

Exhibitor Information Pack 2024



Exhibitor

Amy's Great Ocean Road Gran Fondo

Held on the spectacular Great Ocean Road, Victoria, this is the premier mass participation cycling event in Australia attracting thousands of bike riders from around the country and internationally to enjoy riding the fully-closed Great Ocean Road during September each year.

Lorne is transformed into a weekend long cycling festival! As well as the Gran Fondo, the weekend activities include Medio, Family Fondo and Family Fondo.

The Event Village will be buzzing with music, industry exhibitors and children's activities with more to do.



Amy's Gran Fondo

2024 Event Date

→ Sunday 15th September, 2024

2023 Event Highlights

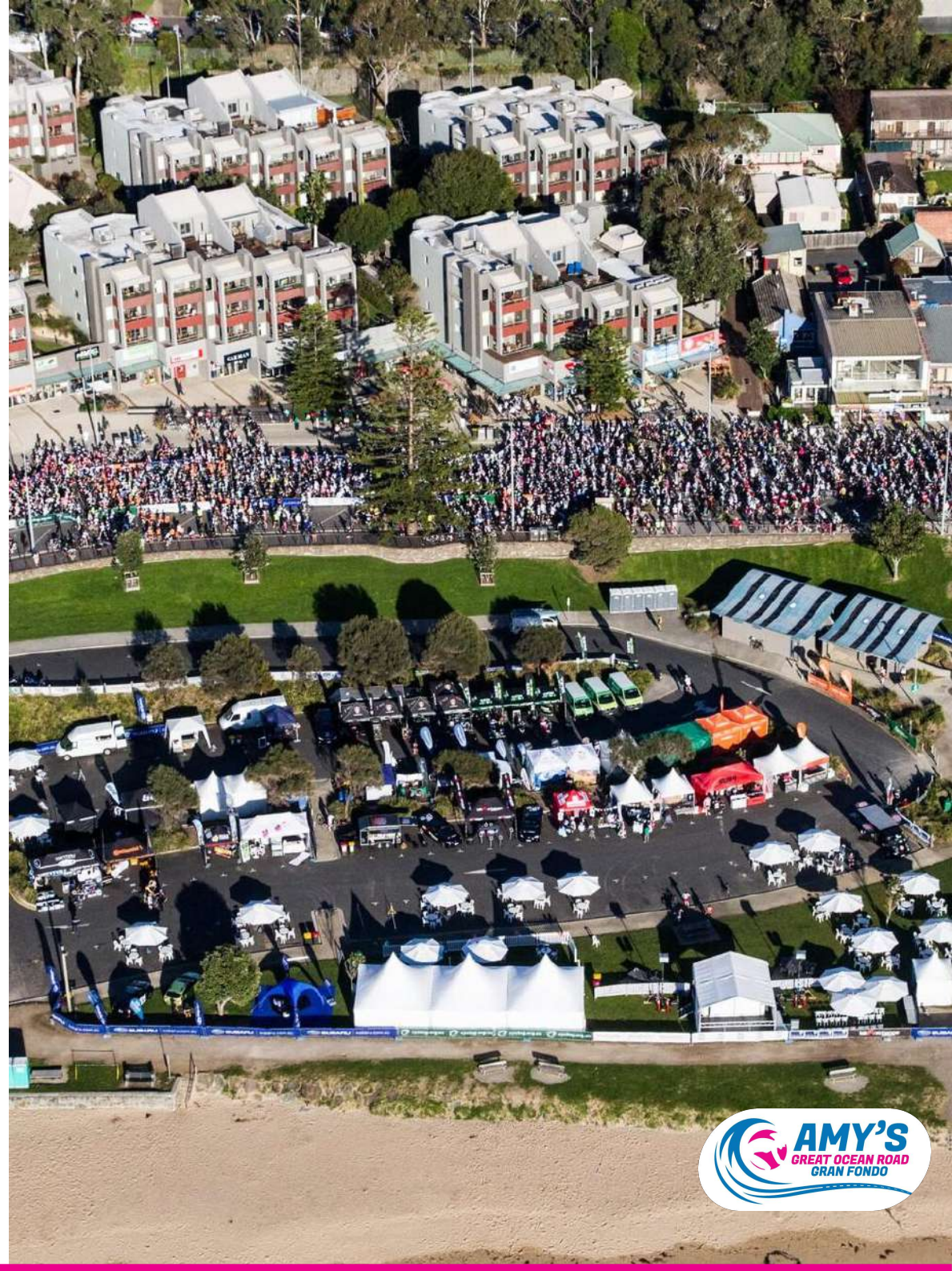
- 17,500 Visitors
- Over 4,000 participants
- 31% combined interstate & international riders
- Combined audience reach 4 million
- Median income ranges of participants
 - ◆ 62% \$125k +
 - ◆ 25% \$225kk +



Event Village Site

Located on the Great Ocean Road, the Event Expo provides a vibrant atmosphere all weekend, incorporating entertainment, informative and interesting stalls, and beverage vendors, music, children's activities, with areas to relax and take in the electric event.

- Brand alignment with Australia's leading bike safety organisation.
- Expo Sites site for entire weekend
- Great exposure with a relevant consumer.
- Activation opportunities at the event
- Flexible site size options to suit your requirements
- Ability to create your own unique exhibition space
- Furniture and marquee hire available at additional cost



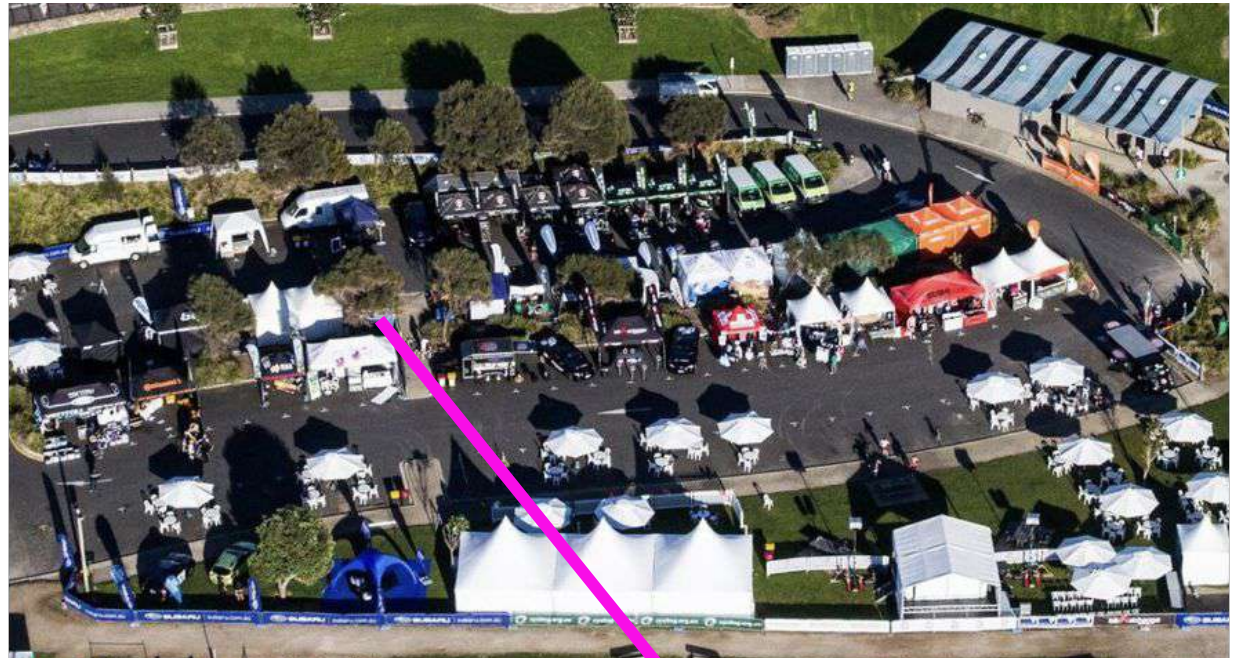
Event Village & Site Locations

This year will see the event village once again in the car park of Lorne Surf Life Saving Club and Lorne Foreshore. Providing the perfect place for all exhibitors to have a site in the Expo and engage with riders and families.

To secure your site please complete the registration form on the next page and email confirmation to:

Blake.Carpinteri@o2events.com.au For additional event information please visit: amysgranfondo.org.au

Please be aware that site location preference will be given to Event Partners and Suppliers. We will do our best to accommodate your location preference, but it will be first in first served, so don't delay! Site locations will be confirmed closer to the event with an Expo map.



Note: All exhibitors will be required to complete an online safety induction prior to arriving onsite.

2024 Pricing

Lorne Foreshore Expo Site Only (Saturday & Sunday)

- 3m x 3m \$637.00
- 6m x 3m \$1087.00
- 9m x 3m \$1267.00

Sites do not include marquee or equipment.

These are available separately as per below;

Marquee Hire

- 3m x 3m \$621.00
- 6m x 3m \$1005.00
- 9m x 3m \$1127.00

Furniture Hire

- 1.8m Trestle Table \$27
- White Plastic Chair \$9
- 8 x 25kg Marquee Weights (2 per leg)* \$55
- Pro Floor \$27 per m2
- Carpet Square \$27 per m2
- Solid Timber Flooring (6m) \$39 per m2

Electrical

- 10 Amp Power Outlet \$140
- 15 Amp Power Outlet \$158
- 3 Phase Power Outlet \$220
- 10m Extension Lead \$20
- Powerboard 4 Outlet \$16
- Test & Tag per item \$13

* All marquees will be required to include weights and tie down straps you can bring your own or hire from us.

Marquee Spaces

Setting up in allocated bays of Lorne Foreshore (Lorne Surf Life Saving) Car Park. Saturday and Sunday exhibiting to riders, families and the public. Riders will finish in their ride Sunday in the Expo where all sites will be set up.

[Click Here to Register](#)





Event Partnership

Amy's Gran Fondo is a high profile cycling event with national exposure, an event partnership will offer your brand great exposure with a relevant consumer. Benefits you will receive are:

- Brand alignment with Australia's leading bike safety organisation.
- The right to use the Amy's Great Ocean Road Gran Fondo logo in marketing material published or created to leverage the Partnership
- Recognition as Official Event Partner on all event collateral, website
- Expo site in prominent location
- Static event signage including logo on the start line - 10% of all signage
- TVC/Content for display within the event's rider tracker app for event day – Consumer promotion opportunities to all riders in rider bags
- Activation opportunities at the event
- Networking and introduction opportunities
- Two(2) feature communication emails to the rider database
- Extensive Social Media exposure
- Amy's Gran Fondo entry for ten(10) participants FOC
- Other benefits available by discussion

Investment

Cash AND/OR
Product/Services In-Kind



Thank you

Everybody deserves to ride in
safety for work, sport and play.

For any questions please contact:

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blake.carpinteri@o2events.com.au

