

# Expo Information Pack 2025



**2025 GRAN FONDO  
WORLD CHAMPIONSHIPS**



**GREAT OCEAN ROAD  
AUSTRALIA**



# Gran Fondo World Championships 2025

In 2025 the UCI Gran Fondo World Championships is heading to one of the world's most picturesque roads, The Great Ocean Road.

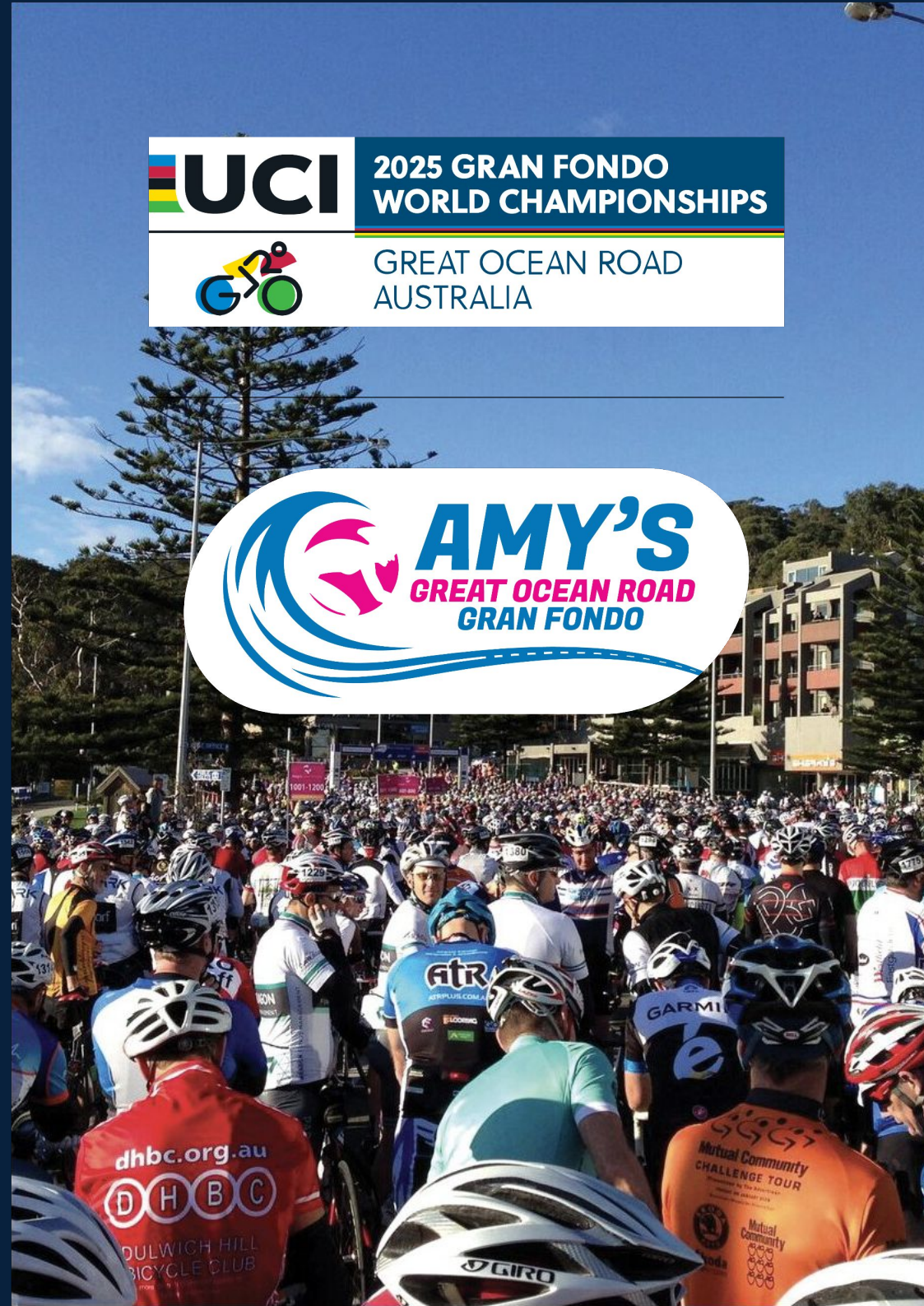
Victoria's iconic Great Ocean Road will transform into a competitive arena for cyclists from around the globe, chasing the ultimate prize – a World Championship title.

Lorne is transformed into a weekend long cycling festival! Amy's Great Ocean Road Gran Fondo will be a public recreational ride, held on the same morning as the 2025 UCI Gran Fondo World Championships on October 19th, 2025.

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

**Event Date:** 16-19 October, 2025

**Event Location:** Lorne, Victoria

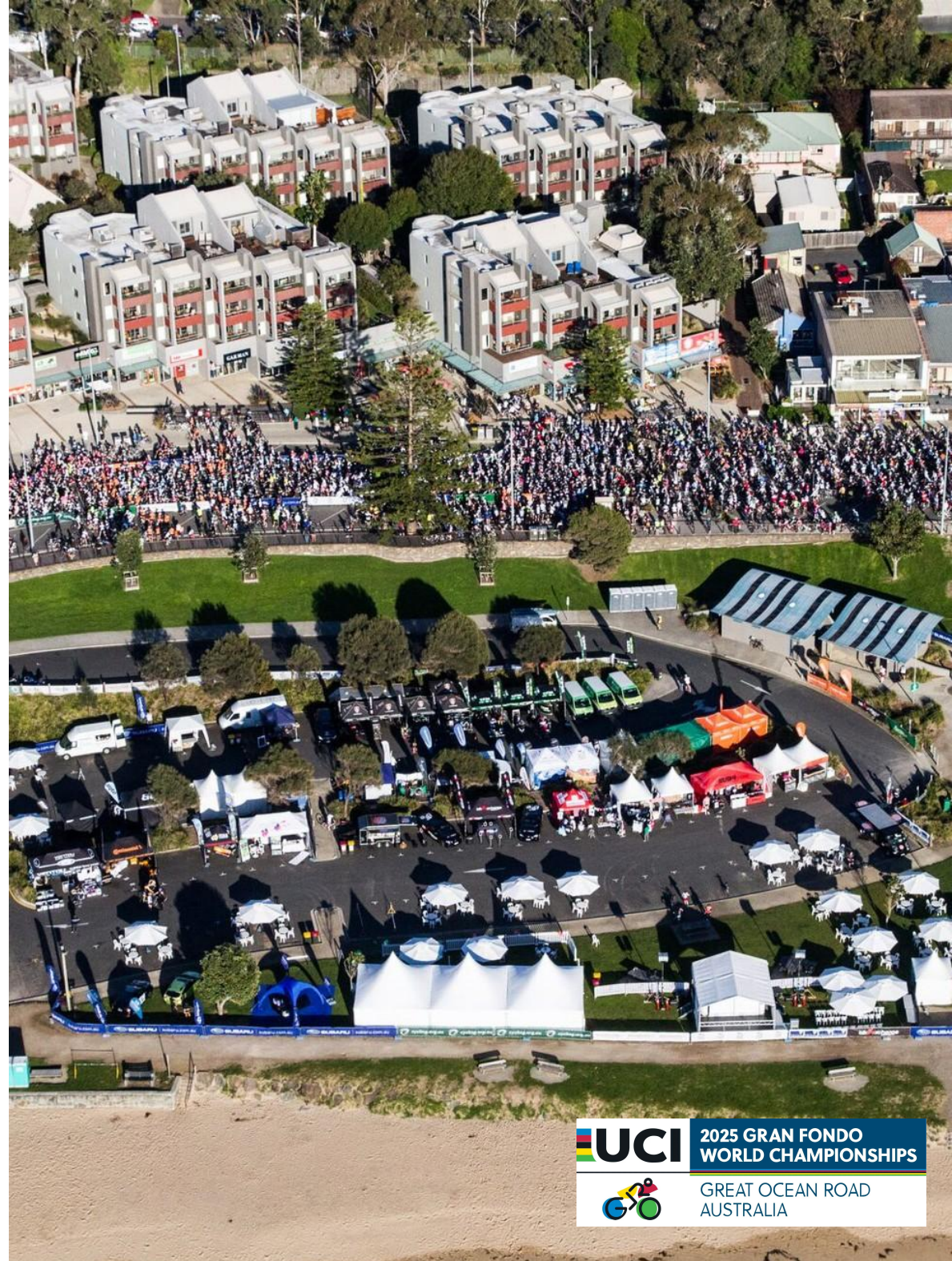




# Event Village Site

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

- Brand alignment with Australia hosting the World Championships
- 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.

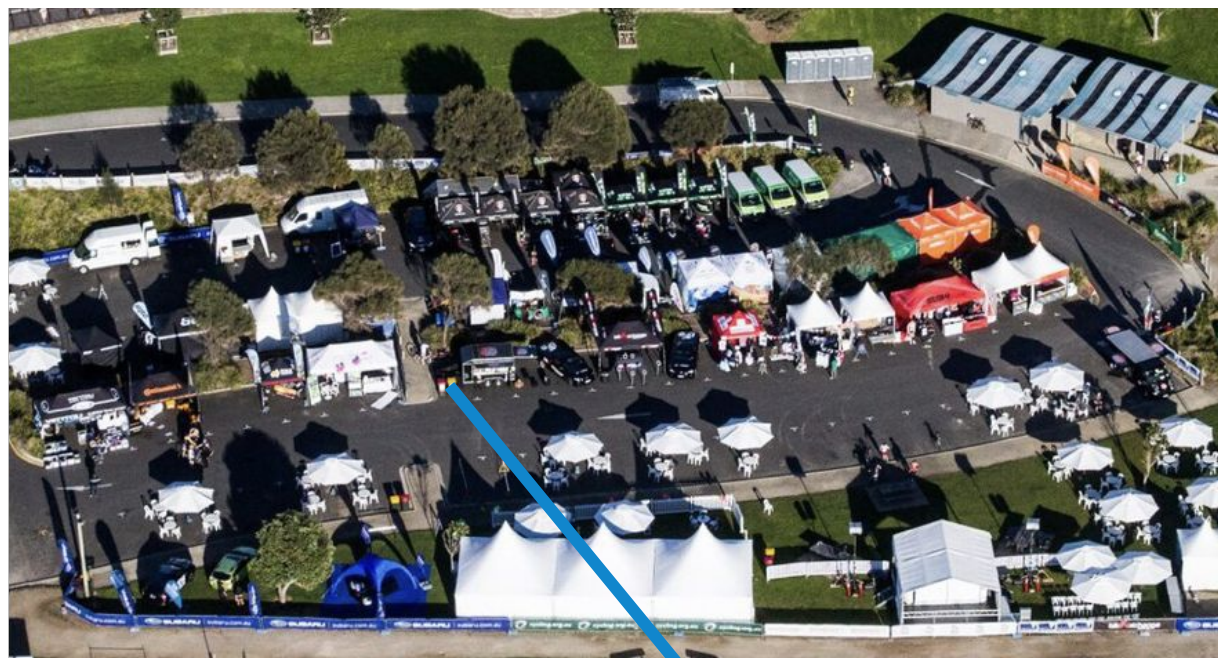
To secure your site please complete the registration form on the next page and email confirmation to:

[Blake.Carpinteri@o2events.com.au](mailto:Blake.Carpinteri@o2events.com.au)

For additional event information please visit:

<https://granfondogreatoceanroad2025.com.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 interactive Expo map.



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



## UCI GRAN FONDO WORLD CHAMPIONSHIPS 2025 - SCHEDULE

WEDNESDAY 15 OCTOBER	KEY TIME	TIME ENDS	LOCATION
Event Village Opens	12:00		Lorne foreshore
Time Trial Rider Registration	14:00	16:00	Manta, Lorne
Time Trial Race Briefing	14:00	15:00	Mantra, Lorne
Welcome Event incl Welcome to Country	16:30		Lorne foreshore
Event Village Close	17:00		Lorne foreshore
THURSDAY 16 OCTOBER	KEY TIME	TIME ENDS	LOCATION
Event Village Opens	10:00		Lorne foreshore
Time Trial Rider Registration	07:00		Mantra, Lorne
Individual Time Trial - UCI Gran Fondo World Championships	09:30	16:00	Lorne – Fairhaven circuit
Time Trial presentations	16:00		Event village
Event Village Close	17:00		Lorne foreshore
FRIDAY 17 OCTOBER	KEY TIME	TIME ENDS	LOCATION
Team Relay Rider Registration	Midday		Geelong Waterfront
Geelong Cycling Community Festival Open 'Welcome Event'	15:00		Geelong Waterfront
Entertainment, Bar, Music and Food	From 15:00		Geelong Waterfront
Team Relay Race Briefing On Stage	15:00	16:00	Geelong
Team Relay Racing - UCI Gran Fondo World Championships	18:00	18:40	Eastern Gardens
Team Relay Presentations	18:40		Geelong Waterfront
Geelong Cycling Community Festival Closes	21:00		Geelong Waterfront
SATURDAY 18 OCTOBER	KEY TIME	TIME ENDS	LOCATION
Event Village Opens	10:00		Lorne foreshore
Recreational Rides - Rider Registration	10:00	17:00	Lorne foreshore
Road Race Rider Registration	TBC		Lorne foreshore
Road Race Briefing	14:00	15:00	Mantra, Lorne
Event Village Close	17:00		Lorne foreshore
SUNDAY 19 OCTOBER	KEY TIME	TIME ENDS	LOCATION
Event Village Opens	06:00		Lorne foreshore
Road Race - UCI Gran Fondo World Championships	07:15		GF extended course
Amy's Gran Fondo Rec Ride	09:00		GF course
Amy's Family Fondo 3km Lorne (Free)	09:30		Mountjoy Pde, Lorne
Amy's Medio Fondo 45km	Midday		Apollo Bay
Presentations	From Midday		Lorne foreshore
Event Village Close	17:00		Lorne foreshore

# 2025 Pricing

## Lorne Foreshore Expo Site Only

(Main Expo Days - Saturday & Sunday)

(Wednesday & Thursday Included at no additional charge)

→ 3m x 3m	\$650.00
→ 6m x 3m	\$1,050.00
→ 9m x 3m	\$1,350.00

Sites do not include marquees or equipment.

These are available separately as per below;

### Marquee Hire

→ 3m x 3m	\$590.00
→ 6m x 3m	\$990.00
→ 9m x 3m	\$1,190.00

(Includes weights & set up)

### Furniture Hire

→ 1.8m Trestle Table	\$25
→ White Plastic Chair	\$9
→ 8 x 25kg Marquee Weights (2 per leg)*	\$55
→ Pro Floor	\$29 per m2
→ Solid Flooring with Carpet Square	\$32 per m2
→ Solid Timber Flooring (6m)	\$39 per m2

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

## Marquee Spaces

Setting up in allocated bays of Lorne Foreshore (Lorne Surf Life Saving) Car Park.

Wednesday, Thursday, Friday, Saturday and Sunday exhibiting to riders, families and the public. World Championship Riders will finish their ride on Sunday in the Expo where all sites will be set up.

### 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



[Click Here to Register](#)







# Event Partnerships

Gran Fondo World Champs 2025 is a high profile cycling event with international exposure, an event partnership will offer your brand great exposure with relevant consumers.

For more information on Partnerships please contact:

[kate.patterson@auscycling.org.au](mailto:kate.patterson@auscycling.org.au)





# Charity Partner

Amy's Foundation (formerly Amy Gillett Foundation) is Australia's leading cycling safety advocate. Their mission is to improve relationships between motorists, cyclists, and pedestrians, enhancing safety through advocacy, education, law, technology, and infrastructure improvements. The foundation envisions a future with zero cyclist fatalities and serious injuries, and roads built on mutual respect.

For further information on Amy's Foundation, please visit the website here:

<https://www.amysfoundation.org.au/>



**AMY'S**  
FOUNDATION  
SAFE TOGETHER





# Thank you

For Expo & Event Village bookings and  
please contact:

**Blake Carpinteri**

[blake.carpinteri@o2events.com.au](mailto:blake.carpinteri@o2events.com.au)

For Brand Activations & Partnerships and  
please contact:

**Kate Patterson**

[kate.patterson@auscycling.org.au](mailto:kate.patterson@auscycling.org.au)