



National Bicycle Dealers Association

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PARTNERSHIP



RETAILER
SUMMIT

May 22-23, 2024

Bentonville, Arkansas

Strengthening Specialty Bicycle Retailers



NBDA RETAILER SUMMIT

The **NBDA Retailer Summit**, taking place May 22-23, 2024 in Bentonville, Arkansas, is an educational event designed to unite leading retailers and suppliers in face-to-face conversations working to strengthen partnerships and the future of our industry. Together we focus on best practices to drive specialty bicycle retail forward, leading to long-term profitability and success.

The **2024 program** will feature two dynamic days of presentations, panel discussions and breakout sessions aimed to get retailers and suppliers in the same room for discussions focused on key areas impacting retailers today. Summit highlights include the importance of collaborative partnerships, service center profitability, thriving e-Bike sales, additional rider services, and the importance of continued growth in ridership.

Now is the time to take your business to the next level through networking, engaging with panelists and speakers, problem solving with fellow attendees, and ample time riding on world class trails.

PARTNERSHIP

Presenting Partner

\$5,000

- 3 Event Tickets (\$1,200 value)
- Branded product/marketing material inclusion in attendee event bag
- Logo on all promotional materials
- Speaking opportunity
- Opportunity to display branded signage at event
- Logo on lanyard/name tag
- Name added to event title as presenting sponsor
- Opportunity to make welcoming comments at the event
- Branding recognition at event registration and break areas
- Press release announcing the promotion of presenting partner
- Up to two 6 ft tables at event space for brand exhibit

Platinum Partner

\$3,000

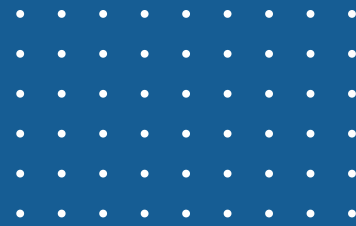
- 2 Event Tickets (\$800 value)
- Branded product/marketing material inclusion in attendee event bag
- Logo on all promotional materials
- 6 ft table at event space for brand exhibit
- Speaking opportunity
- Opportunity to display branded signage at event
- Logo on lanyard/name tag

Gold Partner

\$1,500

- 2 Event Ticket (\$800 value)
- Branded product/marketing material inclusion in attendee event bag
- Logo on all promotional materials
- 6 ft table at event space for brand exhibit
- Speaking opportunity

PARTNERSHIP



Silver Partner

\$850

- 1 Event Ticket (\$400 value)
- Branded product/marketing material inclusion in attendee event bag
- Logo on all promotional materials
- 6 ft table at event space for brand exhibit
- Speaking opportunity

Bronze Partner

\$650

- 1 Event Ticket (\$400 value)
- Branded product/marketing material inclusion in attendee event bag
- Logo on all promotional materials
- 6 ft table at event space for brand exhibit

Attending Partner

\$500

- 1 Event Ticket (\$400 value)
- Branded product/marketing material inclusion in attendee event bag
- Logo on all promotional materials

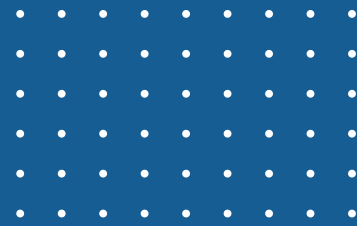
Expected Attendance:

- 120 In-Person Attendees
- Top Retailers
- Media Partners
- Brand Representatives
- Nonprofit and Advocacy Groups
- Dynamic Speakers

Top Topics:

- Services Retailers Offer
- Growing Ridership
- Collaborative Partnerships
- The Customer Experience
- Thriving E-Bike Sales
- High Margin and Strong Profitability

ABOUT THE VENUE



About the Location:

With an ever-developing trail system, over 250 miles of mountain biking trails, events, and a growing culture of support and enthusiasm for mountain biking, Bentonville can definitely stake its claim as the mountain biking capital of the world. The expanding hospitality opportunities – bolstered by award-winning restaurateurs, a vibrant coffee scene, and a boom of daring and bold craft brewers – offers visitors a fun and memorable impression. Everything you could want is within a short ride from the trails; whether it's lodging, restaurants, drinks, or art museums. The local economy has embraced Bentonville's role as a leader in mountain biking tourism and has developed and attracted a number of quality bike shops, rental and retail vendors, bike guides, and manufacturers, along with professional riders and outdoor enthusiasts. Learn more at: <https://www.visitbentonville.com/>

About the Venue:

The 21C Museum Hotel Bentonville is part of a contemporary art museum. This hip, upscale hotel is a block from the historic buildings in Bentonville Square and 1.5 miles from the Crystal Bridges Museum of American Art. The Hotel was founded by Laura Lee Brown and Steve Wilson, contemporary art collectors and preservationists who believe in the power of contemporary art. While visiting you can experience curated rotating exhibitions, commissioned site-specific installations, and regular cultural programming. Dine in restaurants led by a dedicated chef with a unique point of view, sharing a commitment to quality, supporting regional farmers and producers, and genuine hospitality. With more than 12,000 square feet of exhibition space seamlessly integrated into all areas of the property, there are opportunities to discover art around every corner.

CONTACT US

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