



A GREAT BIKER DAY OUT

Goodwood Motor Racing Circuit 11th June 2017

The Goodwood Motor Racing circuit is the perfect venue to stage the South's first experiential motorcycle event.

We're bringing together a wholly new approach to motorcycling events designed for road riders.

Visitors to the show will be spoilt for choice and able to:

- * Test ride 150+ motorcycles
- * Support 9 Charities
- * Improve handling skills
- * Compete to become the Young Biker Of the Year
- * Try the Moto Gymkhana
- * Meet Inspirational speakers
- * Learn Triage from Biker Down
- * Buy Helmets & gadgets
- * Try a bike for the first time
- * Learn in Innovation Zone
- * Bring the Kids to the KidZone
- * Get discounted insurance
- * Meet Legal firms and advisors
- * Plan Touring Holidays
- * Buy Parts, Safety and Security
- * Enjoy a Fashion show
- * Buy great clothing
- * Sample Gourmet catering



10,000+ VISITORS

Our visitor promotion campaign kicks off on the 1st March 2017, but we've already had 980 signups through the website and over 60,000 hits on our Facebook pages.

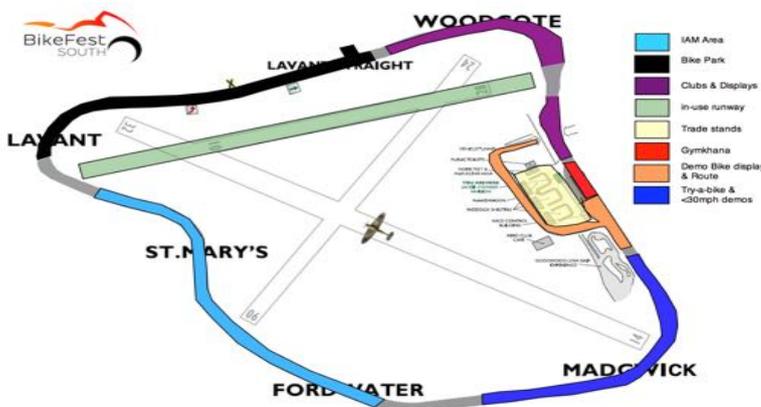
From 1st March we'll be starting our email campaign to 200,000 motorcyclists across the South East, plus launching direct promotions through dealers, exhibitors and our sponsors.

We're promoting SBYOY through schools, colleges and even delivery companies to encourage more young riders, and running a PR campaign to national and local media.

We're also hosting the UK's largest gathering of motorcycle clubs, nearly 40 signed up so far, and taking over about a third of the Goodwood Circuit for them to show their bikes and recruit new members.

The Café Challenge.

This offers Biker Cafés the chance to give their customers a discount for being part of the fun and win a £250 prize for sending the largest number of visitors to the event.



Sponsors



Supporting

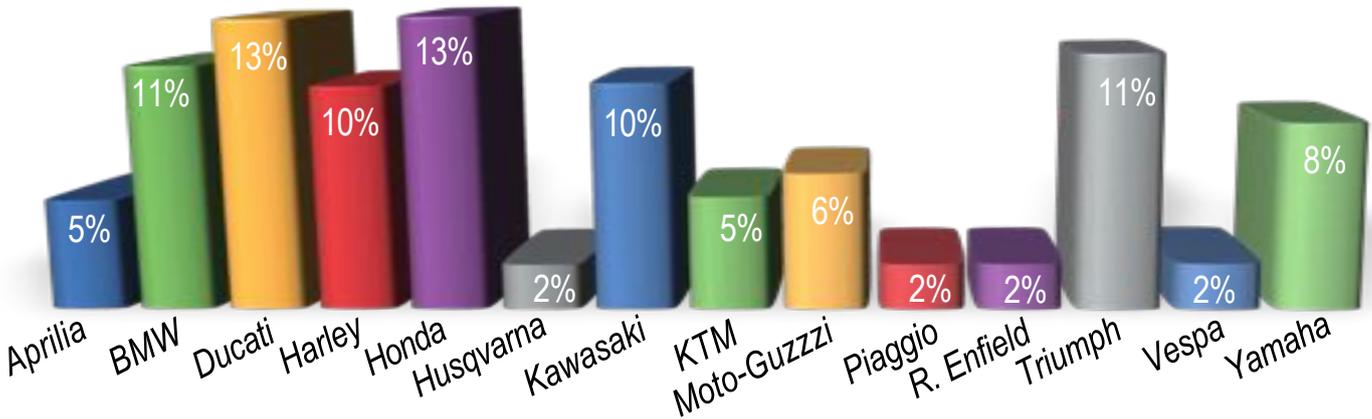


WHO'S COMING TO BIKEFEST SOUTH?

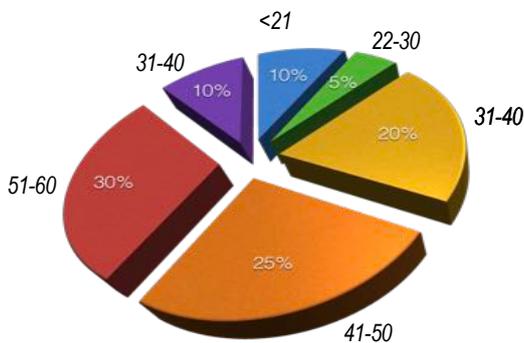
Goodwood Motor Racing Circuit
11th June 2017

Over 900 people have signed up to come to BikeFest South, before we've even started our visitor promotion programme, so we asked them how they'd like to spend their day. 683 replied...

Manufacturers



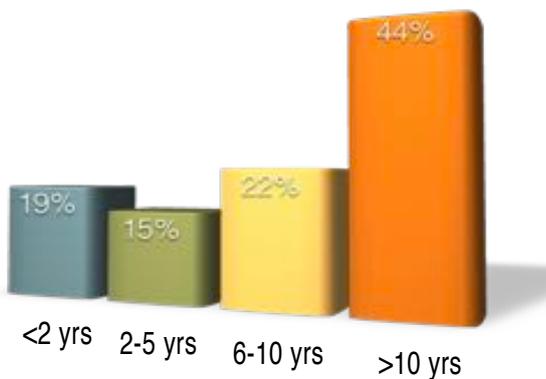
Demographics



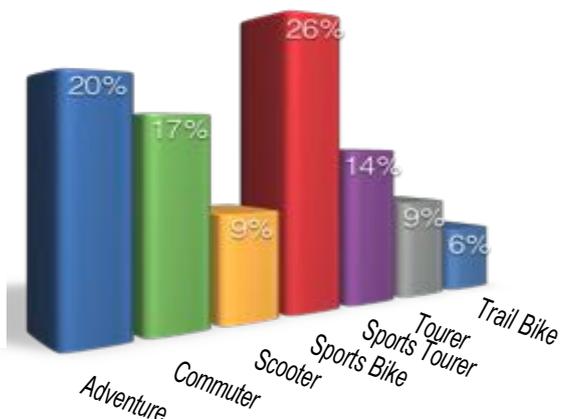
Activities



Experience



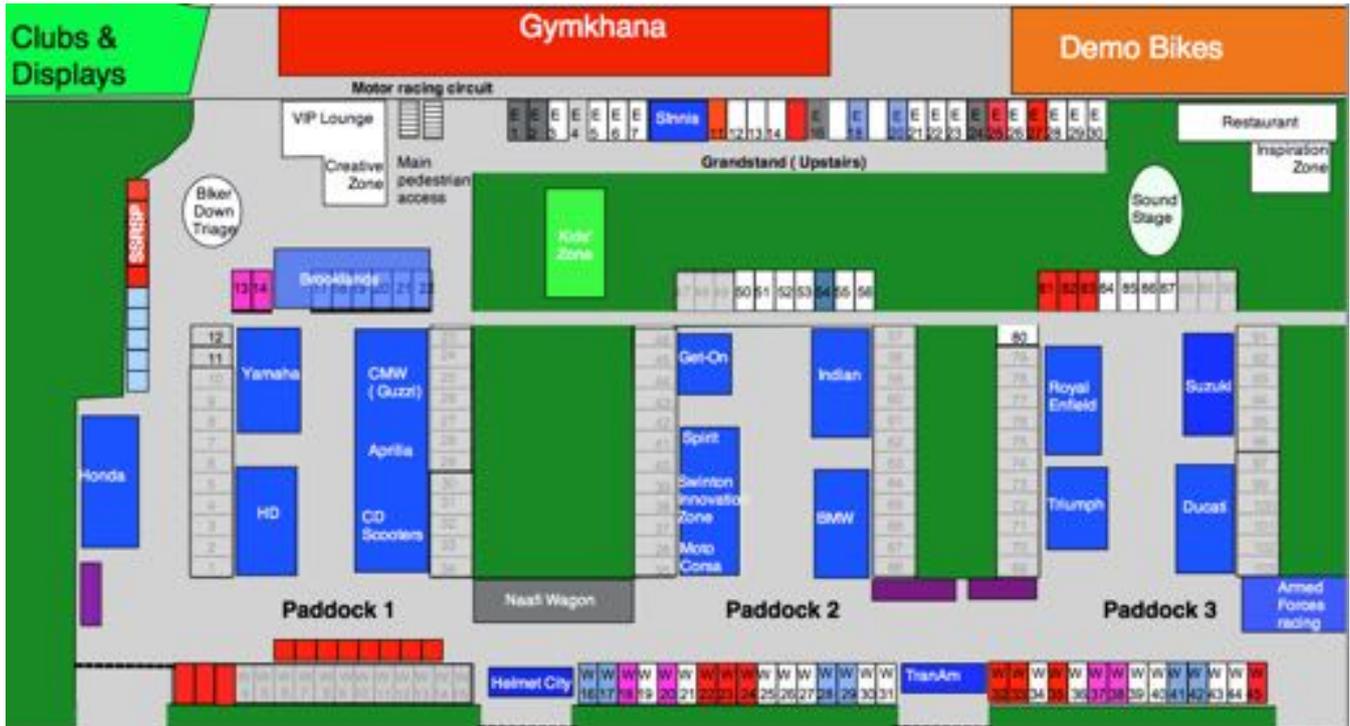
Bike types



BikeFest South is sponsored by



BikeFest South is organised by BikeFest Events Ltd. Norwood House, 9 Dyke Road Brighton, BN1 3FE
www.bikefestsouth.co.uk 01273 227778



TRADE STANDS (THEY'RE SELLING OUT FAST!)

The trade stand area is in the Paddocks backing onto the Racing Circuit, where we will be running the Moto Gymkhana and staging the Demo bikes for on-road test rides.

Most of the manufacturers who are displaying are bringing their demo fleet trucks, which are being supported by a local dealer - the idea is to do deals and sell at the show so our visitors will be looking for a good bargain.

We also have a good selection of trade stands, from Adventure tours to useful gadgets with a strong emphasis on quality. Don't expect to come to BikeFest South and find £ 25.00 helmets - This is a quality audience, so we're not inviting the tat merchants.



Paddock Shelters

We also have a wide selection of Paddock shelters and gazebo spaces.

The larger shelters are trackside and offer a 3 metre height with 3.5m width x 5m depth.

Power is available to all displays but will require you to bring a long lead!



Stand prices

Truck space	15mx5m	£5,000.00
Van space	7.5mx3m	£1,250.00
Gazebos	3mx3m	£220.00
	4mx3m	£300.00
	5mx3m	£375.00
	6mx3m	£450.00
Large shelter	3.5mx5.5m	£300.00
Basic Shelter	2.8mx5.5m	£195.00
Add Power		£50.00