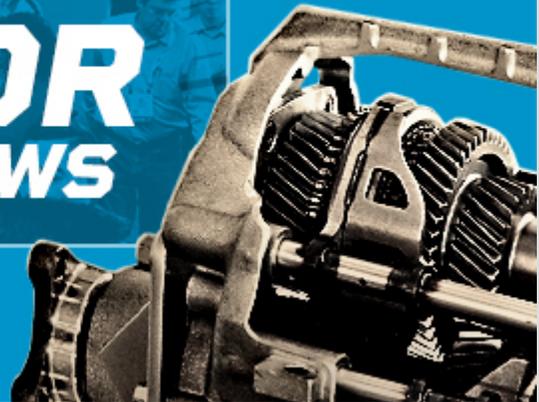


# EXHIBITOR NEWS

**aapecx**  
*ahead of the curve*

NOVEMBER 5-7, 2019  
LAS VEGAS, NV | SANDS EXPO  
#AAPEX19



[EXHIBIT FLOOR MAP](#)

[MOVE-OUT INFO](#)

[EXHIBITOR SERVICES GUIDE](#)

In this newsletter, you'll learn about:

- **Keeping in touch** with the AAPEX mobile app
- **Attending awards ceremonies**
- **Protecting your intellectual property rights** at AAPEX 2019
- **Locating offices** throughout the event
- **Checking out AAPEXedu sessions**
- **Staying in touch** on social media
- **Booth Prep Tips**

## We're Available Throughout AAPEX 2019

Make sure you know where to find us if you have questions or concerns. On the exhibition floor, look for Floor Manager's Desks, and you can always stop by our offices:

### **AAPEX Event Management:**

Sands Expo, Room 305

Saturday, Nov. 2 – Thursday, Nov. 7

7:00 a.m. – 5:30 p.m.

**AAPEX Media Center:**

Casanova, Room 601

Sunday, Nov. 3 – Thursday, Nov. 7

8:00 a.m. – 5:00 p.m.

**Auto Care Association Member Center:**

Sands, Room 201

Monday, Nov. 4

9:00 a.m. – 4:00 p.m.

Tuesday, Nov. 5 – Thursday, Nov. 7

7:30 a.m. – 5:00 p.m.

**AASA/MERA Member Center:**

Sands Expo, Room 102

Monday, Nov. 4 – Thursday, Nov. 7

7:30 a.m. – 5:00 p.m.

**Exhibitor Registration**

Sands Expo, Room 303

Monday, Nov. 4: 7:30 a.m. – 5:00 p.m.

Tuesday, Nov. 5: 7:00 a.m. – 5:00 p.m.

Wednesday, Nov. 6: 7:30 a.m. – 5:00 p.m.

Thursday, Nov. 7: 7:30 a.m. – 4:00 p.m.

**International Buyer Center:**

Casanova, Room 501

Monday, Nov. 4 – Thursday, Nov. 7

7:30 a.m. – 5:00 p.m.

**Import Vehicle Community Member Center:** Sands Expo, Level 2, Booth 42001

Tuesday, Nov. 5 – Thursday, Nov. 7

9:00 a.m. – 5:00 p.m.

**Overseas Automotive Council (OAC) Member Center:** Sands, Room 302

Monday, Nov. 4 – Thursday, Nov. 7

9:00 a.m. – 5:00 p.m.

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**Plan Your Schedule with the Mobile App**

Sponsored by Bolt On Technology, the free AAPEX mobile app helps you make your way around the exhibit floor, see what competitors and colleagues are up to, and receive updates from the event. You can also create your own schedule of the AAPEXedu sessions and networking events you don't want to miss.

This version replaces last year's, so make sure you download the newest AAPEX app!

**DOWNLOAD APP**

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## Celebrate the Best of What's New

Find out if you've won and get ideas for the future while supporting your fellow automotive aftermarket businesses at these awards ceremonies:

**2019 New Product & Packaging Showcases Awards**

Sands Expo, Let's Tech Stage  
Tuesday, Nov. 5, 10:30 – 11:00 a.m.

**2019 Best Booth Awards** Sands Expo,  
Let's Tech Stage  
Wednesday, Nov. 6, 3:30 – 4:30 p.m.

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## Protect Your Intellectual Property Rights at AAPEX

AAPEX organizers have a zero-tolerance policy toward intellectual property infringement. If you have knowledge of a potential infringement, visit the IP office:

### AAPEX IP Office

Sands Expo, Room 304

<b>Monday, Nov. 4:</b>	noon – 5:00 p.m.
<b>Tuesday, Nov. 5:</b>	8:00 a.m. – 5:00 p.m.
<b>Wednesday, Nov. 6:</b>	8:00 a.m. – 5:00 p.m.

Thursday, Nov. 7:

8:00 a.m. – noon

[READ POLICY](#)

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## AAPEXedu Isn't Just for Attendees

You and your team members can attend AAPEXedu sessions, too! Take home knowledge to help grow your business in sessions like “5 Trends in 5 Minutes—Key Trends Impacting the North American Automotive Aftermarket,” “Automotive Aftermarket Online-to-Offline (o2o) Pulse Check,” and “Trade, Regulation and Other Policies Impacting Your Business.” Check out the full lineup below.

[VIEW SCHEDULE](#)

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## Catch up with AAPEX TV-360

Take time to prep for AAPEX 2019—check out topics to catch up with anything you've missed. Refresh your knowledge on lead retrieval, attracting media, getting the most out of the event, and much more. And make sure to watch daily recaps that will come out during AAPEX to catch up on anything you may have missed!

[EXPLORE VIDEOS](#)

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## See the Latest in Reduce, Reuse, and Recycle

Glimpse the future of remanufacturing in the latest AAPEX Blog post. John Chalifoux, President and COO of MERA, The Association for Sustainable Manufacturing,

breaks down examples of remanufactured parts for different industries and describes how reuse will move forward. Check out [the full blog](#) for more details. Stay on the cutting edge of trends, technology, and all the hottest topics in the automotive aftermarket. Visit the AAPEX Blog weekly for the latest news and information from industry experts.

[READ NOW](#)

## Share Your News on Social Media

Have exciting events planned at your booth? Share news, alerts, photos, and more with the AAPEX audience on all our social media platforms. And don't forget to follow social channels, including Facebook Live, to keep up with all the exciting things happening at AAPEX and important updates. Make sure to use #AAPEX19 to increase your reach!



## BOOTH PREP TIPS

Bring your A-game to AAPEX tomorrow! Make sure you have the most productive (and profitable) experience possible as an exhibitor with these tips—and don't forget to share them with your team.

**1**

Be prepared, both mentally and physically. Rest up beforehand and throughout the event, and remember to take short breaks, stay hydrated, wear comfortable shoes, and dress in layers.

**2**

Stay organized while you're at AAPEX.

- Use technology to capture lead information, and prioritize leads so that

you contact the hot leads first.

- Jot down frequently asked questions (and add answers to help your team deliver consistent messaging).
- Take note of what's working well and also what you'll do differently next year.



While at your booth, remember that body language counts. You want to present yourself as approachable and engaged.

- Put your phone away.
- Stand up to greet attendees.
- Avoid crossing your arms, and keep your hands out of your pockets.
- Maintain direct eye contact when talking to prospective customers—but don't forget to blink!
- Don't fidget.

If an issue needs your attention, leave your booth to address the issue rather than looking unavailable or preoccupied.



*AAPEX is a trade-only event and is not open to the general public.*

*AAPEX is co-owned by the [Auto Care Association](#) and the [Automotive Aftermarket Suppliers Association \(AASA\)](#), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA). For more information, visit [www.aapexshow.com](http://www.aapexshow.com) or e-mail: [info@aapexshow.com](mailto:info@aapexshow.com). On social media, follow AAPEX at #AAPEX19.*

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