

LIFETIME[®] SEA OTTER CLASSIC

PRESENTED BY **Continental**



EXHIBITOR OPPORTUNITES

Monterey, California - April 7-10, 2022

The Life Time Sea Otter Classic is the world's largest consumer bike exposition and race in North America drawing nearly 74,000 attendees annually. The expo features over 1,000 brands displaying and demoing innovative products and technologies. The four-day festival includes dedicated kids' activities and riding zones, exciting demo areas, skills demonstrations and more. Sea Otter is also cycling's North American season opener: thousands of professional and amateur athletes alike make the annual pilgrimage to Monterey to participate in some of the sport's most competitive and enduring events across most of cycling's disciplines. Sea Otter is the place to build your brand.

For all sales inquiries please contact:

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LIFETIME SEA OTTER CLASSIC

WHY EXHIBIT AT SEA OTTER

- Engage directly with 74,000 consumers
- Network with 1,000 cycling and outdoor industry brands
- Connect with 400 global media representatives
- Promote new products and technologies
- Demo products and get invaluable consumer feedback

CONSUMER ENGAGEMENT

- Exhibits from the major cycling and outdoor brands
- 1,000 brands offering the latest bikes, gear & tech
- Demo opportunities on the newest bike models
- Dedicated kids' areas and activities
- Exciting performances and shows
- Beer Garden and International Food Court

RACING EVENTS

- eMTB
- Cross Country
- Enduro
- Downhill
- Dual Slalom
- Gravel
- Circuit
- Road

RIDING EVENTS

- Off Road Tour
- Consumer Ride Zones (eBike, MTB, Road & Kids')
- 2 Gran Fondos (50 mi & 100 mi)



2022 PROJECTIONS	
Consumers	74,000
Athletes	9,800
Campers	8,500
Brands	900
Media	400



CYCLING OWNERSHIP AND SPENDING HABITS

Our attendees are a blend of serious and casual cyclists, and have big spending plans when it comes to new bicycle and accessory purchases:

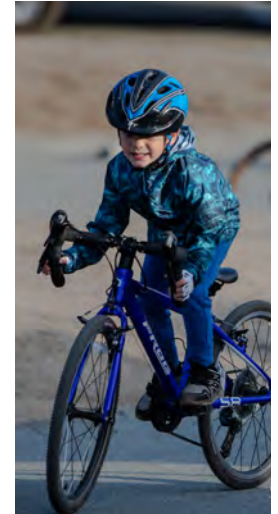
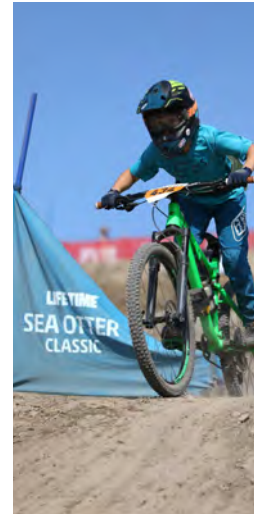
- 81%** plan to spend up to **\$8000** on a new bike
- 69%** participate in mountain biking
- 59%** of attendees are serious cyclists
- 48%** will spend more than **\$1000** on gear and accessories
- 40%** ride for fun and fitness
- 34%** are looking to purchase a new road bike

ALMOST 70% INDICATED THEY SPENT MONEY WITH EXHIBITORS AND SPONSORS AT SEA OTTER 2021

KIDS AT SEA OTTER - YOUR NEXT CUSTOMER

Children are a big part of Sea Otter and they are already deeply engaged in the cycling culture:

- Attendance of children 13 and under has grown by 10% YOY
- 57% of attendees have children that regularly participate in cycling
- Junior racing participation has grown by 15% YOY



ATHLETE PARTICIPATION

With a new crop of athletes racing this year and a whopping 90% of athletes planning to return, athlete attendance at Sea Otter is clearly increasing:

Over 32% of athletes raced at Sea Otter 2021 for the first time

100% of athletes indicated they attended the event with family or friends

92% of athletes indicate they plan to race Sea Otter 2022

88% of athletes would recommend Sea Otter to a fellow athlete