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## **DealerCamp Announces 2013 Dates, Adds Inaugural Consumer Day**

Lifeboat Events announced today the addition of a Consumer Day to the 4<sup>th</sup> edition of DealerCamp. In addition, the 2013 DealerCamp event will be staged slightly later in the traditional 4<sup>th</sup> week of July time frame; dates are Thursday, July 25<sup>th</sup> and Friday, July 26<sup>th</sup> as full trade days and Saturday, July 27<sup>th</sup> as its Consumer Day.

The robust quantities and high quality of consumers in and around Salt Lake City and other key markets in Utah will be very attractive to DealerCamp's 2013 exhibitors, as this region of the country has been anxious for cycling brands to show their products and meet with riders new and old. Additionally, cost for brands to participate in DealerCamp will drop 25-percent to create more exhibiting value with less total investment.

Already great brands have committed early to DealerCamp 2013, such as Intense Cycles, Raleigh, Diamondback, Dahon, Kali Protectives, BH Bikes and Pivot Cycles.

"Raleigh America is really excited about the addition of a consumer day to the DealerCamp schedule," said Chris Speyer of Raleigh America and Diamondback. "We love the idea that consumers will have a chance to try our newest products in a truly world class venue, and that we can offer the unique opportunity to connect consumers to a world class collection of the newest Raleigh and Diamondback road, cross and mountain bike products earlier than ever. The consumer ingredient has added to the excitement that we have about our participation in next year's DealerCamp."

Intense Cycles' Jennifer Gabrielli had this to say, "DealerCamp is a fun, effective place to launch new products and get face-time with retailers. We look forward to it all year!"

"From the day we announced DealerCamp in late 2009 we have always had a consumer day in mind to further enrich the value proposition for all participating brands, without distracting from the core B to B component. After thoroughly discussing the idea with the industry we felt the time was right to proceed and we are very excited about assembling two full days of high quality business to business time, followed by a strong consumer day." stated Lance Camisasca, Lifeboat Events' president.

The schedule of activities for the three-day event will be developed over the next several months, but Lifeboat Events assures there will plenty to see and do for retail attendees, as well as hungry consumers. Camisasca continues "Deer Valley Resort remains one of the most epic riding experiences in the country, just 36 miles from downtown Salt Lake City and its international airport, Deer Valley Resort in incredible Park City have proven to be a winning location for the bicycle industry."

"Deer Valley is extremely excited about the new Consumer Day that will be a part of next year's DealerCamp," said Bob Wheaton, president and general manager. "We have enjoyed working with Lifeboat Events for the last few years and have been extremely impressed with the effort and results of their events. The entire town of Park City will open its arms to the bicycle industry in looking forward to next year's DealerCamp with the new Consumer Day added."

At DealerCamp industry brands are provided with a timely and epic stage to conduct a more intimate style of business with the country's top retailers, squarely during a critical time in the launch and buying cycle. DealerCamp's welcoming format and high level of customer service create the best possible atmosphere for conducting business. The program is simple, we call it: **Meet, Ride & Decide.**

### **About Lifeboat Events**

Led by industry veterans Lance Camisasca and Chad Battistone, Lifeboat Events hosts PressCamp and DealerCamp, two trend-setting events for the bicycle industry. For more information about this release or Lifeboat Events contact: Lance Camisasca, 949-444-8805 or [lance@lifeboatevents.com](mailto:lance@lifeboatevents.com).