

## WELCOME TO THE DEMO PROGRAM!

As a participating Sea Otter Exhibitor, we are delighted to provide you with the following Demo Program Information, which includes everything you need to know about demoing product at the Sea Otter Classic in 2022.

We have several demo courses available to demo bikes of all types.

- [Kids](#) course
- [MTB](#) and [eMTB](#) courses
- [Road](#) and [eRoad](#) courses

## I WANT TO DEMO PRODUCT WHAT DO I NEED TO DO?

### Step 1: Announce Your Demo

In order to alert event attendees that you are participating in the demo program, you must fill out the demo form online [here](#). Your demo listing will appear on our website [here](#) the next day.

If you wish to be listed in the printed festival guide, the form must be filled out by **March 1, 2022**. If you wish to be listed in the Sea Otter Events Calendar and Sea Otter App, the form must be filled out by **March 30, 2022**.

### Step 2: Demo Check-out and Return Process

Event attendees will come directly to your booth to checkout and return all demo product. Sea Otter does not provide a separate pickup and return location.

It is solely the exhibitor's responsibility to develop and manage a bicycle check-out and return process. We highly encourage you take some sort of collateral to ensure your products are returned. Sea Otter assumes no responsibility for lost or stolen bicycles. In the event a bicycle is missing, contact the Monterey County Sheriff at (831) 675-5010 to file a theft report.

## DEMO COURSE RULES & REGULATIONS

- All demo course participants are required to wear an ANSI-approved helmet.
- All bikes must be removed from each demo course by closing time.
- Only low speed electric bicycles (LSEB) Class 1 and 2 will be allowed on the eMTB and eRoad courses.
- Distribution of any printed materials, samples or other related items shall be restricted to exhibit space. Only sponsor-branded signs and/or banners are allowed in the demo areas.
- All riders must enter via the ride zone entrance.

## DEMO COURSES

Course locations can be found on our Ride Zone Map



**RIDE ZONE MAP**

### woom Kids' Zone

The woom Kids' Zone features compact dirt on a wide track that offers small bumps with easy turns and obstacles. The course is designed for beginners up to 12 years of age. Only children's bicycles are allowed on this course. Electric bicycles are not allowed in the Kids' Zone. Reference the ride zone map above for exact location.

**Hours:** Thursday – Saturday: 9:00 a.m. – 5:00 p.m. and Sunday: 9:00 a.m. – 4:00 p.m.

### Chain Reaction MTB Zone

Try out any demo bike on the Chain Reaction MTB course. The MTB course features compact dirt on a narrow track that offers a backcountry feel with small bumps and more advanced obstacles. This course is designed for intermediate to advanced mountain bike riding levels. All participants are required to wear a helmet. Reference the ride zone map above for exact location.

**Hours:** Thursday – Saturday: 9:00 a.m. – 5:00 p.m. and Sunday: 9:00 a.m. – 4:00 p.m.

### BULLS eMTB Zone

Try out any demo bike on the BULLS eMTB course. The eMTB course features compact dirt and a controlled route that allows riders to experience acceleration, small hill climbing and the ease of handling on all turns. This course is designed for intermediate to advanced riding levels. All participants are required to wear a helmet.

**Hours:** Thursday – Sunday: 1:30 p.m. – 4:00 p.m.

**NOTE** – Only low speed electric bicycles (LSEB) Class 1 and 2 will be allowed on the eMTB course. The LSEB must clearly display an electric bike class label. Electric bicycles or vehicles that do not meet California Class 1 and 2 designations will not be allowed on the course.

**eMTB COURSE**

## **BULLS eRoad Zone ePowered by Bosch**

Try out any demo bike on the Bulls eRoad course ePowered by Bosch. Take an exciting spin around the Laguna Seca track raceway and learn why “The Corkscrew” bend (a 59-foot drop over just 450 feet of track) makes test rides at Sea Otter so special. See course map below.

**Hours:** Thursday – Sunday: 1:30 p.m. – 4:00 p.m.

**NOTE** – Only low speed electric bicycles (LSEB) Class 1 and 2 will be allowed on the eRoad course. The LSEB must clearly display an electric bike class label. Electric bicycles or vehicles that do not meet California Class 1 and 2 designations will not be allowed on the course.

**eROAD COURSE**

## **Road Bike Zone**

Don't miss the unique chance to test ride on the Laguna Seca raceway in our exciting road bike course! You will learn why “The Corkscrew” bend (a 59-foot drop over just 450 feet of track) makes test rides at Sea Otter so special. See course map below.

**Hours:** Thursday – Sunday: 1:30 p.m. – 4:00 p.m.

**ROAD COURSE**