

ExpoCycle Momentum Builds with New 2011 Game Plan *Show Re-investment leads to New Venue, New Features*

Keswick, ON (November 9, 2010) – ExpoCycle, the meeting place for the Canadian bicycle industry to gather, rolled out its new 2011 game plan to capitalize on the overwhelming success of ExpoCycle 2010, which drew a 16% increase in overall attendance and a 22% increase in the number of unique businesses represented. Plans for ExpoCycle 2011 result from BTAC staff evaluating the current trade show landscape and gathering feedback from Retailers and Suppliers across the country. These findings have resulted in a new venue in Montreal and further investment in the show. ExpoCycle 2011 will take place on September 11 – 13, 2011 with a move to the Palais des Congres in Montreal, QC. The Grand Prix Cycliste de Montreal race will take place at the same time – bringing even more excitement to the show floor. New show features centred on the race are in the works.

“We personally walked the aisles of events, surveyed and had many calls with our members to gather direct input from our industry as to what they would like the future to hold for ExpoCycle,” stated Janet O’Connell, Executive Director Bicycle Trade Association of Canada (BTAC), producers of ExpoCycle. “The changing landscape of trade shows dates, manufacturer’s retailer events and other factors has required us to take a harder look at our plans. However, it is clear to us that the market still wants to see product on the show floor the second weekend of September and Montreal still provides the best host city for ExpoCycle. Combine that with the high-caliber of racing that the Grand Prix Cycliste de Montreal brings and we call that a winning formula.”

The industry had been shaken up by the proposed move to August and California by Interbike, which has now flip-flopped back to September and Vegas. This put them back-to-back with the dates BTAC selected for ExpoCycle 2011, creating a challenging situation for exhibitors and suppliers who are involved in both. “I have to give credit to our Staff and Board of Directors,” added Janet O’Connell. “For us it was about evaluating, not reacting. We talked to the marketplace – both during the show and post show. We realize this represents a challenge logistically for some suppliers; however, this challenge was not created on our end. Of the retailers we surveyed the majority, close to 100%, said they would attend ExpoCycle 2011 while less than 25% would be attending Interbike. We have a winning formula and will go ahead as planned.”

BTAC surveyed retailers and suppliers on the topic of dates and locations for the 2011 ExpoCycle show. A series of questions about potential dates and locations - including late August, the current September 11-13 in Montreal (to go with the ProTour race again), and late September in Montreal or Toronto. Retailers were strongly against an August show. Suppliers indicated that the ability to partner with the ProTour race again in Montreal on the September 11-13 would be positive. Going later was not seen as a viable option for suppliers and venues were unavailable. Very few said that they absolutely would not attend if the shows were back-to-back. The majority of retailers said that they would still attend in Montreal despite the back-to-back dates with Interbike’s September 14 – 16 show dates.

Suppliers will be receiving contracts to book exhibit space for ExpoCycle 2011 in the coming weeks. For more information on the new venue Palais des Congres (Convention Centre) in Montreal go to www.congresmtl.com.

ExpoCycle Contacts:

Show Director: Sumar Clarke. Tel: 519/961.9358. E-mail: s.clarke@btac.org

Media Contact: Jeff Hieminga. Tel: 647/220-4545. E-mail: media@btac.org

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.