



**FOR IMMEDIATE RELEASE**

**Key Brand Momentum Continues as Jamis Bicycles, Shimano USA, Look Cycle USA, Eddy Merckx & more Commit to Exhibiting During Interbike Marketweek**

*- New Retail Relations Position Commenced to Assist Retailers Heading to the Events -*

**SAN JUAN CAPISTRANO, Calif.** – June 6, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced that more key brands in several categories have committed to Interbike Marketweek, as momentum both on the brand and attendee side continue to rise as the Reno Tahoe events begin in 102 days. Additionally, in an effort to develop the relationship between independent bicycle dealers and all Interbike events, Kim Moore was hired this week as Retail Relations Specialist.

Haibike, Jamis Bicycles, Look Cycle USA, Eddy Merckx and Yuba Bicycles are among the latest bike brands that will be exhibiting at one or more of the Interbike Marketweek events, joining several recent parts & accessories brands including 100%, 3T, Maxxis Tires, Primal Wear, Pioneer Electronics, Shimano USA, Speedplay, Stages Cycling and more.

“Brands that invest in events like Interbike believe in the IBD, and are there to help them succeed with their products & services,” said Justin Gottlieb, Interim Show Director for Interbike. “Retailers that are seeking to differentiate their stores with unique, nimble brands shouldn’t hesitate to register for Interbike this Fall. Those brands will be there and are eager and excited to present their lineups to our attendees.”

Gottlieb also noted that retailer registration is up about 30% over this time last year, and that Moore fielded about 75 calls & emails from retailers within the first 48-hours of being on the job. Moore will be focused on helping retailers with registration, travel & accommodations inquiries and answering any other questions to help make their Interbike experience at the show’s new venues as smooth as possible.

Recent industry feedback has also been favorable. Gottlieb and Interbike Sales Director Andria Klinger just returned from a trip to the east coast, meeting with retailers and brands. Strictly Bicycles in Ft. Lee, NJ and Look Cycle USA will both be at Interbike this year, and had the following comments:

“Interbike to me is about networking, and the in-person dialogue with brands,” said Nelson Gutierrez, co-owner of Strictly Bicycles in Ft. Lee, NJ. “The value I see in bumping into other retailers in the hall, chatting about what’s working, and what’s not – is priceless. Combine this with the seminars and interesting new products from large and small brands alike, and Interbike is an important date on my calendar.”

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“Our brand is making a big push in North America this year,” said Mike Gann, VP Sales & Marketing for Look Cycle USA. “Our focus is on connecting with IBD’s to give them a globally recognized brand with high quality product and outstanding customer service. We look forward to exhibiting during Interbike Marketweek and to having meaningful conversations with current and future retail partners.”

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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