**NZ Bike Expo Report for CAN Board – DATE**

From Krissy O’Connor | 021 49 2231 | nzbikeexpo@gmail.com

**Summary**

* Event was delivered over three days, one day pack-in, two days event and pack-out
* No incidents during the three days, as far as personal injury or damage to property
* 72 single stand spaces were filled by 58 Exhibitors inside the venue
* Approximately 12 stands were installed daily by 13 exhibitors outside the venue
* 13 people spoke/facilitated workshops as part of the speakers programme
* 2 cyclocross races were held in conjunction with SouthernCross CX
* Approximately 30 volunteers helped deliver the event, with Don, Geoff Sugden, Danny De Heck and Glen being standouts.

**In the lead up to the event, we used the following promotional channels:**

* New Zealand Cycling Journal advertisement
* New Zealand Cycling Journal calendar listing
* Roadcycling.co.nz banner and video posts
* Biketober advertising space and destination listing
* Cor-flute signs
* Trailer billboards x 2
* Back of bus x 3
* Posters
* Print advertisements
	+ St Albans community paper
	+ City Scape
	+ Star Media x 3 (including editorial content)
* ECAN Bus interchange screen
* Facebook
* Direct marketing
	+ NZ Bike Expo Shout-outs
	+ CAN newsletter
	+ Spokes newsletter
	+ NZTA newsletter

**Visitor statistics:**

* Saturday 13 October, approximately 1,400
* Sunday 14 October, approximately 1,200

NOTE: At times there wasn’t anyone on the door counting, so the numbers are only approximate. This is a service that is supposed to be done by VBase, and we didn’t realise that no one was counting until some time into the person’s absence.

**Event sales:**

13 October cash deposit $3,000.00

13 October Eftpos takings $5,562.00

14 October Eftpos $4,327.50

15 Oct cash deposit $4,434.50

Eventfinda $605.63

TOTAL TICKET REVENUE $17,929.53

**Financials**

Approximate total revenue $114,000.00

Approximate total expenses $110,000.00

Note: We have more invoices to come in, and the Marleen stand to still invoice for, so until all invoices are in, I won’t know the exact figures. But at this time we look like we will just be in the black.

A more detailed report will be provided once we have completed our post event survey with visitors and exhibitors, and have the final budget.

A proposal will also be presented regarding the future of the Expo, for the Board to consider and make decisions based on.

Can I please be advised of the date for the next Executive meeting so I can issue documents approximately 5 days in advance?

Kind regards, Krissy

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