MOTORCYCLE™ EXPO

2027 TOUR

THE FLORIDA MOTORCYCLE TOUR BEGINS HERE.

BUILT BY RIDERS. FUELED BY PASSION.

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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 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. 2027 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 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

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

2025 EXPO PHOTOS

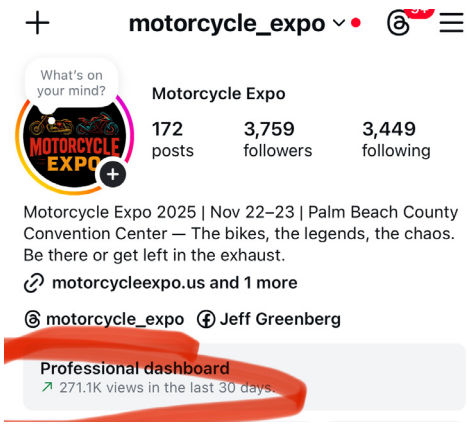
STATEWIDE MEDIA & DIGITAL REACH

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 2027 TOUR MAP

Multiple strategic markets. Massive statewide reach.

1 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**

2 TAMPA *March 20-21, 2027*

- **Gulf Coast stronghold for Harley, sport, and adventure riders.**
- ***Venue:*** **The Motor Enclave, Tampa**

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

LAW TIGERS
MOTORCYCLE LAWYERS
Florida Qualifying Provider

ORA
ULTRA CABARET

PALM BEACH HARLEY-DAVIDSON

Broward Motorsports
You Gotta Ride!

MANIC CYCLE

DaMonkey MotoRentals

nbt CLOTHING

GREY TEAM

Palm Beach Chapter HOG

The Distinguished Gentlemans Ride

Stormy's Stitchations

SCHOOL of ROCK

Daytona HELMETS
"Leading The Way In Quality Headgear"

Paul Jr. Designs

KRISTEN STROUT RACING

APEX BAGGERS

GG1 POWERSPORTS OF PALM BEACH

AT&T

TOP RIDER

Flaviar

MADD SOUTH FLORIDA
IMPAIRED DRIVING ENDS HERE.

SAHIRA
JEWELRY DESIGN

SouthState

Palm Beach Autographs

MIMI AND MOTO
THE MOTORCYCLE MONKEYS

SV STAY VERTICAL

SHRUNK 3D

CYCLEFISH

Hex
VINTAGE MOTORCYCLES

MCVESTS.COM

Priority 1 P1 POWERSPORTS
OUR CUSTOMERS ARE PRIORITY ONE

Optavise
Washington National

WHEELS UP TRAINING LLC
MAKE LIFE A RIDE!

RideSMART FLORIDA

salo spa

THE TICKET CLINIC
A LAW FIRM

PALM BEACH HEALTH CENTER
PALMBEACHHEALTHCENTER.COM

TRIANGLE FRAGRANCE
NEW YORK

SUPREME COATINGS

COMPASS CREDIT UNION

CUTCO
The World's Finest Cutlery

TRAUMOTO EST 25

TORQUE CUSTOM CYCLES

MOSTIMAGE CUSTOMS
MIAMI, FL

ON TARGET
DIGITAL MARKETING AGENCY

ZPRO TRAILERS

NEXTGEN INSURANCE AGENCY

OBZEN TATTOOS

MagikBox Creations

LED 4 EVER

TBC

BLACKANDAIRSUSPENSION.COM
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.

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

BOOTH TYPE	SIZE (FT)	PRICE
Standard	10x10	$1,000
Plus	10x20	$1,500
Deluxe	20x20	$2,000
Custom	*Contact us for pricing*	

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.

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.

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.

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For more info, visit

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