



PRESS RELEASE

For Immediate Release
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SUMMER OF SPONSORSHIP PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® SUPPORT SUMMER OUTREACH ACROSS THE U.S.

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., today announced its 'Summer of Sponsorship Program' with the addition of support for the 43rd Annual BMW Motorcycle Owners of America (MOA) International Rally in Billings, MT July 23-25, 2015.

To support its mission of connecting with the motorcycling community, its vendors and enthusiasts, IMS is a sponsor of enthusiast rallies, bike nights and events across the U.S. During the 'Summer of Sponsorship Program,' engagements will include a first-time sponsorship of the BMW MOA International Rally, where the IMS brand will be seen throughout the event from on-site signage to sponsorship of "The Vendor Appreciation Lunch."

A key part of the new program at IMS is support for events and rallies throughout the U.S. including World Superbike and activations in new cities on the 2015/2016 Tour such as Portland, OR, Long Beach, CA and Sacramento, CA.. This summer venture began with a sponsorship at Motoblot in Chicago, IL in June 2015 along with the IMS title sponsor, Progressive® Insurance.

Tracy Harris, Senior Vice President Powersports Group, UBM Advanstar: "The Progressive® International Motorcycle Shows® are looking forward to supporting the 43rd Annual BMW MOA International Rally and events across the U.S. this summer. The 'Summer of Sponsorship Program' helps to bring the motorcycle community together and celebrate riding with camaraderie, education and a passion for the hobby. These are core values at IMS and we continue to reach out to our audience and connect with motorcyclists, vendors and enthusiasts beyond the 10 U.S. Shows."

Continuing its dominance across the country, the 2015/2016 IMS Tour cities represent the most motorcycle-dense populations in the U.S., reaching many of the nation's motorcycle enthusiasts. The Tour schedule offers attendees the unique opportunity to be the first to see the newest models, speak with knowledgeable product experts and be well-prepared and enthusiastic for the upcoming riding season. Unique opportunities will exist for licensed riders to test ride new motorcycles in select cities on the Tour.

In addition to the consumer facing aspect of IMS, the Shows offer a rare business-to-business platform in all markets. Designed specifically for motorcycle dealers across the U.S., the initiative is geared toward education, information and training.

The 2015/2016 Progressive® International Motorcycle Shows® 10-city Tour schedule is as follows:

- **NEW CITY:** October 31-November 1, 2015 | Oregon Convention Center, Portland, OR
- **NEW CITY:** November 6- 8, 2015 | Cal Expo Center, Sacramento, CA
- November 20-22, 2015 | Long Beach Convention Center, Long Beach, CA

UBM Advanstar
2450 Colorado Avenue
Suite 300 East
Santa Monica, CA 90404
T: +1 310 857 7500
www.ubmadvanstar.com



- December 11-13, 2015 | Jacob Javits Convention Center, New York, NY
- January 8-10, 2016 | Miami Beach Convention Center, Miami Beach, FL
- January 22-24, 2016 | Kay Bailey Hutchison Convention Center, Dallas, TX
- January 29-31, 2016 | I-X Center, Cleveland, OH
- February 5-7, 2016 | Minneapolis Convention Center, Minneapolis, MN
- February 12-14, 2016 | Donald E. Stephens Convention Center, Chicago, IL
- **NEW DATE:** February 20-21, 2016 | University of Phoenix Stadium, Glendale, AZ

Media Days are scheduled to take place in Long Beach on Friday, November 20, 2015 and New York on Friday, December 11, 2015. These press only events will showcase the latest new vehicles and products across the industry. For more information visit www.motorcycleshows.com

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Media Contact: Jannelle Grigsby, +1 310 857 9020, jgrigsby@advanstar.com

About Progressive® International Motorcycle Shows® (www.motorcycleshows.com)

The Progressive® International Motorcycle Shows® offer enthusiasts an all-access pass to the world of motorcycling. Launched in 1982, the tour showcases hundreds of the latest street bikes, dirt bikes, cruisers, scooters and ATVs for new and experienced riders, and gives enthusiasts of all ages the opportunity to check out the latest gear and aftermarket accessories, as well as hours of entertainment. The Progressive® International Motorcycle Shows® is managed by the UBM Advanstar Powersports Group, a member of the Motorcycle Industry Council.

About UBM Advanstar

UBM Advanstar, part of UBM Americas, is a US-based event and marketing services business serving the fashion, licensing, life sciences and powersports industries. The company owns and operates a portfolio of 54 tradeshow, 100 conferences, 30 publications, and almost 200 electronic products and websites. Our market-leading brands and a commitment to delivering innovative, quality products and services enable UBM Advanstar to "Connect Our Customers With Theirs." UBM Advanstar is a UBM plc company.

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