

# interbike®

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## Interbike Vies to Lead Early OEM Conversations with New Sourcing Strategy

- New Sourcing Hall and Directory to be Created for 2018 Event -

**SAN JUAN CAPISTRANO, Calif.** – January 8, 2018 – Interbike, the largest bicycle industry trade show in North America, announced plans to create “Source” within its 2018 show, a new strategy to help facilitate OEM and sourcing conversations between component and accessory manufacturers with product managers and distributors.



“Our sales team has heard from both domestic and international manufacturers since our last show, and the consistent request is that Interbike 2018 take the lead on sourcing conversations that have traditionally started at Eurobike,” said Pat Hus, Vice President of Interbike. “Interbike has always provided a platform that reflects what the industry needs and wants. Suppliers from around the world have always been part of our platform in some way shape or form. Source provides the much-needed opportunity to formalize and expand on that opportunity.”

Manufacturers and suppliers that are specifically focused on securing OEM spec or international distribution will be featured in the new hall. Those companies with current North American retail distribution will still be permitted to exhibit in the main halls. A dedicated sourcing directory will be created that highlights those manufacturing companies, their products and their capabilities. Limited private meeting room space will also be available for those companies wanting to show new products not quite ready to be seen by media and the public.

Hus also noted that several companies such as FOX had already planned to take advantage of the date shifts prior to the decision by Interbike to launch Source at Interbike.

“Eurobike has traditionally been very important to us in terms of our OEM meetings from a timing standpoint,” said Wes Allinger, Vice President and General Manager of FOX. “With that event now shifting to early July, Interbike’s dates are more in-line to start meaningful OEM discussions, and have them conclude at the Asian shows shortly thereafter. This will provide us an excellent opportunity to meet with North American product managers and others, and will help us to move the process along for 2020.”

For more details including pricing and availability for Source and conference rooms, please contact Andria Klinger at 949-226-5745 or [Andria.klinger@interbike.com](mailto:Andria.klinger@interbike.com).

Interbike Marketweek will take place in the Reno Tahoe region beginning with a new consumer demo and festival in North Lake Tahoe, CA, September 15-16, 2018, followed by OutDoor Demo on September 16-17, 2018, and closing with the Interbike Expo September 18-20, 2018.

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### About Interbike

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

primarily through indoor trade shows, industry and consumer demo experiences, and high-level educational conferences. Established in 1982, Interbike and its events provide the platform for critical face-to-face business interaction, product line previews and media launches, sales lead generation, trend-setting, networking and retail education.

Interbike is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of its shows dating back several decades. The company operates more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by TSNN, as well as numerous other events. Emerald Expositions' events connect over 500,000 global attendees and exhibitors and occupy more than 6.7 million NSF of exhibition space. The company has been recognized with many awards and accolades that reflect industry leadership as well as the importance of its shows to the exhibitors and attendees they serve.

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

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