

VELOSPOKE BIKE EXPO FRIDAY SEPTEMBER 11, 2020

VeloSpoke welcomes riders and the public to the Vancouver Convention Centre in advance of the 2020 UCI Gran Fondo World Championships and RBC GranFondo Whistler, the largest GranFondo in North America. We invite you to take part in the energy and excitement of the entire event by becoming an exhibitor at VeloSpoke 2020!

WHY EXHIBIT

- 2020 will be the host event of UCI Gran Fondo World Championships attracting an additional 2000+ riders from the global community.
- Riders are keen to discover new gear and services; short wait times to pick up registration packages affords plenty of time to visit exhibitors.
- Over 10000 people attended VeloSpoke in 2019 including 5000+ ride participants.



WHO ATTENDS THE EXPO?

VeloSpoke Bike Expo is a free event that is open to the public. The 5000+ registered RBC GranFondo Whistler riders must attend the event to pick up their rider package. Many riders and VeloSpoke visitors bring their families and friends. In 2019, we had over 10000 attendees.

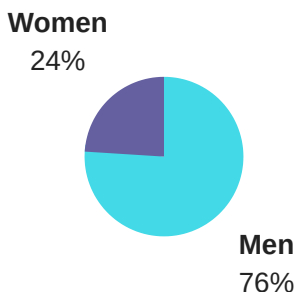
DEMOGRAPHICS

Many of our participants are affluent professionals and executives who enjoy an active lifestyle. September is a great time to reach our audience as many are planning gear purchases for fall - and next year's riding season!

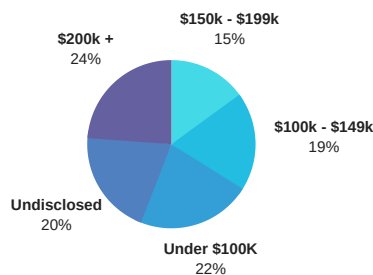
2019 PARTICIPANTS:

- 4836 cyclists registered
- Average age: men - 44, women - 42

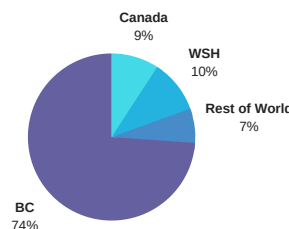
GENDER



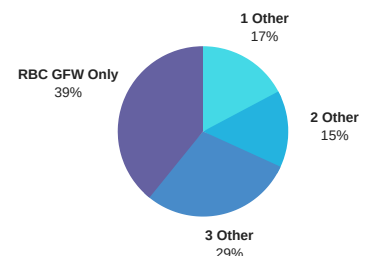
HOUSEHOLD INCOME



PARTICIPANT RESIDENCY



ATTENDS OTHER EVENTS



VELOSPOKE BOOTH PRICING

RETURNING + EARLY BIRD / OCT 1 - DEC 31

- 10' x 10' Booth \$800
- 10' x 20' Booth \$1400
- 10' x 30' Booth \$2000
- + Virtual swag bag \$300

STANDARD / JAN 1 - JULY 31

- 10' x 10' Booth \$1000
- 10' x 20' Booth \$1700
- 10' x 30' Booth \$2200
- + Virtual swag bag \$400

LAST CHANCE / AUG 1 - SEPT 10

- 10' x 10' Booth \$1200
- 10' x 20' Booth \$1900
- 10' x 30' Booth \$2400
- + Virtual swag bag \$400

FURTHER YOUR REACH

With an email database of over 20,000 people, RBC GranFondo Whistler is engaged with the community throughout the year. **Become a sponsor** to successfully leverage your VeloSpoke activation and increase visibility throughout the entire weekend. Please contact us for more information.

CONTACT US!

For more information please contact us:

Community Manager
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