

# ExpoCycle 2009

**OUTDOOR DEMO DAY** SEPTEMBER 9  
**JOURNÉE DÉMO PLEIN AIR** LE 9 SEPTEMBRE

**EXPOCYCLE** SEPTEMBER 10-12 / PLACE BONAVENTURE, MONTRÉAL QUÉBEC  
**EXPOCYCLE** DU 10 AU 12 SEPTEMBRE / PLACE BONAVENTURE, MONTRÉAL QUÉBEC

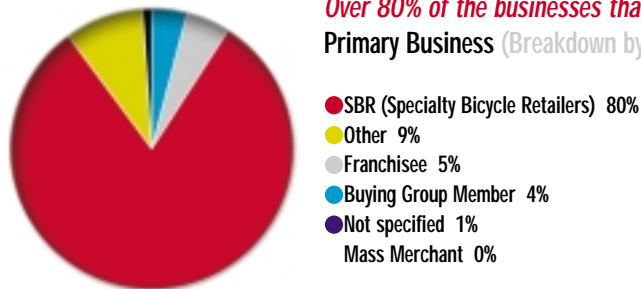
Exhibitors at ExpoCycle introduce their latest cycling-related wares for the first time ever to visitors from stores across Canada. The show includes an international contingent of exhibitors and attracts many buyers from the United States, and other countries.

ExpoCycle continually attracts key decision makers who want to see first-hand the latest trends in the cycling industry, as well as experience product clinics, apparel line presentations, technical seminars, industry celebrations, and camaraderie. Over 2200 industry personnel come to source source innovative solutions at ExpoCycle 2008.

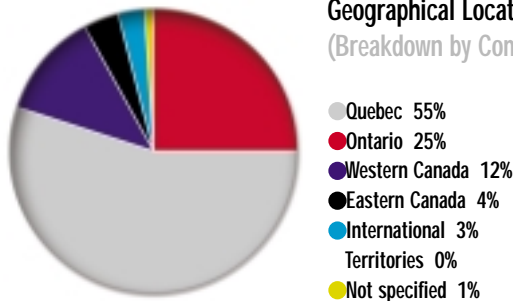
## THE BUYERS: AN AUDIENCE THAT MEANS BUSINESS!

*Over 80% of the businesses that attend are Specialty Bicycle Retailers.*

Primary Business (Breakdown by Company)

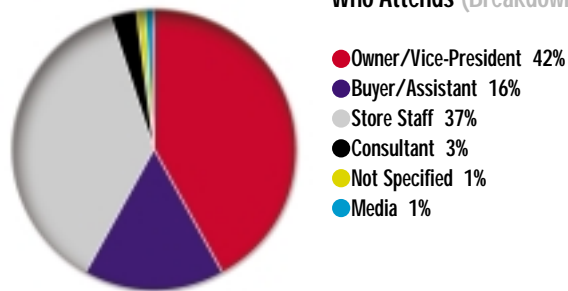


Geographical Location (Breakdown by Company)



*Nearly 60% of visitors to ExpoCycle are key decision makers.*

Who Attends (Breakdown by Attendee)



\*Reference: ExpoCycle 2008 show audit.

**93%** of Retailers that attend ExpoCycle rate the show 'Important' to 'Very Important' to running their business successfully.

**90%** of Retailers that attend ExpoCycle say their retail strategy is 'influenced' to 'strongly Influenced' by what they see at ExpoCycle.

**87%** of Retailers that attend ExpoCycle say ExpoCycle is an important part of their company's buying program.

Why Retailers say they like to attend ExpoCycle...

**96%** Keep up-to-date with industry trends

**91%** Check out the latest brands

**90%** Search for new Suppliers

**77%** Network with Suppliers and other Retailers

**75%** Want to support the Canadian Show

**73%** Take advantage of Show Specials

THE BIKES THE BRANDS THE BUSINESS

# ExpoCycle 2009

**OUTDOOR DEMO DAY** SEPTEMBER 9  
**JOURNÉE DÉMO PLEIN AIR** LE 9 SEPTEMBRE

**EXPOCYCLE** SEPTEMBER 10-12 / PLACE BONAVENTURE, MONTRÉAL QUÉBEC  
**EXPOCYCLE** DU 10 AU 12 SEPTEMBRE / PLACE BONAVENTURE, MONTRÉAL QUÉBEC



## LIST OF EXPOCYCLE 2008 EXHIBITORS

### Name

1664 BMX Ltd.  
7e Salon du vélo Expodium  
ACS Distributing  
Adidas Eyewear (COS)  
All-Risks Insurance Brokers Ltd.  
Apogee Sports Inc.  
Argon 18  
Arkel OverDesigns  
Babac Cycle Products  
Belize Bicycle Inc  
Bicycle Retailer & Industry News  
Bicycle Trade Association of Canada  
Biemme Canada (Logica Sport)  
Bionx  
Box International  
Briko  
Brodie Bikes / Cybersport Ltd.  
Cargotek  
Chariot Carriers  
Craft / Karhu  
Crumpler Canada  
Cycles Devinci Inc.  
Cycles Lambert Inc.  
Cycles Marinoni Inc.  
Cycles Xprezo Inc.  
Dakine  
D'Amour Bicycles & Sports  
Distribution Pro-Excellence INC. (NAOS)

DT Swiss  
Endurance Nutrition  
F3 Distribution Inc. (Pearl Izumi)  
Fox Racing Canada  
Genesis Cycle  
Giant Bicycle Canada  
Great Western Bicycle Company Ltd.  
Highway Two LLC  
IGO Electric  
IMBA-International Mountain Bicycling  
Association  
Impact Canopies Canada Inc  
ItalCycle  
Kempter Marketing  
Kona Bikes  
Lama Cycles  
Leader Sports / Alpina Eyewear  
Louis Garneau Sports  
Marin Mountain Bikes  
Medion Corporation (e load)  
Minelli  
Momentum Magazine Ltd.  
Norco Performance Bikes  
NRG Enterprises Ltd.  
Nutcase Helmets Canada Ltd.  
Orange Sport Supply  
Outdoor Gear Canada  
Paris Glove Canada Ltd.  
Pedal Magazine/Bike Trade Canada

Pedalite North America  
Podium Imports  
Raleigh Industries  
RB Inc / Jamis Bicycles  
Revolution Sport Supply Inc.  
Rocky Mountain Bicycles (Procycle Group)  
Rudy Rack  
Ryders Eyewear  
Ryeka Sport  
Schwalbe  
Scott Bikes (Mica Sport Canada)  
Shimano Canada Ltd.  
Spaso Sports  
Specialized Bicycle Components Canada  
Sport Dinaco  
SRAM Corporation  
Sugoi  
Sundog Eyewear  
Swagman Bike Racks  
Techno Cycle  
Ten Pack Distribution  
Thule  
Trident Performance Sports Inc.  
Uno Imports  
Vellend Tech  
W.L. Activewear  
Winterborne Bicycle Institute  
Yakima - Uvex Toko of Canada

THE BIKES THE BRANDS THE BUSINESS

# ExpoCycle 2009

**OUTDOOR DEMO DAY** SEPTEMBER 9  
**JOURNÉE DÉMO PLEIN AIR** LE 9 SEPTEMBRE

**EXPOCYCLE** SEPTEMBER 10-12 / PLACE BONAVENTURE, MONTRÉAL QUÉBEC  
**EXPOCYCLE** DU 10 AU 12 SEPTEMBRE / PLACE BONAVENTURE, MONTRÉAL QUÉBEC

## The Benefits of Exhibiting



ExpoCycle is the most important event for the Canadian cycling industry. Leading suppliers recognize ExpoCycle as the most cost effective way to meet with Retailers from across Canada. Here are a few reasons why exhibiting at ExpoCycle is important to your business and brand:

- Reach over 2,200 targeted retailers, buyers, and journalists.
- Attain direct market feedback on your products and design from key decision makers and influencers.
- Build and improve relationships with new and existing buyers through one-on-one relationship marketing.
- Promote your brand and innovative products to a captive audience. Put yourself in an ideal environment where retailers can see, touch, compare and buy.
- Gain insight and business skills by attending our in depth industry seminars.
- Generate immediate sales and bookings.
- Enhance your company profile.

## INTERACTIVE FEATURES LET RETAILERS SEE IT, DO IT, AND LIVE IT!

- Outdoor Demo Day
- Retailer Power Program
- Tech Seminars
- Keynote Speakers

## MORE TO THE FLOOR!

ExpoCycle offers a unique atmosphere combining industry celebrations, technical seminars, product demonstrations, and on-site activities providing retailers with an opportunity to test the latest in cycling equipment, network, access in-depth retail education, and learn about the latest challenges facing the industry.



## EXPOCYCLE OUTDOOR DEMO DAY

ExpoCycle Outdoor Demo Day is planned for Wednesday, September 9th. This festival-like event will provide retailers the opportunity to put bikes to the test before writing orders at the show. ExpoCycle Outdoor Demo Day will offer everything from easy grades to steep technical tracks! FREE shuttles to Demo Day provide easy access.

THE BIKES THE BRANDS THE BUSINESS

# ExpoCycle 2009

**OUTDOOR DEMO DAY** SEPTEMBER 9  
**JOURNÉE DÉMO PLEIN AIR** LE 9 SEPTEMBRE

**EXPOCYCLE** SEPTEMBER 10-12 / PLACE BONAVENTURE, MONTRÉAL QUÉBEC  
**EXPOCYCLE** DU 10 AU 12 SEPTEMBRE / PLACE BONAVENTURE, MONTRÉAL QUÉBEC

## Marketing Your Company for Success

- Targeted direct mail packages are sent to over 1000 bicycle retail stores personally inviting thousands of industry buyers and decision makers from across Canada and the north eastern United States.
- National magazine advertisements in the leading trade publications.
- Extensive editorial coverage in the leading trade publications as well as industry newsletters.
- Electronic promotional materials provided.
- Show Directory distributed to all attendees listing exhibitors, brands & products, a large floor plan, and special event coverage. Attendees often keep this Directory as a source of product and supplier reference long after the show is over.
- Electronic version of the Show Directory distributed to the cycling industry listing exhibitors, brand and products, floorplan, and detailed information on special events taking place at the show.
- Dedicated website for ExpoCycle.

## YOUR EXPOCYCLE EXHIBIT INCLUDES:

- Extensive promotion to all bicycle Retailers across Canada and north eastern US states
- Exhibit space on the trade show floor
- Post-show Attendee list
- Material handling for all exhibit materials
- Exhibitor Badges
- Website listing on expocycle.ca
- ExpoCycle Official Show Directory listing
- Standard draped back wall and side rails
- Hotel and airfare discounts
- 24 hour show security

## RATE INFORMATION

Booth Size	Sq. Footage Rate
0 - 999 sq. ft.	\$9.75 per sq. ft. Cdn.
1000 - 1999 sq. ft.	\$9.50 per sq. ft. Cdn.
2000 - 2999 sq. ft.	\$9.25 per sq. ft. Cdn.
3000 - 3999 sq. ft.	\$8.75 per sq. ft. Cdn.
4000+ - 4999 sq. ft.	\$8.25 per sq. ft. Cdn.
5000+	\$7.75 per sq. ft. Cdn.
Corner Booths (maximum 2 corners per exhibit booth)	\$200 Cdn. per corner

# BOOK YOUR SPACE NOW!

Contact: **SUMAR CLARKE**, Show Manager, ExpoCycle  
 Tel: 905.535.1246 x225 Fax: 905.535.1251 E-mail: s.clarke@btac.org  
 OR  
**SUE HALL**, Exhibit Sales, ExpoCycle  
 Tel: 905.535.1246 x222 Fax: 905.535.1251 E-mail: admin@btac.org

PRODUCED BY



202 Church Street, PO Box 72, Keswick ON L4P 3E1  
 Tel: 905.535.1246 Fax: 905.535.1251  
 www.btac.org www.expocycle.ca