



HARROGATE 15 - 17 OCTOBER 2021

BESPOKED #10

APPLICATION INFORMATION FOR THE
TENTH UK HANDMADE BICYCLE SHOW



Harrogate 15 - 17 October 2021

CELEBRATE BESPOKED #10 WITH US

Thank you for your interest in exhibiting at the 10th Bespoked - The UK Handmade Bicycle Show. Bespoked is Europe's biggest showcase of handmade bicycles and their makers, attracting in excess of 6000 visitors from around the world. It is the place for the public, industry and press to meet the independent makers and designers of the bicycle world.

If you make custom handmade bicycles, fine cycling components, design and apparel then Bespoked is the show for you. Bespoked 2021 will be the 10th show and celebrate a decade of showing the most beautiful handcrafted bicycles in the world. Bespoked 2021 will be held for the first time in the Harrogate Convention Centre located in the centre of the beautiful spa town of Harrogate, which lies in the heart of cycle loving Yorkshire.

While Bespoked is primarily a show for framebuilders we also welcome applications from other cycling related artisan makers to show their work to the public and press. All bicycles on show at Bespoked must have the option of being custom made in terms of geometry or tube specification. We will again have a new framebuilders area and will be offering the option to show 1 or 2 bicycles.

Bespoked 2019 show film can be seen here <https://www.youtube.com/watch?v=QuTmlkrOfHk>

Global Cycling Network's Bespoked 2019 review - <https://www.globalcyclingnetwork.com/video/hot-new-custom-bespoke-bike-tech-from-bespoked-uk-handmade-bicycle-show-2019>

"If you want to see some of the finest and most beautifully made custom frames, this is the show for you. In its 9 years, it has never failed to deliver some spectacular bikes with the sort of attention to detail you rarely see in the rest of the bike world."

Road.cc

"The show is so professionally organised and this allows the exhibitors and the attendees to simply enjoy. The positive vibe is infectious and welcoming"
Jon Meredith - Singletrack

WHAT IS PROVIDED FOR YOUR STAND FEE:

- Your stand space will be marked out on the floor (there is no shell scheme)
- Promotion on the Bespoked website and social media. Our social media following is growing fast with currently 40K+ subscribers.
- Website catalogue entry plus social media buttons.
- The above entry in the printed Show Guide given to the 6000+ visitors (previous years) at the show and available as digital download.
- Your images included in our press releases to cycling and national media - The show has had coverage in The Sunday Times, The Telegraph, The Observer, The Guardian, BBC Website, as well as all major cycling press.
- Coverage in our annual newspaper [The Bespoked Times](#).
- Studio quality photos of your bikes (taken at the show).
- Our marketing campaign is targeted to professional people with the disposable income to be able to afford £1000+ bicycle. Judging by the conversations with our exhibitors and analysis of visitors we achieve this. The show has international appeal attracting people from the UK, Europe and beyond.

OTHER

- You will need to bring display items with you.
- Parking – Details tbc
- You can sell items if you wish to do so (we don't charge a commission).

DATES - Thursday 14th October - Sunday 17th October**SET UP** - Thursday 14th October**SHOW** - Friday 15th October (Times to be confirmed)

11.00 - 14.00 Press preview

14.00 - 19.00 Open to public

19.30 - 21.00 Exhibitor drinks

Saturday 16th October

Open to public 09.30 - 18.00

Sunday 17th October

Open to public 10.00 - 16.30

Take Down – from close of show (Timings may be subject to change)

ALL the money raised in stand fees goes on the staging and marketing of the event. Stand prices are subject to VAT at 20%. We offer the option to pay your stand fee in installments. Please note - in order to keep the stand fees as low as possible, what you are paying for is space only - there is no shell scheme.

"It's the deep passion for handcrafted bicycles of all shapes, sizes and tribes that differentiates this show from the industrial-scale likes of Interbike and Eurobike."

[Pinkbike.com](#)

"I've been going to bike shows for about 50 years now and this one for me personally and for this type of show - it's been the best ever - by not close but by miles"

Brian Rourke

STAND SIZE	COLOUR REF.	TOTAL M2	STAND COST (EXCL. VAT)
Newbuilders	-	1 or 2 bikes	£150 per bicycle
1.5m x 3m	Yellow	4.5m2	£500
1.75m x 3.5m	Red	5.25m2	£600
2m x 3m	Purple	6m2	£700
2.5m x 3m	Blue	7.5m2	£850
2.5m x 3.5m	Green	8.75m2	£1000
3m x 3m	Pink	9m2	£1050
3.5 x 3.5m	Light Green	12.25m2	£1400
See Plan	Various Orange	See plan	£225 - £1500
ELECTRICS			COST (EXCL. VAT)
Lighting / Sockets			TBC

Stand fees OVERVIEW

Bespoked 2021
Example Floor Plan



Bespoked 2021
Example Floor Plan