



FOR IMMEDIATE RELEASE

Retail Consumer Trends Expert to Share Key Insights at Interbike

- Morning Doubleheader includes Matt Powell, The NPD Group and Doug Stephens, The Retail Prophet -

SAN JUAN CAPISTRANO, Calif. – June 11, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced that Matt Powell, Vice President and Senior Industry Advisor, Sports for The NPD Group (NPD), will present the latest retail and consumer shopping trends in the cycling industry to event attendees at the show in September.



A recognized expert on the sports, outdoor and recreation marketplace, Powell will provide Interbike attendees with an in-depth understanding of current market trends and dynamics, the social forces that are driving those trends and the knowledge of who is walking into retail stores today - and what is driving them there. In today's complex retail environment, this presentation is critical to staying up to date on retail sales and consumer insights.

"Matt presented a similar session for attendees at one of our sister shows earlier this year, and the room was jam-packed," said Justin Gottlieb, Interim Show Director for Interbike. "When you combine the powerful trends information that Powell will share, with a session from one of the leading retail industry futurists (Doug Stephens), these back-to-back presentations alone will give retailers some incredible

information to digest and act upon."

Powell's session, "Shopping Trends of the Cycling Consumer" will take place at the Interbike Expo on Wednesday, September 19th at 8:00. Stephens' session, "Reengineering Retail: The Future of Selling in a Post Digital World" will start at 9:00.

"Retail is going through seismic changes, and much of that change is being driven by generational forces," said Powell, "It is critical that brands and retailers understand these forces and how they are changing the game. This will be a session Interbike attendees won't want to miss."

More information on this session, including the entire education schedule to-date can be found on the Interbike [website](#).

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

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