



BIKE AND RUN EXPO 2009

Three days, 7000 square metres, nearly 100 exhibitors, more than 12,000 visitors and 600 km of riding and running are the assessment numbers of the 2nd Bike and Run Expo, held from 11 to 13 December in the Metropolitan Expo.

The magnificent venue - unique in Greece - combined with the really impressive stands of most of the exhibitors, created an exceptional atmosphere that impressed the visitors, setting the standards for future events even higher.

The Bike and Run Expo visitors were given the opportunity, among others:

- to be present at the very first presentation of the new product series of several companies in the area of running, cycling and outdoor activities
- to attend lectures by renowned scientists from the field of coaching, sports nutrition, medical area, etc.,
- to actively participate in charitable activities "redeeming" kilometres and calories to collect money for the charity institutes "Μαζί για το Παιδί" and "Ανοιχτή Αγκαλιά", thanks to the generous sponsorship of the companies DIMAND and ELAIS - UNILEVER HELLAS,
- to climb the 6metres high climbing wall WALLTOPIA,
- to win valuable prizes, such as one of the three KETTLER treadmills, an offer from the company A. Leos SA, worth more than € 5,000 in total,
- to gain knowledge in a wide range of services (coaching, nutrition, etc.)
- to get informed and register to already existing or new events, like the "Alexander The Great" International Marathon, the Sfindami Bike & Run Festival, the P.O.F.Y.O.N. race at 3-5 Pigadia, the Taygetos Challenge etc.
- to take courses related to the coaching process of running, the technique of exercises for stretching and strengthening and learn how to repair their bike,
- to admire the highlights of the greatest Marathons in the world through the photographic exhibition of the American photographer Victah Sailer,
- and finally, to meet friends and acquaintances from their favourite fields, exchanging views and ideas.

The running products someone could find at this year's Bike and Run Expo were shoes, technical clothing and socks, sunglasses, caps and gloves, backpacks, energy supplements and vitamins, bottles and refuelling belts, hydration bags, headlamps, sandals and hiking boots, sports books, treadmills, pharmaceuticals, orthotics and electrotherapy devices for rehabilitation, pain relief, recovery, muscular reinforcement and physical beauty, respiratory reinforcement devices, high altitude conditions simulation devices (lack of oxygen), etc.

The exhibition was attended by many Greek champions, such as our Olympic Champions Chrysopigi Devetzi and Katerina Thanou, as well as Dimitris Theodorakakos and Vassilis Pappaioannou, who helped significantly to the charity work of 'Μαζί για το Παιδί', Kanellos Kanellopoulos and many others.

Without a doubt, the presence of the cycling products inside the exhibition venue was dominant, as, on the one hand cycling companies need much more space for the presentation of their products, while on the other the number of them is much higher than this of running. It is certain that the presence of both running and outdoor companies will be much stronger in the events to come, so that the friends of these specific fields will be highly satisfied.