

This Northwest lifestyle event like no other in the region.

The combination of the Seattle Bike Show and the Travel, Adventure & Gear Expo brings an urban, upscale audience seeking REAL outdoor adventure. For any company looking to reach the adventure market, this event is will drive sales and create awareness like no other.



EVENT RECAP

2017 ATTENDANCE

6,980

BIKE SHOW SPECIFICS

Exhibitors 106

BY CATAGORY

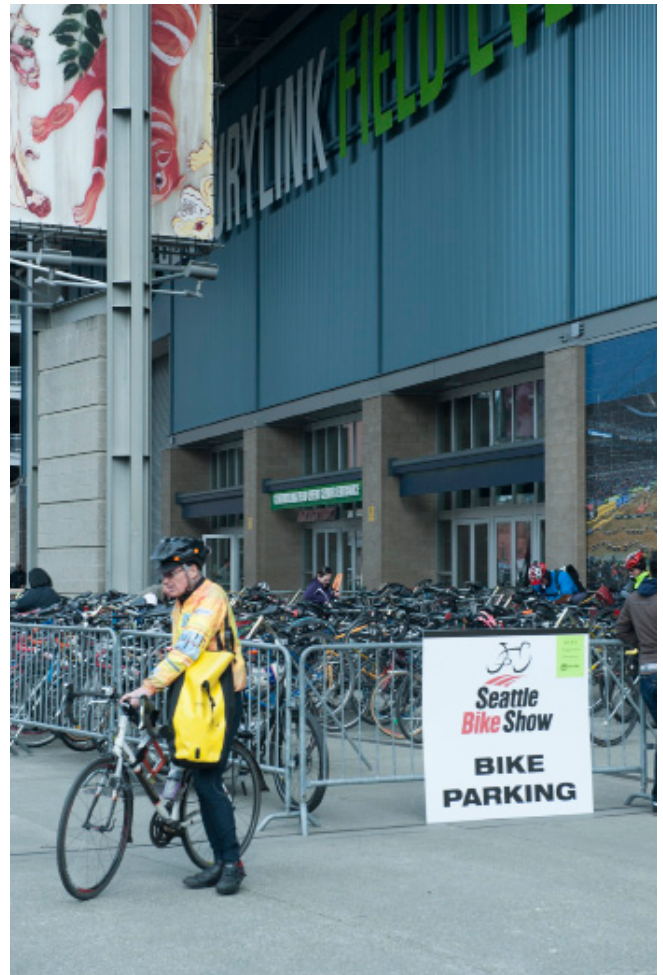
Bike 58
Event/Travel 26
Apparel 12
Other 10

TAG EXPO SPECIFICS

Exhibitors 70

BY CATAGORY

Travel 34
Gear 19
Adv/Travel 5
Camps 2
Water Sport 3
Other 7



ATTENDEE PROFILE

AGE

55+ 34%
40-54 37%
25-39 21%
Under 25 8%

INCOME

\$100k+ 36%
\$50-\$99K 35%
Under \$50K 27%

MARITAL STATUS

39% Married Male
27% Married Female
15% Single Male
11% Single Female
7% Cohabiting

INTERESTS

68% Biking
31% Kayak/SUP/Raft
26% Climb/Hike
35% Traveling
11% Camping
9% RV (buy/travel)

Attendee profile data is a composite of three years of shows.



2018 Dates Set - March 3-4

Booth rates begin at \$645 & sponsorships are available. For more info go to SeattleBikeShow.com, TrailtoAdventure.com or John Tipping, 888.367.6420 - Ext. 111 or john@varsitycommunications.com