

THE BIKES THE BRANDS THE BUSINESS

# ExpoCycle

SEPTEMBER 12-14, 2010  
PLACE BONAVENTURE, MONTRÉAL, QUÉBEC

## NEW! This Year...



GRAND  
PRIX  
CYCLISTE  
DE MONTRÉAL

**SUNDAY September 12**  
**RACE TIME 12:15 pm – 5:15 pm**  
**START/FINISH LINE –**  
Parc Avenue, north of the Georges-  
Étienne Cartier Monument

ExpoCycle 2010 will coincide with the Grand Prix Cycliste de Montreal on opening day – Sunday, September 12th

With its ideal location on Mount Royal, the Grand Prix Cycliste de Montréal circuit is a sure-fire guarantee of an extremely high calibre competition. An intimidating course, consisting of a demanding climb that forces an exceedingly difficult cadence, repeated several times—that's what the Grand Prix Cycliste de Montréal has in store for the planet's cycling elite. The downtown circuit will be a thrilling experience for the world's greatest champions and you won't want to miss it. Organized by Groupe Serdy, for more information visit

[www.protourquebecmontreal.com/en/home](http://www.protourquebecmontreal.com/en/home)

## Final Lap Celebrations for the Grand Prix Cycliste de Montreal!

**SUNDAY September 12**  
**RACE TIME 12:00 pm - 6:00 pm**  
**LOCATION: BTAC booth – #719**

To celebrate the first ever ProTour in North America BTAC has arranged for a live-video feed of the race to air throughout the day. This will make it convenient for you to attend appointments and still allow you to take in the race. As the excitement starts to heat up join us for drink and network with your peers as we host a Happy Hour during the last hour of the race!

## New for 2010! The ExpoCycle Test Ride Area

**September 12, 13 & 14**  
**Open during Show Hours**  
**LOCATION: On the Show Floor**

Not just a quick spin on a new bike, the new Test Ride Area offers an experience to really know you're making the right choice with your buying decisions for 2011. The Test Ride Area offers multiple opportunities to get a good feel for new mountain bike suspension designs, take an E-bike for an extended spin, and throw your leg over bikes you only get to see in magazines and on the web. If you think "that new design" may be too risky to invest in, then here's your chance to put your fears to rest. Try it out in an environment that helps you make the right choice in your buying needs, while doing what we all love to do, take a new bike for a spin, in a controlled, safe setting.

### EXPOCYCLE SHOW HOURS

SUNDAY September 12  
9:00 am – 6:00 pm  
MONDAY September 13  
9:00 am – 6:00 pm  
TUESDAY September 14  
9:00 am – 3:00 pm

### SEMINAR HOURS

SUNDAY September 12  
8:00 am – 3:00 pm  
MONDAY September 13  
8:00 am – 6:00 pm  
TUESDAY September 14  
8:00 am – 11:30 pm

## Morning Yoga Classes with Pro Trials Athlete Ryan Leech

**September 12, 13 & 14 8:00 am – 8:45 am**  
**LOCATION: Seminar Room 1, located upstairs on the mezzanine (top of the escalator)**

Ryan Leech, now a certified yoga instructor and more notably known as a pro trials rider will offer retailers and fellow cyclists, of all levels, the opportunity to share in his positive experiences with Yoga and will be teaching three morning yoga classes, one each morning of the show. Yoga comes in many different styles; the style Ryan will be offering is a Vinyasa type yoga designed around the cyclist living in today's fast paced world. Every class includes time for relaxation, breathing techniques, balancing, and stretching-strengthening postures. Join Ryan for a class that will leave you feeling strong, focused, and ready to do business!

## Morning Fitness & Training Rides through Beautiful Montreal!

**September 12, 13 & 14 7:30 am – 9:00 am**  
**LOCATION: Outside the main entrance to the Place Bonaventure on 800 de la Gauchetière. To reach this exit after you have registered, you must simply exit the exhibition hall, take the stairs on your left leading up to the shopping concourse and walk towards the exit on the right along side the Presse Café. Group Rides depart from the Place Bonaventure at 7:30 am sharp!**

Join professional guides and coaches from PowerWatts.com for a fitness and training ride through Montreal and the surrounding areas. These rides will explore areas of Montreal where you can test a demo bike or just train. These supported sessions are open to cyclist of all levels. Rides depart from the Place Bonaventure and will require an appropriate bike in good working order, water, and a helmet. We suggest a spare tube, energy food, maybe a little cash (and ID) in case we stop.

**Day 1** - Flat 25-35 km circuit Gilles Villeneuve and area  
**Day 2** - Hilly 25-30 km circuit Mt. Royal loop on the World Cup course  
**Day 3** - Flat 30-40 km bike path to Old Montreal - Nun's Island and Seaway

Don't forget! You **MUST** have your badge prior to joining the ride. Group rides are subject to weather and routes may change without notice. Bring your own bike, arrange to borrow one from your favourite supplier or simply rent one.

## Merchandising Tours: How to Shop a Trade Show for Display Ideas

**MONDAY September 13 10:00 am – 11:00 am & 2:00 pm – 3:00 pm**  
**LOCATION: Outside the entrance to the BTAC Retailer Power Program Seminar Area on the show floor.**

Merchandising expert Sharon Leicham will guide you on an interactive tour through the show floor highlighting excellence in visual display by our exhibiting brands. The tours are designed to help provide new display strategies to improve in-store flow, increase profitability and feature the 2011 product lines. Draw your customers in for repeat business with vibrant new display ideas.