



TORONTO
BICYCLE SHOW

AND
E-BIKE EXPO

March 8–10, 2024

**35th Anniversary Consumer Show
2,690 Feet Longest Indoor Test Track**



THE INTERNATIONAL CENTRE

**HALL 5 • 6900 AIRPORT ROAD
MISSISSAUGA, ONTARIO L4V 1E8**

- Free parking and easy access
- GO Transit to the show door



PINARELLO

www.bicycleshowtoronto.com • E-mail: josie@telsec.net • Contact Josie: 416.363.1292



WHY EXHIBIT AT THE 2024 SHOW?

- Attendees want to see the latest and hottest products from retailers and manufacturers/distributors, speak with knowledgeable staff, and experience new models and new prototypes never before seen.
- For retailers this is the sales opportunity of the year – 3 days of non-stop traffic to your booth that would be impossible to generate in your own store – creating huge revenues.
- 51% of visitors purchase product at the show. The others are key future prospects.
- Educate consumers face-to-face about your new products and innovative technology.
- This is an excellent opportunity to create immediate brand awareness and future loyalty.
- The show is the best place for retailers to sell product and consumers to discover the latest trends.
- The show is also the best place to buy because it provides consumers with the rare opportunity to shop for everything cycling offers, compare brands, products, prices, etc., all under one roof.
- No one retailer or event can provide this high level of excitement, engagement and foot traffic.
- The show offers the longest indoor test track at 2,690 feet, with ramps and obstacles – another reason consumers attend the show.





PINARELLO

A photograph of a Pinarello exhibition booth at a trade show. The booth features the brand name in large yellow letters. Several people are gathered around, looking at bicycles on display. The background shows other parts of the exhibition hall.



MANUFACTURER AND DISTRIBUTOR BENEFITS FOR EXHIBITING

- Largest exclusive bicycle and e-bike consumer show in Canada is the industry's No. 1 annual event with proven results.
- An ideal opportunity to create brand awareness and future loyalty with your own exclusive professional booth, then partner with a retailer(s) to sell your product from their retail booth.
- Generate sales early. Momentum from the heavy advertising and promotion campaign and the show itself, is carried over into the dealerships immediately after the show.
- Traditionally, this show pushes the market back earlier by several weeks, thus instantly creating more sales and much needed cash flow so dealerships can get a head start on their competition.
- Showcase your entire 2024 product line and/or launch new products, instead of missing models at the local retail level.
- Expose your company and products to potential new dealers from all areas across Ontario.
- Talk in-person with cyclists and/or potential buyers – a huge advantage over online sales efforts.
- Let consumers discuss the benefits of your product lines personally with you or your sales staff.
- Get a good grassroots feeling for consumers' individual needs as you meet them face to face.

SPONSORSHIP OPPORTUNITIES

- We will custom design sponsorship packages for your specific needs





DISPLAY SPACE APPLICATION & CONTRACT

We, the undersigned, herein referred to as exhibitor, do hereby submit our application for reservation of display space as an exhibitor in the **Toronto Bicycle Show and E-Bike Expo** Friday, March 8 • Saturday, March 9 • Sunday, March 10 • 2024
The International Centre, Hall 5

Date.....Company.....
 Address.....City.....
 Province (or State).....Postal Code (or zip).....E-mail.....
 Phone ().....Contact.....
 Company website address.....
 Please list contact information for ALL Social Media platforms you're currently on.....
 For advertising purposes, what product(s) will you display?.....

I agree to display my latest and hottest products.

SHOW HOURS

MOVE IN: Thursday, March 7: 8 am to 8 pm **MOVE OUT:** Sunday, March 10: 5 pm to 9 pm
SHOW: Friday, March 8: 11 am to 8 pm • Saturday, March 9: 10 am to 6 pm • Sunday, March 10: 10 am to 5 pm

BOOTH RENTAL RATES

Single booth size is 10' x 10' or 100 square feet
 Prices per booth are for entire 3 days – per company, per exhibitor

- 1 – 2 booths – \$1,550 per booth (plus 13% HST)
- 3 – 5 booths – \$1,100 per booth (plus 13% H.S.T.)
- 6 – 9 booths – \$995 per booth (plus 13% H.S.T.)
- 10 booths or more – \$935 per booth (plus 13% H.S.T.)

SPECIAL EXHIBITOR BOOTH SET-UP PROGRAM
 \$1,925 per 10 foot x 10 foot booth (plus 13% H.S.T.)
 We do it for you! The show provides and assembles the display – i.e. display curtains, carpet, table and 2 chairs.

YOUR BOOTH PAYMENT ALSO INCLUDES

- Free parking • 24-hour security • Booth curtains if required
- Complimentary exhibitor badges and show passes
- Opportunity to participate in pre-show publicity materials
- Special low rate at show hotel
- Pre-show discounts on electrical and exhibit materials

TERMS & CONDITIONS

Payment is due upon receipt of invoice. Payments for booth rentals are non-refundable. I request booth number(s) I understand booths are allocated on a first-come-first-serve basis and my request may not be allowed. I understand I will receive confirmation of my booth number(s). I also understand that this contract is not cancellable. If the exhibitor fails for any reason to take possession of, or to use the space, no refund shall be made and all payments made shall be forfeited as a genuine pre-estimate of damages, not a penalty. Contract is valid on acceptance with or without payment. PLEASE NOTE: Exhibitor will be placed on floorplan only upon receipt of signed contract. No exhibitor will be permitted access to the show facilities unless all amounts are paid in full. **Cheque is payable to: Toronto Bicycle Show and E-Bike Expo.** Any outstanding monies regarding the total amount on this contract must be paid in full. Show Management reserves the right to cancel any contract for non-payment as and when due, without prejudice to the right of Show Management to seek damages for non-payment from exhibitor. The exhibitor agrees with show management that, for a period of two years from the close of the show in respect of which this agreement is executed, it will not acquire any ownership, interest in or join any organization which owns or is developing any other show which competes with the Toronto Bicycle Show and E-Bike Expo.

AISLE INFRINGEMENT: All exhibitors are required to stay within the confines of their booth space. If any exhibitor does not, show management will charge the exhibitor for any additional space that the exhibitor has arbitrarily designated as his or her own.

Total cost of booth(s) \$..... Enclosed is my payment for \$.....

I hereby apply for space in the Toronto Bicycle Show and E-Bike Expo, o/b Canadian Shows & Special Events Inc. as stated above, subject to show management approval. I accept this application and all its terms and agree to abide by the rules and regulations governing the show. In addition, the exhibitor hereby acknowledges and accepts, by making payment for space in the show and/or exhibiting in the show, that the exhibitor is agreeing to abide by the terms and conditions set out in the display space application and contract whether they provide a signed copy or not.

Authorized Signature..... Date.....
 Mail or scan to Toronto Bicycle Show and E-Bike Expo, 18 King Street East, Suite 1400, Toronto, Ontario M5C 1C4 Canada
 Telephone: (416) 363-1292 • E-mail: josie@telsec.net • Website: www.bicycleshowtoronto.com • Our H.S.T. # R135039733

PLEASE RETURN THIS COPY WITH PAYMENT

