

# MANUFACTURERS & DISTRIBUTORS



Showcase your new products to thousands of cyclists more cost-efficiently at the **TORONTO INTERNATIONAL BICYCLE SHOW**

**26th Annual Consumer Show**

**March 2 - 4, 2012**

**Better Living Centre, Exhibition Place  
Toronto, Ontario, Canada**

- Exhibit at this exclusive show – every year, the industry's No. 1 annual extravaganza with proven results.
- This is an excellent opportunity to create brand awareness and future loyalty especially with the youth market. Last year, 10% who attended were 17 and under, 30% were 25-34 and 31% were 35-49. These are people whose earnings have peaked. They have money to spend at the show.
- There are clearly marked and extremely popular Manufacturer Showcase and Retail Marketplace areas.



- Generate sales early. Momentum from the heavy advertising and promotion campaign and the show itself, is carried over into the dealerships. One might conclude that the show pushes the market back earlier by 3 or 4 weeks, creating more sales and needed cash flow for the dealers at this time of year.
- Showcase your 2012 product line and/or launch new products – instead of missing some models at the local retail level.
- Expose your company and products to potential new dealers in all areas of Ontario.
- Talk directly to over 20,000 cyclists and/or potential buyers – a huge advantage, especially now.

- Offer dealers the opportunity to participate in your booth and take orders for your products or services.
- Let the consumer discuss the benefits of your product line personally with you or your sales staff.
- Enhance your image – the financial and business community will see the bicycle industry as a more viable marketing and sales group because of the intensive promotion of the show.
- Get a good grassroots feeling for the consumer's specific needs.



Call Josie Graziosi at (416) 363-1292 or e-mail: [josie@telsec.net](mailto:josie@telsec.net)  
**BOOTH SPACE LIMITED! BOOK NOW FOR BEST LOCATIONS!**

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