



FOR IMMEDIATE RELEASE

Interbike Introduces New Retailer-Led Educational Track

- *IBD-Specific Content Designed & Moderated with NBDA and The Mann Group* -

SAN JUAN CAPISTRANO, Calif. – June 15, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced the addition of a new educational track whereby key retailers will share their experiences on specific topics relevant to all IBD's today. These Retail by Retailers sessions will be presented in either a one-on-one interview or panel discussion format, and will take place during the Interbike Expo September 18-20, 2018.



The Retail by Retailers discussions were designed based on feedback from the Interbike Retail Advisory Board and in partnership with The Mann Group and the National Bicycle Dealers Association (NBDA). The objective was to highlight important topics impacting IBD's today and to learn from other retailers who are having success in those areas. Early confirmed sessions include:

- Successfully Integrating Mobile Bike Repair into Your Shop
 - o Retailer: Ian Christie, Founder and CEO of Summit Bicycles, 5-locations in N. California
- Hiring and Retaining Mechanics That are Invested in Your Business
 - o Retailer: Steve Williams, Director of Sales & Continuous Improvement, Mike's Bike Shop, New Brunswick, Canada
- Service Writing: Elevating the Level of Contact Between Service Employees & Customers
 - o Retailer: Hill Abell, Owner, Bicycle Sport Shop, 5-locations in the Austin, TX area
- Magic Numbers: How to Use Metrics to Benchmark Your Business
 - o Retailer: Jeff Selzer, General Manager, Palo Alto Bicycles, Palo Alto CA
 - o Retailer: Tim Krone, Owner, Pedal Bicycles, 2-locations in the Kalamazoo, MI area
 - o Retailer: Sheri Mann, Co-Owner, Summit City Bicycles & Fitness, Ft. Wayne, IN
 - o Retailer: Hill Abell, Owner, Bicycle Sport Shop, 5-locations in the Austin, TX area

"No matter what industry you're in, education in the form of peer-to-peer advice, support and perspective can be the some of the most effective ways to learn and overcome challenges," said Justin Gottlieb, Interim Show Director for Interbike. "We're excited to have this esteemed group of retailers contributing their time to this new track, and hope to have packed rooms for each session."

Another session under the Retail by Retailers education track will be the Interbike Innovation Awards retailer presentations. Moderated by Brandee Lepak, Board Chair, NBDA, and Megan Tompkins, Publisher, *Bicycle Retailer and Industry News*, this session will feature short presentations by the winning independent bicycle retailers that have implemented innovative ideas and strategies to their businesses with positive results over the past 12 months.

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“Learning from professional speakers can certainly be helpful to all retailers, but there’s nothing like hearing from those that truly speak our language,” said Brandee Lepak, Board Chair of the NBDA and Co-Owner of Global Bikes in Arizona. “I know these topics are on the minds of many IBD’s today, and my staff will be attending each one of them.”

All educational sessions at Interbike are offered at no-charge to registered attendees. More information on the Retail by Retailers track and the complete lineup of educational sessions at Interbike can be found at <https://www.interbike.com/events/education/>. Attendees can register for Interbike Marketweek at 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

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