

Case Study: Australian Motorcycle Expo

Type: General Public Event
Venue: Southee Pavilion, Dome, Hall 2
Client: Exhibition and Trade Fairs
Date: 21 - 23 November 2008



Get your motor running

WHAT WE DID: The Australian Motorcycle Expo is a three-day annual event showcasing the latest and greatest in the motorcycle industry. The event boasts an exciting display of attractions and demonstrations, enhanced by the flexibility of the various Sydney Showground venues on offer. Sydney Showground provided both indoor and outdoor spaces which allowed motorcycle enthusiasts the opportunity to get up close and personal with the grunt and grime of the latest and greatest. Three indoor venues were provided: the Southee Pavilion, The Dome and Hall 2 with a combined capacity for more than 9000 people.

To assist the motorcycle expo event team deliver a smooth event each year, Sydney Showground provided event planners, floor managers and tradesmen. Two cafes and a BBQ run by Sydney Showground's internal catering staff were also provided.

SPECIAL TOUCHES: Sydney Showground closed two streets, giving motorcycle riders plenty of space to park their machines and compare and admire each others rides. An invaluable sales tool, the manufacturers were also able to

provide test rides around the Sydney Showground site. Potential buyers climbed on the latest models of the Harley Davidson and a Spider motorbike. Sydney Showground was also able to provide ample space for stunt demonstrations.

CHALLENGES: The motorcycle expo combines both indoor displays and outdoor demonstrations creating varied areas for the Sydney Showground floor managers to supervise and monitor. The motorcycle expo brings in hundreds of motorbikes and equipment and thus creates a tough logistical challenge to deliver and unload all of the bikes into the venue.

OVERCOMING CHALLENGES: The venue's state-of-the-art loading dock with easy vehicle access assured a hassle free bump in and bump out process.

CLIENT'S COMMENT: "The venue allows us to have many outdoor activities which creates an atmosphere which wouldn't be achievable elsewhere. Sydney Showground is definitely a venue that the Sydney Motorcycle Show will continue to be held at." - Belinda Maund, ETF operations manager.