

MEDIA EXPERIENCE SPONSORSHIP



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The 2016 Media Experience Sponsorship was designed for brands looking to maximize their exposure with the 500+ journalists that attend Interbike each year. This package includes numerous opportunities to both get facetime with the media, and branding exposure as well.

- **Press Tent - Outdoor Demo**
- **Media Preview - Interbike**
- **Press Room - Interbike**
- **VIP Transportation to Outdoor Demo**

Total Experience – \$15,000

Press Tent - Outdoor Demo

Put your brand messaging in front of the world's top bicycle journalists by sponsoring the Outdoor Demo Press Tent. As the exclusive sponsor of this highly sought after media area, you will receive:

- Branding opportunities both inside and outside the Press Tent
- Three branded banners placed in high traffic areas throughout the Demo area – sponsor to provide banners
- Two sponsor provided windjammers placed outside the press tent
- Logo placement on the Wi-Fi card distributed to all media
- One promotional item included in the Media Bags – sponsor to provide item
- Logo inclusion on the Outdoor Demo page of interbike.com, logo inclusion in the event guide, logo inclusion in the Outdoor Demo onsite map, and an enhanced mobile app directory listing.

Press Room - Interbike

The Press Room at Interbike is the hub for all journalists at the show. This private-access area is heavily used by the media to plug-in and work, enjoy breakfast, conduct interviews or relax in-between meetings. As the exclusive sponsor of this highly sought after area, you will receive:

- Branding opportunities both inside and outside the Press Room
- One co-branded banner placed directly above the Press Room
- Logo placement on the Wi-Fi card distributed to all media
- Logo inclusion on interbike.com, logo inclusion in the Event Guide and an enhanced mobile app directory listing.



For more information,
contact your Account
Executive:

Andria Klinger
Sales Director
Direct: 949.226.5745
andria.klinger@interbike.com

Gina Rosselle
Account Executive
Direct: 949.226.5758
gina.rosselle@interbike.com

Katie Pena
Account Executive
Direct: 949.226.5720
katie.pena@interbike.com

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VIP Transportation to OutDoor Demo

There's no better way to get private, one-on one time with the media than offering them a VIP ride out to OutDoor Demo. Casual conversations can be had on the way to the demo and back, while building relationships with all of the journalists that attend the demo. As the exclusive sponsor of this highly sought after sponsorship, you will receive:

- Access to provide car/shuttle service (provided by sponsor) for media at Interbike.
- Logo inclusion on the Media Page of interbike.com, logo inclusion in the event guide and logo inclusion in the OutDoor Demo onsite map.

Media Preview - Interbike

Now in its 3rd year, the Interbike Media Preview offers all attending journalists a sneak peek at some of the most innovative brands & products our industry has to offer. This event takes place the night before Interbike kicks off, and includes a buffet meal and beverages for all media that attend. As the exclusive sponsor of this highly sought after event area, you will receive:

- Branding opportunities both inside and outside the Media Preview room
- One promotional item included in the Media Bags – sponsor to provide item
- Table top displays during the Media Preview, Tuesday, September 20, 2016; 6:00 pm – 7:30 pm. Premier location at the front of the room. Each table top display comes with (4) 6' draped table and (4) chairs provided by Interbike.
- Company to be included in title of event "Interbike Media Preview presented by (Sponsor)".
- Company mention in all marketing outreach to registered journalists surrounding the Media Preview at Interbike.
- Opportunity to put promotional centerpiece table tops on all tall boys/pub tables placed within the room.
- Opportunity to provide swag in Media Bag.
- Opportunity to place 1 double-sided, meterboard outside of Media Preview room on Tuesday, September 20, then relocated to the Interbike lobby by Day 1, September 21.



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