

Reno-Northstar to share renowned cycling trade show



Northstar will be an integral part of the the Interbike trade-show starting in 2018. Photo/LTN file

By Bicycle Retailer and Industry News

Interbike announced today that its 2018 show will be in Reno.

The three-day trade show in Reno will be preceded by a two-day consumer festival at Northstar, followed by a day-and-a-half-long trade demo event at Northstar before moving inside for the trade-only show at the Reno-Sparks Convention Center. Interbike has contracted the convention center through 2022. The full event is being called Interbike Marketweek.

“We’re extremely excited about this move for a multitude of reasons,” said Pat Hus, the vice president of Interbike. “For the first time in a very long time, we’ve been able to hit the reset button on Interbike and OutDoor Demo and give the

industry something new and fresh that we couldn't do in our previous locations. With the support and investment from the city of Reno we are going to be able to truly create a one-of-a-kind, weeklong celebration and experience around cycling. We also recognize that this is a critical time in our industry and that we need to provide a more cost-effective approach to exhibiting at the show, and we are now able to provide that."

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