

# interbike®

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## New Area at Interbike to Highlight 1<sup>st</sup> Time European Brands

- Turnkey Booths Make it Easier For Brands To Invest -

**SAN JUAN CAPISTRANO, Calif.** – May 21, 2015 – Interbike, the largest bicycle industry trade show in North America, is launching a new turnkey booth section on the show floor designed to highlight European brands seeking to enter the US market for the first time. EU@Interbike will spotlight up to 20 brands in the newly expanded Hall E during Interbike at the Mandalay Bay Convention Center this Fall.

“Our job is to connect innovative brands to retailers, distributors, media, etc.,” said Pat Hus, Vice President of Interbike. “Based on recent currency shifts, it has never been more attractive for European brands to make the investment into the North American markets. When you add that to the fact that U.S. distributors are aggressively looking to replace business lost from large component suppliers, it just makes sense for us to act as the facilitator between the two groups.”



The turnkey area will be featured in a new product zone at this year’s show and will be called out on all onsite maps and signage. European companies that participate will be able to do so with much lower costs than traditional tradeshow booths. In most cases brands would just need to bring sample products and staff in order to exhibit effectively.

Brands seeking to participate in the EU@Interbike opportunity must be a new exhibitor at Interbike, must be ready to initiate distribution of products into the N. American market in 2016 and must have company headquarters in Europe. This limited-space opportunity is designed to be an incubator of sorts for these brands, with a 2 year limit on participation in the area.

Brands in Europe that are interested in participating in the EU@Interbike section should contact Germany-based Interbike sales and PR consultant Uwe Weissflog at [uweissflog@inmotionmar.com](mailto:uweissflog@inmotionmar.com) or +49 711 35164091. Brands with sales agents within the United States should contact Rod Tomlinson, Interbike Account Executive, at [rod.tomlinson@emeraldexpo.com](mailto:rod.tomlinson@emeraldexpo.com) or 949-226-5741.

More information about EU@Interbike can be found [here](#).

Interbike returns to the Mandalay Bay Convention Center beginning with OutDoor Demo in Boulder City, Nev., September 14-15, 2015, followed by the Interbike Expo September 16-18, 2015.

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### **About Interbike**

Interbike is the largest bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. Established in 1982,

the show gathers more than 1,200 cycling-related brands, over 25,000 total attendees annually and is considered one of the most important global trade events for the bicycle industry.

Interbike is one of 90 premier trade events owned and operated by Emerald Expositions, a leading producer of large business-to-business tradeshows. Emerald Expositions, based in San Juan Capistrano, CA produces shows and conference events globally that connect more than 525,000 buyers and sellers across nine diversified end-markets. Markets covered include general merchandise, sports, hospitality and retail design, jewelry, photography, decorated apparel, building, healthcare and military.

More information about Interbike can be found at [www.interbike.com](http://www.interbike.com)

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