



2026

**THE FLORIDA MOTORCYCLE TOUR BEGINS HERE.
BUILT BY RIDERS. FUELED BY PASSION.**

INFO@MOTORCYCLEEXPO.US ◊ **(561) 578-2644**

 **MotorcycleExpo.us**

 **@MotorcycleExpo**

 **@Motorcycle_Expo**

Presented by
 **PROMO
STUFF
4YOU.com**



THE BIG VISION

**After a successful 2025 debut in West Palm Beach,
the Motorcycle Expo is hitting the road.**

We're expanding into multiple Florida markets including Fort Lauderdale, Tampa / Fort Myers, Daytona Beach, Jacksonville, and Palm Beach — turning the state into one giant celebration of motorcycle culture, lifestyle, and innovation.

2025 proved the concept. 2026 is the expansion.

2025: THE LAUNCH THAT STARTED IT ALL

The inaugural Motorcycle Expo in West Palm Beach set a new standard for what a motorcycle show could be — professional, elevated, and brand-driven.

While official attendance numbers will be published after the event, early results are extremely promising. Exhibitor response has been strong, major industry players are involved, and buzz across the motorcycle community continues to build heading into show weekend.

The foundation is solid, the concept is proven, and the momentum is real. That's why we're opening statewide partnership and sponsorship opportunities now — to give leading brands the chance to secure prime positioning before the full rollout of our 2026 tour.

Year 1 Highlights:

- 2,317 total registrations
- 65 exhibitors and sponsors
- Influencer appearances including Paul Teutul Jr.
- Built from concept to execution in under 6 months

2025 SOCIAL MEDIA PRESENCE

19 DAYS LEFT

AUGUST SPECIAL
HURRY & USE CODE
AUGUST20
AT CHECKOUT TO GET
20% OFF YOUR EXPO
TICKETS

BOOTH & BRANDS
STILL AVAILABLE

MERCH STORE SHOWCASE

EARLY BIRD RUMBLE
10% OFF ADULT & VIP TICKETS
TIL JULY 31

FREE TEE
YOU'RE WELCOME

GET A FREE
EXPO SHIRT

LAST CALL BEFORE
PRICE CREEP

SPooky SEASON IS UPON US

4 DAYS LEFT

PBSO: WHERE SAFETY MEETS
STUNT LEVEL SKILLS

ALMOST SOLD OUT!

LIKE
FOLLOW
SHARE
WIN PRIZES

MEET THE LEGEND
PAUL Jr.

MEET
STEPHANIE

STAR SPANGLED
SPECIAL EXTENDED

ALMOST SOLD OUT!

VENDORS WANTED
Tire Kickers, Not so much.

NOW BOOKING

Ongoing multi-channel campaign: Instagram, Facebook, Radio & TV support.

STATEWIDE MEDIA & DIGITAL REACH

Social Media Reach: (Oct 25-Nov 25, 2025)

- 271,100+ total views
- Strong engagement across reels, stories, and posts
- Content drops across Instagram, Facebook, & TikTok
- Influencer-driven organic reach

Instagram Snapshot:

- @motorcycle_expo — 3,759 followers and growing
- 170+ posts and active community interaction

Outdoor Advertising:

- High-visibility billboard placement across Palm Beach
- Sponsored by Law Tigers, our 2025 Media Partner



+ motorcycle_expo • ④ ≡



Motorcycle Expo

172 posts

3,759 followers

3,449 following

Motorcycle Expo 2025 | Nov 22-23 | Palm Beach County Convention Center — The bikes, the legends, the chaos. Be there or get left in the exhaust.

motorcycleexpo.us and 1 more

motorcycle_expo Jeff Greenberg

Professional dashboard

271.1K views in the last 30 days.



Local Radio Feature:

- Featured on 103.1 New Country, reaching South Florida's rider and lifestyle audience



Your brand doesn't just show up at the Motorcycle Expo — it's amplified across Florida through digital, outdoor, and radio exposure long before the doors even open.

2025 MEDIA SPONSOR



Media Highlight

2025 EXHIBITORS & SPONSORS



LAW TIGERS®
MOTORCYCLE LAWYERS
Florida Qualifying Provider

ORA
ULTRA CABARET



Flaviar

MADD
SOUTH FLORIDA
IMPAIRED DRIVING
ENDS HERE.

SAHIRA
JEWELRY DESIGN

SouthState



Flex
VINTAGE MOTORCYCLES



PALM BEACH
HEALTH CENTER
PALMBEACHHEALTHCENTER.COM

TRIANGLE
FRAGRANCE
NEW YORK

SUPREME
COATINGS

COMPASS
CREDIT UNION

CUTCO
The World's Finest Cutlery

TRAUMOTO
EST. 25

TOQUE CUSTOM
CYCLES

MOISTMATE
WAXES

ON TARGET
DIGITAL MARKETING AGENCY

ZPRO
TRAILERS

NEXTGEN
INSURANCE AGENCY

OBZEN
TATTOOS

MAGIK BOX
Creations

LED
edge

TBC

MCYCLE
SUSPENSION
MOTORCYCLE SHOP



WHY IT MATTERS

The Motorcycle Expo connects your brand to the heart of a culture that lives and breathes loyalty. Riders don't just buy — they believe.

This is your chance to:

- Put your brand face-to-face with qualified, purchase-ready consumers.
- Showcase products to thousands of enthusiasts in five high-value markets.
- Build a year-round relationship with a growing community of passionate riders.
- Dominate Florida's motorcycle scene with category exclusivity and statewide exposure.

We're not throwing events. We're building Florida's premier motorcycle trade and lifestyle tour.



THE 2026 TOUR MAP

Multiple strategic markets. Massive statewide reach.

- **West Palm Beach** – The flagship. 50,000 sq ft of exhibit space, media coverage, and national attention.
- **Fort Lauderdale** – Gateway to South Florida's luxury and performance scene.
- **Tampa / Fort Myers** – Gulf Coast stronghold for Harley, sport, and adventure riders.
- **Daytona Beach** – One of America's most iconic motorcycle markets, driven by decades of industry events and rider culture.
- **Jacksonville** – North Florida's fastest-growing rider base.

**Additional Locations are TBD*

Combined regional reach: 4 million+ motorcycle enthusiasts within a 90-mile radius.

SPONSORSHIP OPPORTUNITIES

A multi-city platform that gives brands reach and exclusivity to truly own their category.

TITLE SPONSOR – \$75,000

- Exclusive statewide category rights
- Prominent logo placement on billboards, media, and signage
- Co-branding across marketing campaigns
- VIP hospitality and product integration opportunities

Booth Presence at all Events

PRESENTING SPONSOR – \$40,000

- Prominent logo placement and mentions
- Social and media inclusion
- Booths in all selected markets

Three Tour Markets of Choice

SUPPORTING SPONSOR – \$20,000

- Branded exposure + booth + digital mentions

Two Tour Markets

OFFICIAL PARTNER – \$10,000

- Logo inclusion + exhibitor booth + local PR

One Tour Market

CUSTOM ACTIVATIONS – VARIES

Bike-build showcases, demo zones, VIP lounges, Tattoo Row, stunt arenas, product lounges — if you can dream it, we'll build it.

A management and coordination fee of 20 percent applies to all sponsorship packages to cover statewide media, fulfillment, and operational execution.

SPONSORSHIP LEVELS

This grid gives a snapshot of what each partnership level includes. The deeper your commitment, the bigger your footprint — and the stronger your brand's connection with Florida's motorcycle community.

BENEFITS	TITLE SPONSOR	PRESENTING SPONSOR	SUPPORTING SPONSOR	OFFICIAL PARTNER	CUSTOM ACTIVATIONS
Investment	\$75,000	\$40,000	\$20,000	\$10,000	Varies
Markets Included	All Tour Markets	Any 3 Tour Markets	Any 2 Tour Markets	1 Tour Market	1+
Booth Space	Premium at all shows	Prime	Standard	Standard	Custom
Category Exclusivity	Yes	Shared	Shared	No	Depends
Logo on Media	Yes	Yes	Limited	Local Only	Case-by-case
Digital & Social	Statewide	Regional	Regional	Local	Case-by-case
Press & PR	Yes	Yes	Select	Local	Case-by-case
VIP Hospitality	Full Access	Limited	Optional Add-on	Optional Add-on	Custom
Co-Branding	Yes	Partial	No	No	Custom
Product Integration	All Cities	3 Cities	2 Cities	1 City	Custom
First Rights of Renewal	Yes	Yes	Yes	No	N/A

A management & coordination fee of 20% is included to cover access to statewide marketing, coordination, and post-event performance reporting.

EXHIBITOR OPPORTUNITIES

Returning 2025 Exhibitors: Renew before December 31, 2025 and keep your original pricing.

NEW EXHIBITOR BOOTHS

BOOTH TYPE	SIZE (FT)	PRICE
Standard	10x10	\$1,500
Plus	10x20	\$2,800
Deluxe	20x20	\$5,000
Premium Corner/ Anchor	Custom	\$6,500+

Optional add-ons: electrical, carpet, upgraded signage, premium placement, internet/wifi.

Booths are limited and first-come, first-served in every city.



WHO ATTENDS

This isn't your typical biker crowd — it's a modern, spend-ready demographic that drives the real motorcycle economy.

- 65 percent male / 35 percent female
- Median age 30–55
- Average income \$90K+
- 80 percent own at least one motorcycle
- 70 percent make direct purchase decisions for parts, apparel, and accessories

They're loyal. They're passionate. They're your next customers.



MEDIA & MARKETING POWER

When we show up in a city, people know it.

- Radio + TV campaigns powered by Law Tigers and regional media partners
- Billboard and digital display network coverage in every market
- 250K+ combined social impressions per month across all platforms
- Influencer coverage, livestreams, and local press partnerships

Your brand doesn't just appear — it dominates.



THE ENERGY

What sets Motorcycle Expo apart?

We deliver the balance no one else has:
commerce, culture, and credibility.

We're building a platform that grows with your brand —
not just a weekend event.

Every city amplifies your exposure. Every show grows your footprint.

This is how you build brand equity in the motorcycle world —
not by shouting into the noise, but by leading the movement.



WHAT MAKES MOTORCYCLE EXPO DIFFERENT

The Motorcycle Expo isn't another bike night, parking-lot rally, or pop-up weekend ride.

Those have their place — this is something bigger.

We've built a professional, brand-driven environment that gives riders and companies what those smaller events can't. This isn't a bike night or a parking-lot rally — it's Florida's evolution of an EICMA-style exhibition, built with a curated, industry-focused approach that aligns with what OEMs and leading partners expect:

- Indoor, climate-controlled venues built for serious engagement
- Curated exhibitor lineup focused on quality, not quantity
- Industry integration that connects OEMs, dealers, and product makers with real customers
- Media coverage and sponsorship activation that extend far beyond a weekend
- Year-round marketing reach through digital, social, and multi-city promotion

This isn't "show up and hang out." It's "show up and scale up."

Motorcycle Expo is where the culture meets the commerce — where motorcycle enthusiasm becomes real business growth.

NEXT STEPS

1

Schedule a sponsor briefing with Jeff or Dan

2

Select your markets and activation level

3

Reserve your sponsorship or booth and lock premium placement

JOIN THE MOVEMENT

Florida's fastest-growing motorcycle expo series is expanding — and this is your opportunity to be part of it from the start. Let's build something legendary together.

JEFF GREENBERG *Founder & CEO*

 jeff@motorcycleexpo.us

 **561-578-2644**

DAN NATHANSON *Strategic Partnerships*

 dan@motorcycleexpo.us

 **561-948-1591**

For more info, visit
MOTORCYCLEEXPO.US



INFO@MOTORCYCLEEXPO.US ◊ ***(561) 578-2644***



MotorcycleExpo.us



@MotorcycleExpo



@Motorcycle_Expo