

Reno wants to host Outdoor Retailer, Interbike trade shows

By Jason Hidalgo, Reno Gazette-Journal

Reno's bringing out the big guns as it makes its final push to land two major trade shows.

A delegation from the Biggest Little City is set to meet on May 1 with representatives of Emerald Expositions, which operates the Outdoor Retailer and Interbike trade shows.

Getting even just one of the events would be a major coup for Reno.

The Outdoor Retailer Winter Market 2017 that was held from Jan. 10-12, for example, attracted 1,075 brands and about 20,000 attendees, according to event organizers. Interbike, the largest bicycle trade show in North America, saw an attendance of 22,802 with more than 1,400 brands exhibiting at its 2015 event.

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