

Interbike Outdoor Demo 2008 Day One

Monday September 22

8:30 a.m.: Free shuttle runs from the Sands. Attendees must sign a waiver; get a wristband and a badge at the Sands before Outdoor Demo.

9 a.m.: Outdoor Demo opens.

All Day: Replace your screw cap model with a Reversible Reservoir II. Hydrapak Booth D1020.

All Day: Free massages for women demoing Giant bikes. Giant for Women tent.

All Day: Free Gelato. Fizik Booth D2179.

1 p.m. to 2 p.m. and 4 p.m. to 5 p.m.: Premier of "9Ball Diaries." Booth D3309.

2:30 p.m.: "Latitudes" premier. Booth D3309.

4:30 to 6 p.m.: Hammerfest Hour. Free Beer.

Interbike Outdoor Demo 2008 Day Two

Tuesday, September 23

6:30 a.m.: Shuttle leaves Sands for the Tour of Lake Mead.

8 a.m.: Tour of Lake Mead begins. Join in the 24-mile roundtrip ride overlooking Lake Mead.

8:30 a.m.: Shuttle runs begin from Sands.

9 a.m.: Outdoor Demo opens.

All Day: Free massages for women demoing Giant bikes. Giant for Women tent.

All Day: Free Gelato. Fizik Booth D2179.

All Day: Replace your screw cap model with a Reversible Reservoir II. Hydrapak Booth D1020.

1 p.m. to 2 p.m.: OIWC Bike Setup Clinic. Instruction on how to make quick and effective adjustments to ensure comfortable rider position; dial in fit-related components; and quick-tune suspension for test rides and demos. Giant for Women tent.

2 p.m.: Have a beer with DT Swiss and members of the Santa Cruz Syndicate Team. Booth D2122.

3 p.m.: Group rides with Chris Van Dine, Aaron Chase and Tinker Juarez. Cyclocross Clinic with Cross Champion Tim Johnson. Booth D3309.

4 p.m.: Beer and pretzels in the Cannondale Theatre with Tinker Juarez, Chris Van Dine and Tim Johnson. Booth D3309.

Interbike 2008 Day One

Wednesday, September 24

ALL DAY/EVERYDAY

Interbike Media Center: Live from the show floor—broadcasts, interviews with celebrities and industry leaders. See daily schedule below.

NBDA Members Lounge: Computers, Internet, seating, refreshments. Casavona 502.

NBDA Online Lounge: Computers, Internet connections for all member attendees. Sands Upper Lobby.

9 a.m.: Interbike opens

MEDIA CENTER/TV STUDIO

8:30 - 9:00 a.m. Good Morning Interbike

10:00 - 10:30 a.m. BPSA/BLC

11:00 - 11:30 a.m. Vital BMX

12:00 - 12:30 p.m. Cycling.tv

1:00 - 1:30 p.m. The Spokesmen

2:00 - 2:30 p.m. Rodale

3:00 - 3:30 p.m. VeloNews

4:00 - 4:30 p.m. Dirt Rag

5:00 - 5:30 p.m. BMXer

CONTESTS/GIVEAWAYS

10 a.m. to 5 p.m.: Clix Systems will give \$500 to the person who makes the fastest Clix wheel exchange. Come give it a try at Booth 4409. Winner will be announced at 3 p.m. on Friday.

10 to 3 p.m.: Win a \$2, 000 bike frame. Get dirty for the camera to enter. Come see what we're talking about at the Ryders Eyewear Booth 2465. Grand Prize draw at 11 a.m. on Friday and hourly draws for Ryders Photochromic sunglasses.

10 a.m., 12:30 and 3 p.m.: Brian Berthold, the inventor of Kona's Magic Link and the D.O.P.E. floating brake system will demo both systems at the Kona Booth 575.

10 a.m. and 2 p.m.: The Awesome Dudes Printing guys will print Interbike T-shirts off their screen press track bike, which was created as part of Fuji's Rolling Canvas Art Collective. Fuji Booth 1825.

11 a.m. and 3 p.m.: Drawings to win a Radical Ramped set of chain rings. You must be present to win. Drop off your business card to enter. WickWerks Booth 4810.

11 a.m.: Knolly will unveil its new frame prototype and hand out invitations to its Whiskey tasting event later in the evening. Booth 5057.

Noon and 3 p.m.: Kinetic Koffee will give away the new Aerobie Aero Press (retail \$32) in drawings at Booth 5031.

2 to 4 p.m.: Greg LeMond and Phil Leggett sign autographs at Booth 4965.

2 to 4 p.m.: BMX Olympians Mike Day and Jill Kintner sign autographs in USA Cycling's Booth 6225.

2 to 6 p.m.: Giant for Women Pink Party. Open to everyone of legal drinking age. Purchase a special cocktail to benefit the Young Survival Coalition, the premier international network of breast cancer survivors and supporters dedicated to the critical concerns and issues unique to young women and breast cancer. Giant Booth 1237.

3 p.m.: Come see the new Polygiene and Insect Shield UV Buffs from Buff Headwear and get a free Interbike 2008 Buff every day at 3 p.m. while supplies last. Buff Booth 4063.

3:30 to 4:30 p.m.: Launch party for the Plus 3 Network, an online community for healthy-minded people who want to make personal fitness and charitable efforts a bigger part of their lives. Beverages and snacks provided. Pedro's Booth 3915.

4 p.m.: Stop by Rickshaw Bagworks Booth 4253 for a chance to win messenger bags and other new products from San Francisco's newest bag company. Must be present to win.

All Day: Hudz will giveaway 350 commemorative posters celebrating this year's Tour de France winner and his selection of Wallonne Yellow Hudz for the final ride into Paris. Edge Composites Booth 3253.

All Day: Stop by the SKS USA booth to register to win a Lake Tahoe cycling trip for two. The drawing will be held on Friday. Registrants need not be present to win. Booth 1001.

All Day: Stop by the Bike Balance booth and spin the lady luck wheel for a chance to win Bike Balance product or a \$10 chip good at the Venetian Casino. Booth 6005.

All Day: RentaBikeNow.com is giving away T-shirts inscribed with P!\$\$ OFF OPEC—RentaBikeNow.com at Booth 5783. The company will give \$50 an hour on Thursday and Friday to a person wearing the shirt.

All Day: The first 100 people to stop by Cateye Booth 3975 will get a backpack with Uno commuter light and stickers. Cateye will also award a grand prize commuter package including a high-end rechargeable light, cycling computer, taillights, safety lights and socks.

All Day: Get your retailer badge swiped at the Magura booth to automatically enter you to win prizes like a Magura suspension fork, hydraulic disc brake or the grand prize, a trip for two with Western Spirit Cycling Adventures. Drawing is at 4 p.m. You do not need to be present to win. Booth 3631

All Day: Polar Bottle will give away free water bottles to anyone who visits Booth 201.

All Day: Canari Cyclewear will have two graphic designers doing free jersey design. No obligation to order. Booths 1381 and 1581.

All Day: Selle Success USA will raffle eight 2009 saddles throughout the day. Booth 5817.

All Day: Stop by the Dahon booth to guess how many Dahons fit in a Toyota Prius. A Prius will be at the booth stuffed with Dahon Curve D3 bikes. Guess correctly and win a Dahon Mu XXV. Drawing will be Friday morning. Booth 3541.

STARS & SIGNINGS

10 a.m.: Dura Ace autograph session featuring Garmin/Chipotle riders Christian Vande Velde, Ryder Hesjedal and Will Frischkorn. Shimano Booth 3923.

10 to 11 a.m.: Meet National Champion Tinker Juarez. Mountain Flyer Magazine/Secret Agent Publishing, LLC Booth 403.

10 to 11 a.m., 1 to 2 p.m. and 4 to 5 p.m.: Autograph signings with 2008 National Road Racing Champion Tyler Hamilton, 2008 USA Pro Criterium Champion Rahsaan Bahati and Three time US Pro Road Racing Champion “Fast” Freddie Rodriguez. Booth 1330.

10:30: Poster and autograph session with Giro rider Christian Vande Velde of Team Garmin/Slipstream. Giro Booth 3553.

11 a.m. and 4 p.m.: Cedric Garcia and the Athertons will sign autographs at BTI Booth 2059.

11 a.m. to Noon.: BH Bikes' Team Vanderkitten will sign autographs at Booth 2001.

11 a.m. to 1:30 p.m. and 3 to 5 p.m.: Five time Olympic gold medalist Eric Heiden will sign copies of his new book “Faster, Better, Stronger” at Booth 4219.

11 a.m. to Noon and 2 to 3 p.m.: The Kona Factory and Clump team athletes will sign autographs at Booth 575.

11:30 a.m.: Meet Tinker Juarez at the iBert Booth 4406.

Noon: “Do You Have a Dream of Starting an Inner City Cycling Team in Your Town?” clinic at b.i.k.e. Booth L4.

1 to 2 p.m.: Team Maxxis' Geoff Kabush and Mathieu Toulouse will sign posters, greet fans and pose for pictures at the Litespeed Booth 3259.

1 to 2 p.m.: Meet Giant team riders Olympian Adam Craig and Singlespeed World Champion Carl Decker. Mountain Flyer Magazine/Secret Agent Publishing, LLC Booth 403.

1 to 3 p.m.: Tinker Juarez signing 8x10 posters. Niterider Booth 1637.

1 to 2:30 p.m.: Meet mentors from Portland, Oregon's Cyclisme Cycling Program. b.i.k.e. Booth L4.

1:30 to 2:30 p.m.: Jeremiah Bishop, member of the Trek/Volkswagen Professional Mountain Biking Team and 2008 U.S. Pro/Elite National Champion in marathon mountain biking and short track will sign autographs and posters at the Prostate Cancer Awareness Project Booth 3308.

2 p.m.: Luna Chix autograph signing session at Vetta's Booth 4819.

2 to 3 p.m.: Meet Six-time Leadville Trail 100 Champion Dave Wiens. Mountain Flyer Magazine/Secret Agent Publishing, LLC Booth 403.

2 p.m.: Julian Absalon, 2008 Olympic Gold Medalist Men's Mountain Bike will be on hand for autographs and interviews. Orbea USA Booth 1037.

2:30 to 4 p.m.: Discussion: "What Time is it in America?" with b.i.k.e. director sportif John Benenate. Booth L4.

2:30 to 3:30 p.m.: Autograph signing with Adam Craig and the entire Team Giant. Michelin Booth 2129.

3 p.m.: Saint autograph session featuring Andrew Shandro, Thomas Vanderhan, the Athertons, Cam McCaul, Matt Hunter, Wade Simmons, Aaron Chase and Mike Hopkins. Shimano Booth 3923.

3:15 to 4:15 p.m.: Come meet Christian Vande Velde and members of the Garmin/Chipotle-H3O Cycling Team. Felt Booth 609.

4 to 6 p.m.: Slipstream Racing team riders will sign autographs at the Cambelbak Booth 3947. They will also be selling bottles to help support the team and clean riding.

SEMINARS & CONFERENCES

7 to 8 a.m.: Bikes Belong is sponsoring a free morning yoga class. Sands Room 305.

8:30 to 10 a.m.: NBDA Seminar: Techniques to Make Your Business Thrive During Challenging Times. Rick Segel. Casanova 506.

10:30 a.m. to Noon: NBDA Seminar: The Retail Store Manager as Leader. Dan Mann, Casanova 506.

11 a.m.: Online ordering seminar and demonstration. Paceline Products Booth 4983.

2:30 to 3:30 p.m.: Web 2.0 & Social Media Panel Discussion and Seminar, presented by Sportgenic - Just the Basics: What You Need to Know 'bout Web 2.0 and Social Media, Casanova Room 601.

2:30 to 4 p.m.: NBDA Seminar: Power Merchandising for Bicycle Retailers. Chris Miller, Casanova 506.

3 to 6 p.m.: Retul by Crucial Innovation, Bike Fit Schools Demonstration, Casanova 505

4:30 to 6 p.m.: NBDA Seminar: Creating the "WOW" in Your Store Through Merchandising, Jim Rasmus, Casanova 506.

TECH CLINICS

10:30 a.m. to Noon: J.H. Williams Group. CDI Torque Products: The Basics of Torque and How it Applies to the Cycling Industry. Casanova 602.

10:30 to Noon: Hayes Disc Brakes, Casanova 504, FSA and Cervélo: Carbon fiber in cycling, Casanova 505, SRAM, Casanova 607, Fox, Casanova 503.

1 to 2 p.m. and 4 to 5 p.m.: Shimano Dura Ace, Casanova 605.

2:30 to 4 p.m.: Shimano Disc Brakes, Casanova 605.

6 p.m.: Interbike closes.

RACE, PARTIES, HAPPY HOURS & FREE BEER

2 to 6 p.m.: Beer at USA Cycling Booth 6225.

2 p.m. to 6 p.m.: Giant for Women Pink Party. Open to everyone of legal drinking age. Purchase a special cocktail to benefit the Young Survival Coalition, the premier international network of breast cancer survivors and supporters dedicated to the critical concerns and issues unique to young women and breast cancer. Giant Booth 1237.

3 p.m.: Free beer at the Intense Cycles Booth 4237 to launch the new Tracer model and to celebrate the birthday of Jeff Steber, founder and president of Intense.

3 p.m.: GoPro will have free beer and camera giveaways. Booth 2665.

3:30 p.m.: Schwinn 70th Anniversary Birthday Party. Nosh on cake and see the limited Edition Schwinn Paramount.

3:30 p.m. to 4:30 p.m.: Launch party for the Plus 3 Network, an online community for healthy-minded people who want to make personal fitness and charitable efforts a bigger part of their lives. Beverages and snacks provided. Pedro's Booth 3915.

4 to 5:30 p.m.: Fox Happy Hour. Help celebrate 35 years of Fox Racing Shox. Meet Fox racers. Booth 3637.

4 to 6 p.m.: DT Swiss Open House. Enjoy beer, wine and hors d'oeuvres while you check out new DT Swiss products. Booth 649.

4 to 6 p.m.: Swing by the Keen booth for swag, free beer and a sneak peek at 2009 products. Booth 5231.

5 p.m.: Free beer and swag toss. SRAM Booth 1339.

6 p.m.: The Mountain Bike Hall of Fame will induct John Finley Scott, Philip Keyes, Steve Blick, Bob Girvin, Brian Lopes and Nat Ross. Sands 106 and 107.

6:30 p.m.: CrossVegas 2008. UCI Cyclocross race. Wheelers and Dealers Industry race: 6:30p.m. Elite Women's race: 7:30 p.m. Elite Men's race: 9 p.m. Desert Breeze Soccer Complex, 8426 Spring Mountain Rd. Shuttle buses available from the Sands Expo starting at 6 p.m. and running every 15 minutes.

8 p.m.: Arena Mountain cross downhill and four cross racers battle down a spectacular man-mountain 'cross track, in an arena full of seats for optimal viewing. South Point Hotel & Casino Arena, 9777 Las

Vegas Blvd South. Shuttle buses available from the Sands Expo to the South Point Casino starting at 6 p.m. Doors open at 7 p.m.

9 p.m.: CrossVegas VIP After Party. Scott USA and Ritchey will host a VIP retirement party for Thomas Frischknecht to cap his 19-year World Cup career. At the Scott and Ritchey booth immediately following the Elite men's race booth. Desert Breeze Soccer Complex.

10 p.m.: Premier of "New World Disorder 9: Never Enough" Shot in high definition and Super 16 film on location in Morocco, China, Australia, Europe, USA and British Columbia, "New World Disorder 9: Never Enough" will leave you with the uncontrollable urge to get out and ride your bike. The Palms, 4321 West Flamingo Road. Doors open at 8 p.m.

Interbike 2008 Day Two

Thursday, September 25

ALL DAY/EVERYDAY

Interbike Media Center: Live from the show floor—broadcasts, interviews with celebrities and industry leaders. See daily schedule below.

NBDA Members Lounge: Computers, Internet, seating, refreshments. Casavona 502.

NBDA Online Lounge: Computers, Internet connections for all member attendees. Sands Upper Lobby.
9 a.m.: Interbike opens

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MEDIA CENTER/TV STUDIO

8:30 - 9:00 a.m.	Good Morning Interbike
10:00 - 10:30 a.m.	Quickrelease.tv
11:00 - 11:30 a.m.	Vital BMX
12:00 - 12:30 p.m.	Cycling.tv
1:00 - 1:30 p.m.	Rodale
2:00 - 2:30 p.m.	Bikes Belong
3:00 - 3:30 p.m.	VeloNews
4:00 - 4:30 p.m.	Dirt Rag
5:00 - 5:30 p.m.	Missingsaddle

CONTESTS/GIVEAWAYS

10 a.m. to 5 p.m.: Clix Systems will give \$500 to the person who makes the fastest Clix wheel exchange. Come give it a try at Booth 4409. Winner will be announced at 3 p.m. on Friday.

10 to 3 p.m.: Win a \$2, 000 bike frame. Get dirty for the camera to enter. Come see what we're talking about at the Ryders Eyewear Booth 2465. Grand Prize draw at 11 a.m. on Friday and hourly draws for Ryders Photochromic sunglasses.

10 a.m., 12:30 and 3 p.m.: Brian Berthold, the inventor of Kona's Magic Link and the D.O.P.E. floating brake system will demo both systems at the Kona Booth 575.

10 a.m. and 2 p.m.: The Awesome Dudes Printing guys will print Show T-shirts off their screen press track bike, which was created as part of Fuji's Rolling Canvas Art Collective. Fuji Booth 1825.

11 a.m. and 3 p.m.: Drawings to win a Radical Ramped set of chain rings. You must be present to win. Drop off your business card to enter. WickWerks Booth 4810.

Noon and 3 p.m.: Kinetic Koffee will give away the new Aerobie Aero Press (retail \$32) in drawings at Booth 5031.

3 p.m.: Come see the new Polygiene and Insect Shield UV Buffs from Buff Headwear and get a free Interbike 2008 Buff every day at 3 p.m. while supplies last. Buff Booth 4063.

4 p.m.: BTI will raffle off a complete bike. Booth 2059.

4 p.m.: Stop by Rickshaw Bagworks Booth 4253 for a chance to win messenger bags and other new products from San Francisco's newest bag company. Must be present to win.

5 p.m.: Black Cat 29er with high-end components from Easton, Chris King, Fox and WTB will be raffled off at Easton Booth 3553. Stop by the booth any time before the drawing to enter.

All Day: Stop by the Bike Balance booth and spin the lady luck wheel for a chance to win Bike Balance product or a \$10 chip good at the Venetian Casino. Booth 6005.

All Day: Hudz will giveaway 350 commemorative posters celebrating this year's Tour de France winner and his selection of Wallonne Yellow Hudz for the final ride into Paris. Edge Composites Booth 3253.

All Day: RentaBikeNow.com is giving away T-shirts inscribed with P!\$\$ OFF OPEC—RentaBikeNow.com at Booth 5783. The company will give \$50 an hour on Thursday and Friday to a person wearing the shirt.

All Day: The first 100 people to stop by Cateye Booth 3975 will get a backpack with Uno commuter light and stickers. Cateye will also award a grand prize commuter package including a high-end rechargeable light, cycling computer, taillights, safety lights and socks.

All Day: Canari Cyclewear will have two graphic designers doing free jersey design. No obligation to order. Booths 1381 and 1581.

All Day: Stop by the SKS USA booth to register to win a Lake Tahoe cycling trip for two. The drawing will be held on Friday. Registrants need not be present to win. Booth 1001.

All Day: Stop by the Dahon booth to guess how many Dahons fit in a Toyota Prius. A Prius will be at the booth stuffed with Dahon Curve D3 bikes. Guess correctly and win a Dahon Mu XXV. Drawing will be Friday morning. Booth 3541.

All Day: Get your retailer badge swiped at the Magura booth to automatically enter you to win prizes like a Magura suspension fork, hydraulic disc brake or the grand prize, a trip for two with Western Spirit Cycling Adventures. Drawing is at 4 p.m. You do not need to be present to win. Booth 3631

All Day: Selle Success USA will raffle eight 2009 saddles throughout the day. Booth 5817.

All Day: Stop by the SRAM booth and exchange the T-shirt off your back for a commemorative SRAM shirt. SRAM will donate all the old shirts to a local Las Vegas nonprofit organization. Booth 1339.

STARS & SIGNINGS

10 to 11 a.m., 1 to 2 p.m. and 4 to 5 p.m.: Autograph signings with 2008 National Road Racing Champion Tyler Hamilton, 2008 USA Pro Criterium Champion Rahsaan Bahati and Three time US Pro Road Racing Champion "Fast" Freddie Rodriguez. Booth 1330.

10 a.m.: Julian Absalon, 2008 Olympic Gold Medalist Men's Mountain Bike will be on hand for autographs and interviews. Orbea USA Booth 1037.

10 to 11:30 a.m.: Joe Friel will give audience members an inside look at how current pros train for high-level cycling such as time trials, mountain stages and the race of all races: the Tour de France. His 30-minute lecture titled "Training for High Performance Road Cycling" will be followed by a Q & A with audience members. Polar Booth 3129

10:15 to 11:15 a.m.: Team Garmin Chipotle's Christian Vande Velde, Tour of Missouri champion and 5th place finisher of the Tour de France, and teammates Will Frishkorn and Ryder Hesjedal will sign autographs. Pearl Izumi Booth 2249.

11 a.m. and 4 p.m.: Cedric Gracia and the Athertons will sign autographs at BTI Booth 2059.

11 a.m. to Noon: Bobby Julich will sign posters and magazines at Veltec Booth 1533.

11 a.m. to Noon: Olympic mountain biker Georgia Gould signs autographs at USA Cycling Booth 6225.

11a.m. to Noon: Heather Gollnick, 2008 National Champion and five time Ironman winner will sign autographs and meet fans. Quintana Roo Booth 3259.

11 a.m. to Noon: Meet Rhasaan Bahati, 2008 National Pro Crit Champion. Booth L4.

11 a.m. to Noon: BH Bikes' Team Vanderkitten will sign autographs at Booth 2001.

11 a.m. to Noon: Kestrel triathlete Pip Taylor will sign autographs and debut her Airfoil Pro SL Special Edition that she will race in 2009. Kestrel Booth 1631.

11 a.m. to Noon and 2 to 3 p.m.: The Kona Factory and Clump team athletes will sign autographs at Booth 575.

Noon to 1 p.m.: Olympic mountain biker Adam Craig signs autographs at USA Cycling Booth 6225.

1 to 4 p.m.: Mark Langton, author of "Mountain Bike Master" will sign copies of his book at Booth 4219.

1 to 2:30 p.m.: Meet mentors from Portland, Oregon's Cyclisme Cycling Program. b.i.k.e. Booth L4.

1 to 2 p.m.: Team Maxxis' Geoff Kabush and Mathieu Toulouse will sign posters, greet fans and pose for pictures at the Litespeed Booth 3259. The team will present a signed jersey to Litespeed chief executive officer Peter Hurley.

1 to 2 p.m.: Meet Giant team riders Olympian Adam Craig and Singlespeed World Champion Carl Decker. Mountain Flyer Magazine/Secret Agent Publishing, LLC Booth 403.

1 to 2 p.m.: Come meet Niki Gudex, Australian pro mountain bike racer, model and Castelli apparel designer. Castelli Booth 2009.

1:30 to 2:30 p.m.: Jeremiah Bishop, member of the Trek/Volkswagen Professional Mountain Biking Team and 2008 U.S. Pro/Elite National Champion in marathon mountain biking and short track will sign autographs and posters at the Prostate Cancer Awareness Project Booth 3308.

2 to 3 p.m.: Olympic mountain biker Todd Wells signs autographs at USA Cycling Booth 6225.

2 to 3 p.m.: Fox riders Cam McCaul, Aaron Chase, and Kirt Voreis will be signing movie posters at Fox Booth #2017.

2:30 to 4 p.m.: Discussion: "What Time is it in America?" with b.i.k.e. director sportif John Benenate. Booth L4.

2:30 to 4 p.m.: Phil Liggett signs magazines and DVDs in Veltec Booth 1533.

2 to 3 p.m.: Top Fox rider Cam McCaul, Aaron Chase and Kirt Voreis will sign New World Disorder 9: Never Enough movie posters at the Fox Booth 2017. The movie will also be playing behind them on three plasma TVs.

2 to 3 p.m.: Meet six-time Leadville Trail 100 champion Dave Wiens. A limited quantity of special edition posters commemorating Wiens' record-breaking finish at the 2008 Leadville 100 will be available. Mountain Flyer Magazine/Secret Agent Publishing, LLC Booth 403.

2 to 4 p.m.: Top pro rider George Hincapie will be meeting fans and signing autographs. This year alone, Hincapie had a stage win in the Tour of California, completed his 13th Tour de France, and competed in the men's road cycling event at the Beijing Olympics. Polar Booth 3129

2 to 4 p.m.: Dotsie Bausch, three time U.S. National Champion and 2008 Pan American Gold medalist, will sign autographs. Motor Tabs Booth 3663.

2:30 to 3:15 p.m. and 3:45 to 4:30 p.m.: Swing by the Electra booth for an afternoon of Music with The Cheap Leis featuring Adrian Demain (formerly with Lee Rocker of the Stray Cats), "O" (in bands Fluf and Reeve Oliver), Johnny McCree (Smith's Ranch Boys, Golden Hill Ramblers), and Jim Austin (Bartender's Bible, Golden Hill Ramblers). Traditional Hawaiian favorites and Hawaiian-style covers from The Clash and New Order. Electra Booth 2975.

3 p.m.: GT 2008 BMX Olympians Mike Day and Jill Kintner will be at the GT booth to meet fans and sign autographs. 2437.

3 p.m.: Bobby Julich will be at Vittoria Booth 543 to sign autographs.

3 p.m.: Mingle with Cycling Greats: Autograph session with Swisspower's Thomas Frischknecht and Nino Schurter, and Healthnet's Tim Johnson and Rory Sutherland. Ritchey Booth 3325.

3:15 to 4:15 p.m.: Come meet Christian Vande Velde and members of the Garmin/Chipotle-H3O Cycling Team. Felt Booth 609.

5 to 6 p.m.: Joe Parkin, one of the first Americans to race in Europe, will sign copies of his book "A Dog in a Hat" at the VeloNews/VeloPress Booth 2139. Also, copies of "Campagnolo: 75 Years of Cycling Passion" by Paolo Facchinetti and Guido Rubino will be on sale at the booth for \$39.95

SEMINARS & CONFERENCES

7 to 8 a.m.: Bikes Belong is sponsoring a free morning yoga class. Sands Room 305.

7:30 a.m.: IMBA's annual industry breakfast. IMBA will deliver a powerful message on the group's advocacy efforts. Sands Room 106 and 107.

8:30 to 10 a.m.: NBDA Seminar: You Don't Know What You Don't Know! Four Trends Reshaping Business. James Dion, Casanova 506.

9 to 10:30 a.m.: The Bike Solution Member Meeting. Sands Convention Room 207.

10:30 a.m. to Noon: NBDA Seminar: Recession Proof Your Business, James Dion, Casanova 506. The F1 Effect on the Bike Industry, Richard McAinsh, 3T, Casanova 607.

11 a.m.: Online ordering seminar and demonstration. Paceline Products Booth 4983.

11:30 a.m. to 12:30 p.m.: The Biking Solution information session for retailers interested in becoming members. Complimentary lunch and a chance to win a \$1,000 donation to a bike advocacy group of your choice. Sands Expo Center Room 207.

11:30 a.m. to 1 p.m.: Outdoor Industries Women's Coalition Awards and Luncheon. Program titled "Make An Impact: Top Leadership Skills Crucial for Business Success." Influential women will provide insight on how to succeed in the workplace and hone new business skills. Lunch is free for OIWC members and \$15 for non-members. OIWC will also present the "Pioneering Women Award" and the "First Ascent Award." Panel moderator: Megan Tompkins, Editor of Bicycle Retailer and Industry News. Panelists: Elysa Walk, general manager Giant Bicycles, Krista Rettig, Trek's Women's Specific Design brand manager and Liza LeClaire, chief operating officer, Wheel & Sprocket Retail Store. Casanova Room 602.

12:30 p.m.: World Bicycle Relief and SRAM Cycling Advocacy Fund sponsor a presentation on the power of bicycles by F.K. and Stan Day. Light lunch will be served. Casanova 607.

12:30 to 2 p.m.: All retailers are invited to join leaders of Bikes Belong for an update on current trends, legislation, bike-friendly programs and a look at what the next few years will bring for the industry. Venetian meeting rooms 506 and 507. RSVP at rsvp@bikesbelong.org.

1:30 p.m.: Giant For Women Council Meet and Greet. Come get to know the women who make up the Women's Council: Jenny Skorcz, Kelli Poindexter, Tara Llanes, Mari Holden, and Sara Jarrell. Led by Tiffany Brown, Giant women's program manager. Open to Giant retailers only. Casanova Room 504.

2 to 3:30 p.m.: NBDA Seminar: Profitable Marketing: What Bike Stores Can Learn From The Big Guys. Greg Carter, Casanova 506.

2:30 to 3:30 p.m.: Web 2.0 & Social Media Panel Discussion and Seminar, presented by Sportgenic - Utilizing Web 2.0 and Social Media to Build Affinity for Your Brand, Casanova Room 601.

2:30 to 4 p.m.: NBDA Seminar: Creative Store Merchandising, Mercedes Ross, Casanova 506.

TECH CLINICS

8 to 9 a.m.: Early Access Hour. Pass required. Shimano Dura Ace, Casanova 605.

8 to 9:30 a.m.: Early Access Hour. Pass required. Campy/Fulcrum, Casanova 503, Hayes Disc Brakes, Casanova 504, FSA, Casanova 505 and SRAM, Casanova 607.

9:30 to 11 a.m.: Shimano wheels and shoes, Casanova 605.

10:30 a.m. to Noon: J.H. Williams Tool Group. CDI Torque Products: The Basics of Torque and How it Applies to the Cycling Industry, Casanova 606, Manitou, Casanova 504, FSA and Cervélo: Carbon fiber in cycling, Casanova 505, Fox, Casanova 503.

11 a.m. to Noon: Shimano Dura Ace, Casanova 605.

Noon to 1:30 p.m.: Shimano Brakes, Casanova 605.

1 to 2:30 p.m.: Campy/Fulcrum, Casanova 503.

2:30 to 3:30 p.m.: Shimano Dura Ace, Casanova 605.

3:30 to 5:30 p.m.: Shimano wheels and shoes, Casanova 605.

6 p.m.: Interbike closes.

RACES, PARTIES, HAPPY HOURS & FREE BEER

2 to 6 p.m.: Free Beer at the USA Cycling Booth 6225.

3 p.m.: Free beer and camera giveaways at GoPro. Booth 2665.

3:45 to 4:30 p.m.: Swing by the Electra booth for an afternoon of Music with The Cheap Leis featuring Adrian Demain, O, Johnny McCree and Jim Austin. Traditional Hawaiian favorites and Hawaiian-style covers from The Clash and New Order. Booth 2975.

4 to 6 p.m.: Hit up the Keen booth for swag, free beer and a sneak peek at 2009 products. Booth 5231.

4 to 6 p.m.: "How Do You Play?" Party featuring the Clif Bar band, beer from New Belgium, free pint glasses and the Team Clif Bar Foosball Invitational Grand Master Championship. Booth 1953.

4 to 6 p.m.: Planet Bike hosts a reception for Portland, Oregon-based photographer Laura Domela, whose work will be on exhibit at Planet Bike's booth during the show. Copies of Domela's book "Fietsen" will be on sale with proceeds benefiting The Thunderhead Alliance. Booth 1425.

4 to 5 p.m.: GT Beer booth

4 to 6 p.m.: Giant Retailer Happy Hour. A special thank you for Giant dealers only. Meet Giant athletes Adam Craig, Carl Decker, Kelli Emmett, Amiel Cavalier, Jared Rando, Jeff Lenosky and Kurt Sorge. See your Giant sales rep or account executive for drink tickets. Giant Booth 1237.

4 p.m.: Princeton Tec Kegger. Free beer and techy conversation. Check out Princeton Tec's new Swerve and Eos bike lights and wet your whistle with a limited edition Swerve pint glass given to the first 100 folks. Booth 2031.

5 p.m.: Happy hour celebration and bike giveaway as part of an IMBA membership drive hosted by Kona Bicycles and Fox Racing Shox. Booth 575.

5 p.m.: Happy Hour and Swag Toss. SRAM Booth 1339.

5 p.m.: "A Dog in a Hat" book launch party with Joe Parkin and Bob Roll. Free Stella Artois beer. VeloPress/VeloNews Booth 2139.

5 p.m.: Urban Legend Fashion and Art Show. Bikes, Art and Fashion in motion. A self-propelled cycling art and fashion show that brings the cutting edge of urban bicycle culture to life. Enjoy a cold beer, some DJ-spun tunes and take in art inspired by a passion for bicycles. Venetian Ballroom G.

5 p.m.: The Springs Preserve will host a Bicycles as Transportation event hosted by actor/environmentalist Ed Begley, Jr. Attendees can also ride the IZIP hybrid electric bikes from Currie Technologies. Located three miles from the Strip at The Springs Preserve, 333 S. Valley View Blvd.

5:30 p.m.: USA Crits Finals. The USA Crits Finals make a return appearance during Interbike. The event features an exciting, fast and technical 1-kilometer course. The 40k Pro-Women's race begins at 7:20 p.m.; the 40k Industry Cup event begins at 8:15 p.m.; and the 60k Pro-Men starts at 9:30 p.m. Mandalay Bay Resort.

7:40 p.m. and 9:30 p.m.: Gravity Team member Vittorio Brumotti performs at the USA Crits Finals. Europe's legendary trials stuntmeister and 2006 World Trials Champion is known for his amazing skills, death-defying jumps and wild personal style. Mandalay Bay Resort.

Interbike 2008 Day Three

Friday, September 26

ALL DAY/EVERYDAY

Interbike Media Center: Live from the show floor—broadcasts, interviews with celebrities and industry leaders. See daily schedule below.

NBDA Members Lounge: Computers, Internet, seating, refreshments. Casavona 502.

NBDA Online Lounge: Computers, Internet connections for all member attendees. Sands Upper Lobby.
9 a.m.: Interbike opens

9 a.m.: Interbike opens

MEDIA CENTER/TV STUDIO

8:30 - 9:00 a.m.	Good Morning Interbike
10:00 - 10:30 a.m.	MissingSaddle.com
11:00 - 11:30 a.m.	CommuteByBike.com
12:00 - 12:30 p.m.	Cycling.tv
1:00 - 1:30 p.m.	TBA
2:00 - 2:30 p.m.	Crooked Cog Network
3:00 - 3:30 p.m.	VeloNews
4:00 - 4:30 p.m.	Dirt Rag
5:00 - 5:30 p.m.	TBA

CONTESTS/GIVEAWAYS

10 a.m.: The Awesome Dudes Printing guys will giveaway show T-shirts printed off their screen press track bike. Fuji Booth 1825.

11 a.m.: Grand prize drawing for a Felt Virtue team mountain bike frame. Ryders Booth 2465.

11 a.m. and 3 p.m.: Drawings to win a Radical Ramped set of chain rings. You must be present to win. Drop off your business card to enter. WickWerks Booth 4810.

Noon and 3 p.m.: Kinetic Koffee will give away the new Aerobie Aero Press (retail \$32) in drawings at Booth 5031.

2 p.m.: Drawing for the winner of a Trek Madone signed by Lance Armstrong. To enter, retailers must place at least a two-case order for FRS Healthy Energy through Paceline Products. FRS Booth 5971.

2:30 to 4 p.m.: Discussion: "What Time is it in America?" with b.i.k.e. director sportif John Benenate. Booth L4.

3 p.m.: Drawing for the winner of a Prestaflator Shop Kit/Portable Cable Air Compressor. Booth 5807.

3 p.m.: Come see the new Polygiene and Insect Shield UV Buffs from Buff Headwear and get a free Interbike 2008 Buff every day at 3 p.m. while supplies last. Buff Booth 4063.

3 p.m.: Winner of \$500 for the fastest Clix wheel exchange will be announced. Enter to win at Booth 4409.

All Day: Stop by the Bike Balance booth and spin the lady luck wheel for a chance to win Bike Balance product or a \$10 chip good at the Venetian Casino. Booth 6005.

All Day: Canari Cyclewear will have two graphic designers doing free jersey design. No obligation to order. Booths 1381 and 1581.

All Day: RentaBikeNow.com is giving away T-shirts inscribed with P!\$\$ OFF OPEC—RentaBikeNow.com at Booth 5783. The company will give \$50 an hour on Thursday and Friday to a person wearing the shirt.

All Day: Selle Success USA will raffle eight 2009 saddles throughout the day. Booth 5817.

All Day: Hudz will giveaway 350 commemorative posters celebrating this year's Tour de France winner and his selection of Wallonne Yellow Hudz for the final ride into Paris. Edge Composites Booth 3253.

All Day: The first 100 people to stop by Cateye Booth 3975 will get a backpack with Uno commuter light and stickers. Cateye will also award a grand prize commuter package including a high-end rechargeable light, cycling computer, taillights, safety lights and socks.

STARS & SIGNINGS

11 a.m. and 4 p.m.: Cedric Garcia and the Athertons will sign autographs at BTI Booth 2059.

11 a.m. to Noon: Heather Gollnick, 2008 National Champion and five time Ironman winner will sign autographs and meet fans. Quintana Roo Booth 3259.

11 a.m.: Mark Cavendish and Craig Lewis from Team Columbia/High Road will be signing autographs. Schwalbe North America Booth 3625

1 to 2:30 p.m.: Meet mentors from Portland, Oregon's Cyclisme Cycling Program. b.i.k.e. Booth L4.

4 to 5 p.m.: BMX Olympic medalist Donny Robinson signs autographs at USA Cycling Booth 6225.

SEMINARS & CONFERENCES

8:30 to 10 a.m.: NBDA Seminar: Practical Methods to Increase Profits in Your Service Department, Brett Flemming and Efficient Velo Tools, Casanova 506.

10:30 a.m.: NBDA Seminar: Productivity, Compensation and the Cost of Doing Business Study. Kerry Roberts, CPA, owner of The Bike Pedlar, Nashville, Tennessee, Casanova 506.

11 a.m.: Online ordering seminar and demonstration. Paceline Products Booth 4983.

TECH CLINICS

8 to 9 a.m.: Early Access Hour. Pass Required. Shimano Dura Ace, Casanova 605.

8 to 9:30 a.m.: Early Access Hour. Pass Required. Campy/Fulcrum, Casanova 503, Manitou, Casanova 504, FSA, Casanova 505.

8 to 9:30 a.m.: Learn about Dahon products at the Dahon tech clinic. Free spare parts kits and other swag. Casanova Room 607.

10:30 a.m. to Noon: J.H. Williams Tool Group. CDI Torque Products: The Basics of Torque and How it Applies to the Cycling Industry. Casanova 606.

10:30 a.m. to Noon: SunRingle, Casanova 504, FSA and Cervélo: Carbon fiber in cycling, Casanova 505.

1 to 2:30 p.m.: Campy/Fulcrum, Casanova 503.

6 p.m.: Interbike closes.