

IRELAND'S
BIGGEST



CAROLE NASH
The care it deserves



THE IRISH MOTORBIKE & SCOOTER SHOW

1 - 3 MARCH 2013 - RDS, DUBLIN



www.irishmotorbikeshow.com



THE IRISH MOTORBIKE & SCOOTER SHOW

VENUE

RDS Main Hall Complex, Dublin

DATES

1st – 3rd March 2013

STAND CHARGES (SPACE ONLY)

Up to 20 Sq. Mtr.	€160 per sq.m. + VAT
21 – 40 Sq. Mtr.	€145 per sq.m. + VAT
41 – 80 Sq. Mtr.	€120 per sq.m. + VAT
Over 80 Sq. Mtr.	€100 per sq.m. + VAT

STAND FITTING (FULL PACKAGE)

€37.50 extra per sq.m. + VAT

The Shell Stand Fitting Package includes

- ☀ Shell stand build/walls,
- ☀ Exhibition carpet
- ☀ Company/Brand name card
- ☀ Lighting

Stand Fitting is mandatory on all perimeter stands and on all stands of 16 sq. metres or less. Additional furniture, spots or sockets can be ordered via the exhibitor's manual.

**minimum size 6sq.m. stand*

TERMS

25 % on bookings received by
1st November 2012

50% on bookings received after
1st November 2012

100% on bookings received after
1st January 2013

Balances are due two months before the event

HOW TO BOOK A STAND

Stands may be reserved by completing and returning the Application for Space Form, together with the appropriate booking deposit. Exhibitors who book before 1st October may pay by direct debit on a monthly basis by 25th February 2013.

ORGANISERS:

SDL Exhibitions Ltd.
18 Main Street
Rathfarnham
Dublin 14



Tel: 01 490 0600 (Intl: +353 1 490 0600)

Fax: 01 490 8934 (Intl: +353 1 490 8934)

FOR INFORMATION & BOOKING DETAILS:

RUTH LEMASS

DIRECT LINE: +353 (0)1 405 5550

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E-MAIL: ruth@sdlexpo.com



SDL are members of the
Irish Exhibition Organisers Association.

MOVIN' ON 2013

MOVIN' ON 2013



Welcome to the 8th Carole Nash Irish Motorbike and Scooter Show taking over the RDS on 1st – 3rd March, 2013. This event is firmly established as the biggest and most important marketing & sales opportunity for the Irish Motorbike and Scooter Industry with up to 27,000 enthusiastic visitors.

Strategically timed at the start of the season the Carole Nash Irish Motorcycle & Scooter Show has become an institution in the motorcycle industry with all the top brands, encompassing all aspects of the industry and attracting thousands of biking enthusiasts from commuters to cruisers and off-road to racing enthusiasts. It is a festival of motorcycling with exciting high octane live action entertainment, world class stunt shows, demo races, celebrity racing stars, lifestyle fashion show, and the AMD Championship of Custom Bike Building.

NOW IS THE TIME TO FIRE UP YOUR BUSINESS!

The Carole Nash Irish Motorbike and Scooter Show is the way to do it! As Ireland's biggest fixture on the Irish motorcycling calendar 2013 it is your direct route to thousands of customers and generates significant direct and follow on sales for you.

REASONS TO EXHIBIT

- Showcase New 2013 Bikes
- Introduce new ranges of clothing and accessories
- Use volume sales to clear stock
- Meet your existing customers face to face (they will be there)
- Promote your business to new customers
- Meet lots of new customers and create more sales
- Organise test rides and close those bike deals



FILL YOUR ORDER BOOK FOR 2013 AND BEYOND!

27,000 Show visitors belong to your target market ... and are at the Show to spend!

FACTS AND FIGURES

Up to 27,000 biking enthusiasts attend the Carole Nash Irish Motorbike and Scooter Show.

- 94% of visitors described their visit as very worthwhile or worthwhile
- 91% of visitors indicated that they would visit the next event
- 86% of visitors own a motorbike or scooter
- 55% of visitors intend to spend between €500 and €30,000 as a result of visiting the Show
- 84% of visitors rate the bikes and accessories at the show as excellent or very good
- 67% of visitors can name the Show Sponsor
- 66% Intend replacing their existing bike



THIS SHOW HAS

WHAT'S ON SHOW?

If you supply any of the following or are a representative or distributor, you must not miss this superb sales opportunity!



www.irishmotorbikeshow.com



MOTOR BIKES

- SUPER BIKES
- SPORTS & SUPER SPORTS
- TOURING & SPORTS TOURING
- COMMUTER



CLOTHING & ACCESSORIES

- LEATHERS
- HELMETS
- RAIN WEAR
- SAFETY WEAR
- FOOTWEAR
- BIKE FASHION & STYLE
- SCOOTER GEAR
- RIDER COMMUNICATION & AUDIO SYSTEMS



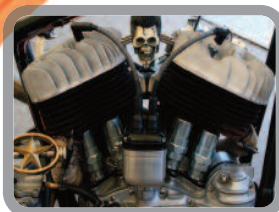
SCOOTERS & MOPEDS

- GROUP 1 SCOOTERS
- EXECUTIVE SCOOTERS
- SPORTS SCOOTERS
- COMMUTER MOPEDS



QUADS

- OFF ROAD FOUR WHEELERS
- KIDDIES FUN QUADS
- FARM WORKHORSE MODELS
- SPORTS & COMPETITION ADVENTURE QUADS



PARTS

- TYRES
- PERFORMANCE EQUIPMENT
- CARBONFIBRE/KEVLAR ACCESSORIES
- TUNING/CUSTOM PARTS
- SPECIALIST EXHAUST SYSTEMS



RACING & COMPETITION BIKES

- CIRCUIT RACING
- ROAD RACING
- SPRINTS & HILLCLIMBS
- MOTO-X
- SUPER MOTO RACING
- MINI MOTO RACING
- TRIALS & ENDURO
- TRACK DAYS



TCLUBS & ASSOCIATIONS

- MOTORCYCLE TRAINING SCHOOLS
- INSURANCE & FINANCE
- MOTORCYCLE RECOVERY
- MOTORCYCLE HIRE & TOURS

MOVIN' ON 2013

NEW LIVE ENTERTAINMENT 2013

Apart from stand space for up to 100+ exhibitors, areas have been set aside for some exciting entertainment features which include:

- 🔥 Flat Track Racing
- 🔥 Xtreme Trials Action Arena
- 🔥 World Class Freestyle Stunts Arena
- 🔥 Gravity Defying Wall of Death
- 🔥 Motorcycle Lifestyle Fashion Show
- 🔥 Racing Stars Interview Stage
- 🔥 Training & Safety Advice
- 🔥 Babe of the Year Competition
- 🔥 Flat Track Racing
- 🔥 Mini Moto Racing
- 🔥 AMD World Championship of Custom Bike Building Competition





SPONSORSHIP OPPORTUNITIES

The Carole Nash Irish Motorbike & Scooter Show offers commercial organisations a number of unique opportunities to raise the profile of their company, brand and services and promote their products to a nationwide audience.

Sponsorship at the Irish Motorbike & Scooter Show carries significant brand awareness potential and has proven to provide an excellent return on investment for past sponsors.

Participating in the Irish Motorbike & Scooter Show is a fantastic opportunity offering not only increased visibility and reinforcement of your brand, but also the occasion to leverage a positive association with Ireland's biggest motorcycle exhibition.

BENEFITS TO SPONSORS

SPONSORSHIP PACKAGES

- Live Action Arena – World Class Streetstyle Stunt Shows
- Motorcycle Lifestyle Fashion Show
- Babe of the Year Competition
- Speed & Fun Outdoor Arena – Flat Track Racing
- Motorcycle Distributors Display Hall And Entrance
- AMD World Custom Bike Building Competition
- Low Speed Control Arena
- Goodie Bag Branding
- Goodie Bag Product Placement
- Helpdesk – Training, Safety and Bikers Queries Centre
- Racing Stars Interview Stage
- Helmet Creche
- Visitors Bar
- Exhibitors Party in RDS



1- 3 MARCH 2013 - RDS, DUBLIN

- Positive lifestyle association
- Perceived leader in marketplace
- Extensive media coverage/ brand exposure
- Branding on all promotional material, tickets, adverts & posters
- Dedicated website with links facilitating data capture relevant to sponsor's products or services
- Sponsoring will reinforce your position with existing and new clients .
- Opportunity for:
 - Product launches
 - Hospitality events
 - Consumer research
 - Workshops

Whether you want to drive sales, increase awareness and sales, the Carole Nash Irish Motorbike & Scooter Show can tailor make a sponsorship and promotional package that meets with your needs.

MOVIN' ON 2013

FOR INFORMATION & BOOKING DETAILS:

Ruth Lemass on tel: +353 (0)1 4055550, mobile: 087 2497716 or email: ruth@sdlexpo.com

BEAT THE BLUES – NEW CUSTOMERS AWAIT YOU!

A motorcycle is the answer to rising fuel, tax and insurance costs, traffic gridlock and, for many, a practical solution to everyday costs! People, who would not have considered a motorbike or scooter, can now see the very real benefits of going for 2 wheels.

MOTORCYCLE TOURISM

With many motorcyclists choosing to combine their holiday and hobby there is great interest in motorcycle tourism, both here and abroad. The Show is the place to sell local and international tours.

MOTORCYCLE LIFESTYLE FASHION SHOW

Motorcycle lifestyle is also an important part of the Carole Nash Irish Motorcycle and Scooter Show with huge demand from our visitors for new clothing and accessories. To help you sell your motorcycle clothing, 2013 exhibitors can apply for catwalk time on the **Motorcycle Lifestyle Fashion Shows** – where up to 27,000 people will see how good they can look in your gear.

SAFETY / TRAINING

With compulsory training now law for 1st time motorbike riders, motorcycle safety and its associated products have never been more relevant than now. The Carole Nash Irish Motorbike and Scooter Show brings bikers and trainers together and is supported by The Road Safety Authority and the Garda Siochana.

EQUIPMENT

After market equipment such as exhausts, luggage systems and specialist parts are more in demand than ever before.

Exhibitors at the Carole Nash Irish Motorbike and Scooter Show always offer great value so bikers make their purchases for the coming year at the Show.

MOTORCYCLE SPORTS

Our motorcycle sports zone will include vendors and promoters of track days, off-road schools and motorcycle racing clubs both here in Ireland and overseas.

AMD WORLD CHAMPIONSHIP OF CUSTOM BIKE BUILDING COMPETITION

A highlight of the Show for many visitors is the Irish **Qualifier of the AMD World Championships of Custom Bike Building**. There are 2 prizes of a trip to the AMD World Championship of Custom Bike Building. 'Best of Show' will become Ireland's Champion of Custom Bike Building 2013 and the other is the Best European/UK Custom Bike.

CAROLE NASH INSURANCE SHOW SPONSOR

Carole Nash Insurance joined the team as sponsors in 2004 and will continue to support the show as sponsors in 2013. As a leading supplier of insurance cover to the biking community Carole Nash make a significant contribution to the success of the exhibition and will be there to assist visitors with any query regarding their insurance cover.



WHO ARE WE – THE ORGANISERS?

SDL Exhibitions Ltd are in the business of creating and running successful exhibitions in a huge variety of industries for the past 30 years.

We're passionate about bikes and about providing an Exhibition that offers motorcycle enthusiasts everything they want from their Show – which includes not only comprehensive retail areas but world class entertainment.

DYNAMIC LIVE ENTERTAINMENT 2013

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- Training & Safety Advice
- Babe of the Year Competition
- AMD Championship of Custom Bike Building Competition
- Mini Moto Racing



MEDIA EXPOSURE & PROMOTIONAL OPPORTUNITIES

Exhibitors will be given the opportunity to take full advantage of the Show's extensive promotional campaign through sponsorship, competitions, PR, advertising, online blogs and social media. In previous years these included interviews and/or demonstrations on TV3 Ireland AM, RTE TV's Nationwide, t2FM Roadcaster, 98FM, FM104 and many other regional radio stations. A 16 Page Show Supplement in the Star Newspaper, The Sunday World, The Evening Herald, Bike Buyers Guide, Streetfighter Magazine, BSH, Irish Racer and Buy and Sell as well as editorial and photographic coverage in all of the leading national and regional newspapers.



EVERYTHING!