



## MEDIA RELEASE

### **ExpoCycle Reports Strong Pre-Registration from Retailers & Exhibit Increases**

Growth attributed to BTAC's investments in ExpoCycle

Keswick, ON (July 15, 2011) – The Bicycle Trade Association of Canada (BTAC), producers of ExpoCycle 2011, is pleased to announce it experienced a strong increase in pre-registration and exhibitor booth size as of July 7<sup>th</sup>. This underscores its investment in a new venue, education seminars, networking opportunities, and new product showcases.

With 14% growth in the number of pre-registered bike retail stores over the same period of time last year, ExpoCycle 2011 is off to a great start as more stores plan to attend. Retailers should be sure to pre-register before August 26<sup>th</sup>, after that there is a \$35 fee.

Additionally, several exhibitors have increased booth size to better showcase new product introductions to the Canadian bike market. Exhibitors' commitment to the show is strong, a dozen plus vendors have increased space by 44% over last year, and companies like Shimano, Louis Garneau, Thule and Vellend Tech have all increased their footprint at ExpoCycle for 2011.

"These are great results for ExpoCycle as well as strong indicators of the market demand for a top-notch, National bike show in Canada," stated Sumar Clarke, ExpoCycle 2011 Show Director. "We invested considerably in ExpoCycle 2011 – from education, networking, industry parties and a new venue, so it's nice to see the return on investment this early."

For more information on the show, or to register, go to: [www.expocycle.ca](http://www.expocycle.ca).

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*The **Bicycle Trade Association of Canada**'s mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation. BTAC is the national, not-for-profit voice for cycling and the primary advocate for cycling with government, and members come from the retail and supplier sectors of Canada's bicycle industry. ExpoCycle, Canada's bicycle trade show produced by BTAC, will take place Sunday, September 11<sup>th</sup> – Tuesday, September 13<sup>th</sup>, 2011 at an all-new venue - the Palais des Congrès de Montréal - located in Old Montreal. A new, public day has been added to ExpoCycle 2011 that opens the show floor to consumers on Saturday, September 10<sup>th</sup>. [www.expocycle.ca](http://www.expocycle.ca).*