

WA TRIATHLON


**BUSSETON
FESTIVAL OF
TRIATHLON**

PRESENTED BY  **GLOBAL
ADVANCED METALS**

HEALTH AND LIFESTYLE EXPO 2024



BUSSETONFESTIVALOFTRIATHLON.COM.AU

ABOUT THE EVENT

EVENT NAME:

Busselton Festival of Triathlon Presented by Global Advanced Metals

DATE/S:

Friday 3rd - Sunday 5th May 2024. Racing to be held 4th - 5th May 2024.

EXPO VENUE:

Barnard Park, Busselton, Western Australia 6280

ORGANISERS:

Triathlon Western Australia Inc. and Event Matrix

EVENT CONTACT:

Commercial Events Operations Manager

events@wa.triathlon.org.au

08 9443 9778

www.busseltonfestivaloftriathlon.com.au



FEEL THAT BUSSELTON **BUZZ**

The Busselton Festival of Triathlon presented by Global Advanced Metals, is an annual 2-day festival of events that incorporates the Busselton 100, the Busselton Foreshore Triathlon, and the SunSmart Kids Triathlon.

First staged in Busselton in 2002, this iconic festival sees local, interstate and international athletes flock to the beautiful seaside town for an action packed weekend of racing and community fun.

EVENT SCHEDULE

FRIDAY, 3 MAY 2024

The action commences on Friday as athlete registration and the Health & Lifestyle Expo opens at Barnard Park.

SATURDAY, 4 MAY 2024

The Event Village will be a hive of activity with music, food trucks, kids entertainment and, of course, the Expo.

The day starts with the SunSmart Kids Triathlon, followed by the very popular Busselton Foreshore Triathlon. Cheer on the athletes as they swim, bike and run their hearts out.

Bike check in for Busselton 100 competitors opens at 2pm and closes with the Expo at 7pm.

SUNDAY, 5 MAY 2024

It's Race Day for the Busselton 100! Pro athletes will kick off at 7am, followed by all individual & team competitors racing the picturesque 2km Swim, 80km km Cycle & 18km Run.

There's action all along the Foreshore & Barnard Park with Club Alley, commentary and live streaming. Presentations will be staggered throughout the day in the Event Village to celebrate everyone's achievements.

EXPO OPENING TIMES AND BUMP IN/OUT

BUMP-IN

Friday: 8am – 12pm

Saturday: 6am – 7am only – no vehicle access

BUMP-OUT

Saturday: 7pm - 9pm

Sunday: from 3pm approx.

EXPO OPENING HOURS

- Friday: 2pm - 7pm
- Saturday: 7am - 7pm
- Sunday: 6am - 3pm

Please note that hours may vary. A final schedule and event information will be sent to all exhibitors prior to race weekend.



EXHIBITOR INCLUSIONS

Expo sites range from 3x3m to 6x6m and consist of an open plan frontage with rear backing and side panels, perfect for brands to deck it out themselves.

INCLUSIONS:

- Corflute business name on front of marquee (front signage)
- Trestle tables and chairs (as outlined below)
- Power – strictly no use of high-power drawing equipment such as heaters and kettles, adequate power for laptop, tills, EFT machines only
- Overhead strip lighting
- Promotion - included in list of retailers online & at event
- Business logo included on big screen in event village - exhibitor to supply

Also available to exhibitors is the opportunity to provide virtual event bag inclusions to competitors, and advertisements on the big screen.

MARQUEE SIZE	EXTRA INCLUSIONS	COST
3m x 3m marquee	1 trestle 2 chairs	\$500
6m depth x 3m front marquee	2 trestles 4 chairs	\$900
3m depth x 6m front marquee	2 trestles 4 chairs	\$900
6m x 6m marquee	3 trestles 4 chairs	\$1500
Virtual Event Bag inclusion	Digital promo emailed to all participants pre-event	\$150
Ad on Event Village screen - min 10 slots/day	15 second ad 30 second ad Content provided by exhibitor in required format	\$600 \$800

For more information please
contact us via email to
events@wa.triathlon.org.au or
call 08 9443 9778



NEXT STEPS FOR EXHIBITORS

Thank you for taking the time to read through our Health and Lifestyle Expo brochure. We hope that you are interested in becoming an exhibitor.

To register your interest, please complete the Expression of Interest (EOI) form, and a member of our team will be in touch shortly.

COMPLETE THE EOI FORM:

Please see the [expo page](#) on our website, or follow this [LINK to the 2024 form](#).

Not quite ready to put your name on the list? Give us a call to chat through your options.

CONTACT US TO DISCUSS YOUR NEEDS:

Commercial Events Operations Manager

events@wa.triathlon.org.au

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