



Offering over 78 miles of singletrack, Aspen Snowmass is a biker's paradise. Whether you're looking for the gravity-defying rush of a world-class downhill trail or a gentle single track through meadows bursting with wildflowers, you'll find it here. From lift-served Gravity Logic-built jump trails to scenic road biking, Snowmass is filled with options that cater to all experience levels and cycling types. The lift-served freeride and downhill trail network at Snowmass Bike Park was recently named a Bronze Level Ride Center by the International Mountain Bicycling Association. In addition to an ever growing local biking community, Snowmass has hosted/continues to host some of the biggest biking events in the nation including the Enduro World Series, the USA Pro Challenge, Big Mountain Enduro, VIDA Women's MTB Clinics, Haute Route, CU Collegiate Cycling races, and more.

Construction has begun on the Snowmass Base Village development, a collaboration between three major players in the mountain resort business: East West Partners, Aspen Skiing Company and KSL Capital Partners. This premier mountain resort development, located at the base of Snowmass Ski Area, is the largest ski resort development currently underway in North America totaling \$600 million dollars with a future 10 buildings planned at the base of Snowmass. Development is currently under way for the 99-room, 11-residence Limelight Hotel, a central public events plaza, a residential condominium building, The Discovery Center, and The Lost Forest. Debuting summer of 2018, the Lost Forest will greatly enhance Snowmass mountain's summer operations with a canopy ziptour, a mountain coaster, a treeline challenge course, a climbing wall, multi-use gathering sites as well as expanded hiking and biking trails.

In 2018, Snowmass Demo Days returns for its fourth season. The 2018 season will feature an industry ride day with complimentary access to Snowmass Bike Park's downhill terrain, two-days of public bike demos and more. Below you will find the tentative schedule for the 2018 event, the 2018 exhibitor registration form and answers to frequently asked questions.

Please do not hesitate to reach out to us directly for additional information. We look forward to welcoming you to Snowmass this summer!

Sincerely,

The Snowmass Demo Days Team

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Demo Days

2018 Exhibitor Schedule

Thursday, June 21

12pm-6pm: Exhibitor Load-In at Base Village Event Lawn

6:30pm-9:00pm: Free Music on Fanny Hill

Friday, June 22

10:00am-4:00pm: Free Day to Set Up and Bike Snowmass

Complimentary Snowmass Bike Park lift access will be provided to all exhibitors for this day

6:00pm-8:00pm: Cocktail Party Hosted by Snowmass Tourism

Saturday, June 23

9:00am-4:00pm: Public Bike Demos

Sunday, June 24

9:00am-4:00pm: Public Bike Demos

4:00pm: Load-Out

*Schedule is tentative and subject to change.



Frequently Asked Questions

1. What does it cost to be an exhibitor at Demo Days?

Participation in Snowmass Demo Days is FREE to exhibitors and to the public. Each exhibitor is responsible for their own transportation, food, lodging and bike park lift tickets (with the exception of the free Snowmass Bike park access day on FRI, June 22).

2. How do I submit my registration form?

Please submit your registration form via email to info@snowmassdemodays.com.

2. Where do I stay in Snowmass Village?

A discounted lodging will be created for exhibitors at the Crestwood Condominiums in Snowmass Village for this event. Information for that will be coming soon! Additional lodging options can also be viewed online at www.gosnowmass.com/lodging or by calling 800-SNOWMASS.

3. What else do I need to be an exhibitor at Demo Days?

All exhibitors are responsible for collecting a signed liability waiver from each participant who demos one of their bikes or products. Snowmass Demo Days does not collect liability waivers from participants. Exhibitors are also encouraged to collect a credit card or ID from each participant to hold as collateral.

4. How many people attend Demo Days?

2015 was the inaugural year for Demo Days. Approximately 400 people attended the 2015 event over the course of 2 days nearly doubling in 2016 to just under 800 participants, and growing again in 2017 to over 1,000 participants. The large majority of participants were over the age of 18, but there was also strong interest among teenagers. Demo Days weekend has broken the summer gondola record for maximum number of riders the past three years in a row!

5. What types of bikes are attendees interested in?

Of the surveyed 2017 participants, the majority of people said they owned/preferred a mountain bike, over half owned/preferred a road bike and/or a downhill bike, and approximately 25% of people owned/preferred other bikes including fat tire bikes.

FAQs Continued

6. What is the average budget for a new bike among attendees?

Of the surveyed 2017 participants who said they were in the market for a new bike last summer, the average budget was \$4,800.

7. What exhibitors have attended in the past?

2015: Cannondale, Clif Bar, Dirlabs, Ibis Cycles, Louis Garneau/Reynolds Cycling, iOmounts, Roaring Fork Mountain Bike Association, Savvy Cycles, Shredly, Smith Optics, Stay Tuned Ski & Sports/Marin, Transition Bikes, Twenty2 Cycles, Yeti Cycles, & YT Industries.

2016: All Good Brand Products, Banshee/MRP, Cima Cycles, Clif Bar, Colorado Electric Bikes/Haibike, Commencal, Defiant Pack, Ellsworth Handcrafted Bicycles, Fuji, Guerrilla Gravity, Intense Cycles, iOmounts, Kona Bicycles, Niner Bikes, nuun hydration, Paradigm Cycle Works, Push Industries, Roaring Fork Mountain Bike Association, Transition Bikes, Voyager Made, Yeti Cycles, YT Industries, & Zen Bikeworks.

2017: Alchemy Bicycle Co., Banshee/MRP, Cannondale, Cima Cycles, Haibike, Commencal, Guerrilla Gravity, Intense Cycles, iOmounts, Kona Bicycles, nuun hydration, REEB Cycles, Roaring Fork Mountain Bike Association, Santa Cruz, Scott, Shredly, Spot Bicycles, Yeti Cycles, YT Industries, & Zen Bikeworks.

