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Interbike Announces Schedule for Electric Theatre ePowered by Bosch
- Educational Track Dedicated to Electric Bicycles to Include Sixteen Sessions Over Three Days -

SAN JUAN CAPISTRANO, Calif., – August 13, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced the schedule for the 2018 edition of its Electric Theatre, epowered by Bosch. Now in its fourth year, the educational track for electric bicycle retailers will be held each day of the tradeshow in Hall 3 of the Reno-Sparks Convention Center.

"The Electric Theatre delivers powerful content about what is arguably the bike industry's biggest development of our time," said Justin Gottlieb, vice president and group show director for Interbike. "BPSA data shows sales of eBikes for the first six months of 2018 are up by 83 percent in units and 78 percent in dollars, from the same period in 2017 - after nearly doubling between 2016 and 2017. The relevance of this category to IBDs and consumers continues to skyrocket, and Interbike is the place to see new product, learn from the experts, and stay on top of the trends – all under one roof."

Claudia Wasko, the General Manager of presenting sponsor Bosch eBike Systems Americas echoed Gottlieb's comments, saying, "Whether you're a veteran eBike-only retailer or brand new to the category, the Electric Theatre content we curated together with Interbike has something for all retailers in North America to grow your eBike business in the coming year."

A selection of presenters, moderators, and topics of the 2018 Electric Theatre includes:
- Chris Cherry, University of Tennessee: "**The Latest Electrifying Research on eBikes and their Health and Transportation Impacts**"
- Morgan Lommele, PeopleForBikes: "**Electric Mountain Bikes: New Resources Answering "Where Can I Ride**?"
- Sam Gong, Los Angeles Police Department: "**Law Enforcement with eBikes – The Los Angeles Police Department Experience**"
- Nicole Zinn, Rocket Electric E-Bike Shop: "**Capturing Rental Business With Events Happening In Your Area**"

Electric Theatre sessions are free for registered Interbike attendees and scheduled at the top of the hour from 11am-4pm on Tuesday Sept. 18 and Wednesday Sept. 19, and from 11am-2pm on Thursday Sept. 20. The detailed Electric Theatre schedule is available 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.

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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