

interbike®

SEPTEMBER 20-22, 2017 | MANDALAY BAY CONVENTION CENTER, LAS VEGAS, NV

the apparel collection



NEW TURNKEY SOLUTION FOR APPAREL BRANDS

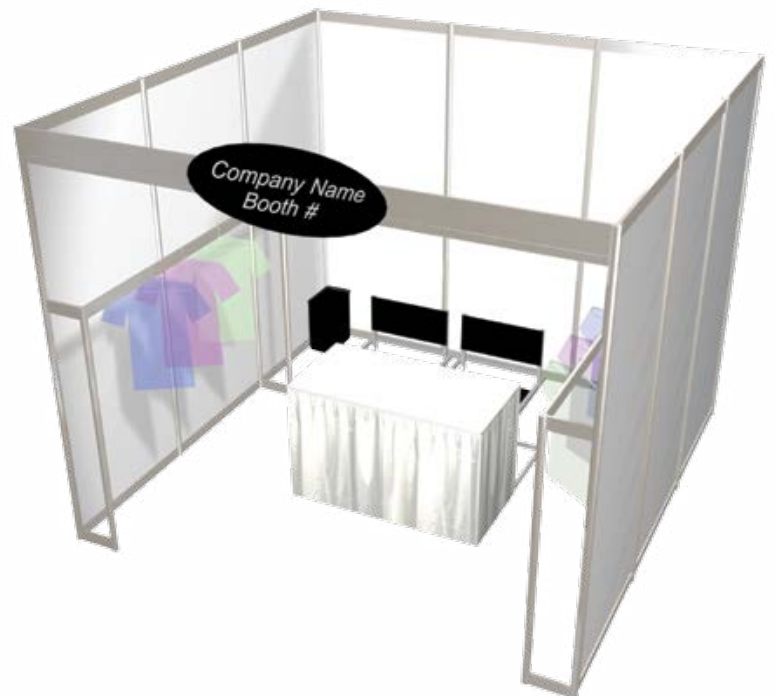
Interbike attracts more than 6,500 retailers from all 50 states and across the globe. 62% of attendees sell apparel in their stores, making it the second largest product category buyers are looking for at Interbike. Nearly half (45%) of attendees also consider apparel their largest growth category.

Interbike has created a special turnkey exhibit area exclusively for apparel brands. The turnkey booth package allows for hassle free set up and tear down and is an economical way to display your merchandise and take advantage of extra marketing for this area.

Turnkey booth package includes:

- One (1) 8' high back wall
- Two (2) 8' side walls
- One (1) table
- Two (2) chairs
- Display rails and shelves
- Company header with custom graphics

OPPORTUNITY COST: \$3,600 PER 10'x10'



THE APPAREL COLLECTION
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The Apparel Collection is strategically located adjacent to The Forum, home to on-floor retailer education all three days of the show.

ADDITIONAL MARKETING INCLUDED:

- Enhanced Online Bronze listing
- Online product showcase upgrade
- Featured in e-newsletter to pre-registered attendees
- Included in editorial focus in Show Daily
- Inclusion in marketing emails about The Apparel Collection
- Call out in Show Preview included in Bicycle Retailer and Industry News
- Inclusion in PayBack program
- Mention in press release



**THE APPAREL
COLLECTION
AREA ON
SHOW FLOOR**

**FOR MORE
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