



STOP, SWAP AND SAVE

The East Coast's Largest Indoor Bicycle Swap And Consumer Bike Expo

What is the SWAP?

Who would have thought what started almost 20 years ago when two college

friends decided that holding a bike swap was the easiest way to get some good deals on bike parts would grow into one of the most anticipated and well-attended cycling events in the mid-Atlantic. It's the place that cyclists come to buy, sell, browse, shop, trade or just hang out and enjoy all that the cycling lifestyle has to offer.

Who attends?

The SWAP attracts cyclists and fitness enthusiasts from all walks of life

including everyone from the avid racer, bike messenger and multi-sport athlete to commuters, casual cyclists and weekend warriors. This pre-season cycling celebration, held the second Sunday of February has become the unofficial start of the mid-Atlantic cycling season for anyone that loves to ride.

The SWAP offers sponsors, advertisers and vendors the opportunity to target a dedicated audience that is passionate about the cycling and fitness lifestyle. Our average consumer has attended the event more than 8 times and more than a dozen of our vendors have attended for more than 10 years.

4123

avid cyclists attended in 2014

67

thousand was their median income

2.4

days per week per week is how often they ride

56%

of them own more than two bikes

The top 10

What are consumers buying? Here are the top ten items consumers said they bought last year:

- socks •
- shoes •
- components •
- clothing •
- gloves •
- nutrition •
- helmets •
- glasses •
- wheels •
- frames •

Sponsorship opportunities

The SWAP is excited to offer a range of event sponsorship opportunities that include digital, print and social media components.



Contact us at

[info@](mailto:info@stopswapandsave.com)

stopswapandsave.com

for more info.

Media and Advertising

Every year we promote the SWAP and its sponsors through more than 10 print and online cycling and fitness publications, 50 bike clubs, 100 bike shops, 10,000 direct mail postcards, our 5,000 person e-mail database and multiple social media outlets and cycling blogs. Our website receives over 40,000 hits during the two months preceding the event.