



May 2018

Invitation to the 2018 VGH Bike-apalooza

At the close of the 2017 Bike-apalooza, we gathered valuable feedback from exhibitors. We aim to make use of that insight through a stronger community engagement program over the summer.

What: VGH Bike-apalooza is a *free annual outdoor bike fair aiming to help summer bike commuters extend their cycling beyond the shorter, wetter, cooler days of autumn.*

When: **Thursday, September 6th 2018** - 3-6pm (set-up begins at 2pm)

Who: **The event is open to the public.** Exhibitors are invited to promote their goods and services with a focus on bikes, gear, accessories, maintenance and promotional information; we also welcome contributions around nutrition, fitness, education, social causes, and health/well-being.

Where: **Vancouver General Hospital** grounds along the W10th Ave Bikeway
south lawn of the Heather Pavilion between Willow and Heather Streets

For 2018: You've asked for a stronger social media presence to offer advance sales or schedule one-on-one demonstrations. This year we'll aim to engage the community so that more attendees arrive *seeking out* your displays and special offers. How can this work for you?

- **Pre-sales!** – sell your goods in advance with *free shipping* if they pick-up at Bike-apalooza (suggested promo code = **2018VGH**).
- **Test rides!** – create a schedule in advance offering a test ride, basic tune-up, brief consultation, demonstration massage, custom fitting, ???
- **Raffle prizes!** – your raffle prizes will be displayed online. Prize draws will be scheduled, and made between 4:30 and 5:15pm. Visitors will need to be on-site to win: you will award your own prizes from your table so you can take photos or collect contact info.
- **Street front!** – exhibitor tables will be set up closer to the street and sidewalk to better entice walk-by and bike-by traffic.
- **Grouping!** – bike shops will be grouped together away from the street so they have ample room to spread out and do their thing.

[Send us an email](#) and mark September 6th in your calendar if you are interested in joining us. In the meantime, think of how you can make Bike-apalooza work for you and feel free to contact me with questions, or for more information.

Ride Safe. Ride Often!

Karen

Karen McCullough, Events
VGH Cycling Centre Steering Committee

[Facebook Event](#)

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VGH Bike-apalooza is hosted by the VGH Cycling Centre