



January 26 & 27, 2008

Harborview Center

300 Cleveland St. • Clearwater, FL 33755

Full Throttle Magazine

850 Dunbar Ave. • Oldsmar, FL 34677

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800-889-8180

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Introduction:

January 26 & 27, 2008 marks the 10th Annual Tampa Bay Motorcycle Expo and 4th Annual Bike Builder Invitational presented by Full Throttle Magazine and sponsored by Geico Motorcycle Insurance.

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Held at the Harborview Center in Clearwater, Florida the Expo features tons of activities, contests, events, exhibitor booths and the annual Florida Bike Builder Invitational which showcases Florida's hottest new comers, established builders and the best "Garage" builders.

Full Throttle Magazine and Geico Motorcycle would like YOU to participate! We have included lists of activities and builders that make this event exciting. Also within this package you will find a DVD highlighting the bikes featured in last year's show. You will quickly see the quality of the bikes competing in this event.

FACTS FROM 2007:

All Vendor/Exhibitor space was pre-sold before the event, including all indoor and outdoor spaces.

The growth of the Expo and Builder Invitational has prompted us to not only, triple our outdoor space but, add to our indoor floor space as well. Additionally **The City of Clearwater's** participation this year will include surrounding street closures plus the Coachman Park facility. The park features a large grassy exhibitor area and an amphitheater that will host headline musical entertainment. City parking will be available for the event as well.

The restaurant connected to the Expo Center (Pickles Deli) reported that they RAN OUT OF FOOD by 2pm on Saturday.

The outside food vendors also had the same zestful complaint.

Parking for the Expo Center was at capacity each day by 11am.

Additional parking areas have been secured for the 2008 event and use of the city parking garage and exterior lots will be available.

There were 72 individual builders committed to compete in the Bike Builder Invitational with 85 bikes entered. Of the 85 bikes entered 56 bikes were judged.

10 more bikes of the initial 85 entered were on display, and several others arrived too late, but were not judged due to rule infractions. Over 100 bikes are expected to enter this year's Invitational with each one built specifically for the 2008 show.

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In closing, because we do have so many opportunities for vendors and sponsors on several different levels, we hope you take the time to look over this package and the DVD we have provided you. We look forward to your comments and welcome any suggestions you may have to improve this year's event. If there is something you wish to participate in, but do not see it here, please contact us and we can customize a package that is specific to your needs.

Thank you for your time and consideration

Paul Allen

Paul Allen
Full Throttle Magazine



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Special Features

Of This Event:

Grand Prizes amount to over \$35,000.00 for the Builder Invitational - Already committed as a cash sponsor is Geico offering \$15,000.00 with more sponsors on the way. Last year the prizes totaled over \$32,000.00 in the form of frames, paint jobs exhaust pipes, powder coatings and more. This year we plan to add to that and are being conservative with the above figure of \$35,000.00.

Special Hotel Rates - Offered to builders, exhibitors and vendors that require accommodations. Plus special event rates for spectators.

Special Parking for Trailers at no charge!

Free Hospitality Tent - The tent will be open during set up hours with free food and beverage available to builders, exhibitors and vendors.

FREE entry for builders to compete for the cash and title "Best Builder 2008".

Discounts offered to vendors and exhibitors for the purchase of more than one booth.

Each builder receives a hand delivered invitation by the show coordinator. - Plus the show coordinator will visit each builder's place of business / garage during the build to check progress.

All sponsors are invited to the VIP party on Friday after set up and the after party on Saturday Night. - The Friday night VIP party is a fund-raiser and a preview of the builder's bikes plus a chance for the media to catch a glimpse before the public. A buffet and light hors d'oeuvres will be served and a cash bar will be available. Silent auctions raffles and live entertainment will be provided as well. On Saturday Full Throttle hosts a get together at a local bar / restaurant usually at the host hotel. Food and drinks specials will be offered.

Celebrity builders and personalities will be brought in specifically for the weekend to meet builders, spectators and exhibitors. - In the past, Eddie Trotta, Cyril Huze, Rick Hoffman and The Ice Cream Man From Hell have been to the event signing autographs and meeting people all weekend.

Invitational Show Judges are selected on MERIT ONLY. - This year the *International Master Bike Builders Assoc.* will be lending their support. This association is chaired by Dave Periwitz, Eddie Trotta, Matt Hotch and Donnie Smith among others. We feel their involvement only helps solidify our already impeccable reputation for judging.

These are just a few of the unique features of this show that we feel attracts builders and spectators year after year and with their impact we continue to grow.



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Expo Activities

- Ride in bike show
- Meet celebrity builders
- Tattoo contest
- NEW!** • Motorcycle coloring contest for kids
- Miss Full Throttle Pageant
- \$100 bill given away every hour along with hourly raffles
- NEW!** • \$50 Harley-Davidson gift certificate given away every hour
- 50/50 raffle
- NEW!** • Poker walk
- Friday's VIP Party
- Saturday's "After Party"
- 10 hours of builder's comments - each builder get approximately 90 seconds to speak to judges and spectators about their creation.
- Vendors and exhibitor booths inside & outside
- Hospitality tent on set up day (vendors and builders only)
- NEW!** • Wing eating contest
- Live entertainment
- Builder's invitational judging and awards along with several thousands of dollars in cash & prizes for top builders

Each of these activities are available for sponsorship opportunities. **Ask us how!**



Sponsorship Packages

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Presenting Sponsorship Includes:

- name on all radio, tv & print ads and flyers as the title sponsor. I.e.: "the full throttle motorcycle expo '08" presented by GEICO & _____ (your name) _____
- cover exposure on the January 2008 issue of Full Throttle Magazine
- cover exposure and ad in the expo program
- special Title Sponsor Booth on the main floor of the expo
- 50 admission tickets
- numerous PA announcements during the event
- 20 exhibitor badges & free parking
- on site signage in multiple locations

\$10,000.00

Gold Sponsorship Includes:

- name on all print ads, flyers, radio & tv
- 3 vinyl banners 3' x 6' around the arena during the event
- \$300 value ad in the expo program
- free listing in the expo directory
- free 16x20 sq. Ft. Booth
- 10 exhibitor badges
- 25 admission tickets
- PA Announcements during the event

\$7,500.00

Silver Sponsorship Includes:

- name on all print ads, flyers, radio & tv
- 2 vinyl banners 3' x 6' around the arena during the event
- \$200 value ad in the expo program
- free listing in the expo directory
- free 16x10 sq. Ft. Booth
- 8 exhibitor badges
- 15 admission tickets
- PA Announcements during the event

\$5,000.00

Bronze Sponsorship Includes:

- name on all flyers and print ads
- 1 vinyl banner 3' x 6' around the arena during the event
- \$100 value ad in the expo program
- free listing in the expo directory
- free 8x10 sq. Ft. Booth
- 6 exhibitor badges
- 10 admission tickets

\$3,500.00

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Single Event Sponsorship

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Available for bike show, Miss Full Throttle Contest or Tattoo Contest or \$100/hour Giveaway and includes:

- name on trophies for sponsored event or contest (except on \$100 giveaway)
 - name on all flyers and print ads pertaining to that event
 - 1 vinyl banner 3' x 6' hung during said event
 - listed with event in expo program
 - numerous PA announcements and mentions during the event sponsored
- Take Your Pick! \$2,500.00 each**

• **Ride In Bike Show** - this contest is for the everyday rider and will be held on the Sunday of the event. Registration starts at 10am and closes at 1pm. Awards are given at approx. 4:30pm, just before the builder invitational awards at 5pm. It is judged by professional judges and builders selected by Full Throttle. There are 10 categories and two "Best In Shows". One best in show is taken from the individual classes and the second is for the professional builder. We separate the professionals from the individuals so the "regular guy" doesn't have to compete with "pros". With every paid bike show entry we will offer free admission to the expo. Entry fee is usually \$20 and there are awards for each class winner and each best in show winner. With sponsorship dollars, we can add cash to the class winners and possibly 2nd or 3rd place trophies for each class could be awarded. With enough interest we may even add a kid's class for entries 16 and under.

• **Miss Full Throttle Contest** - this competition is held on Saturday evening and includes, biker wear, swim suit plus a question & answer session and is free for any lady to enter. First place wins the title of Miss Full Throttle 2008, cash and a trophy. Plus a professional photo shoot that will be featured in a future issue of Full Throttle Magazine. All contestants will be required to sign a release form and must be 18 years or older. They are solely responsible for their own required clothing unless otherwise donated by a sponsor. We attempt to get celebrity judges such as radio and tv personalities and naturally a sponsor is invited to judge as well.

• **Tattoo Contest** - this contest consists of 6 categories and 1 best overall. Categories consist of black & gray, color and overall theme for guys and girls. Each class winner returns and competes for best over all. There are awards and cash for each class plus best over all. The entry fee per entry is \$10. Full Throttle supplies two judges and the sponsor also has the option of judging. Any one who pays entry fee is eligible to enter no matter size or shape of tattoo. This will be a family atmosphere and tattoo must be placed in a spot that can be visible by an audience. No nudity will be allowed. Entrants must be 18 years of age or older.

• **\$100 An Hour Give Away.** - your company will be mentioned every hour from the main stage over the PA where everyone in the arena will hear your name mentioned multiple times. In our opinion this is one of the best ways to promote your company throughout the entire weekend.

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More Sponsorship Opportunities

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- **Products for Builder Invitational** - Wheels, tranny drives, engines, etc. We are looking for enough for two complete builds. Best of show will receive both and build one to keep or sell, and the other to auction off for charity, possibly on TV. This deal is pending, please call for more info.

- **Wing Eating Contest** - This is a new event we are adding to our line up. We are very excited to offer this and expect great results.

- **Goody Bag** - This bag will be given to all paid attendees at the door and will be stuffed with donated items from sponsors. We are looking for a company to sponsor the bag itself and have their company name printed on the outside of the bag.

- **Stage Banners** - Hung from the back of the stage viewed all weekend (limited space)

- **Kids Coloring Contest** - We will supply a design for kids in several age groups and each design will have your company information on it.

- **Hospitality Tent** - Provided during set up and Builder's check in

- **Builder Invitation Exhibit Hall** - Your banners can be hung upstairs within the exhibit hall where the builders display their creations.

- **VIP Party** - This party is held Friday night and is a charitable event. Sponsors and Builders are invited along with the media and local VIP's. General admission tickets are available and exhibitors have a chance to buy a discounted ticket when checking in at set up. Last year we had nearly 500 people attend and raised money for Pasco County's battered and abused women's shelters.

- **Saturday's After Party** - This party is an informal get together for the vendors, exhibitors and builders to hang out and relax after a hard long day. There will be a few giveaways and contests plus food and drink specials.

- **Poker Walk/Run** - We will host a poker walk through the arena. Sponsorship of this event will ensure you will be a stop on the poker walk driving potential customers to your booth.

- **Have an idea that's not listed here? Call us. We are open to suggestions and can custom fit something JUST FOR YOU!**

All Sponsors that participate in the 2008 events and opportunities will have preference and first chance to sponsor 2009's events. Next year Tampa Bay is hosting the Super Bowl. Our event is held during the week between the final playoff games and the Big Game. Anyone, who's anyone will be in Tampa Bay that week and we are already planning to make this event a Tampa Bay motorcycle destination!

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Exhibitor/Vendor Space

Inside

(Includes Pipe & Drape, 1 draped table, 2 chairs and a garbage can.)

8 x 10 Booth	\$ 400.00
8 x 10 Corner Booth	\$ 500.00
8 x 20 Booth	\$ 700.00
8 x 20 Corner Booth	\$ 900.00
16 x 20 Booth	\$1700.00

Outside *(based on "first come first served")*

10 x 10	\$400.00
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Larger sizes will be based on square footage at \$3.50 per sq. ft. (Example 10 x 30 = \$1050.00) *When figuring the size you need you must include a trailer tongue or a vehicle attached to a trailer as part of your dimensions unless it can be removed.*

Advertising

Show program: The program will be an 8 1/2" x 5 1/2", all gloss and full color. The program features a locator floor plan and a complete schedule of the weekend's events. It becomes a souvenir and is taken all over the country after the event. Some are used as autograph books making them collectors items.

Double Truck (2pgs.):	\$550.00
Full Page:	\$300.00
Half Page:	\$200.00
Quarter Page:	\$100.00
Premium Pages:	\$400.00

*Inside Front Cover,
 Inside Back Cover,
 Page One or Back Cover*

Banners: The banners will be strategically hung at the event and will be easily seen by spectators and any video that may be shot during the event.

3 x 6 banner (we design & print)	\$ 195.00
3 x 6 banner (You supply)	\$ 100.00
2 x 4 banner (we design & print)	\$ 125.00
2 x 4 banner (You supply)	\$ 50.00

