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North American Handmade Bicycle Show, Indianapolis, Feb.27 - Mar.1, 2009

## NAHBS Exhibitor Numbers Strong In a Down Economy

### Midwest Warms Up to Make it a Memorable Show

Speedway, Indiana – With the economy not looking any better and trade shows across the country canceling, the **North American Handmade Bicycle Show (NAHBS)** is holding firm, and aims to delight and inspire both industry veterans and newcomers at the world's leading handmade bicycle show.

The NAHBS takes place February 27 - March 1, 2009 at the Indiana Convention Center, Indianapolis.

With the show now going into its fifth year, exhibitor numbers are showing a gradual upwards trend, with the 2009 figure presently at 115. While this is not the record 150 set in Portland in 2008, it is up from the 2007 figure of 105 at San Jose, in a good economy.

"It could be that the Portland number was a spike," said industry expert **Elliot Gluskin**, of **Gluskin Townley Associates**. If so, exhibitor growth at NAHBS in 2009 would be considered healthy.

Given the concentration of builders in California (in 2008, 42 exhibitors came from California), show exhibitor attendance is very strong in light of the fact that a significant number of California builders have decided to skip the Indianapolis show, and many of the Portland builders are too small to travel this far.

"Some of the builders couldn't see a market in the Midwest, others said they are ready to skip a year. I respect everybody's reasons, but I still say all those that aren't at the Indy show will miss out, I think a lot of people at the coastal fringes underestimate the economic power of the Midwest," said show founder and director, **Don Walker**.

With the assistance of Indianapolis retailer **Bicycle Garage Indy**, news of the show has spread far and wide in the Midwest. Word on the street is that some small towns will not have any bike shops open on at least one of the show days, because all staff will be at the NAHBS.

"That's what I've been told," said **Tim O'Donnell** of Shamrock Cycles, who has been helping distribute NAHBS postcards. "Folks from all of the neighboring cities will be there," he added.

Industry rep. **Pat Mahoney**, who works in the Ohio, Kentucky and Indiana markets, has also been distributing NAHBS postcards to bike shops around his region and says "I've been getting a lot of positive feedback. Everybody I've dropped off cards with says they'll be at the show. I could see that some of the smaller shops would have to close if they're all going to the show."

This year several side events are taking place along with the North American Handmade Bicycle Show. One is the **Winning Campaigns** training for bicycle advocates run by the **Thunderhead Alliance**, another is the annual meeting of the **Hoosiers Mountain Bike Association**, and a third is **ArtBike!** a new community arts initiative that spreads the word about cycling through arts projects.

### About NAHBS

The North American Handmade Bicycle Show moves from city to city each year. It is scheduled for February 27 – March 1, 2009, at the Indianapolis Convention Center. The show is dedicated to showcasing the talents of individuals around the world whose art form is the bicycle. It aims to be a meeting point – online and in person – for frame builders and consumers looking for custom-made bikes, for the sharing of ideas, and promotion of a special industry with a rich history. NAHBS has grown from a show with 23 exhibitors and 200 attendees. For more information, see <http://www.handmadebicycleshow.com>.

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