

Shimano exhibited the STEPS electric bike system at the last twoTreadlie Bike Hubs. Shimano received lots of interest and strong feedback and will return in 2019.

Brian Seng Shimano



Federation Square, Birrarung Marr

Marketing & Publicity

Event Audience 120,000+

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Friday 8 February 12-8pm Saturday 9 February 10-6pm Sunday 10 February 10-6pm

A three-day event nestled within the Sustainable Living Festival 'Big Weekend'. The Treadlie Bike Hub will feature everything you need to fuel a life on two wheels.

Limited to 30 stallholders from bike distributors, retailers, collectors and enthusiasts. The market will feature something for every kind of everyday rider.

Situated alongside the food vans, the Treadlie Bike Hub provides unprecedented exposure to an active, urban, environmentally conscious and culturally engaged audience.

The Treadlie Bike Hub will also feature a swap meet, bike service area and a dedicated area will allow visitors to test ride bikes.

SLF Big Weekend Guide:

30,000 copies

treadlie.com.au 3 month banner ad:

90,000 ad impressions per month

greenmagazine.com.au 1 month ad:

300,000 ad impressions per month

Treadlie e-news:

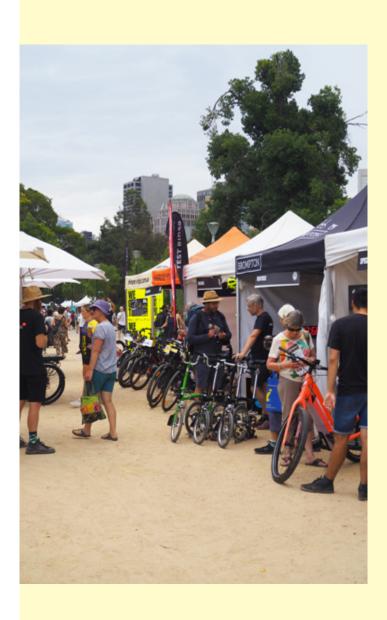
6,400 subscribers

Green e-news:

11,600 subscribers

Treadlie Facebook 3,300 likes
Treadlie Twitter 5,900 followers
Treadlie Instagram 3,450 followers





Exhibitor stands

MARKET UMBRELLA STALL
Cost: \$600 plus GST

3M X 3M POP UP MARQUEE Cost: \$2,100 plus GST

Benefits:

- Prime position within SLF
- Easy access to adjacent test ride area
- Event listing with Exhibitor details on Treadlie website
- Listing in SLF weekend guide
- Signage featuring name/logo

If you wish to exhibit please contact Tom Bodycomb for a booking form: tom.bodycomb@greenpress.com.au