

wiggle  
**Amy's  
Gran Fondo**  
THE GREAT OCEAN RIDE

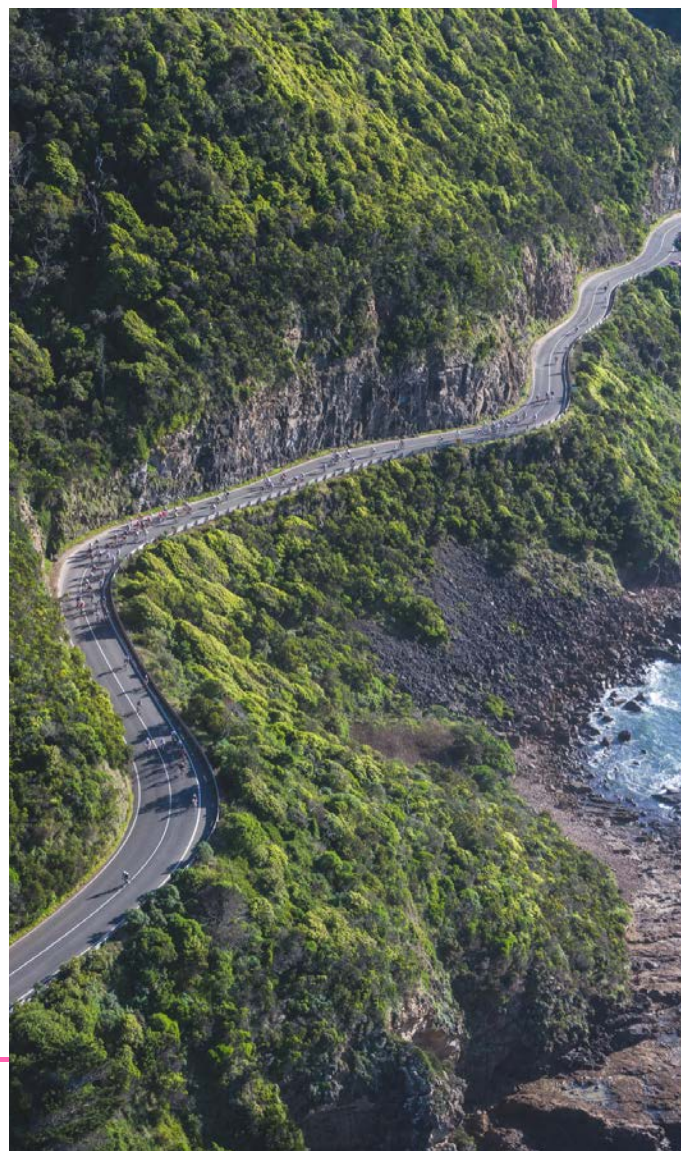
2017 WIGGLE AMY'S  
GRAN FONDO

# EXHIBITOR INFORMATION PACKAGE

## CONTACT:

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Prices within this document are correct at time of publication, but are subject to changes. Please confirm at the time of booking.



## EXHIBITOR INFORMATION PACK for 2017

### THE STATS

Visitors:

**18,000+**

Median income ranges:

**62% \$125k+**

**25% \$225k+**

Combined audience reach

**5 million**

Participants:

**6,000+**

Events & Activities:

**Sat & Sun**

Wiggle Amy's Gran Fondo is an internationally recognised, world-class event held on fully closed roads in one of the world's most idyllic destinations – the Great Ocean Road.

2017 is the seventh year Wiggle Amy's Gran Fondo has been held in Victoria.

It is Australia's leading mass participation event for all cyclists.

Alongside this fantastic event, the Event Village on Lorne's beach front buzzes all weekend with industry exhibitors, food vendors, music, children's entertainment and bars surrounding the big screen making it the ideal place for families to relax and for riders to wind down post-event.

With all new racing events added to the calendar on Saturday there are even more reasons for competitors and spectators to spend the entire weekend away. Participants and their families will be spending more time in and around Lorne and the event village will be the central location for all Wiggle Amy's Gran Fondo related activities.

## EVENTS 2017

With more participation and spectator events on during the 2017 Wiggle Amy's Gran Fondo, the village will be busier than ever

### New in 2017 -

- Apollo Bay Cyclocross racing (Saturday)
- Apollo Bay Gravel Fondo (Sunday)
- Apollo Bay Family Fondo (Sunday)

The 2017 Wiggle Amy's Gran Fondo takes place over two days, starting Saturday afternoon with the Amy's Otway Tour Men's & Women's Criteriums as part of the Subaru NRS in Lorne, followed by Amy's Wall Hill-Climb in the evening. Cyclocross racing will also take place in Apollo Bay in the afternoon.

On Sunday morning in Lorne, Australia's best NRS cyclists compete in the Amy's Otway Tour Classic, with the Medio Fondo and Family Fondo beginning shortly after, followed by the main event, the Gran Fondo. Meanwhile, in Apollo Bay, the inaugural Gravel Fondo will take place, as well as a Family Fondo.

With almost 6,000 cyclists taking part in 2016, the event has established itself as one of the most popular mass participation rides in Australia, offering a distance for every type of cyclist.



## EVENT VILLAGE

**Exhibits must be open:  
Sat 10am-5pm  
Sun 7am-4pm**

The Event Village is based on an open market style sold as spaces only; exhibitors are responsible for supplying their own pop-up tent and feather banners. It is possible to hire marquees and other accompanying furniture via our supplier (see the pricing table on next page).



## BOOKING YOUR SPACE:

To book your space and hire additional items if applicable, visit our website

<http://www.amysgranfondo.org.au>  
and click on the "Exhibitors" tab or go to  
<https://amysgranfondo2017.gofundraise.com.au/cms/exporegistration>

All marquees must be considered safe and in working order with appropriate signage and or 'cycling' associated branding.

Marquees must fit within the allocated space of your expo site with weights to be used. Should you require a vehicle on site it too needs to be built into your allocated space and is costed accordingly.

Additional items including furniture and weights can be hired by ticking appropriate boxes on the booking form.



## EXHIBITION SPACES: SITE MAP

Preferences for site location can be requested, but please note that the sites that are available are subject to change based on event sponsorship and site sizes as they are booked. We will do our best to accommodate your preference, but first in first served, so don't delay!

Site locations are marked out on this map as a guide only and will be confirmed during the booking process.



## PRICING & HIRE

Spaces do not include marquees or other equipment, these are available separately as per below:



### SPACE ONLY (INC GST)

- 3m x 3m: \$555
- 6m x 3m \$895
- 9m x 3m \$1025
- 6m x 6m \$1105

### MARQUEE HIRE (INC GST)

- 3m x 3m \$565
- 6m x 3m \$914
- 9m x 3m \$1025
- 6m x 6m \$1105

### FURNITURE HIRE

- 1.8m Trestle Table \$25
- White Plastic Chair \$6
- Table Cloth \$18
- 4x 25kg Marquee Weights \$58
- Pro Floor \$19/m<sup>2</sup>
- Carpet Square \$19/m<sup>2</sup>
- Solid Timber Flooring (6m/10m only) \$32/m<sup>2</sup>

### ELECTRICAL

- 10 Amp Power Outlet \$127
- 15 Amp Power Outlet \$144
- 3 Phase Power Outlet \$173
- 10m Extension Lead \$20
- Powerboard 4 Outlet \$15
- Test & Tag per item \$12

## FURTHER INFORMATION

### ONLINE SITE INDUCTION

All exhibiting personnel are required to complete the Online Site Induction in the two weeks prior to the event. Expo access will only be granted upon production of your induction certificate. A link to the online induction will be emailed to all registered exhibitors.

### BUMP IN - FRI SEPT 15 & SAT SEPT 16

Bump in commences at **12pm Friday 15 September 9am - 10am** or alternatively **6am-10am, Saturday 16 September**. All stock must be delivered during this time. All exhibitors are required to report to Amy's Gran Fondo Safety Officer at the southern vehicle entrance to collect accreditation prior to bump in. A safety vest and closed toe shoes must be worn during bump-in/bump-out at all times. A limited number of safety vests are available on site at a cost of \$10 each so it is recommended you bring your own vest. Anyone not wearing a safety vest and closed toe shoes will be asked to leave the area until properly attired.

### BUMP OUT - SUN SEPT 17

Bump out is strictly from **4pm - 7pm, Sunday 17 September**. All remaining stock/containers must be picked up on this date. Any exhibitor containers or stock left at the venue after the Sunday 13 September will be charged additional fees and may result in stock being thrown away.

### DELIVERIES

There is no storage area at the site, so all deliveries are the responsibility of the exhibitor. Sponsors are able to have us accept deliveries if needed. Contact us for more details and to make arrangements.

### WEATHER CONTINGENCY

Contingency plans are in place to deal with inclement weather. Expo site holders will be contacted if the Expo has to be closed due to weather. The terms and conditions include the change in conditions and event cancellation policy which, reverts to loss of the 20% deposit for administration fees.

### TERMS & CONDITIONS

Full Terms and Conditions can be viewed online and must be agreed to when registering.



Amy Gillett was an elite cyclist training for the Olympics when she was tragically hit and killed by a driver whilst cycling with her teammates in Germany. Amy's husband, Simon, together with Amy's parents Mary and Denis, concerned at the state of safety on our roads, started the foundation.

## THE AMY GILLETT FOUNDATION.

- Our Mission is for: Safe cycling in Australia
- Our Vision: Zero bike related fatalities by 2020

As Australia's leading cycling safety organisation, the Amy Gillett Foundation continues to promote actions to make cycling safer in Australia, such as:

- 'a metre matters' laws across Australia, to make sure drivers overtake or pass cyclists safely
- safer vehicles and safer speeds
- promote investment in cycling infrastructure
- educating cyclists to respect and obey road laws
- teaching motorists how to share the road safely with cyclists, including during driver education.

**Everyone deserves to get home safely.**