

**brisbane**  
australia

  
AUSCYCLING

TOURISM  
& EVENTS  
*Queensland*

# BRISBANE CYCLING FESTIVAL

2025 ACTIVE LIFESTYLE EXPO | EXHIBITOR PROSPECTUS

# WELCOME TO THE BRISBANE CYCLING FESTIVAL

The Brisbane Cycling Festival (BCF) was **launched in 2019** through a strategic partnership with Tourism & Events Queensland (TEQ), Brisbane Economic Development Agency (BEDA), AusCycling and NX Sports.

The festival celebrates Brisbane's enviable lifestyle, city culture, ideal climate for cycling and built infrastructure including the world-class Anna Meares Velodrome, **promoting Brisbane to the world.**

The Festival features a **unique combination of international standard marquee events** including the Oceania Championships, Track National Championships and Tour de Brisbane coupled with more than 100 community focused events, activities and activations for participants of all abilities and ages to enjoy.

In 2025, as the festival enters it's 6th edition, we're **excited to announce a new home for the Active Lifestyle Expo at the South Bank Parklands**, to be held over the weekend of April 12-13. This central location provides not only a stunning city backdrop for participants of the Tour de Brisbane to finish their ride, but opens new opportunities for the festival to expand it's community touchpoint in the vibrant and bustling Parklands.



**AUSTRALIA'S  
BIGGEST  
CELEBRATION  
OF CYCLING**



# OUR ACHIEVEMENTS

## SINCE LAUNCHING IN 2019

**DELIVERED  
5 FESTIVALS**

including two through the pandemic, achieving year-on-year growth



**HOSTED  
35 MARQUEE  
EVENTS**

including UCI, Oceania & National Championships, covering all disciplines of cycling

**560**

affiliated events, activities and activations across the BCF program



**400+  
HOURS OF  
BROADCAST**

**TOUR DE  
BRISBANE**

has grown to become Australia's Biggest Bike Ride



**GROWN  
TWOFOOLD**

the Active Lifestyle Expo, combining industry, community and entertainment

Won Major Event Promotion Award & the Major Prize 'Overall Sport, Recreation & Play Industry Award for Innovation' in 2022 at the Australian Sport, Recreation & Play Industry Awards.



**FINALIST  
2021 & 2022**

for the Queensland Sport Event of the Year

# BCF25 MARQUEE EVENTS

21-23 Mar

**ProVelo Super League | Q Tour**  
South Bank, Samsonvale, Lakeside Raceway

22-26 Mar

**AusCycling Junior Track National Championships**  
Anna Meares Velodrome, Chandler

23 Mar

**Oceania BMX Freestyle Championships**  
The Village Indoor Skatepark, Coopers Plains

25-30 Mar

**AusCycling Track National Championships**  
Anna Meares Velodrome, Chandler

5 Apr

**Sleeman Open Day**  
Sleeman Sports Centre, Chandler

7-10 Apr

**AusCycling Masters Track National Championships**  
Anna Meares Velodrome, Chandler

11 Apr

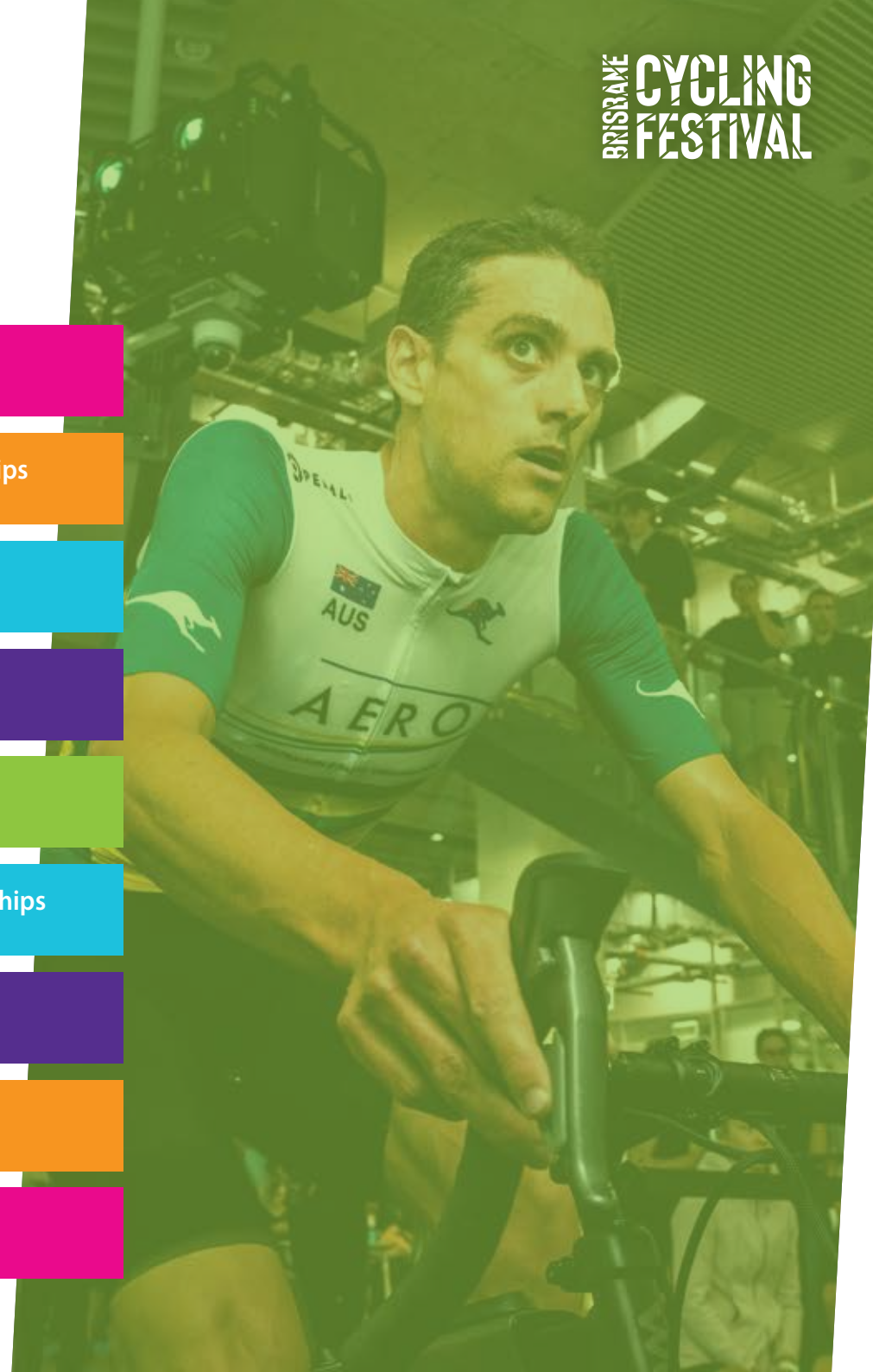
**AusCycling Esports National Championships**  
The Cube, QUT Gardens Point Campus

12-13 Apr

**Active Lifestyle Expo**  
South Bank Parklands

13 Apr

**Tour de Brisbane**  
South Bank Parklands





# ACTIVE LIFESTYLE EXPO 2025

12-13 APRIL | SOUTH BANK PARKLANDS

## TWO ACTION-PACKED DAYS OF ACTIVITIES AT THE SOUTH BANK PARKLANDS!

- Tour de Brisbane
- Industry Exhibitors
- AusBike Taster Sessions
- Action Sports Shows
- Free Come & Try Activities
- Free Family Entertainment
- Daily Stage Program
- Bar & Food Trucks
- Plus much more!

## WHY EXHIBIT...

- 20,000+ attendees expected through the precinct over the weekend
- New location in 2025 promising natural footfall
- Action-packed program each day to drive traffic to the Expo
- Festival marketed and promoted nationally
- A free community event in the School Holidays
- Supported by high profile partners with a strong vision for future growth



# ACTIVE LIFESTYLE EXPO 2025

## 12-13 APRIL | SOUTH BANK PARKLANDS

In 2025, the Active Lifestyle Expo moves to a new location in the South Bank Parklands. This iconic location on the edge of the Brisbane River provides a spectacular backdrop for the finish line of the Tour de Brisbane and Active Lifestyle Expo, whilst opening new touchpoints for community engagement and natural footfall.

### What's included in exhibitor sites?

- Shell-scheme Pagoda (see concept image).
- Colour printed fascia sign.
- Access to 2 x power outlets per site.
- Overnight security (Friday - Monday).

### Exhibitor Pricing

- 3 x 3m Expo Space | \$900.00
- 3 x 6m Expo Space | \$1,575.00
- 3 x 9m Expo Space | \$2,025.00

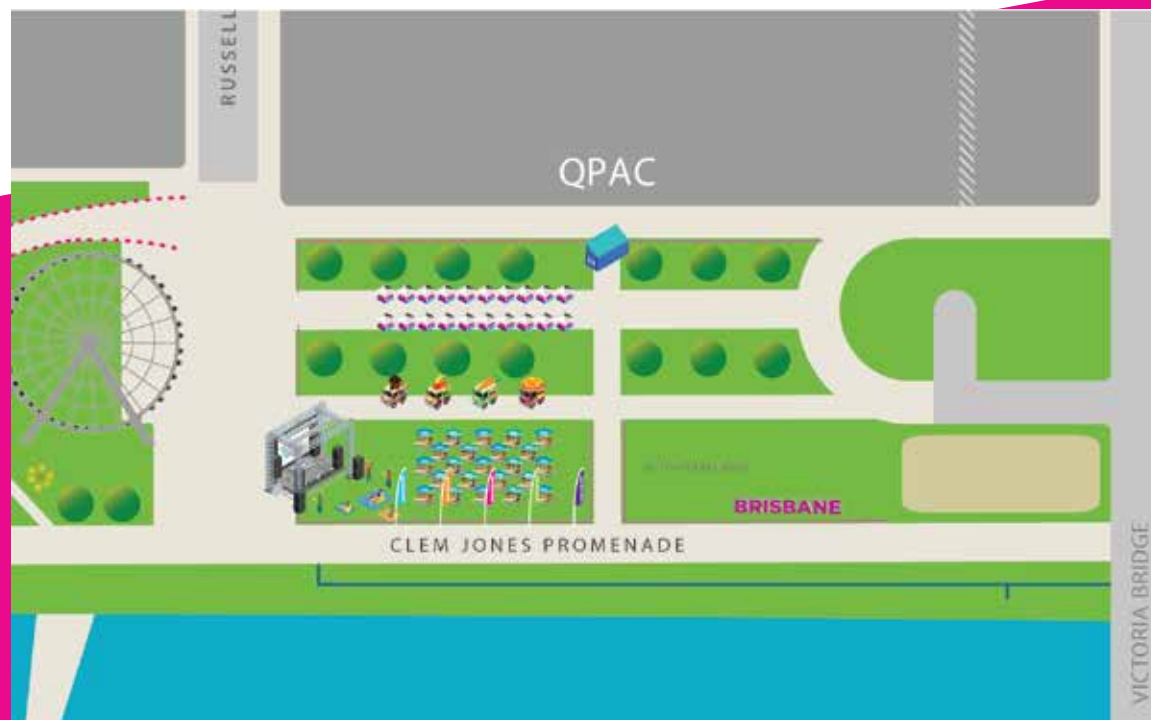
Other sizes available on request, subject to site capacity.  
All prices are exclusive of GST.

### Book Your Expo Site Now!

To book an expo site, scan the QR code or head to the BCF website.



A 50% non-refundable deposit is due upon receipt of invoice to confirm bookings. Balance payment is due 14 days prior to event. Please refer to Expo Terms & Conditions for full details.



# ACTIVE LIFESTYLE EXPO 2025

## Exhibitor Terms & Conditions

AusCycling and The Brisbane Cycling Festival reserves the right at any stage to restrict the promotion of products and services to protect the interest of festival sponsors. Furthermore, management reserves the right to refund all monies paid to an exhibitor to protect the interests of a festival partner. All efforts will be made to advise exhibitors at the time of booking request as to any restrictions that may effect their booking.

Current restrictions include:

- Promotion of destination and events outside Queensland.
- Events hosted within Queensland will be subject to the approval of the events major funding partners prior to acceptance of booking.

### LOCATION

The location of your expo space will be provided to you approximately four weeks out from the event with the Exhibitor Kit. The shape and style of each expo will vary and is subject to change.

### SITE SELECTION

A layout map will be provided prior to the event.

### OPENING HOURS

All exhibitors are expected to arrive at least 15 minutes prior to expo opening and remain until the expo is cleared of patrons at the closing of expo. Unless discussed and approved by Expo Management under no circumstances are exhibitors permitted to bump-out or open or close at differing times to those stipulated in the supplied Expo Welcome Kit.

### MARQUEE REQUIREMENTS

BYO marquees are not permitted for the 2025 Active Lifestyle Expo. All exhibitor sites include a shell-scheme pagoda which will be constructed prior to your bump-in. The expo is on a hard-stand surface.

### SITE SIZE

All exhibitor products and displays must fall within their allocated site area, any products or displays protruding this space will be removed.

### ADDITIONAL HIRE REQUIREMENTS

Additional hire requirements can be ordered through the approved provider. For example furniture, power, lighting, audio visual requirements etc. An order form and contact details for additional requirements will be provided upon confirmation of booking.

### INSURANCE

Festival management requires all exhibitors to provide a copy of your Certificate of Currency along with your booking form. The Certificate of Currency must either state 'Australia wide cover' or nominate the event with a minimum value of \$10,000,000 and valid between the event dates.

### SAMPLING/SPRUIKING

There is strictly no sampling or spruiking outside your allocated expo site. All Exhibitor activities are to be conducted from within your allocated site space.

### EXHIBITOR SIGNAGE

All exhibitor signage must fall within the allocated site space purchased, any signage not within this area will be removed. Flags may be attached to frame poles, however must not exceed the height of the stand.

### PARKING & EXHIBITION ACCESS

There is no parking reserved for exhibitors within the Event Precinct. Exhibitors will be issued with short term bump in/out passes to access a designated area to unload and load vehicles.

### PAYMENT

A 50% non-refundable deposit per site is due upon booking of site. Payment can be made via bank transfer. Deposits must be paid within 7 days of booking in order for the exhibitor to be given priority booth position, in accordance to the order that their booking form was received. The balance will be forwarded to the exhibitor as an invoice and is to be paid 14 days prior to the event.



**For more information:**

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[www.brisbanecyclingfestival.com.au](http://www.brisbanecyclingfestival.com.au)

The Brisbane Cycling Festival is owned  
and managed by AusCycling.

L2, Anna Meares Velodrome  
Sleeman Sports Complex  
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