

# interbike®

Interbike | September 20-22, 2017

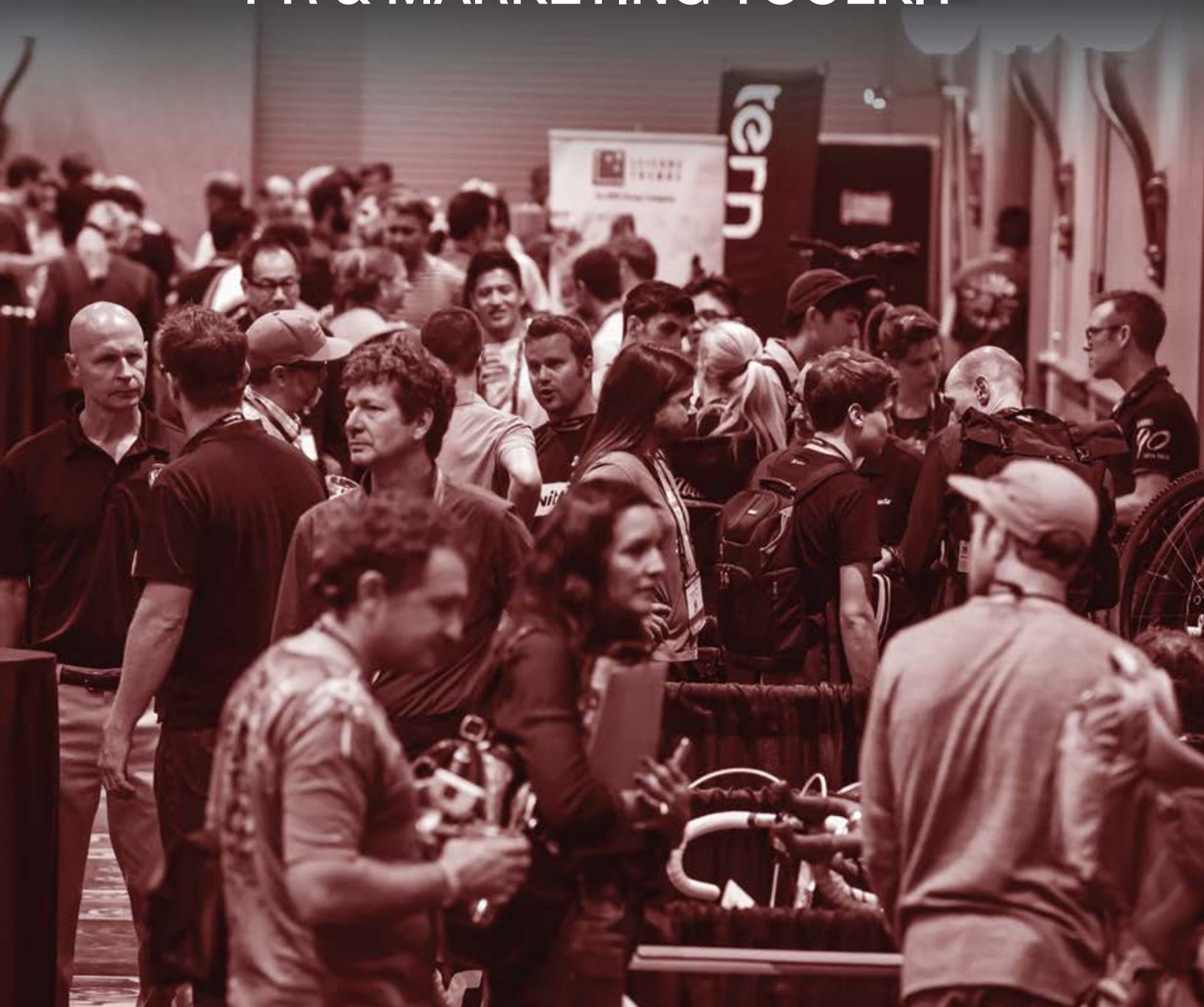
OutDoor Demo | September 18-19, 2017

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## connect & engage

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### PR & MARKETING TOOLKIT



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## 2017 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 400 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](mailto: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 24,000 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@a2zinc.net**

### **SEND NEWS**

Deadline: **8/4** | Opportunity: **\*BRAIN Show Issue** | Contact name: **Lynette Carpiet**  
Contact email: **lcarpiet@bicycleretailer.com**

### **SEND SUBMISSION FOR PRODUCT PICKS**

Deadline: **8/4** | Opportunity: **\*BRAIN Show Issue** | Contact name: **Toby Hill**  
Contact email: **thill@bicycleretailer.com**

### **OBTAIN MEDIA LIST**

Deadline: **8/10** | Opportunity: **Media List** | Contact name: **Justin Gottlieb**  
Contact email: **justin.gottlieb@interbike.com**

### **SUBMIT YOUR PRODUCT FOR THE NEW PRODUCT PREVIEW GUIDE, SEE PAGE 5**

Deadline: **8/15** | Opportunity: **Media List** | Contact name: **Justin Gottlieb**  
Contact email: **justin.gottlieb@interbike.com**

### **SEND NEWS**

Deadline: **8/11** | Opportunity: **\*BRAIN Show Daily** | Contact name: **Lynette Carpiet**  
Contact email: **lcarpiet@bicycleretailer.com**

### **SEND SUBMISSION FOR PRODUCT PICKS**

Deadline: **8/11** | 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: **8/21** | Opportunity: **\*BRAIN Show Daily** | Contact name: **Lynette Carpiet**  
Contact email: **lcarpiet@bicycleretailer.com**

Deadline: **8/21** | Opportunity: **Interbike Website** | Contact name: **Nikki Puckett**  
Contact email: **nikki.puckett@interbike.com**

### **UPLOAD YOUR DIGITAL PRESS KIT, SEE PAGE 11 FOR INSTRUCTIONS**

Deadline: **8/3-9/9** | Opportunity: **Press Kit** | Contact name: **Nikki Puckett**  
Contact email: **nikki.puckett@interbike.com**

### **DROP OFF 1 HARD COPY OF YOUR PRESS KIT AT THE INTERBIKE PRESS ROOM**

Deadline: **9/20** | Opportunity: **Press Kit**

**PROMOTE YOUR COMPANY USING THE HASHTAG #INTERBIKE IN YOUR TWEETS AND ON INSTAGRAM**

Deadline: **Before and at the event** | Opportunity: **Twitter, Instagram**

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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 list includes a variety of editors and writers representing trade, consumer and business publications, both endemic and non-endemic. **This list will be available beginning August 10th.** To request a copy of the list, please send an email to Justin Gottlieb, Interbike's PR & Communications Director at [justin.gottlieb@interbike.com](mailto:justin.gottlieb@interbike.com) on or after that date. 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 Excel format 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. The list 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 Guide.** 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 Preview 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. Four-hundred copies of this book will be placed between the OutDoor Demo Press Tent and in the Interbike Press Room for 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.](#)

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## II. Media Relations (Continued)

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**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.
- 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.

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## II. Media Relations (Continued)

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- Many journalists won't book appointments but will say that 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 journalists 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 OFFENDER'S 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. Online Profile (free) and Enhanced Bronze Listing

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As a participating exhibitor at Interbike 2017, your company has a free Online Profile on the Interbike Exhibitor List/Floorplan that will be printed in the Interbike Event Guide. Review your free Online Profile using the online Exhibitor Console by Thursday, August 1, 2017 to ensure it is accurate for the printed Event Guide.

Your company also has the option to upgrade your Online Profile to an Bronze Enhanced Listing through your Exhibitor Console. As a confirmed exhibitor at Interbike 2017, you received a booth space confirmation email explaining how to log into the Console and your Emerald Expositions Customer ID number, as well as a link directly logging you into your Online Profile. Using the Interbike Connect Tool, attending and non-attending media can pre-plan how they will cover the news of the show. By making sure your online profile is accurate and taking advantage of the press kit upload, Bronze 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 Online Profile, plus some upgrade options.**

- By Tuesday, August 1, 2017 please review your free 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 Event Guide. Interbike generates the printed directory, distributed at the show, by using the most current 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 Event Guide, please contact your Interbike Account Executive.
- Upload your "Digital Press Kit" PDF to your free online profile, so it appears on your profile and on the Exhibitor Press Kits page on interbike.com. (NOTE: For Press Kit upload info, read "Press Kits and Digital Press Room" in section IV.)
- Bronze Listing Upgrade: You can update your bronze listing at any time leading up to Interbike. Bronze Listing Upgrade is only \$295 and includes: company logo, enhanced profile icon in exhibitor list, one show special, two press releases and expanded company description (900 characters). This 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.

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## III. Online Profile/Enhanced Bronze Listing (Continued)

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- Participate in the Online Product Showcase, an upgrade in addition to the Bronze Listing Upgrade. This fee-based feature of the site lets you include product descriptions and photos on your online profile. Products included in the listing are also promoted in attendee emails and on the Interbike website. For details, contact your Interbike Account Executive or visit your exhibitor console.
- 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.”



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## IV. Press Kits and Digital Press Room

The Interbike Press Room is located on the show floor near the north 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.

### 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 digital press kits (one document, maximum 5MB) here: [interbike.com/exhibitors/press-kit-upload/](http://interbike.com/exhibitors/press-kit-upload/) (there is no fee to upload a digital press kit). Please only upload your press kit with information you are comfortable being available to media and attendees before the show. Press kits must be uploaded by Friday, September 15 in order to be included online. Please name your file using your company name.

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.

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## V. Press Conference (fees apply)



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](http://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](mailto:andria.klinger@interbike.com) or your Interbike sales representative.

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# interbike® 17 MEDIA PREVIEW

## VI. Media Preview (fees apply)

The 4th Annual Interbike Media Preview is the ultimate conduit between your brand and journalists attending Interbike 2017. This media-exclusive event takes place the night before Interbike kicks off on Tuesday, September 19, 2017, with up to 30 brands showing the latest, most innovative cycling products available today. The event consistently attracts more than 125 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 2016 include:



Los Angeles Times



MEN'S JOURNAL

GEAR PATROL

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

"The Interbike media preview is a great way for me to cover a lot brands in a short amount of time. Instead of having to walk miles of aisles, it's just a few steps to move from table to table to see the latest and greatest in bikes and accessories. And you don't need to wait to find someone to talk to about new features or prices. They're usually standing right there at the table! It's great."

*Dick DeBartolo, The Giz Wiz, World News Now, ABC TV,  
The Tech Guy w/Leo Laporte, Computer America*

"The environment created by the Media Preview kickstarts our Interbike coverage, bringing to our attention innovations that might otherwise get overlooked as the show floor fills out. The mix of small brands, newcomers and established players with genuinely groundbreaking products on show is spot on year after year. One of the more productive events we attend all year and a great chance to socialise before the show really starts."

*Mark Sutton, Editor, CyclingIndustry.News*

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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](mailto:lcarpiet@bicycleretailer.com) by Friday, August 4, 2017.

**Interbike – Show Daily:** Published each day of the show by BRAIN, onsite, the 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 in the Mandalay Bay Convention Center lobby and to 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 11. Please also send product information submissions to Toby Hill at [thill@bicycleretailer.com](mailto:thill@bicycleretailer.com) by Friday, August 11, 2017. 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 11, 2017, to Toby Hill at [thill@bicycleretailer.com](mailto:thill@bicycleretailer.com).

**Schedule of Events Listing:** Journalists who cover Interbike have come to 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](mailto:lcarpiet@bicycleretailer.com) by Monday, August 21, 2017.

### Editorial and Advertising Inquiries/Submissions Contact:

Lynette Carpiet/Editor  
[lcarpiet@bicycleretailer.com](mailto:lcarpiet@bicycleretailer.com)  
949.206.1677, Ext. 202

Toby Hill/Managing Editor  
[thill@bicycleretailer.com](mailto:thill@bicycleretailer.com)  
949.206.1677, Ext. 203

Gary Newkirk/Director of  
Sales & Marketing  
[gnewkirk@bicycleretailer.com](mailto:gnewkirk@bicycleretailer.com)  
949.206.1677, Ext. 208

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## VIII. Marketing Ideas

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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 24,000 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 your free online profile & upgrade to an enhanced Bronze Listing. The Interbike Connect Tool, described previously in this document, helps show attendees learn about your company, brands and products before, during and after the show through your Online Profile, Bronze Listing or Online Product Showcase.
- Check out the Free Marketing Tools page on [interbike.com](#) for additional resources and ideas.

For instructions on how to login to your Exhibitor Console, go to [page 9](#).

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## 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](#).



**Booth Events (A)** – 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 [lcarpiet@bicycleretailer.com](mailto:lcarpiet@bicycleretailer.com) by Monday, August 21, 2017. To have your event included on the Interbike website and in the mobile app, submit the requested information to Nikki Puckett at [nikki.puckett@interbike.com](mailto:nikki.puckett@interbike.com).

**Interbike Mobile App (B)** – 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 nearly 6,000 users. For pricing info, contact your Interbike Account Executive.

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## VIII. Marketing Ideas (Continued)

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**Digital Advertising** – Place your brand’s message on **interbike.com** – the year round communication hub of all things Interbike and OutDoor Demo related. 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.

**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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