

March 10-11-12, 2023  
Minneapolis Convention Center



## Event management

Contact Russ Lowthian via:  
[info@ebikechallenge.com](mailto:info@ebikechallenge.com)  
or 612-723-4511

## Event Schedule

B2B Move-In:	Thursday	March 09, 2023	5 pm - 9 pm
General Move-In:	Friday	March 10, 2023	08 am - 08 pm
B2B Show:	Friday	March 20, 2023	2 pm - 08 pm
Show Hours:	Saturday	March 11, 2023	10 am – 5 pm
	Sunday	March 12, 2023	10 am – 5 pm
Exhibitor Move-out:	Sunday	March 12, 2023	5 pm – 11 pm



# Prices 2023

Participation from 100 sq. ft.  
Prices are excluding MN tax

Prices in USD

\$65

## Registration Package

- administration fee
- 10 participant tickets for crew
- 10 business invitation tickets
- Free publicity via our promotional channels
- Ad in (digital) guides Have Fun Biking

## Booth at Test Track

Brands with demo bikes along the test track

### 10' x 20' Booth

Booth space of 10' x 20'

\$3,150

### 20' x 20' Booth

Booth space of 20' x 20'

\$5,750

Discount for each additional 10'x20'  
-\$550

## Booth Packages in Hall Center

Bike Shops, Travel, Outdoor, Living Green, Health

### Standard Booth

10x10

\$895

Other sizes and prices can be found on our website

### Standard Booth

10x20

\$1,990

Other sizes and prices can be found on our website

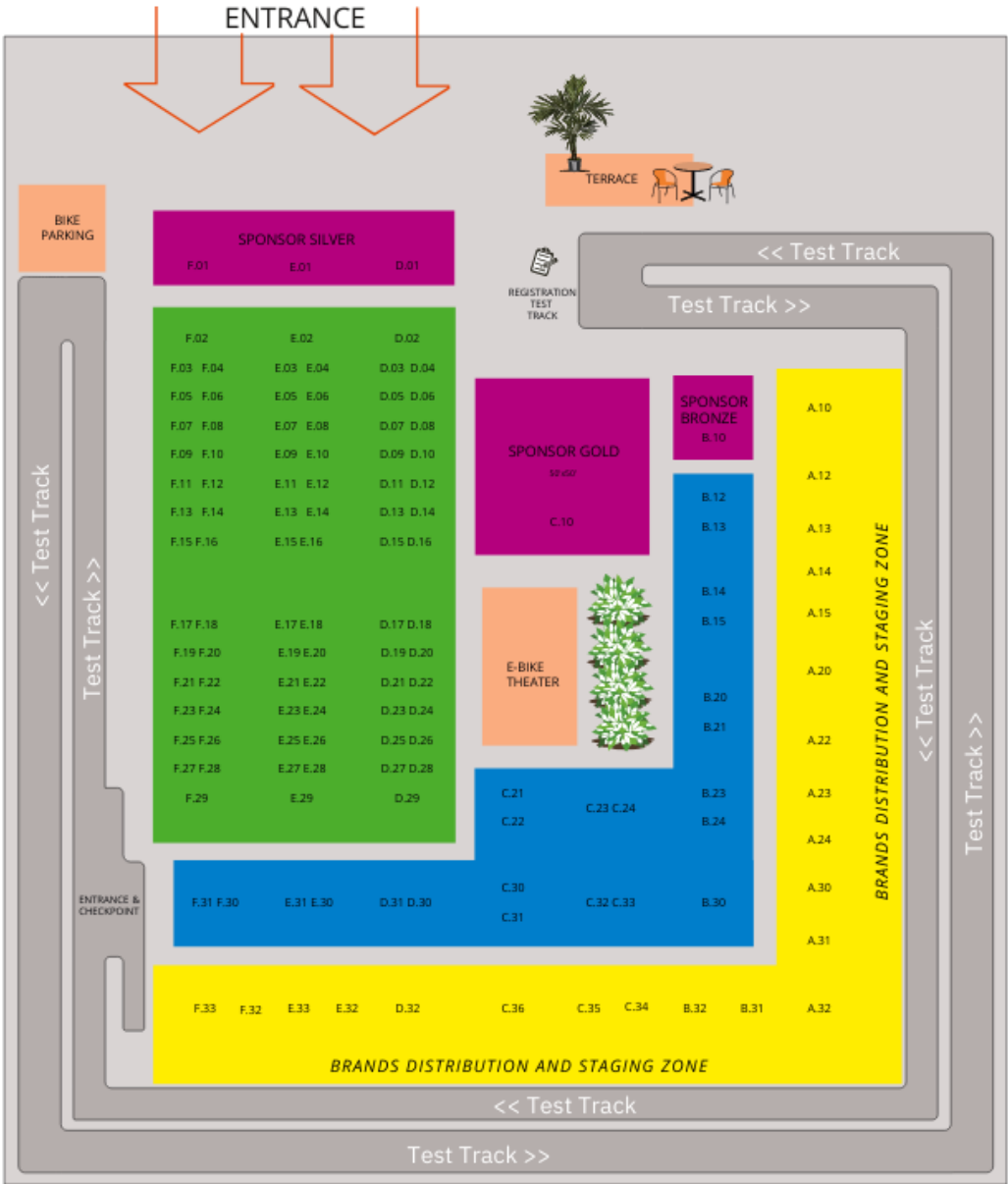


# Floor plan

## 2023 floor plan E-bike Challenge

For availability contact [info@ebikechallenge.com](mailto:info@ebikechallenge.com)

*Click to enlarge the image*



**e-bike**  
**Challenge**  
Minneapolis  
Take the challenge,  
Try an e-bike!

- E-Bike Brands Area  
*including distribution and staging zone*
- Bike Shops Area
- TIME** to explore the **OUT**doors
- Sponsor Areas

**UPCOMING EVENT!**  
Saturday March 11 &  
Sunday March 12, 2023  
Minneapolis Convention Center



# Promotion & Collect Leads

## Free promotion!

Once you become an exhibitor you can profit from our all year round promotion . You will be included in the Have Fun Biking Magazine (over half a million readers), online lectures and workshops, product reviews and interviews.

<b>Online Advertising</b>	<i>Prices in USD excl. tax</i>
Newsletter consumer > 10.000 addresses	
1 advertorial in our newsletter	\$500
<b>Highlight Your Prize</b>	
Highlight your product or service by offering a product as a prize for the consumer. You will get: your company name, logo and picture of the product on the website, social media and newsletter, also more attraction at the event to your booth with posters.	
<b>Website</b>	
sponsored news article on the website	\$340
<b>Sponsoring</b>	
Your logo and name on the test track, websites, magazines, floorplan, entrance tickets, newsletter, screens, radio, TV, newspapers and more? Contact Russ at <a href="mailto:info@ebikechallenge.com">info@ebikechallenge.com</a> to get a quote.	

<p><b>E-bike Brand</b> RFID: Collect Leads</p> <p>Get real-time customer data from each attendee and bicycle per minute, advanced demographic data and their preferences, includes all your bicycles, via mobile application to simply register your bicycles and it is highly secure.</p> <p>Advanced registration RFID: <b>\$499</b> (after March 1 prices are: \$690)</p>	<p>Watch teaser: <a href="#" style="color: white; text-decoration: underline;">CLICK</a></p>	<p><b>Bike Shop</b></p> <ul style="list-style-type: none"> <li>• Test Ride Coupons: Push Sales</li> <li>• Get the attendee to test ride the e-bike they are interested in at your booth. This way you maximize your return. With the coupon your e-bikes will be allowed on the test track.</li> <li>• Registration TRC: <b>\$99</b> per bicycle (after March 1 prices are: \$150 per bicycle)</li> </ul>
--	--	---

