

City of Mississauga  
**Memorandum**



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Date: February 7, 2024  
To: Chair and Members of Mississauga Cycling Advisory Committee  
From: Matthew Sweet, Manager, Active Transportation  
Meeting date: February 13, 2024  
Subject: 2024 Toronto Bicycle Show and E-Bike Expo

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The 2024 Toronto Bicycle Show and E-Bike Expo is taking place March 8 – 10, 2024 at The International Centre.

The Mississauga Cycling Advisory Committee has expressed interest in having a presence or booth at the Show, in order to promote cycling in Mississauga to attendees.

Staff have reserved a 10x10 exhibitor space at the Show, pending confirmation from Committee members that they are available to staff the space. The cost for the 10x10 exhibitor space is \$1,550 plus HST.

The Show hours are:

- Friday, March 8 from 11:00AM to 8:00PM
- Saturday, March 9 from 10:00AM to 6:00PM
- Sunday March 10 from 10:00AM to 5:00PM

Supplies required (table, tent, chairs, giveaway materials) can be provided by staff from our usual supplies.

Staff are available to assist with load-in and setup on Thursday afternoon, tear-down and departure on Sunday afternoon, and may be able to assist with staffing during business hours on Friday if necessary. Staff would recommend that Committee members work in shifts over the weekend to fill the remaining hours.

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Day	Early Shift	Late Shift
Thursday	N/A	Staff - Load-in
Friday	11:00AM – 4:00PM Committee members (2+) <i>Staff may be available</i>	4:00PM – 8:00PM Committee members (2+)
Saturday	10:00AM – 2:00PM Committee members (2+)	2:00PM – 6:00PM Committee members (2+)
Sunday	10:00AM – 2:00PM Committee members (2+)	2:00PM – 5:00PM Committee members (2+) Staff – Tear-down

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Prepared by: Matthew Sweet, Manager, Active Transportation