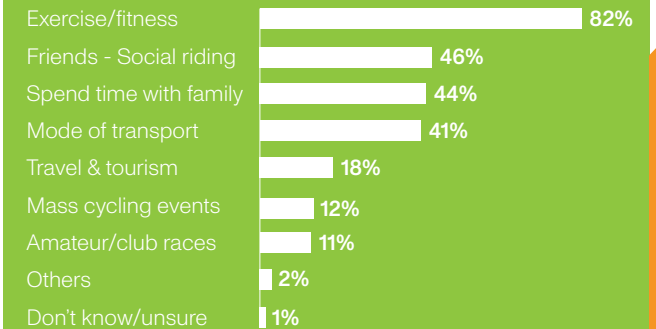
3RD LARGEST adult participation sport for men & women.

244M SESSIONS

in total per year by participants

5% of all Australian's activities

TYPE OF ACTIVITY OF CYCLISTS WHO CYCLE AT LEAST ONCE A MONTH



53,300

AusCycling Members

12,468 AusCycling Queensland Members

4,670 Road & Track Members.

3,564 BMX Members.

4,236 Mountain Bike Members.

**FESTIVAL LAUNCH EVENT
UCI BMX WORLD CUP**

February 24-25

**FESTIVAL OFFICIAL
PROGRAM**

March 1 - April 14

**AUSCYCLING TRACK
NATIONAL CHAMPIONSHIPS**

Elite: March 1-5
Juniors: March 15-17
Masters: March 16-19

OCEANIA CHAMPIONSHIPS

BMX FREESTYLE: March 20
MTB (XCO): March 23-24
MTB (DHI): April 6-7
ROAD: April 12-14

**AUSCYCLING
NATIONAL ROAD SERIES**

April 12-14

**TOUR DE BRISBANE &
ACTIVE LIFESTYLE EXPO**

April 12-14

**AFFILIATED EVENTS
PROGRAM & CITY
ACTIVATIONS**

March 1 - April 14



ACTIVE LIFESTYLE EXPO

BRISBANE CYCLING FESTIVAL

APRIL 12-14

THREE ACTION PACKED DAYS OF FESTIVAL ACTIVITIES AT THE BRISBANE SHOWGROUNDS

- Tour de Brisbane
- Free Family 12km City Sights Bike Ride
- Elite Road Racing
- King St Kick-It Street Night Criterium
- AusBike Bike Education Sessions
- Action Sports daily shows
- Free Come & Try Events
- Free Family Entertainment
- Daily Main Stage Program
- Bars & food trucks
- Plus much more!



WHY EXHIBIT:

- 20,000 plus attendees expected over three days
- All NEW expo location with premium undercover feature Expo Hall (5,500m²) featuring sealed surfaces and convenient access to services.
- Action packed program daily to drive traffic to the Expo
- Festival marketed and promoted nationally
- This Festival is a free community event in school holidays
- Supported by high profile partners with a strong vision for growth

ACTIVE LIFESTYLE EXPO

APRIL 12-14

BRISBANE CYCLING FESTIVAL



PRICING SUMMARY

Lifestyle Expo Hall		Outdoor Expo Space	
6x6m	\$1500	3x3m	\$1000
6x12m	\$2000	3x6m	\$1250

Other sizes available upon request.

PRICING: Prices listed above are exclusive of GST. Access to power is an additional \$150 per site.

PAYMENT TERMS: A 50% deposit non-refundable deposit is due upon receipt of invoice to confirm booking. The balance will be due 30 days prior to event. Please refer to Expo Terms & Conditions for full details and cancellation policy.

[CLICK HERE TO BOOK NOW](#)



GENERAL INFORMATION

AusCycling and The Brisbane Cycling Festival reserves the right at any stage to restrict the promotion of products and services to protect the interest of festival sponsors. Furthermore, management reserves the right to refund all monies paid to an exhibitor to protect the interests of a festival partner. All efforts will be made to advise exhibitors at the time of booking request as to any restrictions that may effect their booking.

Current restrictions include:

- Promotion of destination and events outside Queensland.
- Events hosted within Queensland will be subject to the approval of the Events major funding partners prior to acceptance of booking.

LOCATION

The location of your expo space will be provided to you approximately six weeks out from the event with the Exhibitor Kit. The shape and style of each expo will vary and is subject to change.

SITE SELECTION

A layout map will be provided prior to the event.

OPENING HOURS

All exhibitors are expected to arrive at least 15 minutes prior to expo opening and remain until the expo is cleared of patrons at the closing of expo. Unless discussed and approved by Expo Management under no circumstances are exhibitors permitted to bump-out or open or close at differing times to those stipulated in the supplied Expo Welcome Kit.

MARQUEE REQUIREMENTS

BYO Outdoor Exhibitors must ensure suitable weights and walls for your pop up marquees. The expo space is a bitumen surface and therefore pegs are not suitable

SITE SIZE

All exhibitor products and displays must fall within their allocated site area, any products or displays protruding this space will be removed.

ADDITIONAL HIRE REQUIREMENTS

Additional hire requirements can be ordered through the approved provider. For example furniture, power, lighting, audio visual requirements etc. An order form and contact details for additional requirements will be provided upon confirmation of booking.

INSURANCE

Festival management requires all exhibitors to provide a copy of your Certificate of Currency along with your booking form. The Certificate of Currency must either state 'Australia-wide cover' or nominate the event with a minimum value of \$10,000,000 and valid between the event dates.

SAMPLING/SPRUIKING

There is strictly no sampling or spruiking outside your allocated expo site. All Exhibitor activities are to be conducted from within your allocated site space.

EXHIBITOR SIGNAGE

All exhibitor signage must fall within the allocated site space purchased, any signage not within this area will be removed. Flags may be attached to frame poles, however must not exceed the height of the stand.

PARKING & EXHIBITION ACCESS

There is no parking reserved for exhibitors within the Event Precinct. Exhibitors will be issued with short term bump in/ out passes to access a designated area to unload and load vehicles.

PAYMENT

A 50% non-refundable deposit per event is due upon booking of site. Payment can be made via credit card over the phone or alternatively you can be issued with an invoice upon your request. Deposits must be paid within 14 days of booking in order for the exhibitor to be given priority booth position, in accordance to the order that their booking form was received. The balance will be forwarded to the exhibitor as an invoice and is to be paid 30 days prior to the event.



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CONTACT

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