



# AT THE INTERNATIONAL CENTRE

## Comprehensive survey reveals what showgoers want – and what they expect from exhibitors

### 1. Showgoers prefer the International Centre

A survey of 19,000 show attendees revealed that a huge 73% preferred the International Centre (located at 6900 Airport Road in Mississauga near the Pearson International Airport ) as the venue. This is because of its:

- ✓ Free parking
- ✓ No downtown traffic congestion
- ✓ Less local traffic
- ✓ Easy access from all directions

Plus, the GO train stops in front of the building. So we accommodated!



### 2. What showgoers expect from manufacturers

We had a record 40 manufacturers and distributors exhibit at the March 2019 show. But showgoers told us that they want even more to participate! They're also keen to learn about **new products** and the **technology** behind each. So the show is really a one-time opportunity to show your complete line of cycling products and accessories and showcase new products – while getting a good grassroots understanding of the consumers' specific needs. This, in turn, will help your retailers sell more product.

### 3. What showgoers expect from retailers

Show visitors go to this event expecting to see the latest models, the hottest technologies, and if possible, even a prototype. They also expect to talk with booth staffers who are very knowledgeable and well-informed about each and every product. Showgoers also revealed that they become annoyed if the retailer is only selling non-current products, or if staff can't answer questions about the intricacies and features of the products they sell. In addition, of course, they want to **purchase** products from retailers.

### 4. Taking advantage of the hot e-bike market

E-bike interest and exhibitors have continually increased – from only 5 in 2016 to 24 in 2019. Showgoers are eager to discover this new technology and test it out on our popular, expanded 2,400-foot test track. This translates into additional sales that help many retailers remain profitable.

### 5. Keeping booth standards high

Both showgoers (and show management) expect retailers' and manufacturers' booths to reflect the high quality of the products that they're displaying and selling. Please ensure that your booth is clean, well organized and professional looking at all times – because visitors also told us that they quickly lose interest in booths that are disorganized or sloppy in appearance. Again, your booth should **always** reflect the high quality of the products you're selling.