



Spin Sports Festival

www.SpinSportsFestival.com

June 23-26, 2010



Increasing Cycling Safety

Gear & Garment Show

Opening Ceremony on Wednesday at 7:00 PM

Low-Key Focus

Our Gear & Garment Show is all about fun, giving sneak peeks and displaying available products to participants. We are not catering this runway event to the buyers for massive chains, discount stores or specialty boutiques. Rather, our audience is filled with sports-savvy consumers who want to see what can be bought at the stores now and learn about any special deals or promotions to upgrade their look and equipment or gear up for another sport.

As a manufacturer, you will find this captive and low-key audience very refreshing because they will not be shy about giving direct feedback. You can get initial reactions to a new or current offering while watching the live runway event live or its simulcast projection on one of two large and elevated video screens. Your company name and product is assured to remain in the spotlight because the second screen will be projecting your commercial photographs or promotion of the actual goods being displayed live.

Full Circle

This opening celebration is much more than an evening's entertainment. In fact, it is the best way to introduce your products to a captive audience and entice them to find out more with a visit to your booth in Rio Grande Park or Buttermilk Ski Area. In fishing terms, you cast your line with a runway presence and then reel them in over the next three days with the help of your expert staff. You can display your lines, allow for close examination, provide detailed answers to specific questions, distribute literature or coupons, give product demonstrations, capture contact information, hook them up with a retail store, and so much more. Now that's a lasting impression!

Runway Costs

One set price of \$1000 is charged for each runway display. Although it is acceptable to share the spotlight with more than one product from the same or compatible companies (i.e.: one model represents a clothing line, sunglasses and a bike manufacturer), the overall time for the projected visuals and customized PA message remain the same. The following is a breakdown of the key elements received:

- Solo runway focus with option to combine items
- Reading of custom message about your product
- Constant display of name and product image
- Projected video footage of live runway action

