



## FOR IMMEDIATE RELEASE

### **Momentum Builds with Brands at Interbike 2018 as Registration Opens**

*- Early Key Brand Commitments Include Cannondale, Pivot Cycles, KHS, and More -*

**SAN JUAN CAPISTRANO, Calif.** – April 12, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced that key brands in several categories have committed to Interbike Marketweek, as registration opens today for all attendees including retailers, distributors and media. While the Northstar Free-Ride Festival, OutDoor Demo and the indoor expo have brands committing on a daily basis, a number of key brands have shown their early support for Interbike Marketweek in Reno Tahoe.

Cannondale, KHS Bicycles, Marin Bikes, Bianchi, Pivot Cycles, Haro Bikes, Open Cycle and others are among the bike brands that will be exhibiting at one or more of the Interbike Marketweek events, while parts & accessories brands like Wahoo Fitness, Thule, Park Tool, Abus, Garmin, Stan's NoTubes, Assos, SRAM, Canari Cycle Wear and others will participate as well. Early electric bike brands that committed include Raleigh Electric, iZip, Bulls, Yamaha Power Assist Bicycles, BOSCH, myStromer and more.

"Many participants think, first, of the trade show Interbike offers – but make no mistake, we're vested in making decisions and bringing content to Interbike that help independent bicycle retailers survive and grow, and our partner brands are all equally vested," said Pat Hus, Vice President of Interbike. "The ROI from gathering, networking, learning, seeing innovations, testing new product and more – over the course of a few days - is hard to dispute. The value of face-to-face interaction is so important, and we're confident that the new Interbike experience will deliver an environment that's conducive to growing the business of bicycles."

The 2018 Interbike Marketweek events are set to deliver a robust experience in a city that last hosted Interbike in the mid-80's. The events will feature a keen focus on product demonstrations, enhanced educational content, a smaller-town feel with local hospitality and a change of scenery in one of the most picturesque areas of the country. The Northstar Free-Ride Festival powered by Interbike, and OutDoor Demo are designed to deliver an enhanced demo experience at one of the top venues in North America, while the Reno Sparks Convention Center will play host to our event in a town that truly can't wait for our arrival. Interbike will be the center of the entire town's attention.

Cannondale has had ongoing discussions with Interbike since early this year about their plans and goals for 2019, including how the event can act as a complement to Cannondale's robust annual dealer show. Cannondale General Manager – U.S. IBD, Nick Hage, is confident the show will be a great event and venue to interact with retailers from across the country.

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"With all the new energy and change coming to Interbike, we feel like the time is right to return and engage with retailers about the exciting things going on at Cannondale," said Hage. "We have a compelling story to tell, and have worked with the Interbike team on an impactful way for us to participate at both the convention and demo events."

Hus urges all attendees to book flights and hotel as early as possible to take advantage of lower rates. Hotel reservations should be booked exclusively through Interbike Marketweek's official hotel partner, onPeak, from the Interbike [website](#). The following shuttles will run at no charge for Interbike attendees:

- Between the Reno-Tahoe International Airport and the hotels in the Interbike block
- Between the hotels in the Interbike block and the Reno-Sparks Convention Center
- Between the Reno-Sparks Convention Center and the Northstar California Resort

Shuttle details and a schedule will be posted on the Interbike website in the coming months.

Attendees can register for Interbike Marketweek at [www.interbike.com](http://www.interbike.com)

Interbike Marketweek will take place in the Reno Tahoe region beginning with the Northstar Free-Ride Festival in North Lake Tahoe, CA, September 14-16, 2018 (with bike demos taking place on September 15-16). OutDoor Demo will run from September 16-17, 2018 for members of the trade, followed by the Interbike Expo in Reno, NV on 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, a leading operator of business-to-business trade shows in the United States. The company currently operates more than 55 trade shows, as well as numerous other face-to-face events. In 2017, Emerald's events connected over 500,000 global attendees and exhibitors and occupied more than 6.9 million NSF of exhibition space.

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

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