



SPONSORSHIP OPPORTUNITIES IN 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 50+ vendor booths and Lounge area
- Prime location on Interbike Show Floor
- Business workshops hosted by industry leaders
- "Pints and Pinot" reception opening night
- Lots of triathlon talk, people to meet and deals to be done!

Sponsorships available for:

- The Lounge area with workshop stage
- "Pints & Pinot" (reception), Wednesday night
- "Jet Fuel Station" (coffee), Thurs./Fri. mornings

Opportunities range from \$750 (jet fuel) to \$2,500 (Lounge). Sponsorships at levels lower than listed may be shared by multiple companies.

Sponsors receive:

- "Hosted by" naming rights in all materials
- Logo and jump link on TBI's Interbike web page
- Logo on invitations related to TBI's Interbike activities
- Notation in social media and media releases related to TBI's Interbike activities
- Acknowledgement on signage in Lounge
- Verbal acknowledgement during Pints & Pinot and from the stage prior to workshops
- Invitation(s) to Interbike Awards Dinner

Contact: feedback@triathlonbusinessintl.com