



# CYCLING

INDUSTRY  NEWS

**LIVE | 2025**

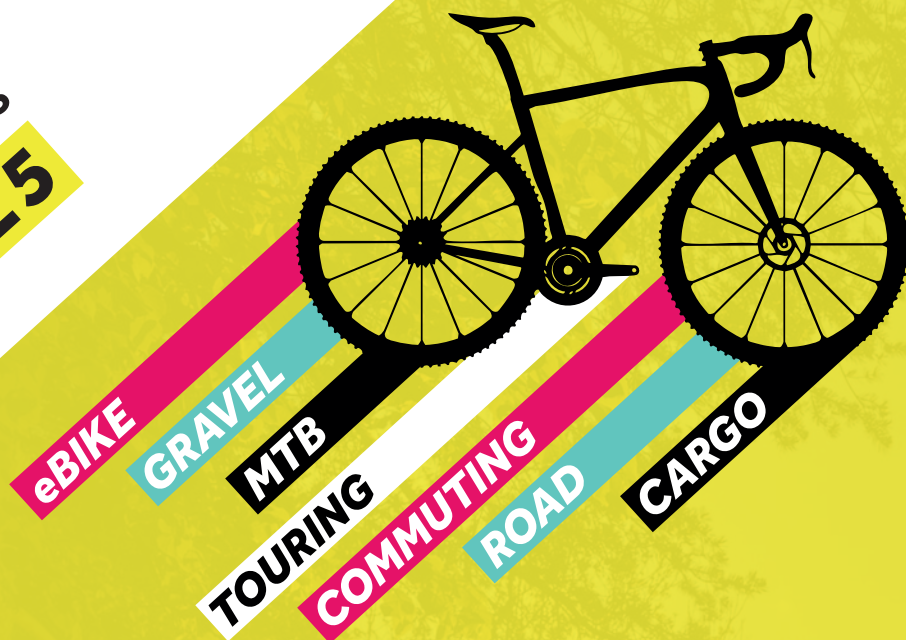


**14-15 SEPTEMBER 2025**

STONELEIGH | WARWICKSHIRE

**EDUCATION | NETWORKING | PRODUCT**





## WHO is CIN Live 2025 for...?

**FOR ALL IN THE CYCLING INDUSTRY: RETAILERS, WORKSHOPS, MOBILE MECHANICS, ONLINE PLAYERS, RELATED SERVICES, DISTRIBUTORS, IMPORTERS, BRANDS & MANUFACTURERS.**

## WHAT is it...?

### Cycling Industry News Live 2025

We're delighted to announce our brand new industry-wide event next year, which will showcase CIN's premise of delivering education, pin-sharp analysis and market-useful content. The event promises a brilliantly engaging and educational seminar programme, alongside the latest products and unrivalled networking opportunities. This will provide extra value for visitors, drawing attendees to its unique combination of informative and useful features all in one place. Furthermore, the event will provide a focal point for the industry, with all of the trade welcome to take part.

### Content that can help move your business forwards

CIN Live 2025 arrives as the market is moving forwards after a roller coaster few years, post-Covid and Brexit. Much has changed and the platform is set for a new event that brings together and welcomes the whole industry. CIN Live 2025 is for bike shops, workshops and mobile mechanics as well as distributors, brands, importers and service providers for the vibrant cycling industry.

This business show will run over two days – starting on Sunday 14 September - Monday 15 September, maximising opportunities for bike retailers. The venue itself, which has previously hosted many outdoor-orientated events, provides ample opportunities for demonstrating product and greater ROI potential.

### Face-to-face remains supreme

While technology has vastly expanded the number of customer touch points available, both in terms of B2C and B2B, anecdotal data and hard statistics – including those gleaned from Cycling Industry News' own bespoke Market Data – has underscored the fact that getting face-to-face with customers and suppliers is vastly important to bike shops. **See below for some of the main takeaways from our bike retailer research...**

# 70%

*cited the chance to speak directly to brand managers as the reason to attend shows*

## over half

*of attendees were drawn in by the latest new product launches*

## >2/3rds

*attracted by informative seminars and new ideas for better retailing*

## WHEN...?

SUNDAY + MONDAY  
14-15 SEPTEMBER 2025

## WHERE...?

NAEC STONELEIGH  
– WARWICKSHIRE –

## DATA driven...

CIN Market Data has revealed that, for retailers, chance to speak directly with brand managers is the top reason to attend a trade show, just ahead of new product launches. Furthermore, ideas for better retailing and product displays are also among the top reasons to get out of the shop and attend shows. With fewer opportunities for the cycling industry to meet together, CIN Live 2025 answers a market need. As the trade recovers from its tumultuous few years, there's clear appetite among businesses to evolve – and no doubt strengthen and become more resilient in case of further disruption ahead.

To capitalise on the trade's need for more broadly available networking opportunities, the centrally located show will include an informal networking evening and dinner, designed to celebrate the industry with a Cycling Industry 'Hall of Fame' and more.

// **CIN LIVE's carefully curated seminar programme will combine thought leadership for the industry with education and discussion**



## KNOWLEDGE is power...

### SEMINAR PROGRAMME

Cycling Industry News Live's carefully curated seminar programme will combine thought leadership for the industry, how-to guides for enhanced retailing, market data, best practice discussion and industry debate. A limited number of paid seminar slots will be available alongside an editorially curated series of seminars, which will be a valuable draw for visitors.

[live.cyclingindustry.news](https://live.cyclingindustry.news)



## WHY *get involved...?*

By exhibiting at Cycling Industry News  
Live 2025, you can expect to...



Develop new business relationships and connections, nurture existing partnerships and grow your business



Effectively generate new and promising sales leads



Support your existing supply chain network



Present your business as a thought leader by participating in our extensive seminar programme



Launch new products and services, highlight existing ranges and build brand awareness



Maximise your ROI with a succinct, cost-effective two-day event that maximises your time away from the office



Network with both UK and International visitors and exhibitors

## ASK *us...*

... about "earlybird" exhibiting and sponsorship opportunities to maximise your organisation's exposure at Cycling Industry News Live 2025!

### FIND OUT MORE...

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ABOUT US

CIN Live 2025 is organised by the Stag Publications | Setform publishing and live events group, combining 50+ years of publishing and event-hosting expertise.



**[live.cyclingindustry.news](https://live.cyclingindustry.news)**