

TORONTO INTERNATIONAL BICYCLE SHOW

26th Annual Consumer Show
March 2 - 4, 2012



Better Living Centre, Exhibition Place, Toronto, Ontario, Canada

SPONSORSHIP

BOOSTS YOUR PROFILE! ENHANCES YOUR IMAGE!

Sponsorship Opportunities

- Feature named after sponsor
- Mention in all print advertising
- Banners in feature area
- Special Display area
- Complimentary tickets to show
- And much, much more
- Several sponsorship opportunities available

Cost: To be decided based on level of sponsorship



Sponsor our Bike-A-Day Giveaway!

- Special giveaway of five new bicycles
- Company name included in paid advertising on the radio station giving away your bicycles
- Promotional spots on the same radio station

Cost: Provide bikes and purchase space at show



Multi-media marketing boosts show traffic

- Bicycle Show Discounts: Discount Coupons distributed to Toronto trading-area bike dealers
- Posters to all bicycle dealers
- Radio: Advertising and promotion on all major Toronto and area stations
- Print: Ads in Toronto daily newspapers
- Print: Ads in bicycle and sports related magazines
- Press kits sent to all electronic and print media
- Arrange for TV and radio interviews prior to show
- Arrange for newspaper coverage before and during the show
- Arrange for TV coverage throughout the show
- Trade magazine or cycling magazine ads
- Constantly updated website and broadcast e-mails
- High Google ranking bicycleshowtoronto.com website

Special show events and activities

- High-energy, 24-Hour Spin Event
- Pro Mountain Bike Racing
- Toronto BMX Jam 2012
- BMX Flatland Freestyle Competition
- Special Manufacturers Showcase Area
- Special Retail Marketplace Area
- What's new and hot in bikes, accessories and clothing for 2012
- Test Track: Street Ride Zone
- Top Frame Builder Exhibitors
- Kid's Place
- Bicycle giveaways
- Free bicycle parking
- Bicycle club enrollment opportunities



DISPLAY SPACE APPLICATION AND 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 INTERNATIONAL BICYCLE SHOW

March 2 – 4, 2012 • Better Living Centre • Exhibition Place • Toronto, Ontario, Canada

Please print or type clearly

Date.....Company.....

Address.....City.....

Province (or state).....Postal Code (or zip).....E-mail.....

Phone ().....Fax ().....Contact.....

For advertising purposes, what product(s) will you display?.....

2012 Show Hours

MOVE IN: Thursday, March 1: 6 am – 10 pm • MOVE OUT: Sunday, March 4 beginning at 6 pm and ending at midnight

SHOW: Friday, March 2: Noon – 9 pm • Saturday, March 3: 10 am – 7 pm • Sunday, March 4: 10 am – 6 pm

Rental Rates (Single booth size 10' x 10' or 100 sq. ft.)

Prices per booth are for entire 3 days – per company, per exhibitor

- 1 - 2 booths – \$1,015 per booth (plus 13% Harmonized Sales Tax)
- 3 - 5 booths – \$730 per booth (plus 13% H.S.T.)
- 6 - 9 booths – \$670 per booth (plus 13% H.S.T.)
- More than 9 booths – \$640 per booth (plus 13% H.S.T.)

SPECIAL MANUFACTURER EXHIBITOR SET-UP PROGRAM

We do it for you! The Show provides and assembles the display – i.e. display, sign, carpet, curtains, table and 2 chairs.

- \$1,115 per 10' x 10' booth (plus 13% H.S.T.)

NOTE: 2% INTEREST CHARGED ON OVERDUE ACCOUNTS.



Your booth payment also includes

- Complimentary Exhibitor Badges and Show Passes
- 24-hour Security
- Free on-site exhibitor storage
- Free materials handling
- Booth curtains if required
- Opportunity to participate in pre-show publicity material
- Special low rate at Show Hotel
- Pre-show discounts on electrical and exhibit materials

Payment Schedule

20% due with application. Balance due December 9, 2011.

Any balance unpaid after Dec. 9, 2011, will bear interest at the rate set out in the invoice from Show Management. Contract is valid on acceptance with or without payment. No exhibitor will be permitted access to the show facilities unless all amounts are paid in full.

Payable by cheque to:
Toronto International Bicycle Show.

PLEASE NOTE:

Exhibitor will be placed on floorplan upon receipt of 20% deposit and signed contract.

Important Notice

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. 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 International Bicycle Show. The exhibitor agrees to stay within the confines of their space, otherwise the exhibitor agrees to pay Canadian Shows & Special Events Inc. \$500 for "Aisle Infringement."

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

I hereby apply for space in the Toronto International Bicycle Show 2012 (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.

Authorized

Today's

Signature.....Date.....

Mail or fax to Josie Graziosi, Toronto International Bicycle Show, One Yonge Street, Suite 1801, Toronto, Ontario, Canada M5E 1W7

Fax: (416) 369-0515 • Tel.: (416) 363-1292 • e-mail: josie@telsec.net • website: www.bicycleshowtoronto.com • Our H.S.T. # R135039733

PLEASE RETURN
THIS COPY
WITH PAYMENT

10 Reasons To Exhibit

1. Surveys show that 50% of visitors purchase product at this show. The rest are very important future prospects.
2. The thousands of cycling enthusiasts who attend the show, including new people wanting to get into cycling, are already pre-disposed to buy product.
3. Some 45% are in the key 18 – 34 buying group and 31% are 35 – 49 years of age.
4. The show is also popular with the youngsters – 10% who attended last year were 17 and under.
5. This is an excellent opportunity to create brand awareness and future loyalty.
6. Separate, clearly marked Manufacturer Showcase and Retail Marketplace areas.
7. It's the best place for dealers to sell product and consumers to discover the latest trends.
8. Non-stop activities, thrilling competitions and special events keep visitor interest high.
9. We spend the majority of our budget on promotion that guarantees strong attendance every year.
10. Special offers, contests and giveaways also keep attendance high year after year.



Special Manufacturer's Booth Set-up Program

Manufacturers and distributors can display their 2012 product lines and better concentrate on selling. For \$1,115 per 10'x10' booth, we provide:

- Display curtains, carpet, table, chairs and sign.
- Set up and take down the above display. No shipping or related work for you.
- You provide local retailer with product. Retailer delivers product to your booth and picks it up after the show. Retailer can then sell product from his or her retail booth. However, consumer attention was drawn to your product as a result of your dedicated, exclusive booth.
- All you need to do is have your sales representative staff the booth and distribute brochures.



We help the environment as well

Every time you manufacture or sell bicycles or accessories or get involved in a bike club, cycling event or show like ours, you're helping to save our environment and keep the air we all breathe cleaner by promoting pollution-free transportation. Cycling also:

- Conserves air, water and other natural resources
- Reduces greenhouse gas emissions
- Reduces vehicle noise levels
- Promotes a healthier, more active lifestyle

We give back to the community

- We sponsor the high-energy, 24-Hour Spin Event.
- We're also a proud sponsor of BAM (Bicycle Assembly and Maintenance Program).
- We donate BMX Ramps to the City of Toronto's BMX Program.
- We also donate exhibitor space and show passes annually to 22 Ontario clubs and associations to promote recreational cycling.

Reserve your booth space now:

Josie Graziosi (416) 363-1292

Fax: (416) 369-0515 • E-mail: josie@telsec.net

Website: www.bicycleshowtoronto.com