



2026 GRAVEL
WORLD CHAMPIONSHIPS

NANNUP
WESTERN AUSTRALIA



TRADE SHOW OPPORTUNITY

OCTOBER 8-11, 2026

2026 UCI GRAVEL WORLD CHAMPIONSHIPS

TRADE EXPO INFORMATION

Over 1,500 riders and 10,000 spectators are anticipated to attend the Gravel World Championships from 8-11 October 2026. There are only 28 trade show spots available to capture this audience.

The Trade Expo is designed as a 'shopping boulevard' and will be located perpendicular to the Start/Finish chute, adjacent to the Recovery Zone and central to the Event Village, ensuring high footfall throughout the event weekend.

While racing takes place in Nannup, many riders and team personnel will be based in Busselton. An Event Zone at the Saltwater Convention Centre will host registration, media activities and elite team briefings ahead of the race weekend.

Event and Trade Expo schedule (indicative timings)

BUSSELTON – SALTWATER CONVENTION CENTRE

Thur 8 Oct	Race Registration, Managers' Briefing, Information Desk, Welcome to Country, Bike Gallery, Official Event Merchandise, Trade Exhibition	10am – 4pm
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NANNUP – TRADE EXHIBITION ZONE

Thur 8 October	Trade Expo bump-in	2pm-5pm
Fri 9 October	Trade Expo operational, Race Registration, Official Event Merchandise, Folly Flyover Ride	9am-5pm
Sat 10 October	Race Day, Trade Expo operational	9am-5pm
Sun 11 October	Race Day, Trade Expo operational	9am-5pm
	Trade Expo bump out	5pm-6pm



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TRADE EXPO PACKAGES

PREMIUM EXHIBITOR PACKAGE

Only 6 available

- 6m x 3m exhibition space in most prominent area of Trade Expo Zone (nearest to finish chute and/or recovery zone).
- Showcase products within a secure display area at the Saltwater Convention Centre in Busselton.
- Promotion in Technical Guide (rider race book) and on event website.
- Access to media and photography assets for use in post-event campaigns.
- 1 x VIP Hospitality pass.

Investment AUD \$3,500 + GST

STANDARD EXHIBITOR PACKAGE

Only 22 available

- 3m x 3m exhibition space in Trade Expo Zone.
- Promotion in Technical Guide (rider race book) and on event website.
- Access to media and photography assets for use in post-event campaigns.

Investment AUD \$1,250 + GST



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