



'Classic Auto-cycle Museum Club'
 Fax. 3007-1263 Email. ian@netvigator.com Tel. 91304536

“MOTORCYCLE SHOW 2007”

Chater Road, Central, Hong Kong

Sunday, 4th November, 2007 – 7.00am to 5.30pm

Dear Clubs, Shops, Bikers, and Friends,

8th September, 2007

Following the success of “Motorcyde Show 2006” we have decided to run this again in 2007, and hopefully develop it into an Annual Event. Hong Kong has a huge number of Bike Enthusiasts, with 46,932+ motorcydes Registered with Transport Department.

The “Motorcycle Show” is THE day for Hong Kong Bikers to get together!

The Event 活動

Like last year, the Show aims to be a mixing of every aspect of Motorcycling in Hong Kong from the ‘Harley Hogs’ to the Moto-Crossers, from the Police Bikes to Superbikes! Everything you need to know about Biking in Hong Kong will be on Chater Road on 4th November, 2007. This is an opportunity for Bike Shops and Clubs to show themselves to the HK Community!



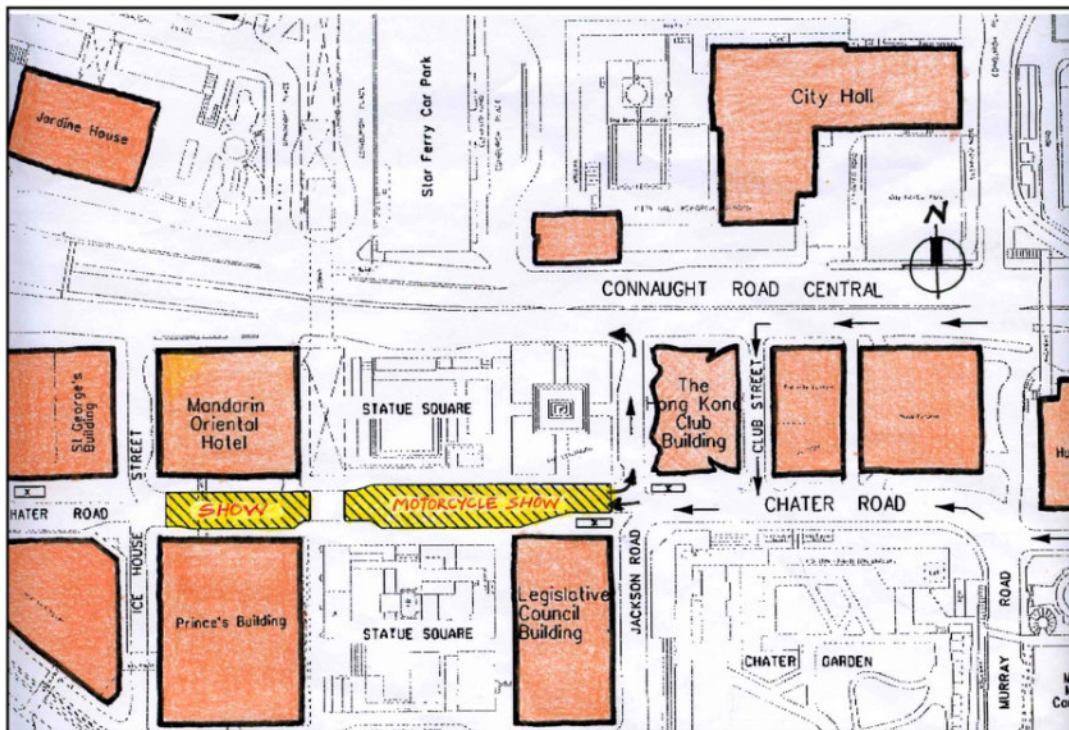
1.0 Numerous activities and Biking attractions at the 2006 Event

The Show Organisers – ‘Classic Auto-cycle Museum’ (CAM) 發起人

CAM was set up in 2003 to submit proposals for a “Motor Museum” to Government. We have organized numerous Classic Bike Shows and Events. CAM is a non-profit-making Club, with the primary aim to establish a Museum. We have the “software” (ie. Classic Motorcycles and Cars), we are actively looking for the financially viable “hardware” (ie. a building) to make this dream a reality! This can then be a permanent focus and meeting point for “Motor-heads” in HK. It will happen ...!
See www.cam-hk.com (in late-Sept) for details on CAM ... we would appreciate your comments and support.

Show Location 活動地點

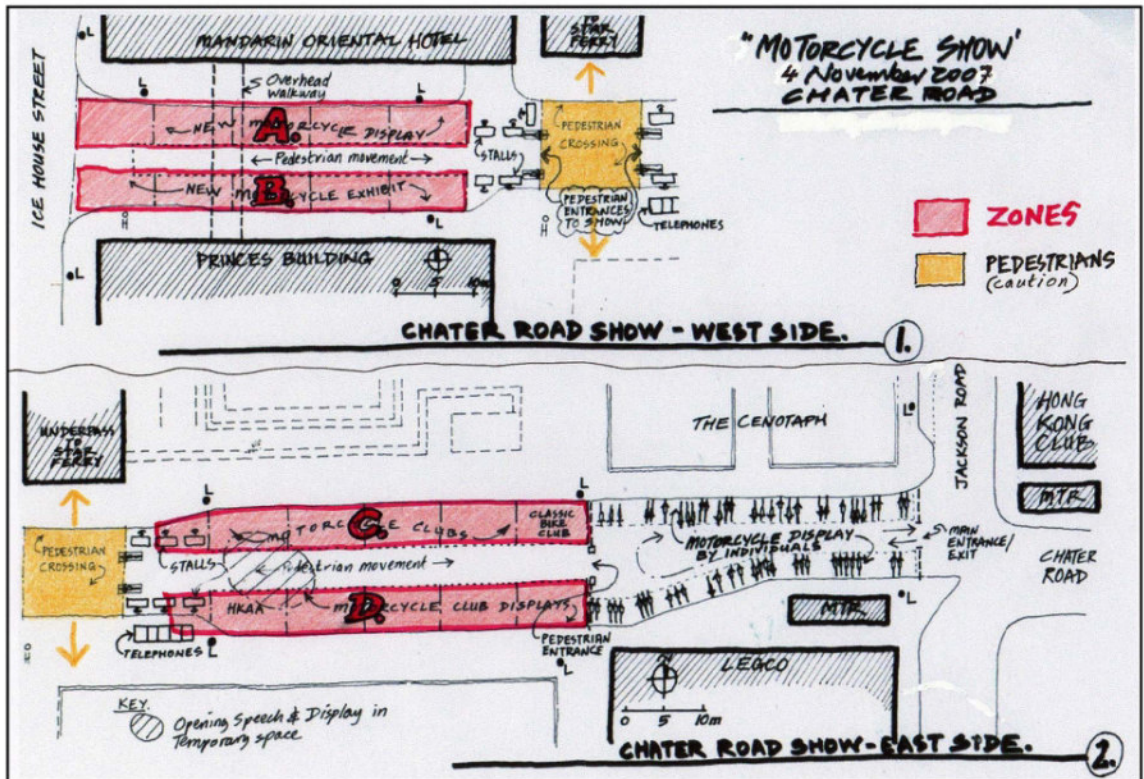
The Show will be held again at on the pedestrianised area of Chater Road, Central. This extends from Jackson Road in the West, to Ice House Street in the West. The road will be closed-off to Public Traffic at 7.00am. Vehicle entrance to the Show is between Legco and HK Club only. Exhibitors will be permitted to commence fitting out their areas at 8.00am, with the Show commencing at 10.00am.



2.0 Location Plan ... Motorcycle Show shown shaded yellow-hatched

The Show Layout 展覽場地佈置

This year's event will be similar to the “Motorcycle Show 2006”. A minimum 4.5m wide Promenade will be maintained along the centre of the road for Emergency Vehicles (FSD, Ambulance, Police) to access from East to West. On North and South sides of the Promenade Shops and Clubs will have their Display-areas. Each Shop or Club will be given a marked display-area for their Exhibit. Please be considerate to your neighbors! Exhibitors will be responsible for the cleanliness of their area and are expected to help clean the Street at the end of the Show. The public thoroughfare (shaded ‘yellow’ below in Map 3.0) between Star Ferry underpass and HSBC must not be obstructed at any time. The safety of Members of the Public must be considered paramount at all times. No vehicle movements are permitted by Government during the Show day.



3.0 Show Layout ... which ZONE do you prefer to be located in?

Exhibit Layouts 展示方式

The Exhibitors will be allocated a display area. Which ZONE do you prefer? The space will be allocated before the Show on a “first come, first served” basis. Exhibitors are free to lay out their space as they wish. The Government specifies that no “structures” are permitted to be erected.

COSTS of Show 費用

Again the Show is offered to Clubs, Shops, and the Public **FREE** of Charge! CAM will pay for the organizing and running Costs (eg. Government Permits, Government Insurance, Barrier hire, Prizes, Fire-extinguishers, Signage, etc, etc, etc!). CAM would like to find a Sponsor(s) to recoup the costs – if you can introduce any, we would be most grateful! If any Shop would like to donate Prizes please contact ian@netvigator.com.

Everyone participating...參與者

... Shops : The many Shops/Importers that exhibited in 2006 saw the value of participating, with exposure to 99% of HK Bikers. The purpose of the Event is an Exhibition to show HK Bikers what is available in the Marketplace (NO “commercial activity” is permitted in this Show on Government Land).

... Advertising : CAM appreciates the assistance of HK’s Biker Websites and magazines. We appreciate your assistance in informing HK’s Bikers about the Show. CAM request that the Shops put a small Poster in their windows, in October (forwarded later), to advertise the Show.

... Clubs : We aim to have 99.9% of HK Bikers attend the Show - this is HK Bikers Day! CAM requests each Club to inform their Members and Friends about the Show, and encourage them to attend.

... Organisations : Again this year we hope the Police Anti-crime Unit will put on a display in relation to the theft of motorcycles. We invite FSD and CAS to display their motorcycles. The HKAA have a 90 year history of Serving HK Bikers, they will unveil their latest Fleet at the Show.

Parking 停車

Similar to 2006 we will zone the East side of Chater Road as a 'Bike-park' where Bikers can see and be seen!

NO Sales ... 'Exhibition' only! 只供展覽, 不准銷售

The Government is VERY strict that this is a '**Show**', not a '**Market!**' Government will allow 'give-aways' eg. Stickers or key rings to advertise a Product or Company, etc., but no "commercial activities."

'Show Magazine' 展會會刊

CAM is considering producing a "Motorcycle Show 2007" **magazine** as a "give-away" to visitors. This collectable 'Show Magazine' will include articles on the various Clubs participating, as well as Adverts and promotions for the Shops. With sponsorship from Companies (Petrol, Beer, Bar, Restaurant, etc), Shops, etc this could help CAM to recoup the costs of organizing the Show. We URGENTLY need your comments on this ...

- Is it worth the effort?
- Will HK-Bikers/Public value this Show Magazine as a 'Collectable'?
- Will Companies/Shops contribute some \$\$\$ (say \$2,000 for A4 page), for advertising?

CAM need to decide quickly if a 'Show Magazine' will generate money to recoup our costs, and if it can be completed in 1 1/2 months ... please comment!

Organising Meeting 籌備會議

We will hold an 'Organising Meeting' on **Friday 28th September, 2007** at 6.30pm in HKAA's Headquarters on Nathan Road, YauMaTei. All Clubs, Shops, etc are welcome to attend to propose ideas and discuss the Show.

Liabilities 法律責任

All Exhibitors, Shops, Clubs, visitors, and viewers will participate in this Show at their own risk. CAM is a non-profit-making Enthusiasts Club and is not liable for any damage or loss to you or your property. If you require Insurance please arrange independently at your own cost before the Show.

RESERVE YOUR SPACE 及早預定

Please send the 'Reply Slip' below to Fax. 3007-1263, to reserve your free Exhibit space at the Show ... deadline for return of Reply Slip is **Sunday, 23rd September, 2007.**

Best Regards,



Ian Foster – Architect RIBA (www.udi-hk.com) / Ass.Prof.HKU

Classic Auto-cycle Museum Club – Chairman

Classic Bike Club of HK – Chairman

Classic Car Club of HK - Committee Member (www.classiccardubhongkong.com)

HK Automobile Association – Committee Member (www.hkaa.com)

“MOTORCYCLE SHOW 2007”

REPLY SLIP

Dear CAM,

We wish to reserve a FREE space at the “Motorcycle Show 2007” on 4th November, 2007 at Chater Road, Central. We have read these 5 pages and agree to the Show conditions.

- Preferred **ZONE** (see Map 3.0 above) ... **A B C D**
(CAM cannot guarantee this choice, but will endeavor to facilitate!)

- Name of Shop / Club:

- Contact Person's name: Signature:

- Telephone:

- Fax:

- Email:

- Any special requirements (location, size, etc)?
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*** Send this 'Reply Slip' to Fax.# **3007-1263** by 23rd September, 2007 ***