

# interbike®

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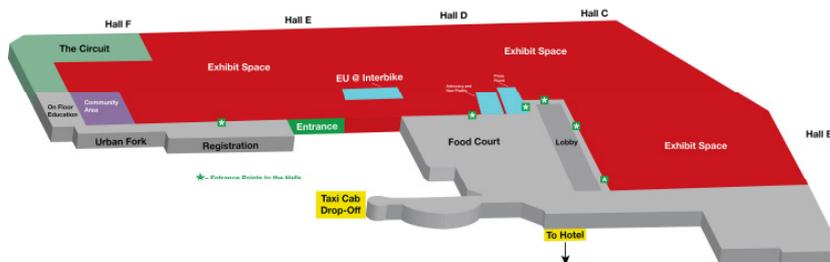
- European-Focused Area Returns to Highlight European Brands at Interbike
- *Proven turnkey booth concept and a more central position in new floorplan will ensure best impact for new brands from Europe*
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San Juan Capistrano, Calif./Stuttgart, Germany – May 9, 2016 – Interbike, the largest bicycle industry trade show in North America, is presenting an updated turnkey booth section on the show floor. It's designed to highlight European brands seeking to enter the US market for the first or second time. The EU@Interbike area will spotlight up to 30 brands in the vastly expanded Hall E during Interbike at the Mandalay Bay Convention Center this Fall.



“To connect innovative brands with retailers, distributors, and media is what EU@Interbike is designed to do,” said Pat Hus, Vice President of Interbike. “Last year’s opportunity helped 18 brands from Europe make the decision to invest in the N. American markets. Proven products and bicycle trends from Europe have an increasing market place here – and this area offers U.S. distributors a very easy way to check if a product is appropriate for distribution in the Americas.”

The turnkey area this year will be in a more central position of the new floorplan layout and very close to the main entrance area. Again it will be featured as a new product zone and be called out on all onsite maps and signage. European companies that participate will be able to do so with much lower costs and coordination efforts than for a traditional tradeshow booth. In most cases brands would just need to bring sample products, some decoration materials and staff in order to exhibit effectively.



Brands seeking to participate in the EU@Interbike area, must be a new or second time exhibitor at Interbike, must be ready to initiate distribution of products into the North American market in 2017 and must have company headquarters in Europe. This limited-space opportunity is designed to be an incubator spot 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.

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Interbike 2016 returns to the Mandalay Bay Convention Center beginning with OutDoor Demo in Boulder City, Nev., September 19-20, followed by the Interbike Expo September 21-23, at the Mandalay Bay Convention Center, Las Vegas.

#### 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 owned and operated by Emerald Expositions, a leading operator of large business-to-business trade shows in the United States, producing more than 50 trade shows and over 100 face-to-face events in total, including conferences, summits and other events. Emerald Expositions connects more than 335,000 sellers and buyers each year and operates within the U.S. in 10 end markets (Gift, Home, General Merchandise and Manufacturing; Sports & Apparel; Design; Jewelry, Luxury & Antiques; E-Commerce; Creative Services; Licensing; Healthcare; Military; and Food).

More information about the EU@Interbike Village can be found here:

<http://www.interbike.com/exhibitors/apply-to-exhibit/>  
<http://www.interbike.com/exhibitors/turnkey-packages/>  
<http://inmotionmar.com/en/interbike-booth-sales/>

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

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