



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

Brian Seng
Shimano



Federation Square, Birrarung Marr

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.

Marketing & Publicity

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