

# **interbike<sup>®</sup>**

**IT'S TIME TO REACH THE NORTH  
AMERICAN CYCLING MARKET**

**Interbike** | September 16-18, 2015 | Las Vegas, Nevada

**OutDoor Demo** | September 14-15, 2015 | Boulder City, Nevada

**[WWW.INTERBIKE.COM](http://WWW.INTERBIKE.COM)**

**AN EXHIBITORS PROSPECTUS FOR THE EUROPEAN MARKET**

# AMERICAN CYCLING MEANS BUSINESS



## NOW IS THE TIME TO INVEST IN THE NORTH AMERICAN CYCLING MARKET. HERE'S WHY:

**Favorable Currency** – With the strengthening of the U.S. Dollar it has never made more sense than now to establish distribution in North American markets.

**Hungry Distributors** – Many distributors are looking for innovative new brands and products to make up for lost sales from Shimano and SRAM.

**Lifestyle and E-Bikes Expansion** – Establishing a beachhead now in these burgeoning markets will set the stage for future revenue growth.

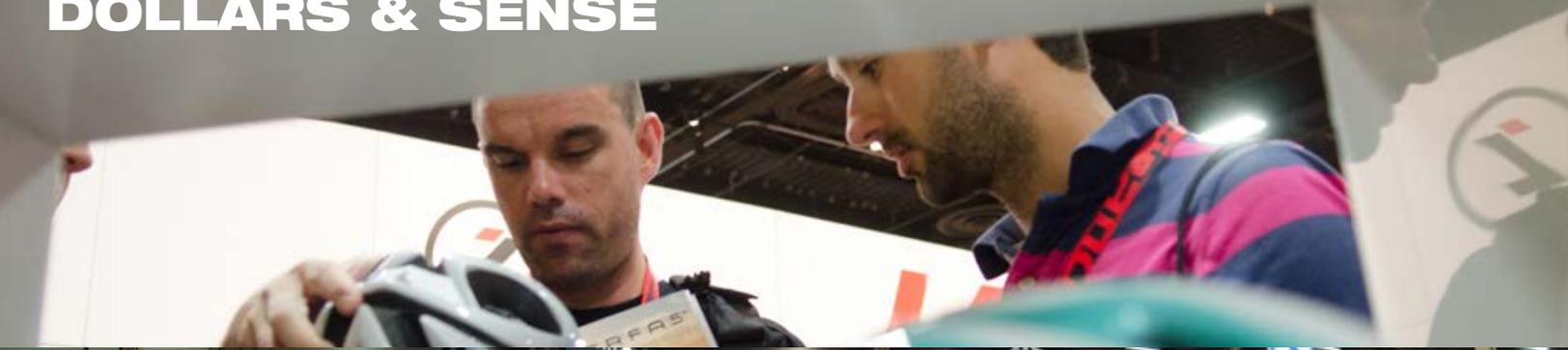
**Growth in Cycling** – Unpredictable gas prices, increased social concerns over climate change, obesity, and congestion are driving more Americans, particularly younger demographics, to regard bicycles as a viable mode of transportation.

**Low Cost of Entry** – Interbike has made it easy and inexpensive to exhibit and reach your target audiences – see the details on page 7 on our turnkey opportunities.

“An increasing amount of people in the United States are using a bicycle for their commute, including an increasing share of women compared with past years. This trend is most visible in large metropolitan areas... Rising concerns about health, environmental sustainability and gas prices are convincing many young to middle-aged adults to use bicycles for transportation and recreation.”

IBIS World Industry Report 44122b, Bicycle Dealership and Repair in the US, October 2014 products

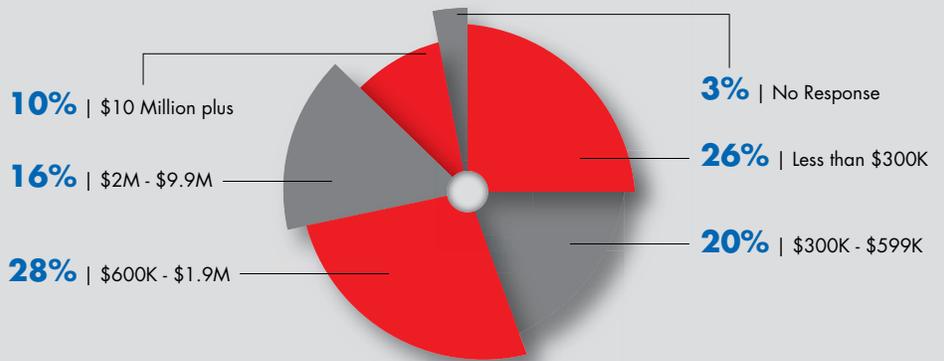
# WHY INTERBIKE MAKES DOLLARS & SENSE



## INTERBIKE: GATEWAY TO THE AMERICAN CYCLING MARKET

Interbike is the largest cycling trade exposition in North America, drawing the highest quality manufacturers, retailers, suppliers and media from across North America and around the globe to come together and conduct the business of bicycling. Interbike brings key decision makers from healthy retail businesses with the power to purchase, the money to spend and the overwhelming desire to hunt down new, exciting products and form new relationships that help move their business forward.

– 80% of the bicycle industry’s estimated \$6 billion in annual revenue is represented at Interbike:

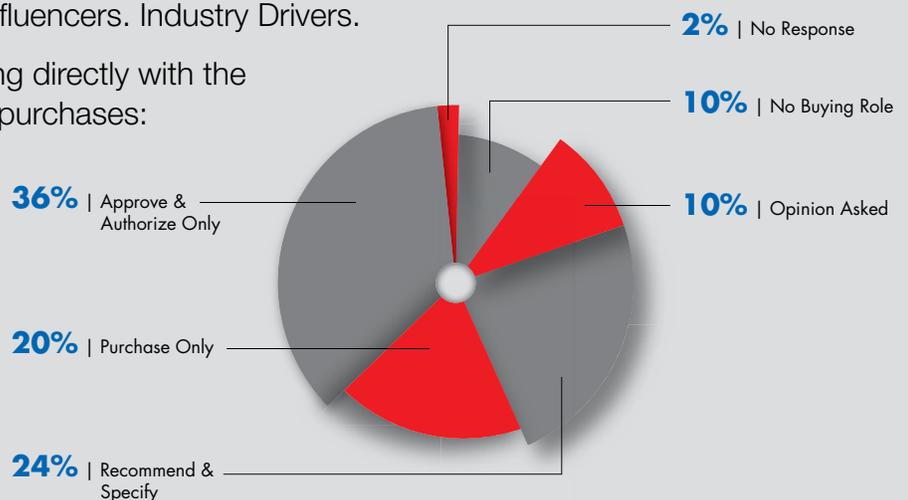


## INTERBIKE MEANS DECISION MAKERS

Who comes to Interbike? Decision Markers. Influencers. Industry Drivers.

When you come to Interbike you are connecting directly with the retailers and distributors empowered to make purchases:

- 80% of Interbike attendees play a direct role in purchasing
- 10% of attendees influence purchasing decisions



# INTERBIKE BY THE NUMBERS



## MAJOR DISTRIBUTORS ATTEND INTERBIKE

More than 1,400 importers and distributors attend Interbike, together with major distributors who exhibit, including Quality Bicycle Products, J&B Importers, Hawley/Lambert, BTI and more, making Interbike the leading event to showcase your growing company and secure the distribution deals your brand needs in order to thrive.

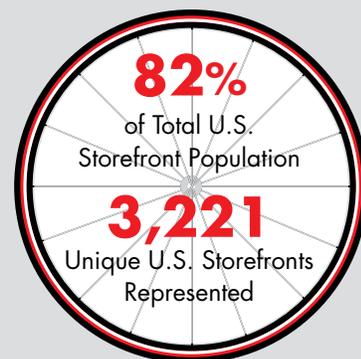


## Interbike 2014 Key Statistics

Top 3 Reasons Why Retailers Come to Interbike:

- See new products
- Keep up to date with changing industry trends
- Build new relationships and network

**97% of retailers are considering brands they don't currently sell and are coming to Interbike to evaluate potential choices.**



# GLOBAL MEDIA PRESENCE



## INTERBIKE DELIVERS GLOBAL MEDIA

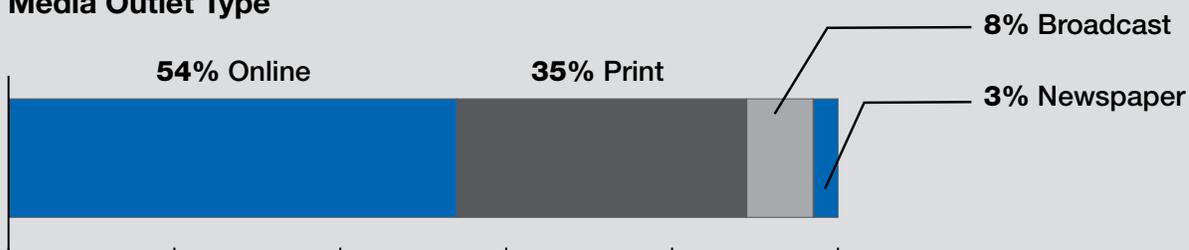
Interbike and OutDoor Demo 2014 attracted leading domestic and international journalists from both endemic and non-endemic outlets seeking the latest products, key trends and face-to-face meetings with leading U.S. manufacturers and distributors. More than 600 members of the media traveled to Las Vegas for the events, resulting in print, broadcast and online coverage in both the national and international markets.

### International

120 International Media Attended Representing 23 Countries



### Media Outlet Type



# MEDIA CONNECTIONS



## LEADING U.S. VERTICAL PUBLICATIONS

- Bicycling
- Mountain Bike Action
- Road Bike Action
- Electric Bike Action
- Velo
- Lava
- Bicycle Retailer and Industry News
- DECLINE
- BIKE
- Triathlete
- Dirt Rag
- Canadian Cycling Magazine
- Bicycle Times
- ROAD

## MAJOR NEWS OUTLETS

- Associated Press
- Las Vegas Review Journal
- ESPN Brazil
- Huffington Post
- L.A. Times
- N.Y. Times
- Reuters
- Orange County Register
- USA Today

## NOTABLE NON-ENDEMIC MAGAZINES

- Men's Journal
- Outdoor Magazine
- Outside Magazine
- Backpacker
- Wired
- Consumer Reports and more

## TELEVISION AND RADIO

- Fox 5 MORE KVVU
- KFI AM 640 Los Angeles, CA
- KRFC FM 88.9 Fort Collins, CO
- KTSF Digital 26 San Francisco, CA
- KUNV FM 91.5 Las Vegas, NV
- KWTX-TV 10 Waco, TX
- WJXT-TV Jacksonville, FL
- Universal Sports Network

## Universal Sports Network Partnership



Interbike and USN partnered to create the 2<sup>nd</sup> edition of Interbike, a 60-minute nationally televised show hosted by cycling expert, Craig Hummer. The show featured the latest cycling products, gadgets and gear as seen on the Interbike Show Floor and at OutDoor Demo. The promo commercial ran 688 times from 9/17 to 9/26, leading up to the primetime premiere on 9/26. The show aired a total of 22 times over a 30-day period.



## JUST YOU AND YOUR SAMPLES

### Launch Your Brand at America’s Bike Show

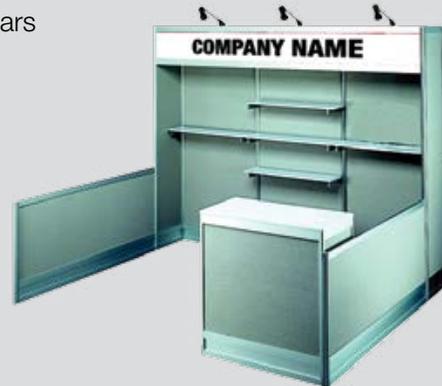
This year Interbike is shining a spotlight on the European brands that represent the heart and soul of European cycling. The **EU@Interbike** exhibitor space / area is a cost effective, almost effortless way of getting your brand in front of 26,000+ attendees including high profile retailers, distributors and media that can push your brand to dominance in the North American market. Bring your samples and enjoy the benefits of this comprehensive marketing package designed to deliver outstanding connectivity and ROI.

### Qualifying criteria for selection into limited number of booth opportunities

- Must be of European origin – company HQ must reside in Europe (European countries that are non-EU also qualify)
- Must be new exhibitor to Interbike show (not exhibited since 2013)
- Must be ready to initiate distribution of products into U.S. market in 2016
- Companies can participate in dedicated area for a maximum of two years

### Booth package:

- 10’ x 10’\*
- Includes counter and one bar stool
- Logo sign to be hung from back wall and to feature company artwork on sign measuring 2’ x 4’
- Shelves / display rack, lighting, carpet and electrical all included



Booth Package

### Marketing package:

- Logo inclusion in monthly email updates on **EU@Interbike** to retail database of 25,000+ retail and importer / distributor emails (\$750.00 value)
- Include up to two products, descriptions and link in European New Product Look Book deployed to retail database of 25,000+ retail and importer / distributor emails (\$1,000.00 value)
- Logo, company name and link included on dedicated (The) **EU@Interbike** page on interbike.com (\$500.00 value)
- Logo, company name and contact information included on dedicated (The) **EU@Interbike** pages in Interbike Event Guide – 14,000 copies distributed on site at Interbike (\$500.00 value)
- Logo and company listing included in full page ad promoting the **EU@Interbike** exhibitor space / area (\$500.00 value)
- Full page included in passport program designed to drive retailers to your booth (\$1,500.00 value)

Total Package Value: \$10,400.00

**Qualifying Companies Pay: \$3,500.00**

**Booking Deadline: August 1, 2015**

\* Each additional linear 10’ x 10’ is \$2,000. 20’ x 20’ or larger please call for pricing.

### CONTACT YOUR ACCOUNT REPRESENTATIVE:

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