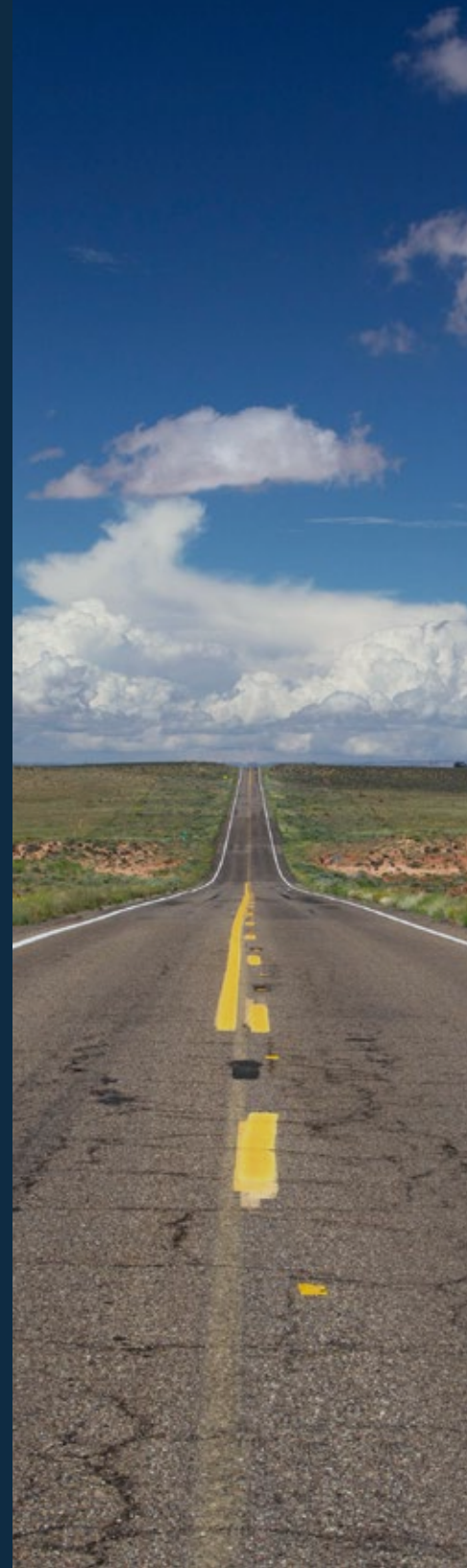




PROGRESSIVE
IKMS
OUTDOORS

SALES DECK 2022



Welcome to Progressive IMS Outdoors

Progressive® IMS Outdoors (IMS) is an evolution of the Progressive® International Motorcycle Shows®, a nearly 40-year indoor motorcycle event series. The new outdoor experience features a festival-like atmosphere to better engage prospective, new and existing powersports riders of all ages on their path to new purchases. While continuing its presence as the nation's largest consumer motorcycle tour, Progressive IMS Outdoors supports the growth of the powersports community by offering consumers this unique experience and cultivating new prospective riders. IMS Outdoors is organized by the Powersports Group of Informa Markets, a division within Informa PLC.

The Powersports Group of Informa Markets also owns and operates Continue The Ride – a website and host of digital products for the powersports industry and enthusiasts, the Ultimate Builder Custom Bike Show – the nation's largest custom bike competition that is held at IMS events, and Discover The Ride – the first and only program of its kind that introduces new riders to motorcycling.

What Makes IMS Outdoors Different?

Supports and fosters existing riders' passion for motorcycling AND nurtures prospective riders in an inclusive and approachable manner

Forty years of experience and a proven track record of connecting brands with highly qualified riders

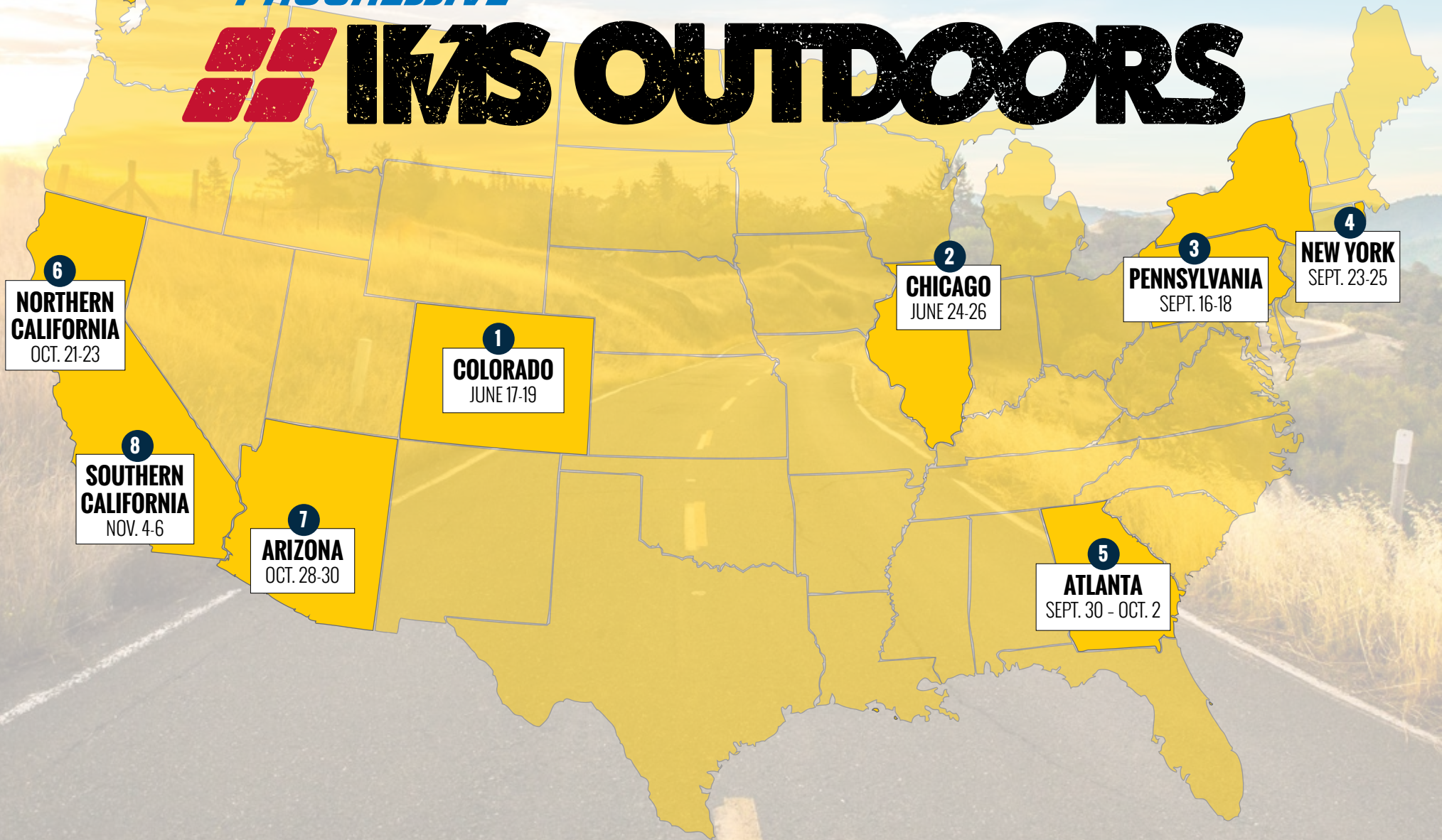
Expands the motorcycle industry's audience of prospective riders through the adoption of adjacent industries in an authentic way

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2022 Schedule

PROGRESSIVE
IKMS OUTDOORS



Experiences



STREET DEMOS

Attendees can test ride new vehicle models from leading manufacturers.



OFFROAD DEMOS

Attendees can see the latest in 2 and 4-wheel off road vehicles and in select markets take a 4-wheel test ride.



LEARN TO RIDE

Prospective riders of all ages can experience the thrill of 2-wheels through new rider courses



SHOP

Attendees can shop gear, parts, accessories and more from premier powersports and lifestyle brands to get them ready for more riding and adventure.



NEW LIFESTYLES

The introduction of other types of vehicles, including ebikes and scooters, allows attendees to explore new lifestyles, and in-turn introduce new audiences to motorcycling.



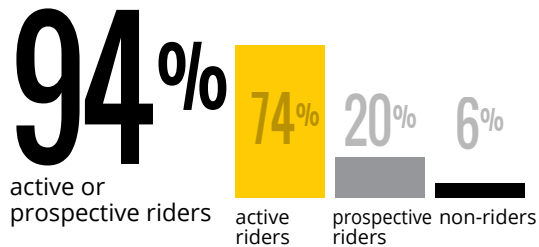
ATTRACTIONS

IMS' legacy attractions, including the Ultimate Builder Custom Bike Show, IMS Vintage, and Adventure Out are produced alongside other forms of entertainment such as stunt shows, music, ride-ins and more.

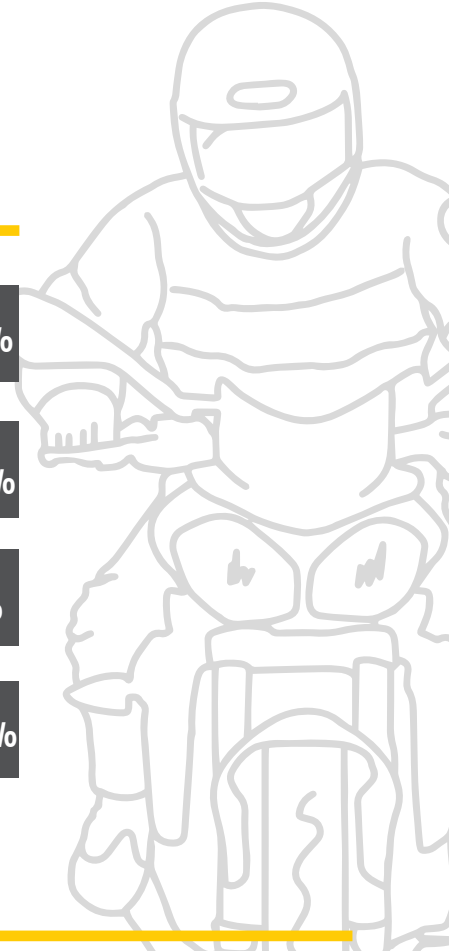
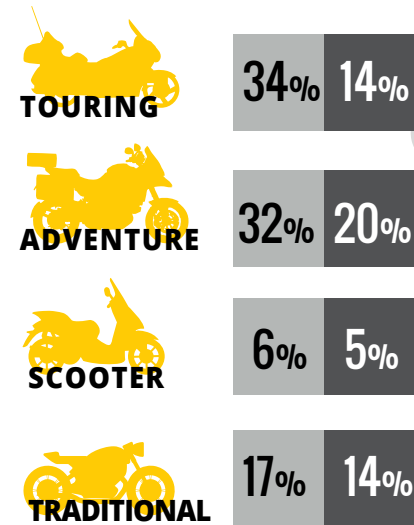
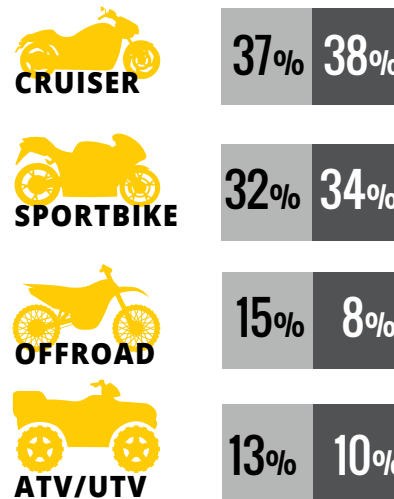
The Attendees

Who They Are:

RIDERS



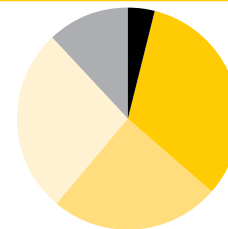
WHAT THEY RIDE (all riders/new riders)



GENDER



AGE



- 18 - 24: 4% (GEN Z)
- 25 - 44: 33% (MILLENNIALS)
- 45 - 54: 25% (GEN X)
- 55 - 64: 27% (BOOMERS II)
- 65 + : 12% (BABY BOOMER I)

50 is the median age

Generations noted are general categorizations, not exact start and end ages.

The Attendees

Buying Power:




SPENDING HABITS

58% are in the market to buy a vehicle → **70%** say within the next 12 months

33% → **\$152**
ordered / purchased at the show average spend

71%
say IMS has influence over future buying decisions

TOP PURCHASES

41% riding gear 
23% parts & accessories 
19% non-riding apparel 

INCOME

45%

report an annual HHI of \$100,000 or more

\$93,005 is the median HHI

Attendee data from post event surveys and sweepstakes entries

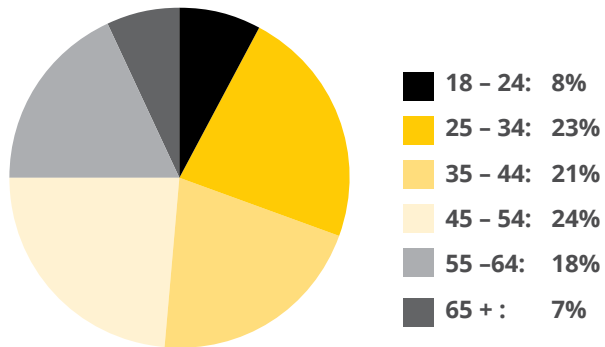


Delivering New Customers

IMS is committed to introducing new customers to our exhibitors and sponsors, while also nurturing and developing new riders. The events achieve this through learn-to-ride experiences for all, targeted attractions and the incorporation of adjacent lifestyles.

44% of attendees were new or prospective riders

AGE



GENDER

67% male **32%** female

1% declined to state



LEARN TO RIDE COURSES

IMS offers learn-to-ride courses for adults and teens.



KIDS ZONE

IMS introduces kids, as young as 2 years old, to the world of 2-wheels.



ADJACENT LIFESTYLES

IMS has incorporated e-mobility into the events with exhibitors and demos for attendees to enjoy.



ADVENTURE OUT!

The growing segment of adventure riding and travel on 2 or 4 wheels is embraced in Adventure Out!.



SHIFT LOUNGE

This curated, lifestyle-inspired, space features artists and brands that represent a new generation of motorcyclists.

Marketing & Media

IMS reaches returning and potential new attendees through year-round marketing and media programs. Millions of targeted impressions are achieved through an omni channel approach to build frequency and convert ticket sales.

EMAIL:

National Engaged Subscribers: 156,440	Subscribers Per Event: 30,000 Avg.
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SOCIAL MEDIA:

 569,514 followers	 50,393 followers	 39,960 followers
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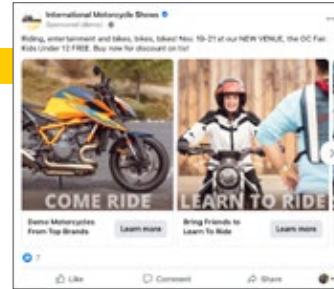
Engagement Rate: 3.6% Avg. | Post Impressions: 8,000 Avg.

WEBSITES:

Continuetheride.com — 4,000 MUV
Motorcycleshows.com — 50,000 MUV

MEDIA COVERAGE IN 2021:

303 pieces of coverage	459 million potential impressions	144 press in attendance
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PRINT & DIGITAL MEDIA:

Combined print circulation:
688,000

Combined digital MUV:
19 million

DIGITAL ADVERTISING:

SEARCH | SOCIAL | RETARGETING
30 million impressions

OOH:

40 million impressions

NEW FOR 2022

COMMUNITY MARKETING:

Enhancing community marketing efforts in 2022 through investments in staffing and resources to connect with the community in each market via events, grassroots efforts, partnerships and more.

Join The Tour

STANDARD EXHIBIT SPACE

Join the IMS Outdoors Tour with exhibit space in one of the areas curated for your brand's target customer to maximize sales, leads and awareness.



The Range

At the heart of IMS Outdoors lies The Range, a place for attendees to explore and shop brands to outfit them head to toe, shop hard parts and accessories, plus connect with clubs and services to enhance their lifestyle.



Adventure Out!

This space is dedicated to encouraging attendees to get out and explore on 2 and 4 wheels. A campsite sits at the center for hosted talks, education and product displays, with Adventure Out exhibitors surrounding it. If your brand caters to adventure and travel this space is for you!



Join The Tour

STANDARD EXHIBIT SPACE

(continued)



Shift at IMS

This curated, lifestyle-orientated space, is for young and emerging riders that look for brands and art emulating their lifestyles and values. A bar and comfy seating sits at the center of this space, allowing for attendees to shop select brands and socialize.



Charged at IMS

Alongside the electric demo track for e-bicycles and scooters, Charged at IMS is dedicated to introducing attendees to the world of electric powered "mico-mobility" vehicles.



PRICING:

(10' x 10' space = 1 unit)

1 - 5 Units = \$750 ea.

6+ Units = \$700 ea.

Ask us about our Marketing Incentive Program for booth discounts

Pricing includes raw space.

Placement in a particular area should be discussed with your Account Representative. Exact exhibit location is at Event Management's sole discretion

Join The Tour

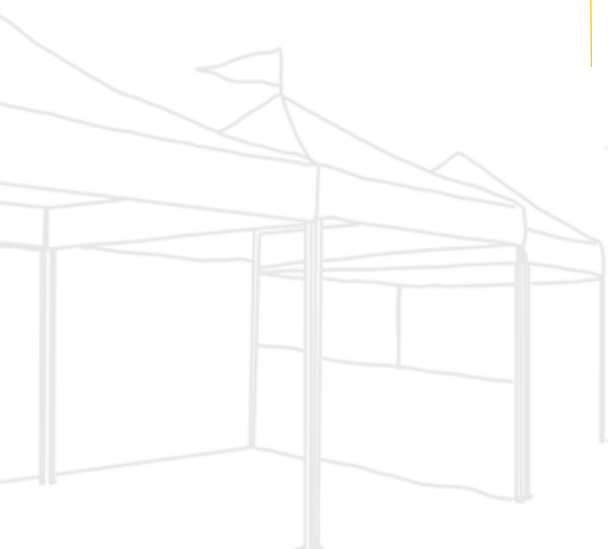
TURN KEY OPPORTUNITIES

Do you want to get in front of the IMS Audience nationwide, but lack the resources to do so? We can help! Through a custom turn-key program, IMS can manage the transportation, labor, staffing and more for your brand.

Turn-Key Program Opportunities:

- › **Staffing:**
IMS can hire knowledgeable product and sales staff to represent your brand and staff a display
- › **Transportation & Drayage:**
Product and display assets loaded, transported and unloaded on IMS' trucks
- › **Labor & Utilities:**
IMS can contract and supervise labor to install and dismantle the display, along with any needed utilities such as electricity
- › **Raw Space:**
IMS will offer the needed space for your brand's display in a neighborhood of the event that will best reach your target customers

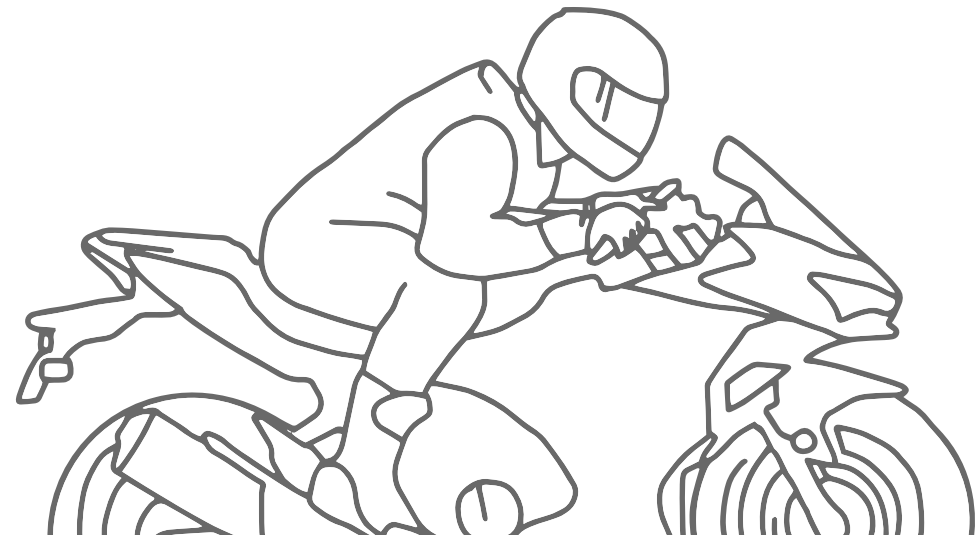
Pricing is based on customer's requirements. Contact your Account Representative to discuss your brand's needs.



Maximizing Your Investment

Once you are part of Progressive IMS Outdoors, there are countless ways to maximize your investment.

- › **Make sales!** Complete sales directly at your booth, online or through other exhibiting dealers
- › **Collect leads and follow-up** — 71% of attendees say IMS influences their future purchases
- › **Launch and educate consumers on new products**
- › Facilitate **product and consumer research**
- › Take advantage of our **sponsorship opportunities to increase your brand exposure**
- › **Promote your presence at IMS Outdoors** to your customers, offering them a discount on tickets while you receive discounts on your booth pricing
- › **Reach the IMS audience year-round** through our digital sponsorships
- › Follow us on social media and tag us on your IMS Outdoors posts — **we'll re-share to our followers**
- › **Engage with our PR team** to receive pre-registered media lists in advance and guidance on best practices
- › **Network!** Meet local dealers, manufacturers, builders, media and more



Contacts

MIKE AUSEC

Sales Director

P: 714-213-1584

E: mausec@motorcycleshows.com

PATTI ROS

Account Representative

P: 424-353-9450

E: pros@motorcycleshows.com

BRANDON BALDWIN

Account Representative

P: 279-900-7913

E: bbaldwin@motorcycleshows.com

GRADY PFEIFFER

V-Twin Consultant

P: 310-962-5626

E: ghmktg@aol.com

CHRISTINA ANDERS

Sales Coordinator

P: 310-795-9387

E: canders@motorcycleshows.com

