



Business Gets Done at ExpoCycle

While the Bicycle Trade Association of Canada (BTAC), producer of ExpoCycle, saw an increase in exhibitor participation there was a drop in attendance for the 2009 show compared to 2008. Still, many claimed value in quality over quantity, saying it was the "right" people who showed face.

ExpoCycle's Show Director, Sumar Clarke, says that "the show's attendees while fewer in total number, there was a noticeable influx of new prospects mixed with buyers from the key shops from across Canada. When you have fewer people at the show, but they are the right people who are capable of doing real business, everybody wins."

Anecdotally, others echoed that sentiment as well, stating that traffic was somewhat slow compared to previous years. But the steady, albeit light, flow consisted of worthwhile individuals: people companies could do business with, and forge important partnerships.

"We have 21 new exhibitors at this year's ExpoCycle and a number of them commented to us that they were very pleased with the results of this year show" added Clarke. "We want everybody to have a successful show, of course, but it's especially gratifying to hear someone new say 'we'll be back next year'."

All things considered, the event was a success. Sure, attendance was down, but this meant, buyers, distributors and journalists were able to spend more time at each booth, speaking in more depth about the latest products.

With the strong Canadian bike market and the support and partnership of the Canadian cycling industry, ExpoCycle is already busy making plans for next year's show which is slated to take place September 12-14, 2010.

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For more information about ExpoCycle or Outdoor Demo Day, please visit:

www.expocycle.ca

The Bicycle Trade Association of Canada's (www.btac.org) mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation in Canada. A not-for-profit trade association whose members come from the retail and supplier sectors of Canada's bicycle industry BTAC is the national voice for cycling BTAC actively advocates on critical issues with government at all levels and builds partnerships throughout the cycling community in Canada. BTAC programs include Market Research, Cycling Advocacy, ExpoCycle (Canada's Bike Trade Show) and many cost saving benefits to members.