

## 2025 年本會組團之國際自行車展，歡迎會員踴躍報名參加

### 2025 年美國加州展 Sea Otter Classic

Sea Otter Classic 為北美最大的戶外自行車展，集結賽事、新品發佈、展覽、試乘體驗等活動。這場自行車嘉年華吸引全球知名品牌、專業買主、消費者、選手齊聚一堂。2024 年展出品牌超過 1,000 個，參觀人數達 8 萬人次，屢創新高。公會將首次參加美國 Sea Otter Classic，請踴躍報名參展，成團後本會將酌予**補助部分攤位(場地)費**，實際補助金額依參展廠家數及展出面積而定。



展 別	展 期	地 區	組團單位	報名電話
美國加州展 Sea Otter Classic	04/10 - 04/13	美國 / 蒙特瑞	公會 林家祺	02-27393311

臺灣自行車輸出業同業公會

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# SEA OTTER CLASSIC

Every April, the world of outdoor enthusiasts converges in Monterey, California, to kick-off the much-anticipated cycling season. After months of anticipation, more than 76,000 cycling fans reconvene at the historic Laguna Seca Recreation Area for the world's largest and most successful consumer bicycle event: the Life Time Sea Otter Classic.

Join us on California's Golden Coast and showcase your brand with a perfect blend of devoted consumers and families, industry notables, and influential media.

## WHY EXHIBIT AT SEA OTTER

- (+) Engage directly with 76K consumers
- (+) Receive 500K impressions per festival day
- (+) Network with 1K+ cycling and outdoor industry brands
- (+) Connect with 300+ global media representatives
- (+) Promote new products and technologies
- (+) Demo products and get invaluable consumer feedback

## EVENT DATE

- (+) April 10-13, 2025



# INDUSTRY DAY

Open to consumers and industry visitors, Industry Day provides an opportunity to witness first-hand how consumers engage with brands.

With over 1,000 exhibitors, the Sea Otter expo provides industry attendees access to exciting new brands as well as established partners. During Industry Day, retailers, suppliers, distributors and industry attendees from across the globe can have meaningful B2B conversations, make key decisions and establish new relationships for the cycling season and beyond.

## EVENT DATE

(+) April 10, 2025

## QUALIFYING INDUSTRY ATTENDEES RECEIVE

- (+) Two (2) complimentary 4-day Festival Passes
- (+) Industry Networking Social invitation (Thursday PM)

