



Fisher Outdoor Leisure invites you to

expo2012

BIG REASONS

**Monday 20th -
Wednesday 22nd February**

Sopwell House Hotel Country Club & Spa
Cotton Mill Lane, St Albans, Hertfordshire AL1 2HQ
tel: 01727 864477
email: enquires@sopwellhouse.co.uk
www.sopwellhouse.co.uk

Show Opening Times

Sunday 19th - Charity ride - 2pm
Monday 20th - 10am - 6pm
Tuesday 21st - 10am - 6pm
Wednesday 22nd - 10am - 5pm

Directions to Sopwell House

From M1 north

Exit at Jct 8 to the M10 roundabout.
Follow the A414 in the direction of Hatfield.
*Take the first slip-road on the left,
signposted Sopwell/Shenley. At the end of
the slip-road turn left, then left again at the
mini roundabout. The hotel is
approximately 1/4 mile on the left.

From M1 south

Exit at Jct 6 following the signs to St.
Albans. At the 4th roundabout take the
A414 in the direction of Hatfield. Then
follow directions*.

M25 from West/Heathrow

Exit at Jct 21a and take the first exit at the
roundabout, following signs to St. Albans.
At the 3rd roundabout take the A414 in
the direction of Hatfield. Then follow
directions*.

M25 from East/Dartford Tunnel

Exit at Jct 22, following signs to St. Albans.
At the end of the dual carriageway, take
the 3rd exit signposted St. Albans A1081,
London Road.

**Continue to the 3rd set of traffic lights
and turn left into Mile House Lane. Go
under the railway bridge and over the mini
roundabout. The hotel is approximately 1/4
mile on the left.

A1 from North

After the Hatfield tunnel, take the A414
signposted St. Albans. At the roundabout
at the end of the dual carriageway, take the
4th exit signposted St. Albans A1081,
London Road. Then follow**.

A1 from South

Join the M25 at South Mimms Jct 23,
following M1/Watford. Exit at Jct 22,
following signs to St. Albans. At the end of
the dual carriageway, take the 3rd exit sign
posted St. Albans A1081, London Road.
Then follow directions**.

Charity Ride

Sunday 19th - 2pm - Sopwell House.

Come ride the Expo 2012 World Bicycle Relief Charity Bike Ride with FK Day (WBR Charity founder, President and SRAM Executive Vice President).

All proceeds go towards the amazing fund which provides access to independence and livelihood for people in Africa through the power of bicycles.

For those riding you'll have the opportunity to purchase a limited edition Santini World Bicycle Relief Jersey on the day. We'll also have these available to buy all throughout the show plus the opportunity to win some fantastic raffle prizes, once again with all proceeds going to WBR.

The ride starts at 2pm, so meet us in the Sopwell House carpark from 1.30pm onwards. The ride covers 27 miles of scenic Hertfordshire Countryside, plus a shorter pub version for those wanting something a bit different!

Don't forget to bring warm clothes and lights!



Charity Jersey



Charity Ride

The route will be signposted but for those wanting to see it beforehand, here's a map:

The route takes you from St Albans, through the picturesque village of Redbourn and on to the hamlet of Gaddesdon Row. A tree line descent takes you on to the busy A4146 for just a few miles, before a sharp climb up Red Lion Lane and then it's downhill back to Redbourn and the Cricketers pub for a quick pint and then the final push back to St Albans.



Daily Seminar Programme

11.00am - Tacx Stand

Tacx

Latest software offering from Tacx,
global leaders in cycle training

11.00am - Seminar Area
(Tuesday only)

Smart online retailing ideas for the independent
specialist by Dan Williamson, Cimex
Digital Marketing Director

11.30am - LOOK Stand

LOOK

Experience the eagerly awaited LOOK Keo power pedals

12.00pm - Seminar Area

kansi

Kansi - back and better for 2012

2.30pm - Tacx Stand

Tacx

Latest software offering from Tacx,
global leaders in cycle training

3.00pm - LOOK Stand

LOOK

Experience the eagerly awaited LOOK Keo power pedals

SRAM

Avid

**ROCK
SHOX**

Daily Technical Demonstrations - SRAM Truck

*Free technical training direct
from our SRAM Tech Centre
Technicians*

11.00am

Avid Brake Bleeds

12.00pm

RockShox forks lower leg servicing

1.30pm

Reverb set up and servicing

2.30pm

Avid Brake Bleeds

3.30pm

RockShox forks lower leg servicing

4.30pm

Quarq calibration

Carrera eyewear, the brand with a huge sports heritage, now back in the UK

New SRAM RED 2012 first look!

Exclusive Launch Brand new luggage brand!

Great products at everyday low prices

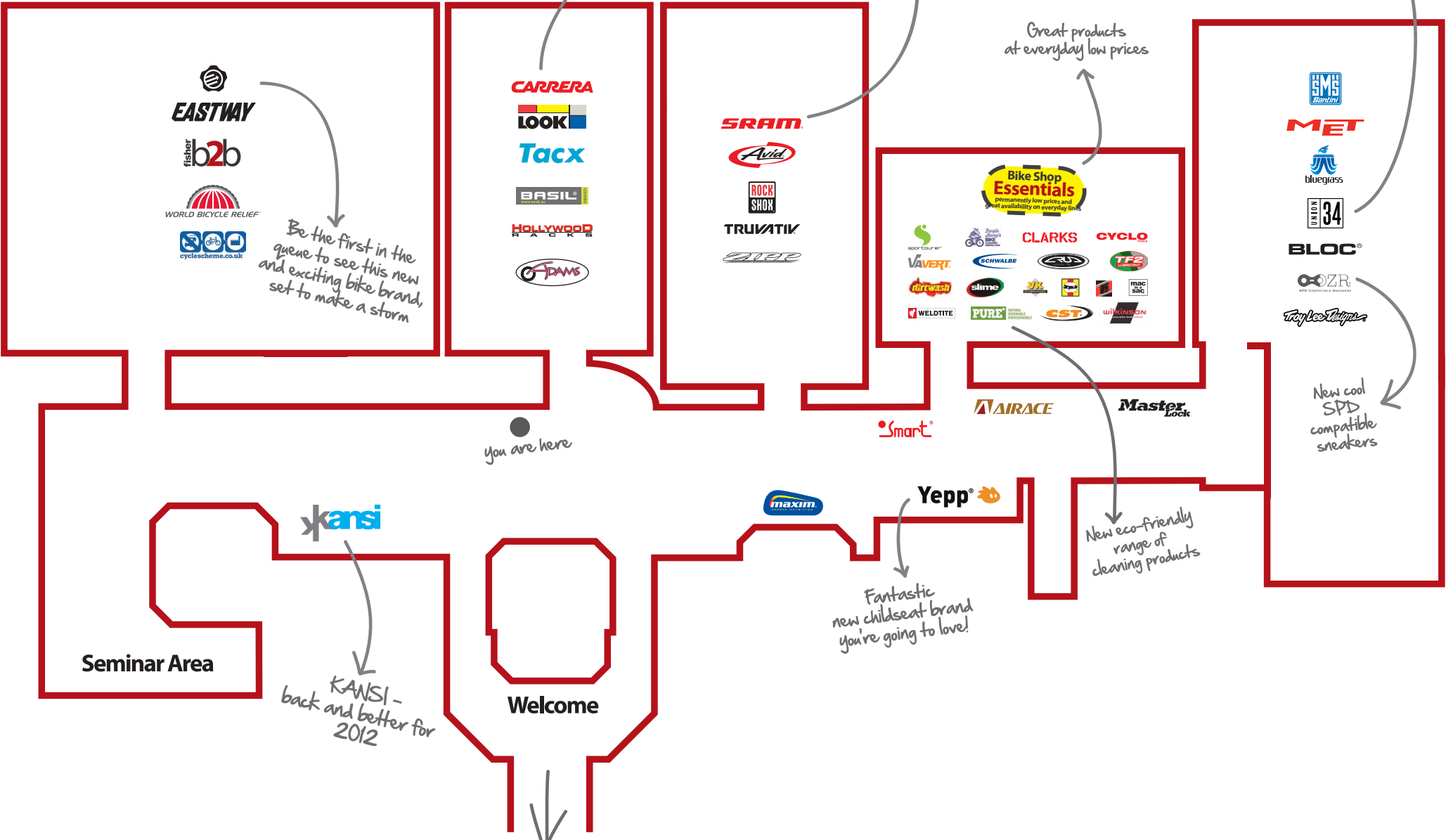
Be the first in the queue to see this new and exciting bike brand, set to make a storm

New cool SPD compatible sneakers

New eco-friendly range of cleaning products

Fantastic new childseat brand you're going to love!

You are here



Seminar Area

KANSI

KANSI - back and better for 2012

Welcome

SRAM Truck



in the car park

maxim

Yepp

Smart

AIRACE

Master Lock