

interbike®

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1st Wave of Nominees Announced For The 2015 Interbike Awards

- Product, Retailer and Supplier Nominees Selected -

SAN JUAN CAPISTRANO, Calif. – June 20, 2015 – Today Interbike announces the first round of categories and nominees for the 2015 Interbike Awards (IB Awards), including product, retailer and supplier designations.

Pivot, 6D Helmets, Lazer, Stromer and SRAM are among the list of brands with products nominated for the 2015 IB Awards. Presented by Hi-Torque Publications (*Mountain Bike Action, Road Bike Action, Electric Bike Action, and BMX Plus!*) awards for the product categories will be handed out for Mountain Bike of the Year, Road Bike of the Year, E-Bike of the Year and several more. The People's Upgrade Choice Award nominees will be announced this Summer, and the Best in Show Award nominees will be chosen at the end of the 1st day of Interbike 2015. Products nominated were chosen by the editorial teams at Hi Torque Publications after extensive testing and review during the 2015 product year (July 2014 through June 2015).



Bicycle Retailer & Industry News (BRAIN) has completed its list of retailer nominations based on entries submitted via the NBDA America's Best Bike Shop applications and by a nominating panel. Categories for the retailer awards include Best Urban/Lifestyle Shop, Best Pro Road Shop, Best Mountain Bike Shop, Best Women's/Female Friendly Shop and 2014 Retailer of the Year. There are six nominees within each category, including Bicycle Space (DC), Strictly Bicycles (NJ), A Road Bike 4 U (CA), Absolute Bikes (CO) and Bryson City Bicycles (NC) to name a few. Winners will be determined by an open industry online ballot and vetted by BRAIN editorial staff.

The National Bicycle Dealers Association (NBDA) will also hand-out supplier/distributor awards under several categories, including Highest Brand Profitability to the Local Bike Shop (LBS), Best Brand Value to Consumers, the NBDA Signature Award and more. Nominees listed for the supplier/distributor awards include Efficient Velo Tools, Lizard Skins, Finish Line Technologies and Highway Two (to name a few). All nominees and winners will have been voted on via the NBDA's Supplier Scorecard program that ran from September through December 2014. Retailers were asked to rate suppliers in a variety of different categories and the nominees represent the companies that received the highest ratings.

A complete list of nominees for the product, retailer and supplier awards can be found at <http://www.interbike.com/events/awards-night.htm>

All other nominee categories are scheduled to be announced on July 15th (advocacy and triathlon) and August 3rd (athlete).

Set to take place at 6:30pm on Thursday, September 17th 2015 at the Mandalay Bay Convention Center in Las Vegas, NV, the Interbike Awards will honor achievements from the 2015 product year as well as the 2014 and 2015 race season.

Tickets for the Gala can be purchased during the Interbike registration process. Special advanced ticket pricing for the event is \$100 per person, and includes the evening reception, beer and wine, a sit-down dinner along with the awards show entertainment. A \$10 donation from every ticket sold will be donated to World Bicycle Relief. The 2014 IB Awards sold-out in advance of the event - but should tickets still be available on-site, prices will be \$125 at the door. Those interested in attending are encouraged to secure their tickets early.

A limited number of private tables and sponsorship opportunities are available and can be purchased directly through Interbike. Contact Andria Klinger, Sales Director at 949-226-5745 or andria.klinger@emeraldexpo.com for more information.

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.

Official Event Hashtag: #IBAwards2015

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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 tradeshow. 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

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