In tandem with off-road.cc

GRAVEL+ ADVENTURE BIKE EXPO

BUSINESS DESIGN CENTRE LONDON 9+10 JANUARY

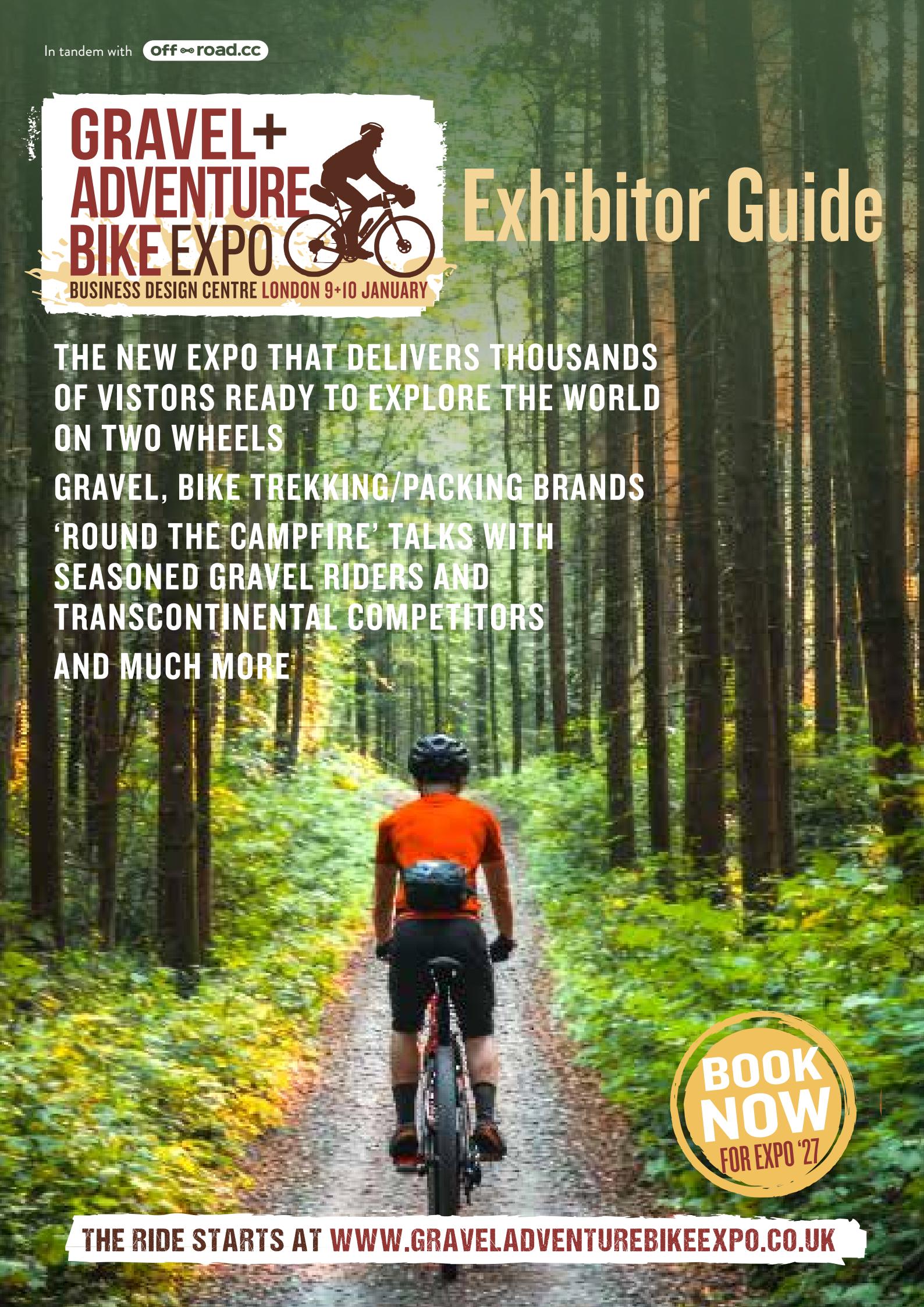
Exhibitor Guide

THE NEW EXPO THAT DELIVERS THOUSANDS OF VISTORS READY TO EXPLORE THE WORLD ON TWO WHEELS

GRAVEL, BIKE TREKKING/PACKING BRANDS

'ROUND THE CAMPFIRE' TALKS WITH SEASONED GRAVEL RIDERS AND TRANSCONTINENTAL COMPETITORS

AND MUCH MORE



BOOK NOW FOR EXPO '27

THE RIDE STARTS AT WWW.GRAVELADVENTUREBIKEEXPO.CO.UK



This new show for gravel and adventure riders was launched in 2026 alongside the long-established Adventure Travel Show in Islington, London. The Gravel & Adventure Bike Expo fills a gap in the market bringing together an audience of gravel, bike trekking/ packing and adventure riders, at a time of the year when they're planning trips and looking to get new kit and upgrade.





ATS also attracts an audience of adventure travellers who are keen to explore the world on two wheels - they have money to spend and come with a genuine interest in learning about where to go riding and what products to buy and why.

The show delivers over **7,000 highly-engaged, active consumers** with **18% Directors/Managers** and **33% Professionals**. **81% support sustainable travel** and the average age is 53.

The expo has a dedicated cycling stage hosting **'round the campfire' talks** with seasoned gravel riders and transcontinental competitors like **Josh Ibbett, Angus Young, Markus Stitz** and **Molly Weaver** plus bike trekking and brand experts. **Mark Beaumont returns in 2027** to host live sessions of the Endurance Podcast and chatting with riders and expeditionists over two days.

EXPO SPACE OPTIONS

There are multiple booth sizes available to suit and all include a full **ready-to-go stand package**, so all you and your team need to do is simply show up on Friday afternoon and set up your products and services for show opening. You can also retail from the show and storage is available.



Your stand includes:

- **Wooden walling - white, 2.75m tall panels**
- **Vinyl logo - cut, mono, up to 1.8m width**
- **Choice of two sizes of bike plinths and/or shelving**
- **Spotlights package**
- **Venue comes with carpet and Wifi**

Let us know what you would like to promote and size you require and we will propose the best marketing package and available space to you.

For more information email ChrisH@livingmediaevents.co.uk or visit www.graveladventurebikeexpo.co.uk

"ISON have attended the show with Surly three times now and it gets better each year. Our Surly account managers reported sales and customer enquiries with dealers directly from the show, so it's an important date in the calendar for the brand now."

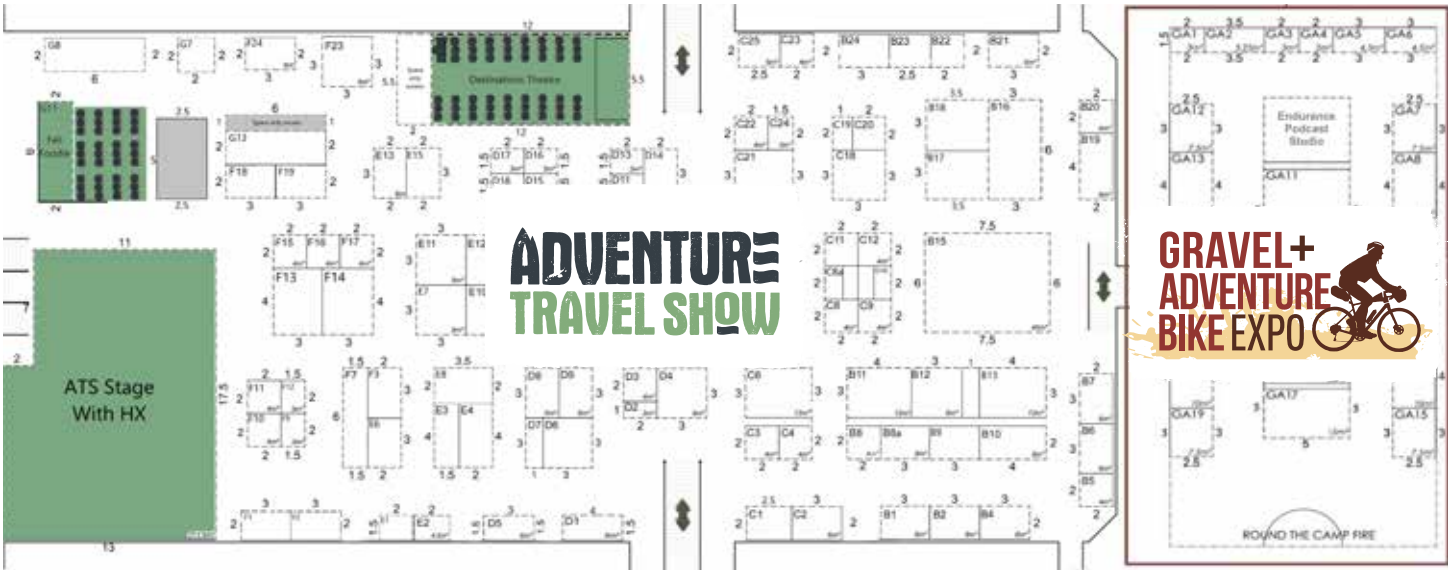
Pat Joscelyne, Surly UK manager, ISON Distribution.

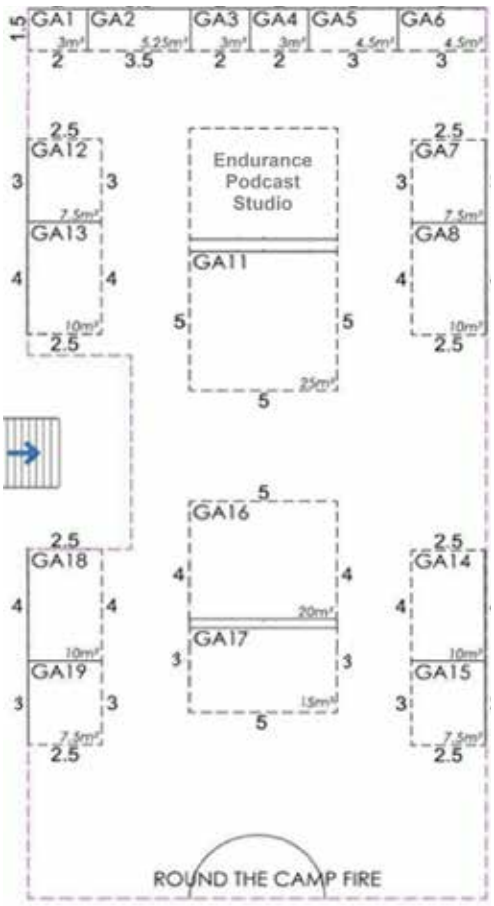
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Floor plan

The **Gravel & Adventure Bike Expo** is a special stand-alone area dedicated to adventure on two wheels at the Entrance to the Adventure Travel Show- which guarantees high footfall. Promote your brand and **Book your space now.**





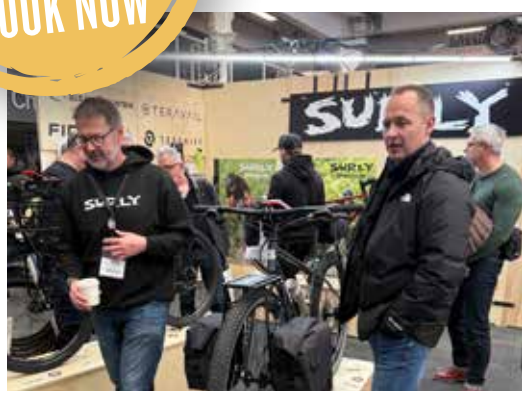
GRAVEL & ADVENTURE BIKE EXPO '27 PRICES

For more information email ChrisH@livingmediaevents.co.uk

GA1	£1,125.00
GA2	£2,250.00
GA3	£1,125.00
GA4	£1,250.00
GA5	£1,675.00
GA6	£1,675.00
GA7	£3,050.00
GA8	£4,050.00
GA11	£7,700.00
GA12	£3,050.00
GA13	£4,050.00
GA14	£4,050.00
GA15	£3,050.00
GA16	£6,900.00
GA17	£6,100.00
GA18	£4,050.00
GA19	£3,050.00



LIMITED SPACES BOOK NOW



"We showcased GUAVA bikes at this year's show and achieved huge eyeballs on the brand and generated a number of strong sales leads. The show is the perfect time of year to sew the seeds of a bike purchase in the minds of the gravel adventure curious. A great success all round."

Rory Hitchens, GUAVA bikes UK