

# BRISBANE CYCLING FESTIVAL

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

2026 ACTIVE LIFESTYLE EXPO

# EXHIBITOR INFO PACK

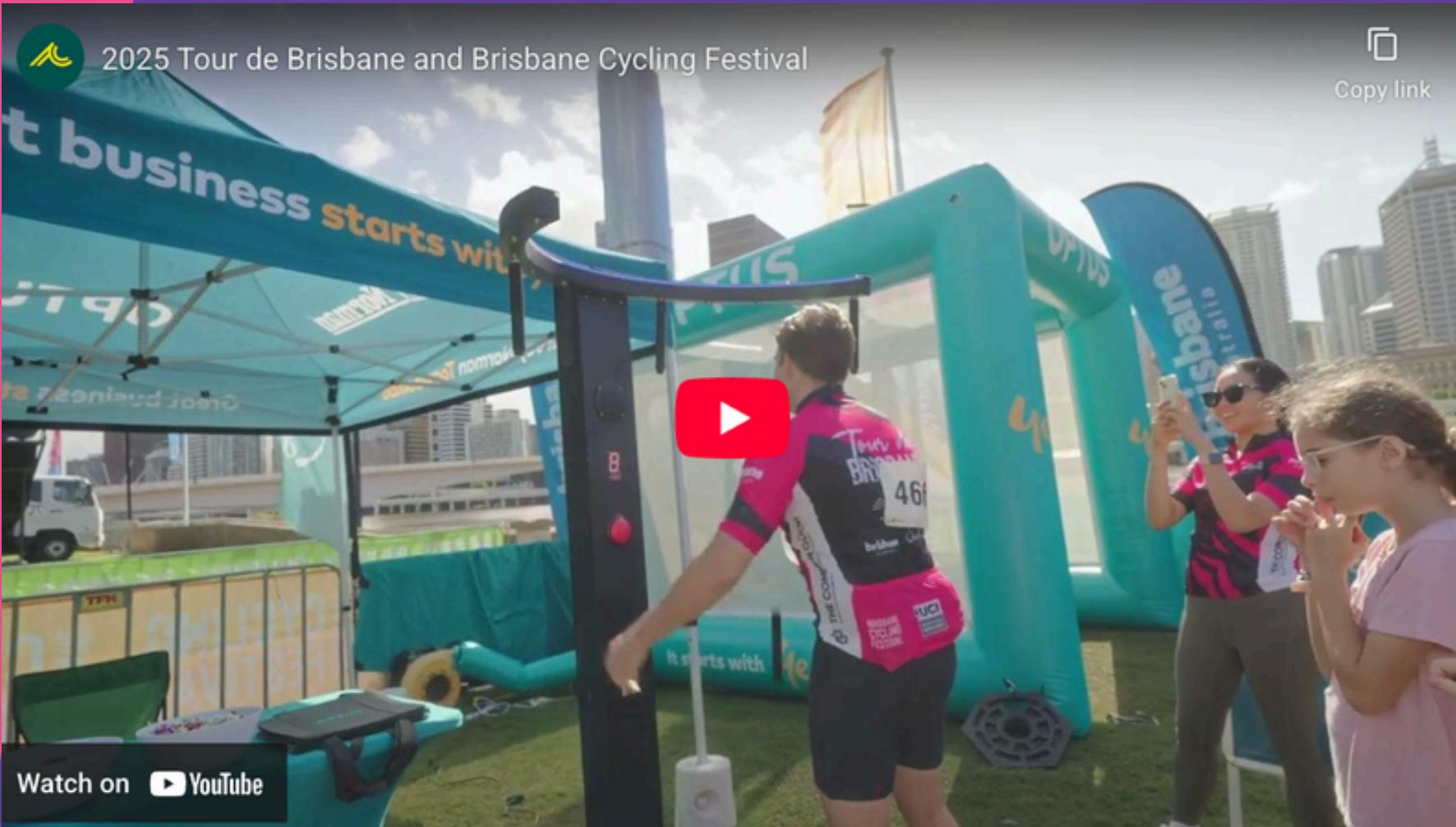
RIDE. WATCH. EXPERIENCE.

brisbane



Queensland







# **WELCOME TO THE 2026 BRISBANE CYCLING FESTIVAL**

In 2026 the **Brisbane Cycling Festival** gears up for its **7th edition**, with the **Active Lifestyle Expo** taking centre stage alongside the Tour de Brisbane at the **City Botanic Gardens** over the weekend of **April 11-12**.

This central location in the heart of Brisbane provides not only a stunning green backdrop for participants of the **Tour de Brisbane** to celebrate post-ride, but opens new opportunities for the festival to expand its community touchpoint in the vibrant and bustling City Botanic Gardens.

The Brisbane Cycling Festival celebrates Brisbane's enviable lifestyle, our cities culture, ideal climate for **year-round cycling** and dedicated built infrastructure including the world-class Anna Meares Velodrome and city bikeways.

The festival promotes Brisbane to the world with something for everyone to **Watch, Ride or Experience**.

# 2025 KEY HIGHLIGHTS

The 2025 Brisbane Cycling Festival delivered over 161 events and activations across the city, including marquee moments like the Active Lifestyle Expo, Track National Championships, Esports National Championships and Oceania Championships across multiple disciplines.

A **world record** in Track Cycling was **set by Brisbane local Ella Liang**, highlighting a standout program that laid a strong foundation for long-term brand exposure and ROI.



27,728 visits to the Active Lifestyle Expo (+37% YoY)



Over 161 events and activations across the city

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



01

### STRONG CONSUMERS

66% male / 34% female

67% aged 26–35



## 2025 ACHIEVEMENTS

for the Active Lifestyle Expo

02

### STAND OUT NUMBERS

27,728 visitors\* (+37% YoY '24)

avg. 2.5hr dwell time

\*Active Lifestyle Expo 2025



# OUR ACHIEVEMENTS

across six amazing festival of cycling!



04

## 500+ HOURS OF BROADCAST

950+ affiliated events, activities and activations across the BCF program

03

## 6 FESTIVALS + 50+ MARQUEE EVENTS

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



## LINE UP 2026 FESTIVAL LINE UP 2026 FESTIVAL LINE UP 2026 FESTIVAL LINE UP

Active Lifestyle Expo

AusCycling Esports National Championships

AusCycling Junior Track National Championships

AusCycling Masters Track National Championships

AusCycling Track National Championships

Oceania BMX Freestyle Championships

Oceania BMX Racing Championships

Oceania MTB Cross Country Championships

Oceania MTB Downhill Championships

Sleeman Sports Complex - Open Day

Q Tour - South Bank Criterium

Tour de Brisbane

# 11-12 APRIL | CITY BOTANIC GARDENS ACTIVE LIFESTYLE EXPO 2026

TWO ACTION-PACKED DAYS OF ACTIVITIES AT CITY BOTANIC GARDENS!

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

## WHY EXHIBIT...

***Plus much more!***

**Showcase your brand** as part of **Australia's Active Lifestyle Industry** alongside other industry leaders.

- Whether your business is cycling specific, in the active lifestyle industry, fitness and apparel focused or developing new and innovative technologies of tomorrow, this is the event to be at in 2026!

- 27,500+ attendees expected through the precinct over the weekend
- Prime public access location with direct public transport & parking
- Action-packed program each day to drive traffic
- Festival & Expo marketed and promoted nationally
- Free community event in the School Holidays
- Supported by high profile partners with a strong vision for future growth

# 2026 ACTIVE LIFESTYLE EXPO

# EXPO EXTRAS PRICING

All prices are exclusive of GST & Include Install. More options available upon booking.

## FURNITURE HIRE

→ 1.8M Trestle Table	\$22
→ 2.4M Trestle Table	\$25
→ White Americana Chair	\$9

## ELECTRICAL

→ 50 watt LED Light	\$25
→ Additional 10 amp power outlet	\$90
→ 15/20 amp power outlet	\$145
→ 3 Phase power outlet	\$245
→ Powerboard 4 Outlet	\$10
→ Test & Tag	\$13 PER ITEM

## FLOORING UPGRADE

→ 3x3 Pro Floor (Installed)	\$155
→ 3x6 Pro Floor (Installed)	\$310
→ 3x9 Pro Floor (Installed)	\$465

## INTERNET

→ Basic (Up to 10 Mbps)	\$100
→ Standard (Up to 20 Mbps)	\$195

## MARKETING

→ Email to BCF/ALE	P.O.A
→ SMS to BCF/ALE	P.O.A
→ LED Festival Screens	P.O.A
→ Event Live Ad Read	P.O.A
→ BCF Website Banner	P.O.A
→ Event Social Shout Out	P.O.A

## AUDIO VISUAL

→ 50" LED TV w/ stand	\$595
→ Mini Outdoor LED Display	P.O.A
→ Standard Outdoor LED Display	P.O.A

BOOK YOUR EXPO SITE TODAY  
SCAN THE QR CODE or CLICK HERE.



# ACTIVE LIFESTYLE EXPO 2026

# TERMS & CONDITIONS

FULL **TERMS & CONDITIONS** AVAILABLE AT [BRISBANE CYCLING FESTIVAL.COM](http://brisbanecyclingfestival.com)

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 AFFECT 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 2026 Active Lifestyle Expo. All exhibitor sites include a shell-scheme pagoda which will be constructed prior to your bump-in.

**SITE SIZE** All exhibitor products and displays must fall within their allocated site area. Any products or displays protruding this space will be removed.

**LIABILITY WAIVER** AusCycling accepts no responsibility for any loss, damage, or injury relating to exhibitor products, equipment, or materials. Participation is at the exhibitor's own risk.

**ADDITIONAL HIRE REQUIREMENTS** Additional hire requirements can be ordered through the approved providers. 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 30 days prior to the event.



B R I S B A N E   C Y C L I N G   F E S T I V A L

# JOIN THE RIDE

**MATHEW HEY | STATE OPERATIONS MANAGER**  
[MATHEWHEY@AUSCYCLING.ORG.AU](mailto:MATHEWHEY@AUSCYCLING.ORG.AU)

**WESLEY PEARSON | STATE OPERATIONS LEAD**  
[WESLEYPEARSON@AUSCYCLING.ORG.AU](mailto:WESLEYPEARSON@AUSCYCLING.ORG.AU)

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

The **Brisbane Cycling Festival** is owned and managed by AusCycling.

L2, Anna Meares Velodrome  
Sleeman Sports Complex  
Tilley Road CHANDLER QLD 4155