

# “Made In America” Showcase at Interbike

*An Exciting New Feature Showcasing American Made Cycling Products*

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As America’s Cycling Show, Interbike is excited to shine a light on companies and brands in the cycling industry committed to manufacturing and selling American made bicycle products.

A uniquely merchandised area will be professionally showcased at the very front of Hall C at this year’s Interbike and will feature qualified products that meet the “Made in America” criteria. A brand new neighborhood and community space on the show floor will also be created and available for companies that make more than 65% of their complete

product line in the United States. A host of other resources and marketing tools will also be provided for any participating brands.

In recognition of the growing interest in U.S. manufacturing, this showcase is being launched to share the story of companies who source domestically. The goal of the program is to help raise the profile of domestic manufacturers at Interbike, while educating exhibitors, retailers and media about ongoing opportunities within the cycling industry.



## **The Pendulum Swings Back to “Made In America”**

For some, it is to be closer to their customers, to have shorter lead times or to avoid the many challenges of sourcing products far from their retail markets. For others, it is simply a matter of pride in making their products here and stamping them with “Made in the USA.” Whatever the reasons, American manufacturing is making a comeback, is here to stay and Interbike is here to support you.

## **Interbike Partners with *Outdoor Industry Association*\* (OIA) to Add Resources and Community to Companies Making Products in the U.S.**

The OIA “Made in America” program was launched back in 2012 just as the resurgence in U.S. manufacturing was getting underway and as many outdoor companies were beginning to bring some or even all of their production back to the U.S. The OIA has established a collaborative network of domestic manufacturers called the “*Made in America Working Group*”,\*\* to share common challenges and together search for common solutions. This like-minded group share their successes, learn valuable new lessons from one another and come together to speak with one voice to tell Washington, D.C. policymakers that they need to do more to support the revival of U.S. manufacturing. Through the new partnership, Interbike and OIA are inviting suppliers from the bicycle industry to join and participate in the “*Made in America Working Group*” for FREE.

As cycling and outdoor products that are made in America become increasingly popular here and around the world, the OIA is working hard to help identify and gain access to new foreign markets for a variety of goods. They can offer resources and guidance to bicycle manufacturers to potentially reduce their costs on inputs that can't be sourced in the U.S. We know that whether you source overseas or make your products here, growing a business in the cycling industry can be challenging. American cycling companies face increasing costs and pressure to gain market share against foreign competitors that don't always play by the same rules. But Interbike's “Made in America” program, working in tandem with the OIA's “*Made in America Working Group*”, can help you thrive in the global economy.

### *\*Outdoor Industry Association*

*Based in Boulder, CO, with offices in Washington, D.C., Outdoor Industry Association is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer. OIA supports the growth and success of more than 4,000 manufacturers, distributors, suppliers, sales representatives and retailers of outdoor recreation apparel, footwear, equipment and services. For more information, visit [outdoorindustry.org](http://outdoorindustry.org).*

### *\*\*OIA Made In America Working Group*

*This collaboration is presented by the OIA Made in America Working Group, made up of 175 companies. Launched in 2013, this working group was established to provide a forum for outdoor companies who manufacture in the United States to connect, share resources and communicate their needs and challenges to OIA. In the past year, the group has discussed such topics as the Federal Trade Commission's guidelines for “Made in America” labeling, the Berry Amendment and government procurement, databases and resources on U.S. sourcing, and workforce development.*



## **“Made In America” Showcase at Interbike**

### **Companies participating in the “Made in America” showcase will receive the following benefits:**

- Product placement in the shared “Made in America” showcase in Hall C
- Co-location of “Made in America” brands on show floor with dedicated area featuring unique activities, special signage and marketing\*
- Brand inclusion in special “Made in America” printed piece to be distributed within the feature area and adjacent to the showcase in front of Hall C
- Brand inclusion in “Made in America” section of:
  - Website - [www.interbike.com](http://www.interbike.com)
  - On-site map (5,000 copies)
  - Event Preview (mailed with *Bicycle Retailer and Industry News (BRAIN)* 1st week of August)
  - Event Guide (14,000 copies)
  - Mobile app (9,000+ downloads)
- Brand highlight in no fewer than two emails sent to Interbike retail database promoting “Made in America” (25,000+ retail emails)
- Complimentary access to Outdoor Industry Association “*Made in America Networking Group*”

*\*Don't want to leave your established location on the show floor? Don't worry – you will still receive a “Made in America” designation with carpet decals in front of your booth along with inclusion on all Interbike maps and floorplans.*

**Exhibiting Company cost: \$1,500**

**Non-Exhibiting Company cost: \$3,000**

### **What is the value of participating in the “Made in America” Showcase?**

- Your brand will receive huge exposure at Interbike with very little investment including multiple touch points (print, digital and onsite marketing).
- Leverage the halo effect of establishing your brand as “American Made” in this key Olympic year and election year.
- Opportunity to access new foreign markets through OIA resources.
- Insights into legislation and efforts being conducted on behalf of “Made in America” products.

## **Do I Qualify to Participate in the “Made in America” Showcase?**

You can participate in the “Made in America” Showcase if:

- Your product is labeled “Made in the USA” per FTC guidelines (see link to download FTC Guidelines)
- If “all or virtually all” of your product is made in America. That is, all significant parts, processing, and labor that go into the product must be of U.S. origin. Products should not contain any – or should contain only negligible – foreign content.
- To participate in the “Made in America” neighborhood at Interbike 2016, you will be required to provide a detailed submission that indicates clearly 65% or more of your products are produced in the U.S.

Space in the “Made in America” Showcase and dedicated show floor is limited and submissions will be selected on a first-come, first-served basis. Applications are now being accepted and interested companies can apply here. The showcase will be located in the front entrance of Hall C and the “Made in America” neighborhood will be located in a high traffic area in Hall E. Both areas will feature educational information about U.S. sourcing and manufacturing, as well as information about participating companies and their products.

To learn more about the showcase goals and participation details, please visit the Interbike website or contact your Interbike Account Executive. The deadline for applications is August 15th, 2016.

### **How Do I Participate “Made in America” Showcase?**

To apply, simply visit [bit.ly/IB\\_MadeinAmerica](http://bit.ly/IB_MadeinAmerica) and fill out the online form. A sales representative will get back to you as quickly as possible.

