



# interbike®

## TRIATHLON BUSINESS INTERNATIONAL

### THE TRIATHLON PAVILION

The TBI Triathlon Pavilion is the hub for all things multisport, showcasing the latest in bikes, accessories, apparel and technology. Triathletes remain an untapped source for bike retailer and manufacturer outreach. Get to know this potential audience.

- 25,000 sf Pavilion with 40+ vendor booths & a designated Lounge area for meetings and networking
- Prime location on Show Floor (Bayside B)
- Six business workshops targeting topics of concern in today's multisport world
- "Pinot & Pints" reception opening night, 5-6PM
- Coffee station each morning, 9-10:30AM
- Lots of triathlon talk, people to meet and deals to be done!

#### SPONSORSHIPS AVAILABLE:

- Triathlon Pavilion, Wed./Thurs./Fri.
- "Pinot & Pints" (reception), Wednesday night
- "Coffee Station" (coffee), Wed./Thurs./Fri. mornings

Opportunities range from \$750 to \$2,500

#### PAVILION SPONSORSHIP:

- "Hosted by" naming rights in all materials
- Logo and jump link on TBI's Interbike web page
- Signage within the Lounge area for 3-days
- Media release announcing sponsorship (ESW, TriathlonBusiness.com, TBI website and Social Media)
- Placement of promo/product materials within the Lounge
- Product images/ads included in auto slideshow in the Lounge for 3-days
- Invitation(s) to Interbike Awards Dinner

#### RECEPTION/COFFEE SPONSORSHIP:

- "Hosted by" signage during reception/coffee
- Logo and jump link on TBI's Interbike web page
- Placement of written promo materials on Resource table
- Inclusion in auto slideshow in the Lounge
- Inclusion in media releases and social media

#### Contact:

- Dan Empfield at [Slowman@Slowtwitch.com](mailto:Slowman@Slowtwitch.com)
- Jan Fambro at [Jan@triathlonbusinessintl.com](mailto:Jan@triathlonbusinessintl.com)