



ALL THINGS BIKE AT GALLAGHER
18 – 20 FEBRUARY 2011
GALLAGHER CONVENTION CENTRE

FACT SHEET

Event Profile

All things Bike at Gallagher is a retail exhibition focused on all aspects of the biking industry. This event will be the biggest one stop shop in South Africa for all your biking needs. The show will run from Friday the 18th through to Sunday the 20th of February 2011. With over 100 exhibitors and an expected visitor attendance of 20 000 people this annual event will be the highlight of the biking calendar.

The Venue

Gallagher Convention Centre is one of Africa's largest conference and exhibition venues. Located in Midrand, between Pretoria and Johannesburg, Gallagher is conveniently positioned in the business hub of Gauteng.

With five purpose-built ground floor exhibition venues offering approximately 25 000 square meters of exhibition space, nineteen multipurpose venues and state of the art facilities, Gallagher Convention Centre can accommodate anywhere from 2 to 12 000 visitors at one time.

Show Highlights

- Win a bike: two bikes will be given away at the show as part of a lucky draw. Each ticket holder to the show will be entitled to one entry into the draw
- Sunday charity bike run
- Custom built bike competitions in the bike arena: categories will include custom cruisers, new production, on and off road bikes, superbikes, and spray jobs. These competitions will be judged by celebrity judges.
- Park & Sell area for second hand bikes

Show Highlights (Continued)

- Product launches in the Auditorium
- Live entertainment on the main stage
- Pub style restaurant
- Demo area in the main exhibition hall
- Kids entertainment area

Marketing

- Woema are the official media partners of the event
- Official event launch at Gallagher Convention Centre on 12 August 2010
- Press coverage for the show will include print, TV and radio coverage
- Outdoor media campaign: billboards, street pole ads, street pole posters, building banners, primelite billboards
- Radio campaign: 2 major radio stations
- Print media campaign: magazines and newspapers
- Internet marketing
- Flyer and poster campaign on all major bike run routes

Exhibitor Profile

- Large manufacturers
- Medium size manufacturers
- Small manufacturers
- Biking accessories
- Clothing
- Navigational equipment
- Publications
- Bike Transport
- Bike Insurance
- Financers
- Safety & awareness

Sponsorship Opportunities

- Visitor bags
- Lanyards
- Branding

General Information

- Friday show times: 10h00 – 20h00 thereafter live entertainment until 24h00
- Saturday show times: 09h00 – 19h00 thereafter live entertainment until 24h00
- Sunday show times: 10h00 – 16h00
- Ticket price: R75 per person, all tickets available at Computicket

Cost of Exhibiting

Stand Package – R1 200.00 Excl VAT per sqm

(Includes: shell scheme, carpets and 1 x 15amp plug point, 2 x spotlights, fascia name per 9sqm)

Floor space only – R950.00 Excl VAT per sqm

(Includes floor space only, additional requirements such as electricity will need to be ordered separately)

Contact Us

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