

# WE HAVE YOUR CUSTOMERS

- ◆ 70% of attendees have household income of \$40,000+, and 33% have household income of \$80,000+
- ◆ 83% of attendees come from outside Nevada
  - Pacific (Alaska, California, Hawaii, Oregon, Washington) 39.4%
  - Southwest (Arizona, New Mexico, Oklahoma, Texas) 21.5%
  - Mountain (Colorado, Idaho, Montana, Utah, Wyoming) 9.2%
  - Central, South & East 8.3%
  - International 4.6%



2008 Sponsors



## SIGN UP NOW!

Vendor space sells out every year.

**DON'T DELAY!**

9th ANNUAL



**OCTOBER 1-4, 2009**

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Produced by:



# ODDS ARE ON VEGAS

OCTOBER 1-4, 2009

9th ANNUAL



Challenging times call for smart business choices. Motorcycle rallies have come and gone the last few years but Las Vegas BikeFest™ is professionally managed and is here to stay. Don't get left behind. It's time to put your hard earned money into an event that attracts the biggest names in the business, garners international attention, offers bikers more wild activities, parties, and most importantly – the 24 hour excitement of LAS VEGAS!

Get ready to sell to an energetic crowd of over 35,000 bikers who will travel to Las Vegas and buy from the companies that support their rally. Las Vegas BikeFest™ IS their rally, make it yours.



**VENDOR INFORMATION & APPLICATION**



9<sup>TH</sup> ANNUAL



OCTOBER 1-4, 2009

## NOW IS NOT THE TIME TO BACK DOWN!

We've upped the ante and are throwing more money into the promotion pot for Las Vegas BikeFest™. This is one of the most highly advertised and well-promoted motorcycle events in the world and we'll deliver more than 35,000 customers right to you. Check it out:

- 4-color ads in more than 20 top publications including American Bagger, American Cycle, American Iron, Easyriders, Hot Bike, Thunder Press, V-Twin and more.
- Promotional exposure at other rallies.
- Distribution of brochures to more than 250 shops and dealerships in the Southwest.
- More than 50,000 direct mail pieces sent directly to motorcycle enthusiasts.
- Website banners and links on over 200 different motorcycle enthusiast sites.
- Email newsletters throughout the year to over 17,000 email subscribers.
- Intensive local promotions, including radio and TV exposure in the weeks prior to the event.

## BE PART OF THE LAS VEGAS BIKEFEST™ HUB!

Get ready for super-charged selling opportunities at Vendor Village, where making big money is only part of the fun. You'll be surrounded by thousands of buyers so you can cash in big. Las Vegas BikeFest™ offers:

- Nonstop entertainment, competitions, and excitement.
- Poker Runs end at the Vendor Village, delivering true bikers straight to you.
- Indoor and outdoor space available.
- Special installation service areas.
- On-site vendor parking.
- Convenient Vendor Village hours give you time to let loose.
- Affordable hotel room rates for Las Vegas BikeFest™ participants.

### LAS VEGAS BIKEFEST™ 2009 ADVISORY COUNCIL

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*President, Las Vegas Harley-Davidson*

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*Owner, OFSR Partnership*

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[www.LasVegasBikeFest.com](http://www.LasVegasBikeFest.com)