



ExpoCycle Online Registration Opens With Chances for Retailers to Win Prizes!

Toronto, ON - The Bicycle Trade Association of Canada (BTAC) is set to open their online registration Monday, May 3rd for their annual trade show-ExpoCycle, scheduled to take place on September 12-14, 2010 at the Place Bonaventure, Montreal, Quebec.

New this year, BTAC will be offering retailers the chance to win prizes if they register before the “Early Bird” deadline of June 30th. “We implemented this program to encourage retailers to make plans earlier for the show rather than later,” explains Sumar Clarke, Show Director of ExpoCycle. “Typically retailers wait until the last minute to register and miss out on a lot of the cost savings that the show can offer such as free registration, hotel and airfare discounts,” continues Clarke. Prizes include tickets at the finish line of the Montreal UCI ProTour race, FREE hotel accommodations, and more.

Retailers from across Canada and the North eastern USA will find registering online a very quick and easy process with their store details already pre-populated in the registration system. “Retailers simply need to look up their store name and only update who is attending this year’s show” explains Clarke. “We want to make registering for the show as convenient as possible for our Retailers.”

This year’s ExpoCycle offers retailers an extraordinary world class cycling experience as the trade show coincides with the UCI ProTour in Montreal on the opening day of the show. Organized by Groupe Serdy, the UCI ProTour will debut in Quebec City on September 10th and then ride into Montreal on September 12th. As part of the excitement, a live-video feed of the race will be featured on the ExpoCycle show floor and Retailers will also have the opportunity to have autographs signed by Pro Athletes who will make appearances on Monday, September 13th. For more information on the ProTour race visit www.protourquebecmontreal.com. Watch for a detailed schedule of all activities taking place at this year’s show in the coming weeks on the ExpoCycle website www.expocycle.ca.

Focusing on Retailers, BTAC will continue to invest deeply by, once again, creating a very in-depth educational line up for this year’s Retailer Power Program. The 2010 schedule will cover “hot topics” such as the Woman’s market, Marketing - social media, business strategies and tactics, fostering customer loyalty and maximizing the potential of the Internet. Also new for this year’s show will be guided merchandising tours right on the show floor.

Additional exciting initiatives planned for this year’s attendees include; early morning rides with local Montreal guides allowing attendees to experience the cycling culture of beautiful Montreal. Attendees looking to rejuvenate before hitting the show floor can join well known industry cyclist, Ryan Leech, in his morning yoga classes. Heading on to the show floor Retailers will have the opportunity to test bikes and ebikes on our new indoor test track.

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For more information about ExpoCycle, please visit: www.expocycle.ca

About BTAC:

The Bicycle Trade Association of Canada’s (www.btac.org) mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation in Canada. A not-for-profit trade association whose members come from the retail and supplier sectors of Canada’s bicycle industry BTAC is the national voice for cycling BTAC actively advocates on critical issues with government at all levels and builds partnerships throughout the cycling community in Canada. BTAC programs include Market Research, Cycling Advocacy, ExpoCycle (Canada’s Bike Trade Show) and many cost saving benefits to members.