



interbike[®]

2016

PR/MARKETING TOOLKIT

OUTDOOR DEMO
SEPTEMBER 19-20, 2016
BOOTLEG CANYON
BOULDER CITY, NEVADA

INTERBIKE
SEPTEMBER 21-23, 2016
MANDALAY BAY CONVENTION CENTER
LAS VEGAS, NEVADA

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2016 Interbike Exhibitor –

Thank you for making the decision to exhibit at Interbike. We value your business and hope your experience at our show is positive and productive. Last year, more than 500 domestic and international members of the media attended Interbike from both endemic and non-endemic outlets.

Interbike and OutDoor Demo provide exhibitors with numerous opportunities for getting their products, company stories, sponsored-athletes and causes in front of journalists from around the world. Our event is the largest bicycle industry trade show in North America, and is a key resource for media to develop stories on new products, new technologies, trends, etc.

The suggestions and ideas that follow are designed to serve brands experienced at trade show PR/marketing, as well as those exhibiting at Interbike for the first time.

If you have any questions regarding the PR and marketing opportunities outlined in this Tool Kit, please contact me via phone at **949-226-5754**, or via email at justin.gottlieb@interbike.com.

Have a Great Show!



Justin Gottlieb

Communications and PR Director
Interbike

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I. Checklist/Deadlines

- "LIKE" THE INTERBIKE FACEBOOK PAGE TO EXCHANGE INFORMATION WITH OUR FACEBOOK COMMUNITY OF MORE THAN 22,000 PEOPLE**
Deadline: Today | Opportunity: Facebook
- ENSURE THAT YOUR EXHIBITOR LISTING IS ACCURATE BEFORE IT GOES TO PRINT SEE PAGE 9**
Deadline: 8/1 | Opportunity: Event Guide - Review Exhibitor Listing
Contact: support.goexpo@core-apps.com
- SEND NEWS**
Deadline: 8/5 | Opportunity: *BRAIN Pre Show Issue | Contact name: Lynette Carpiet
Contact email: lcarpiet@bicycleretailer.com
- SEND SUBMISSION FOR PRODUCT PICKS**
Deadline: 8/5 | Opportunity: *BRAIN Pre Show Issue | Contact name: Toby Hill
Contact email: thill@bicycleretailer.com
- EMAIL JUSTIN GOTTLIEB TO OBTAIN MEDIA LIST**
Deadline: 8/6 | Opportunity: Media List | Contact name: Justin Gottlieb
Contact email: justin.gottlieb@interbike.com
- SUBMIT YOUR PRODUCT TO THE NEW PRODUCT PREVIEW**
Deadline: 8/15 | Opportunity: Media List | Contact name: Justin Gottlieb
Contact email: justin.gottlieb@interbike.com
- SEND NEWS**
Deadline: 8/12 | Opportunity: *BRAIN Show Daily | Contact name: Lynette Carpiet
Contact email: lcarpiet@bicycleretailer.com
- SEND SUBMISSION FOR PRODUCT PICKS**
Deadline: 8/19 | Opportunity: *BRAIN Show Daily | Contact name: Toby Hill
Contact email: thill@bicycleretailer.com
- SEND YOUR EVENT INFO (CELEBRITY APPEARANCES, AUTOGRAPH SIGNINGS, PRIZE DRAWINGS, CONTESTS, HAPPY HOURS, ETC.)**
Deadline: 8/22 | Opportunity: *BRAIN Show Daily | Contact name: Lynette Carpiet
Contact email: lcarpiet@bicycleretailer.com

Deadline: 8/22 | Opportunity: Interbike Website | Contact name: Lynne Schreur
Contact email: lynne.schreur@interbike.com
- UPLOAD YOUR DIGITAL PRESS KIT. SEE PAGE 12 FOR INSTRUCTIONS**
Deadline: 8/3-9/9 | Opportunity: Press Kit | Contact name: Lynne Schreur
Contact email: lynne.schreur@interbike.com
- DROP OFF 1 HARD COPY OF YOUR PRESS KIT AT THE INTERBIKE PRESS ROOM**
Deadline: 9/21 | Opportunity: Press Kit
- PROMOTE YOUR COMPANY USING THE HASHTAG #INTERBIKE IN YOUR TWEETS AND ON INSTAGRAM**
Deadline: Before and at the event | Opportunity: Twitter

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II. Media Relations

Request the list of pre-registered media. The pre-registered media list includes contact information for journalists who plan to attend the show. The on-hand journalists include a variety of editors and writers representing trade, consumer and business publications, both endemic and non-endemic. **This list will be available beginning August 6th.** To request a copy of the list, please send an email to Justin Gottlieb, Interbike's PR & Communications Director at justin.gottlieb@interbike.com. The list will be made available to exhibiting brands and their PR agencies only. **If you are a PR agency requesting the list,** please indicate the company or brand you are representing and their booth number.



To comply with federal anti-spam laws, this list will be sent in an Excel document and will include contact information for members of the press who have "opted in" to receive exhibitor news releases and pitches leading up to the show. Some editors may choose not to provide an email address, but the list will include snail-mail addresses

so you can send press releases or invite postcards (plan ahead so your mailing will get there before the show). The list also includes individual journalist's interest categories to help you determine which media are most relevant to your company news. Please contact each member of the media on an individual basis regarding meetings at the show and **do not blast press releases out to the entire list.**

Interbike New Product Preview. Are you planning to launch/show a new product at Interbike? Don't miss an opportunity to have it included in the Interbike New Product Guide! This printed, spiral-bound book includes one featured new product from each participating exhibitor with a description, picture, company press contact and booth information. Five-hundred copies of this book will be placed between the OutDoor Demo Press Tent and in the Interbike Press Room for

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II. Media Relations (Continued)

journalists to peruse and use as a guide during their time at Interbike. This opportunity is FREE to all exhibitors. To participate, [please complete this form](#).

Get to know the media. An editor or producer will be much more receptive to your pitch if it looks like you have done your homework and know what he/she typically covers. Look at each media outlet you are pitching to make sure it is appropriate for your product, see what the editor writes about and make sure he or she is the appropriate contact. If you don't have a PR firm or an internal PR manager, you may want to hire an agency or a freelancer to help build your media list and write/distribute your press releases.

Communicate with the media before the show. If you have a list of media contacts with whom you regularly communicate, you should send them an email pitch about the product(s) you will launch at the show. Make sure to explain how the products being launched are newsworthy and provide them with all the information they need to cover the story. We suggest contacting them three weeks or more before the show to schedule a booth appointment, as the majority of media book appointments beforehand. Don't forget to tell them which area of the Mandalay Bay Convention Center you'll be in and your booth number.

Have digital images of your new products. Emailing media low-res digital images (72 PPI* files won't bog down email systems) of one or two of your hottest new products is a great way to encourage media to make booth appointments. If the editor or journalist is interested in covering the product, he or she will ask for a hi-res image (300 PPI* files) at a later date.

Set up and confirm media appointments. Many exhibitors book one-on-one appointments with media at their booths. Here is some advice on how to go about that:

- Once you have the list of pre-registered media, start contacting individual journalists likely to be interested in your products three weeks or more before the show.
- Have your 15-second pitch ready - who you are, what sets you apart, what distinctive new styles they'll see, and why they should carve out time to visit your booth.

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II. Media Relations (Continued)

- Not all media attending Interbike will preregister, so if you already have a target media list, cross-reference it with the most recent Interbike list. If there are journalists or media outlets you would like to attend, contact Justin Gottlieb and provide their contact information to be added to the Interbike Media Pitch List.
- Many journalists won't book appointments at all, but say they'll try to stop by. (Again, make sure you mention what area of the show floor you'll be in and your booth number.)
- When you have scheduled appointments with editors or producers, send a confirmation email to them two to three days before the show and be sure to include your name, booth number, booth location, your cell number and the day and time that you have agreed to meet. (Try to get their cell numbers as well, in case they don't show up or you need to reach them.)
- Be sure to allow at least 30 minutes for each booth appointment and do not double-book. These appointments should be a time for you to meet with the media one-on-one so each can experience a personalized review of your line and, in turn, you can learn what products interest them. This will go a long way in developing productive relationships with media. Some editors may only need 15 minutes per meeting.
- Be prepared for no-shows and media showing up late. This is just the nature of this well-attended show, as there is so much to see and everyone is very busy.

Prepare your booth staff for interviews with the media. Each person who is authorized to speak to the media on behalf of your company should be prepared for interviews and know your product line inside and out. Your representatives should be friendly, confident, enthusiastic, well-spoken and well-educated about your brand. Ideally, they should not be distracted with advertising or sales appointments or other responsibilities in the booth. A journalist's time is precious at a show of this size, so make the most of it. It is a good idea to develop talking points for your spokespeople so they know what messages are most important to get across in a limited amount of time. We recommend that you focus on the benefits of your products in your discussions with the media.

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II. Media Relations (Continued)

Know the official Interbike camera policy. Be sure that you and your staff are aware of media taking photos in your booth. Interbike allows accredited working media to take photos in exhibitor booths only with the permission of the exhibitor. **UNAUTHORIZED PHOTOS WILL BE CONFISCATED (along with DEVICE). THE OFFENDERS BADGE WILL BE PULLED AND THEY WILL BE BLACKLISTED FROM ATTENDING FUTURE SHOWS.**

Interbike does allow video and still cameras on the show floor. Exhibitors may take pictures within their own booths for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission from the exhibitor. Many products on display at Interbike are innovative, one-of-a-kind prototype items. Exhibitors have the right to refuse the taking of pictures in their booths.



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III. Exhibitor Listing (free) & Enhanced Exhibitor Listing Upgrade

As a participating exhibitor at Interbike 2016, your company has a free Exhibitor Listing/Online Profile on the Interbike Exhibitor List/Floorplan that will be printed in the Interbike Show Directory. Review your free Exhibitor Listing/Online Profile using the online Show Planner system by Thursday, August 1, 2016 to ensure it is accurate for the printed show directory.

Your company also has the option to upgrade your Exhibitor Listing/Online Profile to an Enhanced Exhibitor Listing through the Exhibitor Planner Tool. As a confirmed exhibitor at Interbike 2016, you received a booth space confirmation email explaining how to log into the Planner Tool and your Emerald Expositions Customer ID number, as well as a link directly logging you into your Exhibitor Listing. To log in without the direct link from the email, [click here](#) then select your company name from the dropdown menu and enter your Emerald Expositions customer ID number. If you need to retrieve your Emerald Expositions customer ID, please contact the help desk at support@goexposoftware.com. Using the Interbike Planner Tool, attending and non-attending media can pre-plan how they will cover the news of the show. By making sure your exhibitor listing/online profile is accurate and taking advantage of the Press Kit Upload, Enhanced Exhibitor Listing Upgrade and Product Showcase Upgrade, you will improve the chances of garnering more media coverage before, during and after the show.

Here are some suggestions for your Exhibitor Listing/Online Profile, plus some upgrade options.

- By Thursday, August 1, 2016 please review your free exhibitor listing/online profile and make any changes if necessary, in order to be correctly listed in the industry's most up-to-date and comprehensive directory, the Interbike Show Directory. Interbike generates the printed directory, distributed at the show, by using the most current exhibitor listings/online profiles. If you need to update your company's main contact information or company name, and/or are interested in purchasing ad space in the Interbike Show Directory, please contact your Interbike Account Executive.
- Enhanced Listing Upgrade Package: You can update your Enhanced Listing at any time leading up to Interbike. There is no deadline to optimize your listing/profile with an Enhanced Listing Upgrade Package.

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III. Exhibitor Listings/Enhanced Exhibitor Listing Upgrade (Continued)

- In addition to the main "Contact's Information" field, there is an optional field labeled "Key Personnel." As part of your basic listing/online profile, you can use that field to display your PR contact info. For example, "Joe Smith, PR Contact, joe@yourcompany.com, 800.300.4000."
- Upload your "Electronic Press Kit" PDF to your free exhibitor listing/online profile, or to your enhanced listing, using your Show Planner Tool so it appears on the Exhibitor Press Kits page on interbike.com. (NOTE: For Press Kit upload info and Paperless Press Room details, read "Press Kits and Digital Press Room" in section IV.)
- As part of the Enhanced Listing Upgrade Package, you can add your company name in bolded font, your logo, URL address and a 900-character description in your pop up profile browser. The extended description is a great opportunity for attendees, media and other visitors to interbike.com to learn about your company before, during and after the show and makes them more likely to visit your booth. Contact your Interbike Account Executive for information regarding pricing for this upgrade.
- Participate in the Product Showcase listing, an upgrade in addition to the Enhanced Listing Upgrade Package. This fee-based feature of the site lets you include product descriptions and photos on your exhibitor listing. Products included in the listing are also promoted in attendee emails and on the Interbike website. For details, contact your Interbike Account Executive.

Do you have questions about how to use the Interbike Planner Tool? Contact the help desk at support@goexposoftware.com for assistance.

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IV. Press Kits and Digital Press Room



The Interbike Press Room is located on the show floor near the east entrance to Bayside Hall D in the Mandalay Bay Convention Center. The Press Room is an area where members of the media can work on stories, check their email, write, conduct interviews, review hard copy press kits and view and download electronic press kits. The Press Room is open only to working journalists who are registered to attend the show. Interbike operates a Digital Press Room that allows the media to view exhibitor press kits online through individual exhibitor listings/online profiles and the Exhibitor Press Kits page on interbike.com.

A typical press kit may include:

- A press release about your most recent product line or company news
- A company backgrounder or fact sheet
- Executive bios
- Product fact sheets or catalog pages of 3-8 of your most important products
- Digital images of your products
- Your PR contact information (include on every page)

Exhibitors can upload their electronic press kits (one document, maximum 5MB) as part of their "Interbike Planner" featured on interbike.com (there is no fee to upload an electronic press kit). The uploaded press kits will be immediately viewable. Please only upload your press kit with information you are comfortable being available to media and attendees before the show. During the show you can upload an updated press kit with additional news to replace your original press kit. While there is no deadline for uploading exhibitor press kits, we encourage you to upload it at least three weeks before the show. Media use the electronic press kits available online to help them plan their time at the show.

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IV. Press Kits and Digital Press Room (Continued)

Directions for Uploading Press Kits:

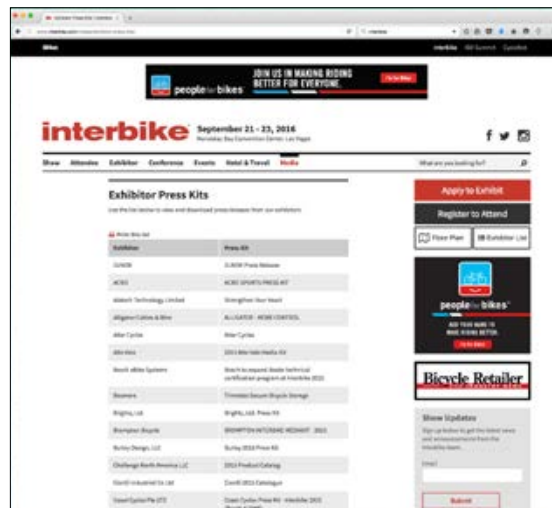
1. Log into your [online listing](#) account by choosing your Company Name from the drop down and entering your Emerald Expositions ID. Note: Your Emerald Exposition ID is on your invoice and in your booth space confirmation email. PR Firms: you will need to get the ID from your client. If you represent several companies, please send an email to support@goexposoftware.com listing your clients along with the contact name for each company. The Help Desk will email you the necessary IDs.
2. Choose Profile from the Main Menu
3. Choose Number #5 - Edit Paperless Press Kits
4. Upload and Name your Press Kit (you can upload any PDF, DOC or RTF file under 5MB)
5. Your Press Kit will be displayed on the show website.

If you need assistance please contact the Help Desk at support@goexposoftware.com.

Interbike allows each exhibitor to provide ONE hard copy of their press kit for members of the media to browse in the Press Room. If you would like to provide a printed press kit, please bring only one copy to the Interbike staff in the Press Room.

Another option - you can provide press kits on flash drives or CDs (limit five per day) for the Press Room. Interbike and members of the media prefer exhibitors use the Paperless Press Room. However, be sure to have hard copies of press kits available in your booth to give to those media who would like them (20-30 kits should be more than enough).

Exhibitor Press Kit page
on Interbike website



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V. Press Conference



For exhibitors seeking a venue to announce a major product release, sponsorship, event or award, a press conference is an ideal way to reach a large volume of people. Interbike offers a limited number of press conferences to take place in the press room. Press conferences will be included in Interbike's official Events & Seminars Schedule on interbike.com and will be sent to registered media prior to the show. Space is reserved on a first-come, first-served basis. For more information, please contact Andria Klinger, Sales Director, at andria.klinger@interbike.com or your Interbike sales representative.

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VI. Media Preview (fees apply)

The 3rd Annual Interbike Media Preview is the ultimate conduit between your brand and journalists attending Interbike 2016. This media-exclusive event takes place the night before Interbike kicks off on Tuesday, September 20, 2016, with up to 30 brands showing the latest, most innovative cycling products available today. The event consistently attracts more than 100 endemic, non-endemic, domestic and international members of the media, who meet with the brands in a more intimate setting - perfect for one-on-one conversations in a casual atmosphere. A few of the media outlets that attended in 2015 include:



For more information, please contact **Andria Klinger, Sales Director**, at 949.226.5745 or andria.klinger@interbike.com or your Interbike sales representative. Download the contract [here](#).

"Right, like any of us needed one more official gathering at Interbike to deal with, but I have to say this pre-show media mash-up has not only gotten bigger and better in its two years, but I have to say, it's actually worthwhile. It doesn't save me any time, but it provides access to smaller brands that I would assuredly never get to once the doors open for the big show."

*Zap Espinoza, Editorial Director
Road Bike Action Magazine, Mountain Bike
Action Magazine, Electric Bike Action Magazine*

"The Media Preview hosted by Interbike is a great way to engage one on one with new and established brands. Interbike throws a great little warm up event, and it's always on our must attend list!"

Mia Kohout, Editor-In-Chief, Momentum Magazine

"I attend several private media events every year, and Interbike's Media Preview is one I look forward to. This event helps me see 30+ innovative brands in one spot, several of which I may have missed in the subsequent days walking the show floor. Bottom line - it saves me time."

Michael Sommer, Fox News Channel

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VII. Bicycle Retailer and Industry News (BRAIN)

Show Issue: Exhibitors with story ideas to be considered for the BRAIN show issue should e-mail their information to Lynette Carpiet at lcarpiet@bicycleretailer.com by Friday, August 5, 2016.

Interbike - Show Daily: Published each day of the show by BRAIN, onsite, the onsite Interbike Show Daily is how the industry stays in touch with the show, including trends, events, industry interviews, product announcements, parties, etc. The Interbike Show Daily is distributed to the Mandalay Bay Convention Center lobby and all exhibitor booths each day of the show. Advertising information on the Interbike Show Daily can be found [here](#).

General news for the Interbike Show Daily should be sent to Lynette Carpiet by Friday, August 12. Please also send product information submissions to Toby Hill at thill@bicycleretailer.com by Friday, August 12, 2016. The BRAIN staff will be accepting news throughout the show. However, early submissions are more likely to be included.

Product Picks: A "Product Picks" feature will be part of each day's editorial section. To be considered, companies should send product submissions (one per company) by August 5, 2016, to Toby Hill at thill@bicycleretailer.com.

Schedule of Events Listing: Journalists who cover Interbike have come of rely on the Show Daily "Schedule of Events" as a valuable preview of what to see and do each day at the show. Some examples include: press conferences, celebrity appearances, athlete autograph sessions, prize drawings, contests, giveaways, happy hours, etc. To be included in the schedule of events listing, submit company name, booth number, time and event description (limit 140 characters) to Lynette Carpiet at lcarpiet@bicycleretailer.com by Monday, August 22, 2016.

Editorial and Advertising Inquiries/Submissions Contact:

Lynette Carpiet/Editor
lcarpiet@bicycleretailer.com
949.206.1677, Ext. 202

Toby Hill/Managing Editor
thill@bicycleretailer.com
949.206.1677, Ext. 203

Gary Newkirk/Director of Sales & Marketing
gnewkirk@bicycleretailer.com
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VIII. Marketing Ideas

Attract buyers and the media to your booth with pre-show outreach. The more people you connect with before Interbike, the better the chance you'll see them at the show.

- Spread the word about your Interbike participation. Put your location and booth number on all correspondence with buyers, media and potential customers between now and the show.
- Use Twitter to broadcast your news to show attendees and enthusiasts. If you use Twitter to promote your company news relevant to Interbike or OutDoor Demo, include the hashtag #interbike in your Tweets so they will appear when attendees search for tweets related to "interbike." Follow **@interbike** for the latest industry buzz from the Interbike crew.
- Use Facebook to engage with the Interbike community online. By joining Interbike's Facebook Fan Page you can post comments, start and participate in discussions, share photos, and connect with more than 22,000 Interbike followers.
- Use Instagram to showcase your photos and catch the attention of the Interbike audience. Follow Interbike and use the hashtag #interbike to connect.
- Review Free Exhibitor Listing & Upgrade to an Enhanced Listing. The Online Planner Tool, described previously in this document, helps show attendees learn about your company, brands and products before, during and after the show through your Exhibitor Listing/ Online Profile, Enhanced Listing, the Featured Product Showcase, and Electronic Press Kit.
- Check out the Free Marketing Tools page on interbike.com for additional resources and ideas.

For instructions on how to login to the online Interbike Planner Tool, go to page 9.

Quick Links:

[Show Daily/BRAIN Editors](#)

[Online Show Planner Tool/
Online Exhibitor Profile](#)

[GoExpo Support](#)

[Postcard Mailing Services](#)

[Advertising/Sponsorships](#)

[New Product Preview
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[Justin Gottlieb, PR &
Communications Director](#)

[Facebook Page](#)

[@interbike](#)

[Instagram](#)

[Interbike.com](#)

VIII. Marketing Ideas (Continued)

Sponsorship and Advertising Opportunities:

Advertising and sponsorships at tradeshow are proven to increase brand awareness, educate buyers, heighten product visibility and generate leads. Interbike is more than just a tradeshow; it offers several outreach opportunities including media, advertising and sponsorship to maximize your exposure to the industry before, during and after the show. These outreach opportunities will help you stand apart from your competition and strengthen your messages to key buyers and the media.

For a list of Interbike sponsorship opportunities please [click here](#).

For Interbike Show Daily advertising opportunities, please [click here](#).



Live@Interbike In-Booth Video (A) - For a nominal fee, Interbike will film high-quality video footage at your booth, manage the video editing, and send the final product to you within a few hours of filming. Whether you want to create a video demonstrating your product, presenting a brand overview, providing product testimonials or conducting a Q&A with your tech staff, Interbike can help you create invaluable Web content that will strengthen your brand presence to the cycling audience. Please contact your Interbike Account Executive for more information.

Booth Events (B) - Booth events can help create “buzz” and draw traffic to your booth. Suggestions for booth events include: product demos, mini fashion shows (depending on size of booth), raffles, contests, celebrity guests, book or poster signings, foot massages, etc. Be sure your event is included in the Interbike Show Daily’s Schedule of Events and on the Interbike website and mobile app. To have your event included in the Show Daily, submit the requested information to Lynette Carpiet at lcarpviet@bicycleretailer.com by Monday, August 22, 2016. To have your event included on the Interbike website and in the mobile app, submit the requested information to Lynne Schreur at lynne.schreur@interbike.com.

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VIII. Marketing Ideas (Continued)

Interbike Mobile App (C) - From a simple logo upgrade or alert to presenting sponsor package, promotional opportunities surrounding the Interbike mobile app put your brand in the hands of more than 15,000 retailers. For pricing info, contact your Interbike Account Executive.

Digital Advertising - Place your brand's message on the new interbike.com - the year round communication hub of all things Interbike and OutDoor Demo related. Updated for 2016, the new website is more user friendly, easier to navigate and responsive with a clean, fresh look. Your message will stand out better than ever before with the new enhancements we've added. For more information select "Advertising/Sponsorships" from the quick links menu.

List Rental - Your brand. Your messaging. Your creative. We send it out! Market directly to buyers through our email retail rental list for targeted, electronic campaigns. For more information select "Advertising/Sponsorships" from the quick links menu.

Attendee eNews - Get your logo, ad or product showcase in front of thousands of retail buyers and media before the show begins with a sponsorship of the Interbike Attendee eNews. For pricing info, contact your Interbike Account Executive.

Media Alerts - You can also send your own media alert to the attending media when you receive the list of pre-registered media for the show. (A media alert is traditionally a one page document that tells media the Who, What, Where, When and Why of an upcoming event.) It's best to email media alerts about a week before your scheduled event. Reminder: Don't send email blasts to the entire Interbike attending media list. Use the "Interest Categories" info on the list to target your emails.

Post-show follow-up - In your follow up with all leads, send thank you notes to existing and potential buyers and the media, send them a recap of how successful the show was for you, and remind them of what they saw at your booth.

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