



2017  
**interbike**  
innovation  
awards

# OFFICIAL GUIDE TO THE 2017 INTERBIKE INNOVATION AWARDS

Honoring the Most Innovative Products, Retailers and Advocates in The  
Bicycle Industry

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- Award Categories and Criteria
- Category Methodology

## 2017 INTERBIKE INNOVATION AWARDS

### Award Categories and Criteria

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#### ➤ **PRODUCT INNOVATION**

- The 2017 Interbike Innovation Awards (PRODUCT) are based on model year 2018 launches. The category includes bicycles, components, accessories and apparel.
- Eligible brands must be an exhibitor at Interbike and/or OutDoor Demo 2017.
- Brands can submit a maximum of one (1) product per brand, per category. Categories include:
  - Road Bike Innovation
  - Mountain Bike Innovation
  - Electric Bike Innovation
  - Triathlon Innovation
- Products must be sent to the proper media partner (*Road Bike Action, Mountain Bike Action, Electric Bike Action, LAVA Magazine*) between June 1<sup>st</sup> and August 15<sup>th</sup>.
- Media partners will select the winning products prior to Interbike and will award winning brands at OutDoor Demo or Interbike between September 18-21 at their booths.
- The number of awards are broken down as follows:
  - *Road Bike Action: 6*
  - *Mountain Bike Action: 6*
  - *Electric Bike Action: 4*
  - *LAVA Magazine: 3*
- All winners will receive:
  - Official IB Award, manufactured by Ashworth Awards.
  - Product showcase in the main entry area at Interbike 2017
  - Digital product showcase on the Interbike website from September 25<sup>th</sup> through December 31<sup>st</sup>, 2017
  - Digital IB Awards logo to be used for brand marketing
  - Floor cling for use at their booth during Interbike or OutDoor Demo
  - Mention in advertising spread within the printed Interbike *Event Guide*
  - Mention in press release announcing all winners
  - Media coverage in partner magazines and/or websites

#### ➤ **RETAILER INNOVATION**

- The 2017 Retailer Innovation Awards recognize independent bicycle retailers that have implemented innovative ideas and strategies to their businesses with positive results over the past 12 months. Examples include retailers who have grown their business via omnichannel implementation strategies, used bike trade-in initiatives, in-store remodel or merchandising initiatives, staff training, hiring practices, local events, etc. ***Ten winners*** will be chosen from individual retailer submissions by a group made up of executive staff from *Bicycle Retailer and Industry News*, The Mann Group and Interbike.
- All winners will receive:
  - Official IB Award, manufactured by Ashworth Awards
  - Digital IB Awards logo to be used for store marketing
  - Round-trip domestic flight to Interbike 2017
  - 2-night hotel stay in Las Vegas for Interbike 2017 (room & tax)

- PR Toolkit to help promote the accomplishment in winner's local market including:
  - Pre-written press release
  - Digital IB Awards logo
- Mention in advertising spread within the printed Interbike *Event Guide*
- Mention in press release announcing all winners
- Store profile in *Bicycle Retailer and Industry News*
- Recognition on-stage at Interbike Industry Breakfast
- Opportunity to present their innovation in an exciting TedX format presentation on-stage in front of Interbike attendees

➤ **ADVOCACY INNOVATION**

- The 2017 Advocacy Innovation Awards recognize exhibiting Interbike brands or independent bicycle retailers that have worked tirelessly in the pursuit of creating safer places to ride on a local, regional or national level from an advocacy standpoint, to help further the sport of cycling. These companies will have demonstrated creativity, tenacity and impact on the markets they serve.
- ***Three winners*** will receive:
  - Official IB Award, manufactured by Ashworth Awards
  - Digital IB Awards logo to be used for brand/store marketing.
  - Mention in advertising spread within the printed Interbike *Event Guide*.
  - Mention in press release announcing all winners
  - Media coverage in partner magazines and/or websites

➤ **BOOTH/BRAND INNOVATION**

- The 2017 Booth/Brand Awards recognize exhibitor efforts at /during Interbike 2017.
- Interbike executive management will walk the show floor on Wednesday, September 20<sup>th</sup>, and award one winner per category the following day.
- Award categories include
  1. Booth Innovation and Design Award (up to 300 sq. feet)
  2. Booth Innovation and Design Award (400-900 sq. feet)
  3. Booth Innovation and Design Award (1000+ sq. feet)
- Booth Innovation and Design Award
  1. The criteria by which the trade show booths are judged includes:
    - a. Exhibit Environment
    - b. Brand Identity and Product Presentation
    - c. Exhibit Personnel Effectiveness
    - d. Overall Appeal
- ***Three winners*** will receive:
  - Official IB Award, manufactured by Ashworth Awards
  - Digital IB Awards logo to be used for brand marketing
  - Premium location at Interbike 2018
  - 2 Night Hotel Accommodations (room and tax) at Interbike 2018

**Hi-Torque Publications (Mountain Bike Action, Road Bike Action, Electric Bike Action) – Product Awards**

**LAVA Magazine – Product Awards**

**PeopleForBikes – Advocacy Awards**

**Bicycle Retailer and Industry News / The Mann Group / Interbike – Retailer Awards**

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- I. **Hi-Torque Publications (Road Bike Action, Mountain Bike Action, Electric Bike Action)**
- a. **About Hi-Torque Publications (HTP):**
    - i. HTP was founded over 40 years ago with *Motocross Action* and *Dirt Bike* magazines, both which forever altered the landscape of special interest magazines with a dedication to product testing. That mission remained firmly in place with *Mountain Bike Action*. In the mid-90's *Road Bike Action* followed in the footsteps of MBA, with *Electric Bike Action* joining the family in 2013. Each publication is dedicated to providing consumers with substantive testing and honest appraisals of the latest products in their respective categories.
  - b. **PRODUCT INNOVATION – ROAD/MOUNTAIN/E-BIKE**
    - i. Products are considered based on the level of innovation, plus their overall design and construction, ride performance and/or value. For a product to be considered, it would need to:
      1. Be available to the public during the 2018 selling season from September, 2017 to August 2018
      2. Have been submitted to the editorial staff of *Road Bike Action*, *Mountain Bike Action* or *Electric Bike Action* between June 1<sup>st</sup> and August 15<sup>th</sup>, 2017.
    - ii. Product should be delivered to either *Mountain Bike Action*, *Road Bike Action* or *Electric Bike Action* at:  
Hi-Torque Publications  
c/o Interbike Awards  
(Name of Category Your Brand is Submitting For)  
25233 Anza Dr  
Valencia, CA 91355  
\*Have a question for Hi-Torque about the product you're shipping? Contact Zap Espinoza at [mxazap@aol.com](mailto:mxazap@aol.com)
    - iii. Brands are responsible for return shipping charges if so requested.

## **II. LAVA Magazine**

### **a. About LAVA Magazine:**

- i. Speaking to the high-achieving age-groupers that drive the global sport, LAVA Magazine is the world's leading authority on high-performance triathlon. With the mission of reporting on breakthrough ideas, tech and strategies for time-strapped endurance junkies, each issue of LAVA delivers cutting-edge content on training, nutrition, tech, bikes, gear, recovery, health, injury prevention, sports psychology and more

### **b. PRODUCT INNOVATION – TRIATHLON**

- i. Products are considered based on the level of innovation, plus their overall design and construction, ride performance and/or value. For a product to be considered, it would need to:
  1. Be available to the public during the 2018 selling season from September, 2017 to August 2018
  2. Have been submitted to the editorial staff of *LAVA Magazine* between June 1<sup>st</sup> and August 15<sup>th</sup>, 2017.
- ii. Product should be delivered to LAVA Magazine at:

LAVA Media, LLC, attn: Jay Prasuhn  
c/o Interbike Awards  
808 Regal Rd. #J5  
Encinitas, CA 92024
- iii. Brands are responsible for return shipping charges if so requested.

## **III. PeopleForBikes (PFB)**

### **a. About PeopleForBikes:**

- i. PeopleForBikes is working to united millions of individuals, thousands of businesses and hundreds of communities to make biking better for everyone.

### **b. ADVOCACY INNOVATION:**

- i. Winners for each advocacy award are chosen by the five-member PFB executive team based on recommendations by the organization's staff and board of directors. Winners are then selected for their exemplary roles in getting more people on bikes, creating safer places to ride and pioneering efforts to increase bicycle participation, respectively, between September 2016, and August, 2017. Winners are chosen via a majority vote of the executive team on August 25<sup>th</sup>.

## **IV. Bicycle Retailer and Industry News (BRAIN) / The Mann Group / Interbike**

### **a. About BRAIN:**

- i. *Bicycle Retailer & Industry News* is the leading trade magazine and website in the cycling industry. The magazine, published 18 times a year, is read by dealers and suppliers throughout the U.S. and Canada. It's also mailed to several hundred key executives in Asia, Europe, Africa, Australia, New Zealand and the Middle East. Its website, [bicycleretailer.com](http://bicycleretailer.com), is for many industry and retail professionals a "must go to" website. Updated multiple times daily throughout the week, [bicycleretailer.com](http://bicycleretailer.com) is a news driven site offering the latest information on breaking events, products and trends. The magazine has a professional staff of six full-time editors as well as key contributors who keep the industry updated and informed.

b. About The Mann Group:

Since we began in 2002, The Mann Group has shown more than 2000 retailers; from single-site Mom & Pops to national megabrands, how to apply simple, easy-to-learn principles to yield double-digit sales increases. Immediately. Consistently. Painlessly. The Mann Group Mission: We INCREASE customer value, We TEACH leaders how to lead, We CHANGE how people connect with each other, We GROW the customer experience. The Mann Group is achieving stronger and smarter retail growth with proven strategies, customer experience solutions and leadership programs.

c. RETAIL INNOVATION AWARDS:

1. One of the most successful sessions at the 2017 IBD Summit featured a panel of retailers who presented (in a TedX format) implemented ideas on how they successfully increased store traffic. The Retail Innovation Awards feeds off this session, and will recognize independent bicycle retailers that have implemented innovative techniques to their businesses with positive results over the past 12 months. The submission process is as follows:
  - a. On or about June 1st, Interbike will announce the opening of the submission process via an email to retailers, and an announcement on the *Bicycle Retailer and Industry News* website.
  - b. Retailers will be directed to a short survey where they will fill out 5-6 short questions (store name, address, brands carried, etc), followed by an essay explaining the innovative idea, the initiatives that were taken and the impact it had on their business.
  - c. Deadline for the surveys will be July 15th.
  - d. Between July 15-21, a group of executives from *Bicycle Retailer and Industry News*, The Mann Group and Interbike will review all entries, and choose 10 winners.
  - e. Winners will be notified by phone on or around July 24th. Flight and hotel accommodations will be booked by Interbike within 5 days of notification, and are non-transferrable. Tickets must be used by store owner or manager.