

interbike®

FOR IMMEDIATE RELEASE

Interbike Shifts Focus of IB Awards to Innovation

- New Format Recognizes Innovation in Product, Advocacy and Retailing -

SAN JUAN CAPISTRANO, Calif. – May 26, 2017 – Interbike, the largest bicycle industry trade show in North America, today announced a shift in format and focus for its annual awards program. The newly named Interbike Innovation Awards will continue to showcase excellence in product, retail, and advocacy and will no longer focus on athletes and supplier performance. The Thursday night awards gala and dinner will be eliminated, and recipients will be recognized on the show floor, in print and at the industry breakfast.



2017 interbike innovation awards

“Current market conditions being what they are, we realized that we needed to evolve the awards into something different and more economical than what we had done in the past,” said Pat Hus, Vice President of Interbike. “We definitely believe in the value of the IB awards, and feel strongly that this new approach will enable us to continue to celebrate all of the great innovations that our industry creates each and every year.”

A total of 19 product innovation awards will now be distributed across mountain, road, electric and triathlon categories. The most notable change will be that the products recognized will now be for the upcoming 2018 sales season instead of looking back at 2017 cycle. Only brands that are participating at Interbike or Outdoor Demo will be considered and all submissions must be made by no later than July 15th, 2017. Interbike will once again partner with *Hi-Torque Publications* to evaluate and select the winners in mountain, road and electric. New for this year, all triathlon product award recipients will be selected by *LAVA Magazine*.

Ten Retailer Innovation Award winners will be chosen via a submission process for shops that have implemented innovative ideas and strategies to their business with positive results over the past 12 months. Retailers that submit will automatically be entered to win a host of prizes, including round-trip travel and accommodations to this year’s show, a press release template for use with announcing their award to local media, a store profile in *Bicycle Retailer and Industry News (BRAIN)*, an opportunity to present their innovative idea in an exciting TedX format presentation at Interbike, and more. A panel of executives from *BRAIN*, The Mann Group and Interbike will choose the winners after the submission process ends in July.

PeopleForBikes returns to lead the new Advocacy Innovation Awards, that will recognize three exhibiting Interbike brands or attending independent bicycle retailers that have worked tirelessly in the pursuit of creating safer places to ride on a local, regional or national level.

Interbike is adding a new awards category for the 2017 edition, designed to recognize booth innovation and design. Interbike’s management team will walk the show floor on Wednesday, September 20th and award three winners based on booth size (up to 300 sq. feet, 400-900 sq. feet and more than 1000 sq. feet).

A complete list of the award categories and criteria for submissions can be found on the Interbike website here: <http://www.interbike.com/events/ib-awards/>

Interbike returns to the Mandalay Bay Convention Center beginning with OutDoor Demo in Boulder City, Nev., September 18-19, 2017, followed by the Interbike Expo September 20-22, 2017.

###

About Interbike

Interbike is the largest bicycle trade event in North America, bringing together manufacturers, retailers, industry advocates and media to conduct the business of cycling. Established in 1982, the show gathers more than 1,200 cycling-related brands, over 20,000 total attendees annually and is considered one of the most important global trade events for the bicycle industry.

Interbike is owned by Emerald Expositions, the largest operator of business-to-business trade shows in the United States, with most of its shows dating back several decades. The company operates more than 50 trade shows, including 31 of the top 250 trade shows in the country as ranked by *TSNN*, as well as numerous other events. Emerald Expositions' events connect over 500,000 global attendees and exhibitors and occupy more than 6.7 million NSF of exhibition space. The company has been recognized with many awards and accolades that reflect industry leadership as well as the importance of its shows to the exhibitors and attendees they serve.

More information about Interbike can be found at www.interbike.com

MEDIA CONTACTS:

Justin Gottlieb
Interbike
Director, Communications and PR
949-226-5754
justin.gottlieb@emeraldexpo.com

Uwe Weissflog
inMotion mar.com for Interbike
International PR/Sales Consultant
+49 711 35164091
uweissflog@inmotionmar.com