

# GEAR UP FOR FUN

## Engaging Booth Activations

**Make your booth a must-visit with fun and engaging activations!**

Consider ideas that are simple, fast, and fun.

Think about your core audience and activities they like to do.

### ENGAGING GIVEAWAYS

**Spin-to-Win Wheel:** A prize wheel offering branded swag, discount coupons, or fun items.

**Raffles and Contests:** Encourage attendees to enter a drawing for a high-value prize like a bike or gear.

**Photo Booth with Props:** Create a Sea Otter or bike-themed backdrop for social media-worthy photos.

### INFORMATIVE + EDUCATIONAL

**Product Testing:** Let attendees try out your newest bike products or accessories. Submit your demo product here:  
<https://www.seaotterclassic.com/2025-demo-form/>.

**Expert Panels:** Host panels/interactive workshops that relate to your product hosted by an expert.

**Bike Maintenance:** Provide free minor tune-ups or chain cleaning.



**SUBMIT YOUR ACTIVATION HERE**

<https://www.seaotterclassic.com/expo-event-submissions/>

Be sure to submit your booth activation to our calendar,  
so that we can promote it!

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### FOOD + DRINKS

**Fuel Your Ride:** Provide samples of cycling-friendly snacks or drinks.

**Coffee and Smoothie Station:** Offer free drinks with branded cups or sleeves. Or provide a customized reusable cup.

### MEMORABLE MOMENTS

**Pro Cyclists/Athletes/Ambassadors/Personalities:** Meet and greets, panels, photo ops.

**Selfie Station:** A custom bike stand or props for attendees to pose with your brand's gear.



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