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FOR IMMEDIATE RELEASE

Interbike Expands Expo Space Outdoors & Incorporates Test Track At Upcoming Expo

- Open Air District to Offer Fresh Air Experience During Expo -

SAN JUAN CAPISTRANO, Calif. – June 21, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced the addition of a new featured area of the expo located just outside the door of the Reno Sparks Convention Center, that will incorporate brand booths, The Circuit test track, ePowered by BOSCH, food and beverage options, shaded seating and more. The Open Air District will launch with a number of brands already committed, including 100%, Bafang Electric Motor Co. LTD, Cycle Force Group (Ridley, Eddy Merckx and more), myStromer USA, Raleigh Electric, Tern Bicycles and more.



“The mid-September weather in Reno has historically been very comfortable, ranging from daytime highs in the low 80’s, to evening lows in the 50’s,” said Justin Gottlieb, Interim Show Director for Interbike. “This makes for a prime opportunity to mix up the expo experience by spending time both indoors and outdoors, adding a different dimension to the show. It’s likely to be the preferred lunch spot for Interbike attendees who will also be able to interact with key exhibitors in the Open Air District infield, relax in a shaded area and of course, test a variety of bikes on The Circuit test track.”

Gottlieb noted that The Circuit test track, ePowered by BOSCH, will offer test rides from brands in the Open Air District, including e-bikes and standard pedal bikes. The fully-enclosed 1600 linear foot track will feature a 12-foot wide loop, s-curves, a power ramp, long straightaways, a terrain lane and more. The track will also be managed by Electric Bike Events, LLC, who will track usage for participating brands using RFID technology.

Interbike Sales Director, Andria Klinger, says that while the Open Air District is a new option for exhibitors, the space is limited. “A few brands like 100% approached us seeking to offer a non-traditional, outdoor booth experience to attendees. We took their feedback and were able to expand the space next to The Circuit for brands to exhibit with pop-up tents or Sprinter vans.”

The Open Air District will feature a grilling station with several lunch options, and will serve coffee and other beverages all day. On Wednesday, September 19th Interbike will celebrate the new area with a hosted happy hour from 5-6pm, where free beer will be served.

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A limited number of booth and sponsorship opportunities are available for purchase through the Interbike sales team. Interested brands should contact their Interbike sales executive or [Andria Klinger](#) at 949-226-5745. A digital diagram of the track can be seen [here](#).

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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