



MOTORCYCLE EXPO

Presented by



**PROMO
STUFF**
4YOU.com



THE BIG IDEA

- South Florida needs a major motorcycle show — and we're making it happen.
- This is a full-scale, high-energy, indoor motorcycle expo bringing together manufacturers, custom builders, retailers, and the rider community under one roof.





THE MARKET OPPORTUNITY

- 600,000+ registered motorcycles in Florida
- No major expo currently in South Florida
- High-spending, year-round riding demographic
- Event aligns with new model releases
- Scalable nationwide opportunity





SHOW VISION

- Multi-day event at Palm Beach County Convention Center
- Dates: November 22-23rd
- OEMs, custom builders, retailers, lifestyle brands
- Demo areas, guest speakers, food trucks, live music/DJ



AUDIENCE BREAKDOWN

- Riders (sport, cruiser, touring, ATV, electric)
- Custom builders, vendors, shops, influencers
- New riders & curious fans
- 1M+ riders in Florida





WHY EXHIBIT?

- Direct access to buyers
- Product launches & lead gen
- Build relationships
- Become a foundational brand





WHY SPONSOR?

- On-site + digital branding
- VIP experiences
- Press + influencer reach
- Category exclusivity
- Tiers: Title, Presenting, Feature, Supporting



SPONSORSHIP KIT OVERVIEW

Title Sponsor - \$25K

Naming rights, Prime Booth, Media

Presenting - \$10K

Premium booth, Press

Supporting - \$5K

Demo/Lifestyle Zone

Custom Add-on - \$1K

Booth + Promo

MARKETING & MEDIA PLAN

- Regional media (radio, digital, outdoor)
- Social (FB/IG/YT/TikTok)
- Email campaigns
- Influencer partnerships
- Distribution of custom posters, flyers, and promo materials to local motorcycle shops, bars, restaurants, and hangouts across South Florida





FLOOR PLAN SNAPSHOT

- 100+ booth spaces
- Flexible layouts
- Dedicated zones: OEM, Retail, Club, Food
- Sponsorship zones integrated



EXPO LOGOS



Vintage Logo



Main Logo



Modern Logo



EXPANSION VISION

- Launch in South Florida
- Expand to Southeast, West Coast, Midwest
- Future touring brand integration
- Strategic Media Partnerships (influencers, creators and streaming platforms)
- Digital Companion Platform
 - Year-round virtual hub (product launches, online exhibitor access, rider community engagement)



CONTACTS

Secure your booth or sponsorship now.
Be part of something built to grow.

JEFF GREENBERG

561-870-7010

jeff@motorcycleexpo.us

SAVANNAH TICER

850-348-7121

savannah@motorcycleexpo.us

DAN NATHANSON

561-948-1591

dan@motorcycleexpo.us