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Benefiting Transportation Alternatives • April 28 & 29, 2012 • Skylight Soho • 275 Hudson Street • NYC

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## 2012 Sponsorship Packages

### Details:

- **Skylight Soho**, 275 Hudson Street, New York, NY, 10013
- 2-day event, April 28 and 29, 2012 (move in on Friday, April 27)
- Consumer and lifestyle show
- 8,000 square feet of prime show space
- 5,000–10,000 expected attendees over 2 days
- Booth space assignments are made on first come, first served basis

### For Vendors & Manufacturers:

- Reach out to customers in the largest and fastest-growing cycling city in the country
- Expose and let consumers experience your 2012-13 product lineup
- Sell current or previous season's merchandise at the beginning of the summer cycling season
- Connect with top New York City bike shops and cycling products producers under one roof

Here is a link to [press highlights](#) from the very successful first New Amsterdam Bicycle Show in 2011. The 2011 event was at capacity, an incredibly rare occurrence for a first-year event in New York City. We can happily provide positive feedback from our 2011 sponsors and vendors, including The Office of The Netherlands Consulate General in New York City, on how well produced our event was. This [video](#) is just a taste of that type of response.

The 2011 New Amsterdam Bicycle Show culled the best in urban and road cycles and featured over 60 exhibitors from around the world. The inaugural event took place on April 30 at Chelsea's stylish Center 548, an elegant four-story event space. It was a long overdue celebration of how New Yorkers are embracing cycling as transportation more and more each day; with lectures on bike lanes to bike-sharing programs and everything in between.

A crowd of over 3,000 people from New York City and the Tri-State area attended the event in Chelsea to see the hottest rides and gear. A chic urban fashion show was assembled, complete with runway and photographers. Noted city cyclists were featured as models, including actor Mathew Modine and designer Lela Rose.

The 2011 event was produced by Manhattan Media, the team behind some of this city's most coveted events, such as **The AVENUE SHOWS Antiques & Art at the Armory** and **The Blackboard Awards**. The inaugural bicycle show was in the trusty hands of event and media pros, and its first year's massive turnout was proof.

In 2012, we are striving for more. We expect the show to become an annual event for the ever-growing NYC community. Moving to Skylight Soho in the heart of downtown is part of that goal; what better place to hold an event that is all about the emerging New York City bicycling culture than in Soho amongst the city's hippest boutiques (and a stone's throw from the West Side Bike Path)?



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## 2012 Sponsorship Packages

### 1. Titanium—\$20,000

- 400 sq. ft. exhibit space, including a table, 2 chairs, electricity and Wi-Fi.
- 10 guest passes.
- Announcements and news releases of your participation posted on Newambikeshow.com updates, New Amsterdam email blasts, Facebook and Twitter.
- Sponsorship-level logo on all signage, including main show banner, website home page, all advertising and press releases.
- Secondary sponsorship of three of the following: Bikelandia seminar and event space, Ridestyle Fashion Show 2012, nonprofit exhibit area or Hall of Handbuilts
- Participation in two Bikelandia seminars.
- Full-page ad in New Amsterdam Bicycle Show Guide.
- Linked placement on our Newambikeshow.com sponsorship page.

### 2. Carbon—\$15,000

- 300 sq. ft. exhibit space, including a table, 2 chairs, electricity and Wi-Fi.
- 7 guest passes.
- Announcements and news releases posted on Newambikeshow.com updates, New Amsterdam email blasts, Facebook and Twitter.
- Sponsorship-level logo on all signage, including website home page, all advertising and press releases.
- Secondary sponsorship of two of the following: Bikelandia seminar and event space, Ridestyle Fashion Show 2012, nonprofit exhibit area or Hall of Handbuilts
- Participation in one Bikelandia seminar.
- Full-page ad in New Amsterdam Bicycle Show Guide.
- Linked placement on our Newambikeshow.com sponsorship page.

### 3. Steel—\$10,000

- 200 sq. ft. exhibit space, including a table, 2 chairs, electricity and Wi-Fi.
- 5 guest passes.
- Announcements and news releases posted on Newambikeshow.com updates, New Amsterdam email blasts, Facebook and Twitter.
- Sponsorship-level logo on all signage, including website home page.
- Secondary sponsorship of one of the following: Bikelandia seminar and event space, Ridestyle Fashion Show 2012, nonprofit exhibit area or Hall of Handbuilts
- Half-page ad in New Amsterdam Bicycle Show Guide.
- Linked placement on our Newambikeshow.com sponsorship page.



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**Booth extras:**

- Extra table: \$15
- Extra chair: \$22
- Tablecloth: \$20
- Extra vendor pass: \$15

**Parking:**

- Parking is TBD per day
- Free bicycle valet will also be available for attendees

**Payment:**

- 50% payment to be made upon signing the contract, with the balance to be paid by March 15, 2012.

**About Manhattan Media**

Manhattan Media is dedicated to New York's neighborhoods. Our focused publications provide information about those matters that are of immediate concern and interest to people who live blocks, not worlds, apart. We provide businesses and institutions direct access to the individuals they serve, real customers and clients within arm's reach in the neighborhood. Manhattan Media provides a link, the connection that facilitates interchange. *AVENUE Magazine* covers Manhattan's affluent society, while *New York Family* reaches parents throughout Manhattan with the latest in parenting trends. The legendary Hamptons publication *Dan's Papers* is the go-to for what's what and who's who on the East End. Our community newspapers include: *Our Town Downtown*, *City Arts*, *Our Town*, *The West Side Spirit*, *Chelsea Clinton News*, *The Westsider* and our digital outlet *New York Press.com*. *City Hall* and *The Capitol* are published twice monthly and target the politicians, lobbyists, unions, staffers and issues that shape New York City and State.

For more information, visit: <http://www.manhattanmedia.com>

**About the benefactor: Transportation Alternatives**

Transportation Alternatives is involved in every aspect of traveling around New York City. From bike routes and bus lanes to pedestrian crossings and car parking, we're fighting for safer, smarter transportation and a healthier city. When Transportation Alternatives was founded in 1973, New York City's cycling population was a fifth of what it is now and the number of pedestrians killed each year by cars was more than twice as high. Since then, we've been laying the paving stones of a safer city—pedestrian plazas, parking-protected bike lanes, the very philosophy of the livable street—and pushing city agencies and elected officials to introduce this innovation into the urban landscape. We see New York City as a web of streets and green spaces that, viewed as a whole, are the foundation of a city with a greater quality of life. With the help of our 1,000 active volunteers and 8,000 members, TA makes the streets of New York City better; mile by mile, acre upon acre, we are shaping an unsurpassed urban landscape and envisioning a brighter way to travel.