



2026-2027 TOUR

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

MOTORCYCLEEXPO.US ♦ INFO@MOTORCYCLEEXPO.US

☎ (561) 489-7993

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Presented by
**PROMO
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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 not just Palm Beach, but also Tampa and Jacksonville, turning the state into one giant celebration of motorcycle culture and lifestyle.

2025 proved the concept. 2026 is the expansion.

PROOF OF CONCEPT: A POWERFUL FIRST YEAR

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 2026-2027 tour.

YEAR 1 HIGHLIGHTS

Just under 3,000 guests attended

Influencer appearances including Paul Teutul Jr.

65 exhibitors and sponsors

Built from concept to execution in under 6 months

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.



MEDIA & MARKETING POWER

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

- Radio + TV campaigns powered by our media sponsors 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.

2025 SOCIAL MEDIA PRESENCE

19 DAYS LEFT
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AUGUST SPECIAL
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AT CHECKOUT TO GET
20% YOUR EXPO OFF TICKETS
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MEET THE LEGEND PAUL Jr.
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We've got you covered, with a selection of 3x5 photos ready for just \$10.
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BOOTH & BRANDS
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PBSD: WHERE SAFETY MEETS STUNT LEVEL SKILLS
Live Demos • Meet-&-Greet • Safety Tips
Catch precision riding on full display this November
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★ **20% OFF** ★
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10% ADULT & VIP TICKETS OFF 'TIL JULY 31
THE MOTORCYCLE EXPO HITS PALM BEACH THIS NOVEMBER
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• Wrappers
• Artists
• Painters
• Electronics
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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
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Ongoing multi-channel campaign: Instagram, Facebook, Radio & TV support.

2025 EXPO PHOTOS



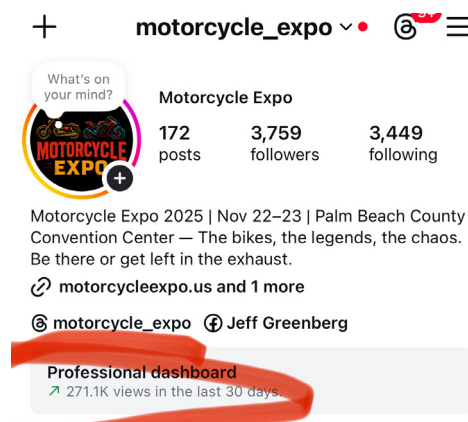
STATEWIDE MEDIA & DIGITAL REACH

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 receives exposure before, during, and long after the event through our digital, influencer, and media ecosystem.

2025 MEDIA SPONSOR



LAW TIGERS®

MOTORCYCLE LAWYERS

Florida Qualifying Provider



Media Highlight

THE 2026-2027 TOUR MAP

Multiple strategic markets. Massive statewide reach.

1 TAMPA *November 6-8, 2026*

- Gulf Coast stronghold for Harley, sport, and adventure riders.
- **Venue:** Florida State Fairgrounds, Tampa

2 PALM BEACH *February 12-14, 2027*

- Flagship. 50,000 sq ft of exhibit space, media coverage, & national attention.
- **Venue:** South Florida Fairgrounds, Palm Beach County

3 JACKSONVILLE *April 16-18, 2027*

- North Florida's fastest-growing rider base.
- **Venue:** TBD

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

WHY BRANDS PARTNER WITH MOTORCYCLE EXPO

SPONSORS PARTICIPATE TO:

- Launch new products to passionate riders
- Generate dealer and consumer leads
- Build brand visibility across multiple Florida markets
- Create social media and influencer content
- Connect directly with the motorcycle community

2025 EXHIBITORS & SPONSORS



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MOTORCYCLE LAWYERS
Florida Qualifying Provider

ORA
ULTRA CABARET



Flaviar

MADD
SOUTH FLORIDA
IMPAIRED DRIVING
ENDS HERE.



SouthState



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NEW YORK



NEXT GEN
INSURANCE AGENCY





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.

SPONSORSHIP OPPORTUNITIES (1/2)

The Motorcycle Expo is building a multi-city motorcycle platform across Florida, connecting brands directly with riders, builders, dealers, and enthusiasts in key markets.

TITLE SPONSOR – \$60,000

Largest Presence at all Events

The premier partner of the Motorcycle Expo Tour.

- Premium brand visibility across all markets
- Top logo placement across event marketing and signage
- Category exclusivity, media integration, and more...

PRESENTING SPONSOR – \$35,000

Prominent Presence at all Events

A major partner supporting the entire Expo tour.

- Large activation space
- Logo placement across marketing and signage
- Social media promotion, stage mentions, and more...

FOUNDING SPONSOR – \$20,000

Presence at Two Events

For brands that want to grow with the Expo as the platform expands across Florida.

- Logo inclusion across digital and event marketing
- Premium booth placement
- Social media promotion, and more...

SPONSORSHIP OPPORTUNITIES (2/2)

SUPPORTING SPONSOR – \$10,000

Presence at One Event

The premier partner of the Motorcycle Expo Tour.

- Premium booth placement
- Logo placement on event website sponsor section and signage at the show
- 3–5 dedicated social media promotions
- Inclusion in pre-event email campaign and stage mentions during the event

OFFICIAL PARTNER – \$5,000

Presence at One Event

Entry-level partnership for companies that want visibility within the Expo ecosystem.

- 10x10 booth presence
- Logo listed on sponsor section of website
- Sponsor listing on event signage
- Included in general sponsor recognition across event marketing

CUSTOM ACTIVATIONS – VARIES

**Sponsors can activate their brand through unique experiences within the Expo.
Custom activations can also be created to align with sponsor goals.**

Examples Include:

- VIP Rider Lounge, Tattoo Row, Podcast Stage, Influencer Content Lounge, Builder Championship Awards

BRAND ACTIVATIONS & EXPERIENCES

SPONSORS CAN OWN AND PRESENT EXPERIENCES INCLUDING

Main Stage & Podcast Stage

Presented by _____

Builder Showcase

Presented by _____

VIP Rider Lounge

Presented by _____

Influencer Content Lounge

Presented by _____

Tattoo Row & Lifestyle Zone

Presented by _____

Builder Championship Awards

Presented by _____

Custom Brand Experiences

Select activations may be available exclusively to sponsors.

***Custom branded activations can be created to align with sponsor goals.
Limited activation opportunities available per event.***

SPONSORSHIP LEVELS

This grid gives a snapshot of what each sponsorship 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	FOUNDING SPONSOR	SUPPORTING SPONSOR	OFFICIAL PARTNER	CUSTOM ACTIVATIONS
Investment	\$60,000	\$35,000	\$20,000	\$10,000	\$5,000	Varies
Events Included	All 3 Events	All 3 Events	Any 2 Events	1 Event	1 Event	1+
Booth Space	Premium	Premium	Premium	Premium	Standard	Depends
Category Exclusivity	Yes	Shared	Shared	No	No	Depends
Logo on Media	Yes	Yes	Limited	Regional	Local Only	Case-by-case
Digital & Social	Statewide	Regional	Regional	3-5 Dedicated Posts	Sponsor Listing	Case-by-case
Press & PR	Yes	Yes	Select	Email Campaign	Local	Case-by-case
VIP Hospitality	Full Access	Limited	Optional Add-on	Limited Access	Optional Add-on	Custom
Co-Branding	Yes	Partial	No	No	No	Custom
Product Integration	All 3 Events	All 3 Events	Any 2 Events	1 Event	1 Event	Custom
First Rights of Renewal	Yes	Yes	Yes	No	No	N/A

A 20% management allocation supports statewide marketing, coordination, and post-event performance reporting. Sponsor spots are limited.

EXHIBITOR OPPORTUNITIES

NEW EXHIBITOR BOOTHS

<i>BOOTH TYPE</i>	<i>SIZE (FT)</i>	<i>PRICE</i>
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.



HIGH-VALUE MOTORCYCLE CONSUMERS

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% own at least one motorcycle
- 70% make direct purchase decisions for parts, apparel, and accessories

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

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.

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

Founding sponsors secure category exclusivity, early positioning, and long-term brand integration as the Expo expands across Florida.

SECURE YOUR POSITION EARLY

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*

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