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Interbike Launches Bi-Monthly Podcast & Marketweek Video Series

- Podcast Highlights Industry Hot Topics; Videos Preview Reno Tahoe & New Events -

SAN JUAN CAPISTRANO, Calif. – February 15, 2018 – Interbike, the largest bicycle industry trade show in North America, announced plans to create a new video series that speaks to the value of trade shows for all attendees, gives a visual preview of the Reno Tahoe area for those curious on what to expect, and highlights numerous aspects of the upcoming Interbike Marketweek in September. The show will also launch “Interbike – The Podcast” in partnership with *Bicycle Retailer and Industry News (BRAIN)* to cover a variety of topics happening in the industry today, and to share updates on all things taking place during Interbike Marketweek.

The video series will address several aspects of Interbike Marketweek, including the importance of trade shows, some perspective and visual images from Reno Tahoe, highlights on what will take place during Interbike Marketweek and an overview of what retailers can expect to get out of the event – and why they should attend. The first edition is complete and can be found on the Interbike website at interbike.com/video.

“We want to do everything we can to arm the industry with as much information on our new home, and some reminders of why we need to gather,” said Pat Hus, Vice President of Interbike. “The video series gives us an opportunity to address these topics with some great visual content to really address the unknown about our new home, and so much more.”



“Interbike - The Podcast” will publish every 2 weeks, and each episode will touch upon current events and products in the world of bicycles – including interviews with *industry insiders, trendmakers, category experts* and more. The first podcast will launch on February 21st and will be available initially on the Interbike [website](#), with plans to submit to Apple Podcast, Google Play Music and others in the near future.

The podcast host will be Fred Fishkin, who has been producing a daily syndicated radio report on consumer technology for more than two decades. Having been an award-winning street reporter for *WCBS Radio* in New York, Fred began covering the tech beat in the early 90s. His reports have been syndicated by *CBS Radio, Bloomberg Radio* and through his own production company.

“We need to continually find ways to reach our audience beyond traditional means,” said Justin Gottlieb, PR & Communications Director for Interbike. “Podcasts are great platforms to connect with people who are on-the-move, and we look forward to getting it off the ground next week.”

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

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