



# MOTORCYCLE EXPO

## 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**  
MotorcycleExpo.us/Tickets

**AUGUST SPECIAL**  
HURRY & USE CODE **AUGUST20**  
AT CHECKOUT TO GET **20% YOUR EXPO OFF TICKETS**  
Once the Calendar flips over, Deals Off!  
MotorcycleExpo.us/Tickets

**FREE TEE YOU'RE WELCOME**  
GET A FREE EXPO SHIRT When You Register  
MotorcycleExpo.us/Tickets

**4 DAYS LEFT**  
Hurry & Use Code **EASYRIDER** To Get **10% ADULT & OFF VIP TICKETS**  
MotorcycleExpo.us/Tickets

**LIKE FOLLOW SHARE WIN PRIZES**  
MotorcycleExpo.us/Tickets

**MEET THE LEGEND PAUL Jr.**  
AUTOGRAPH SESSIONS  
• Two Sessions per Day  
• 100% Free Autographs  
• Limited Availability  
• Photo ready for just \$10.  
• No Merch? NO PROBLEM!  
We've got you covered, with a selection of 3x5" photos ready for just \$10.  
MotorcycleExpo.us/Tickets

**BOOTHS & BRANDS STILL AVAILABLE**  
CALLING ALL MOTORCYCLE  
• Builders  
• Dealers  
• Custom Shops  
• Services  
• Apparel Shops  
• Accessories  
CONTACT US FOR INQUIRIES  
• Info@MotorcycleExpo.us  
• MotorcycleExpo.us

**MERCH STORE SHOWCASE**  
MOTORCYCLE EXPO ERA T-SHIRTS  
Pick a side with our ERA T-SHIRT's out Now!  
• 100% Cotton  
• Fit-to-Size  
• Free Shipping  
GET YOURS NOW! MotorcycleExpo.Shop

**LAST CALL BEFORE PRICE CREEP**  
HURRY & USE CODE **AUGUST20**  
AT CHECKOUT TO GET **20% YOUR EXPO OFF TICKETS**  
OFFER ENDS THIS MONDAY  
Don't want to miss it? Get Them Now!  
MotorcycleExpo.us/Tickets

**PBSD: WHERE SAFETY MEETS STUNT LEVEL SKILLS**  
Live Demos • Meet-&-Greet • Safety Tips  
Catch precision riding on full display this November  
MotorcycleExpo.us/Tickets

**Star Spangled SPECIAL EXTENDED**  
BOOK YOUR SPACE BEFORE **JULY 31st AND GET 20% OFF**  
YOUR BOOTH  
NOVEMBER 22 - 23, 2025  
Palm Beach County Convention Center  
• (561) 870-7010 • Info@MotorcycleExpo.us • MotorcycleExpo.us

**MEET STEPHANIE**  
@steph\_ridess  
GET YOUR TICKETS TODAY  
• MotorcycleExpo.us • Info@MotorcycleExpo.us

**EARLY BIRD RUMBLE**  
10% ADULT & VIP TICKETS 'TIL JULY 31  
THE MOTORCYCLE EXPO HITS PALM BEACH THIS NOVEMBER  
Customers • Gear • Live Demos • Raw Horsepower  
to snag your tickets Now!  
MotorcycleExpo.us/Tickets

**SPOOKY SEASON IS UPON US**  
GET YOUR TICKETS NOW!  
MotorcycleExpo.us/Tickets

**IT'S ALIVE!!!**  
WEBSITE IS UP  
GET YOUR TICKETS NOW  
MotorcycleExpo.US

**ALMOST SOLD OUT!**  
CALLING ALL MOTORCYCLE  
• Leatherworkers  
• Wrappers  
• Artists  
• Painters  
• Electronics  
CONTACT US FOR INQUIRIES  
• Info@MotorcycleExpo.us • Info@MotorcycleExpo.us

**VENDORS WANTED**  
Tire Kickers, Not so much.  
CALLING ALL BIKE BUILDERS • GEARHEADS • RENEGADE BRANDS  
If your product makes riders go "hell yeah", you should probably be at the Motorcycle Expo. Let's fill this place with badass.  
APPLY NOW  
MotorcycleExpo.us/exhibit

**NOW BOOKING**  
• Manufacturers  
• Dealers  
• Gear Brands  
• Innovators  
• Sponsors  
NOVEMBER 22 - 23, 2025  
Palm Beach County Convention Center  
• (561) 870-7010 • Info@MotorcycleExpo.us • MotorcycleExpo.us

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

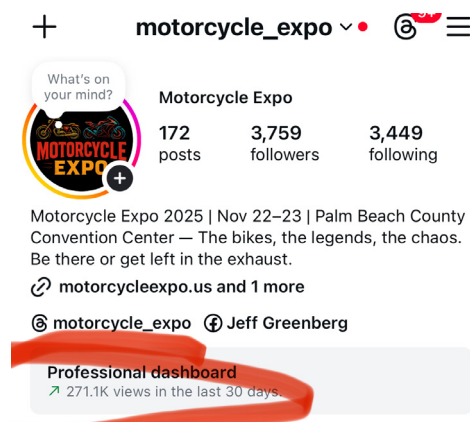
# STATEWIDE MEDIA & DIGITAL REACH

## 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



## 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



**LAW TIGERS®**

**MOTORCYCLE LAWYERS**

*Florida Qualifying Provider*



*Media Highlight*

# 2025 EXHIBITORS & SPONSORS



**LAW TIGERS**  
MOTORCYCLE LAWYERS  
Florida Qualifying Provider

**ORA**  
ULTRA CABARET



Flaviar

**MADD**  
SOUTH FLORIDA  
IMPAIRED DRIVING  
ENDS HERE.



PALM BEACH  
HEALTH CENTER  
PALMBEACHHEALTHCENTER.COM

TRIANGLE  
FRAGRANCE  
NEW YORK





## **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***

***Booth Presence at all Events***

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

## ***PRESENTING SPONSOR – \$40,000***

***Three Tour Markets of Choice***

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

## ***SUPPORTING SPONSOR – \$20,000***

***Two Tour Markets***

- Branded exposure + booth + digital mentions

## ***OFFICIAL PARTNER – \$10,000***

***One Tour Market***

- Logo inclusion + exhibitor booth + local PR

## ***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.

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

## **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**