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Interbike's Retailer Education Series, The Forum, Returns for Second Year

- Short-Format Sessions with Leading Industry Experts Focus on the Unique Needs of the IBD -

SAN JUAN CAPISTRANO, Calif. – Aug. 7, 2018 – Interbike, the largest bicycle industry trade show in North America, today announced plans for the second installment of its successful retailer education series, The Forum, which will be held each day of the tradeshow in the Reno-Sparks Convention Center. The Forum, presented by eBay and held on the show floor in Hall 2, features retailer-centered educational sessions that are 30 to 40 minutes in length.



The Forum is one of nine unique educational tracks offered at Interbike. Its mission is to help specialty bike shop retailers grow their businesses by delivering timely and actionable information in an easy-to-access, drop-in format. Its 2018 speakers include notables such as Holly Wiese of the retail design and visual merchandising company 3 Dots Design, retail sales trainer Sam Dantzer, Ryan Atkinson of SmartEtailing, an IBD website, marketing and data solutions company, and Paraic McGlynn, a well-respected bike fitting instructor and business development consultant.

“The Forum, which started last year, makes it possible to learn from the best in the business without even leaving the show floor. It’s incredibly convenient,” said Kent Cranford, owner of North Carolina’s Motion Makers Bicycle Shop and a board member of the National Bicycle Dealers Association. “As a retailer, I think the content is right on the mark, and I really appreciate the fact that the sessions are only 30-40 minutes long.”

Sessions of The Forum cover a range of topics that are critical to independent bike dealers, such as merchandising, ecommerce, small business operations, retail sales training, strategic planning, and more. They are scheduled at the top of each hour from 10-5pm on Tuesday Sept. 18, 10-4pm on Wednesday Sept. 19 and from 10-11am on Thursday Sept. 20.

A selection of the sessions that will be presented in 2018 includes:

- **Overcoming the Challenges of Selling Apparel in the IBD**
- **Promoted to the Phone – How to Train Your Sales Staff to Communicate with Customers Professionally and Effectively**
- **Three Essentials of Bike Shop Marketing**
- **How to Capitalize on the Clicks to Bricks Opportunity Presented to Today’s Omnichannel Consumer**
- **The Business of Fit – The “How” of Profitable, Sustainable Bike Fitting as Part of Your Retail Strategy**

For a complete schedule of content within The Forum, please visit this [link](#) on the Interbike website.

“The Forum is the only educational track of its kind,” concluded Interbike Show Director Justin Gottlieb. “Its sessions are completely tailored to the IBD, and delivered by knowledgeable speakers in a totally accessible format on the show floor. We encourage all retailer attendees to drop by and learn something new at The Forum this year.”

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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