

We are very happy to have you on board as an exhibitor a part of the Colorado Bike Expo @ Elephant Rock. 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

Douglas County Fairgrounds
500 Fairgrounds Rd. Castle Rock, CO 80104

Sunday, June 7th - Outside on the Fairgrounds

7:30 a.m. - 9:30 a.m. Exhibitor Load-In

10:00 a.m. - 5:00 p.m. Expo

5:00 p.m. - 6:00 p.m. Exhibitor Strike

Insurance

It is required that all exhibitors have and show proof of insurance. Please email proof of insurance no later than May 21.

Here are the details:

-Name of the event holder: Elephant Rock

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

-Date: Friday June 5 - Sunday June 7

-Coverage amount: \$1,000,000

-Limits for coverage: no limits for the event

Prize Drawing and Fashion Show

A big thank you to our exhibitors donating items to the drawing and for those who have elected to take part in the fashion show! I will plan on picking up your drawing items on Sunday morning. For those participating in the fashion show, you will receive further instruction as we get closer to the event.

For those who may have not selected to participate in the aforementioned, it's not too late! We are still accepting prizes and I would love to have your company a part of the fashion show. If you would like to be involved now, simply drop me a line.

Promoting Exhibitors

To ensure the most bang for your buck, we want to promote your company on our 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.

Bike Expo 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 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

Become an Exhibitor at Other Roll Massif Events

We have some terrific bicycle tours in this summer's line up! These rides include: Crooked Gravel (July 24), Copper Triangle (August 6 - 7), Tour de Vineyards (September 18), Tour of the Moon (September 24 - 25) and VeloSwap (November 6). Exhibitors receive discounts when participating in more than one expo event:

- 2nd event = 10% off
- 3rd event = 15% off
- 4th event = 20% off
- Register for 2 events: 10% off VeloSwap

Lodging

Complimentary on-site indoor, outdoor and RV camping will be provided to exhibitors. Upon arrival, please ask Liz Brown for a camping tag. We are also able to provide discounted pricing at the Comfort Suite (4755 Castleton Way). Call today and mention the bike expo for the best rate: 303-814-9999.

Tax Requirement

If you are planning on selling at the expo, you will need to collect 4% for the Town of Castle Rock. Your tax form will be emailed out in the operations manual. I will come by and collect them at the end of the day on Sunday. You can either write a check out to Elephant Rock or provide cash. If you have any questions, let me know.

Weight Tents

All tents need to be weighted down properly; it does get windy in Castle Rock. Please station each leg with a 30 pound weight.

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

lbrown@pocketoutdoormedia.com