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## **Headsweats to Sponsor 2015-16 Triathlon Business International Conferences**

*Cincinnati, OH – June 27<sup>th</sup>, 2015* – [Headsweats](#), the world leader in performance headwear for endurance athletes, is pleased to announce their silver sponsorship of the 2015 [Triathlon Business International Global Conference](#), taking place July 9-11, 2015, in Roth Germany, and the 2016 TBI Conference, taking place January 26-28, 2016, in Marina del Rey, CA. Both conferences are produced by [Triathlon Business International](#).

Triathlon Business International is a triathlon industry organization dedicated to promoting the sport and business of triathlon. TBI's members participate in and access conversations that impact the development of triathlon around the world, drive initiatives regarding industry rules and standards; develop statistical data on participation of events and athlete demographics, review products and services of related industries; and access legal, legislative monitoring and action on behalf of all industry suppliers. The organization also hosts multiple national and international events throughout the year dedicated to the sport of triathlon. Headsweats will be a Silver Sponsor of both the Roth Conference and the MDR Conference.

"Triathlon Business International has been tremendous in fostering the growth of the triathlon business, both in the United States and internationally," says Headsweats President, Mike McQueeney. "We're excited to be sponsoring these events and helping to bring even more recognition to this thriving industry."

Each TBI conference attendee will receive a Headsweats custom Supervisor. Additionally, for those looking for a little friendly competition while at the conference, the 2015 TBI Conference in Roth, Germany, coincides with one of the oldest and most legendary triathlon events in the world, the [DATEV Challenge Roth Triathlon](#).

"We are always excited when a company like Headsweats gets involved in the organization and wants to play a leadership role in promoting the sport," said Jack Caress, president of Triathlon Business International. "Headsweats' participation in both our conferences is also a benefit to the attendees who will be able to get and use their leading-edge product."

### About Headsweats

The Headsweats line includes ultra-light, supremely wicking performance headwear that dominates the triathlon, cycling, running and endurance markets. A spirit of innovation and well-developed

partnerships, along with unsurpassed customer service, has established Headsweats as a market leader for more than a decade. With a dedication and commitment to cutting-edge materials, innovative designs and the most comfortable, best fitting headwear in the industry, the Headsweats team is constantly looking towards the future of performance headwear. Keep a cool head. [www.headsweats.com](http://www.headsweats.com)