

We are very happy to have you on board as an exhibitor a part of the Tour de Vineyards expo. Below are details pertaining to your Expo Activation Kit. The intention of the Kit is to confirm items you need at the event, promote you as an exhibitor and get the word out about the Expo.

Logistics & Dates

You will receive a final weekend itinerary in your operations manual as we get closer to the event. Until then, please add the following details and dates to your calendar:

Location

Downtown Palisade
3rd Street and Main Street
Palisade, CO 81526

Saturday, September 18th

-6:00 a.m. - 9:00 a.m. - Exhibitor Load-In (Please note: the expo is very close to the start line. There will be cyclists in the expo while you are trying to set up. More details pertaining to which roads will be closed as well as the exact unload location will be provided as we get closer to the event.)

-7:00 a.m. - 8:00 a.m. - Tour de Vineyards ride begins

-9:00 a.m. - 3:30 p.m. - Expo

-3:30 p.m. - Expo Load-Out

IMPORTANT: We ask all of our exhibitors to stay open until the times listed above. We understand that towards the end of the day the expo can be slightly slower, but we do still have riders coming off the course and we would love for them to still experience the expo! We appreciate you not closing up shop early.

Insurance Requirement

It is required that all exhibitors have and show proof of insurance. Please email proof of insurance no later than September 3rd. Here are the details:

-Name of the event holder: Tour de Vineyards

-Address of the event holder: 5720 Flatiron Parkway, Boulder, CO 80301

-Date: Saturday, September 18

-Coverage amount: \$1,000,000

-Limits for coverage: no limits for the event

On-site Parking

Parking passes will be emailed two weeks prior to the event. By receiving the parking passes ahead of time, it is one less item you need to pick up from me during load in.

Raffle Prizes

A big thank you to our exhibitors and sponsors who have donated items to the drawing! I will plan on picking up your prizes on Saturday morning. If you would like to be a part of the raffle, it's not too late! Simply drop me a line.

Promoting Exhibitors

To ensure the most bang for your buck, we want to promote your company on the Tour de Vineyards' social media networks. If there is a new product or service that your company is launching, exciting event dates you'd like to share, or just general information you'd like us to incorporate in our outreach,

let us know! Please provide us with a photo, content to include and your network handles by September 12th.

Social Media

To further increase expo numbers, let's get social! Facebook, Instagram, Twitter are all ideal networks to spread the word. Other simple ways you can further engage are as follows:

- Like/follow Roll Massif on Facebook, Twitter and Instagram
- RSVP to the Expo on Roll Massif's Facebook Event Page (you and all your staff!)
- Invite your friends to the Colorado Bike Expo's Event Page.

Weight Tents

All tents need to be weighted down properly; it does get windy in Palisade and we could encounter unexpected weather. Please station each leg with a 30 pound weight.

Expo Venue Map

You will receive the exhibitor map and expo layout when you arrive on-site.

I am here to answer any questions you have regarding the expo. Please let me know if there are any changes you would like to make. Thank you again for being an exhibitor! Looking forward to this year.

Best,
Liz