

## 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 2023.

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

- [Kids](#) course
- [Off-Road](#)
- [Road](#)

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

### Step 1: List 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 10, 2023**. If you wish to be listed in the Sea Otter Events Calendar and Sea Otter App, the form must be filled out by **April 14, 2023**.

### 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 MTB and Road courses. **See industry standards [here](#).**
- 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.

## LIFE TIME DEMO ZONES

Course locations can be found on our Demo Course Map



[COURSE MAP](#)

### woom Kids' Zone

The woom Kids' Ride 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 woom 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.

### Off-Road Zone

Try out any gravel or mountain bike (electric or non-electric) at the Off-Road Zone. Open for all to ride, the Off-Road Zone 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 riding levels. All participants are required to wear a helmet.

**Hours:** Thursday & Saturday 9:00 a.m. – 5:00 p.m.,  
Friday 9:00 a.m. – 12:00 p.m. Sunday: 9:00 a.m. – 4:00 p.m.

[OFF-ROAD MAP](#)

### Road Zone

Click on the "Course Map" link above for the map of Road Demo course. Access via the Lakebed entrance and head toward Barloy Canyon Road.

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