

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/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!

LIFETIME
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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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