



**46th Annual
Great Western Bicycle Rally
Memorial Day Weekend
May 28-31st 2010**

Vendor Marketplace Information
New! -- 1 or 2 Day Option

Event Description:

The Great Western Bicycle Rally is held every May on Memorial Day weekend at the San Luis Obispo Event Center in the scenic setting of Paso Robles, CA. The Rally is a unique event in that it offers a variety of activities and rides for all levels of cyclists. Rally participants may choose rides ranging from 10 miles to 100 miles each day. Included in the Rally Fee are time trial and hill climb competitions, a kids bicycle rodeo and family activities, a wine and cheese social and "Best of Bike Show" competition, a 2-day vendor marketplace, bike swap and numerous other activities and services. For those that do not wish to participate the entire weekend one-day rides are available that will include road support and rest stops. These are "Women's Only Ride" called Velo de Femme on Saturday and on Sunday, The Great Western Century and Metric Century

Families, bicycle clubs, boy scouts, groups of friends and individual cyclists come each year to participate in the Rally activities and to enjoy scenic cycling on miles of country roads through ranchland, vineyards amid countless native oaks. They come primarily from California, and because Paso Robles is half way between the San Francisco Bay Area and Los Angeles; the Rally is able to draw participants from both areas. Approximately 1500- 1700 cyclists will be attending the 2010 event.

Why Be a Vendor at The Great Western Bicycle Rally?

The Rally provides all ages and abilities of cyclists the opportunity to participate in a wide variety of rides and activities that suits their desires and abilities whether it is recreational or competitive. Because it is a three day event The Rally can provide more exposure and opportunities for our vendors to sell, network with and educate Rally participants about their products or services. The Rally tends to attract people new to bicycling each year thereby providing a prime opportunity to market to new customers. Each evening the Rally holds activities in the main building where the vendors are located. This provides several hours each evening for participants to leisurely browse among the vendors. Riders participate in the following functions where your booth is located:

- Friday Night Bike Swap
- Saturday Night Wine and Cheese Party and "Best of Show" Bike Competition
- Sunday Night Awards and Giant Drawing for door prizes

In addition, we encourage our vendors to participate in the Rally and to think of it as a working "mini" vacation. You will have time to ride during the day and work your booth in the evening during the busy marketplace hours.

We also have outside areas where you may display or demo your products if you prefer.

What Do Past Vendors Say?

Tri Sports Jewelry and Apparel has participated in the Great Western Bike Rally the past two years. As an expo business owner and an athlete, the GWBR is the perfect venue. The expo is open early morning and evenings, leaving the most of the day free for biking, wine tasting or whatever is your pleasure. Paso Robles is a wonderful area with renowned wineries, olive tasting and gourmet restaurants. The event producers strategically plan evening events to bring the

riders to the expo with a wine and cheese party, bike show and an opportunity to sell your no longer needed bike stuff on Friday and Saturday evenings. My sales were up significantly this year, despite the economy and the rate includes camping at the fairgrounds, if you wish. I also did the century ride out to Hearst Castle on Sunday, met some new biking friends on the way, enjoyed the great countryside and ocean, plus got in some good hill training. The GWBR is definitely on my "A" list of events.

Patty Sanders, Owner Tri Sports Jewelry and Apparel

The GWBR is an awesome event for riders and vendors alike. In addition to taking advantage of the genius ride route guide daily I also had a captive audience that was thrilled to be able to test ride new product each day. It is the perfect demo scenario.

Tori Broughton, Trek Bicycle Corporation

CycleAware has been part of the GWBR for many years. We'll keep coming back because of the camaraderie and loyalty of the GWBR participants who purchase our products from the expo. It's like having a reunion of cycling friends every year. It's not overcrowded with exhibitors so we get to have meaningful one on one time to talk with the cyclists and educate them on the CycleAware line of products. See you there in 2010!

Lee Gilbert, CycleAware

What you will receive:

- Listing on web site: www.GreatWesternBicycleRally.com
- 2 Rally passes to all activities valued at \$100.00
- 1/2-page ad in the Rally booklet given to each participant valued at \$75.00
- 10 x 10 space (tables and chairs provided)
- Tent camping (RV camping is \$15.00/night)
- Electrical

Vendor Fee: Below are the two busiest evenings of the Rally.

Friday & Saturday:

\$250.00 (Friday Evening Bike Swap, Saturday Evening Wine and Cheese Social)

Saturday Only:

\$175.00 (Saturday evening Wine and Cheese Social)

Note: Vendors are welcome to stay for Sunday evening. However, our raffle and awards ceremony take up most of the evening and booth traffic isn't as busy.

Booth reservations are first-come, first-serve. **Booth fees are due by April 1 to ensure that your ad space in our Rally booklet is reserved.**

Vendor Terms and Conditions:

Vendor must read the terms and conditions and sign the vendor agreement at time of deposit.



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