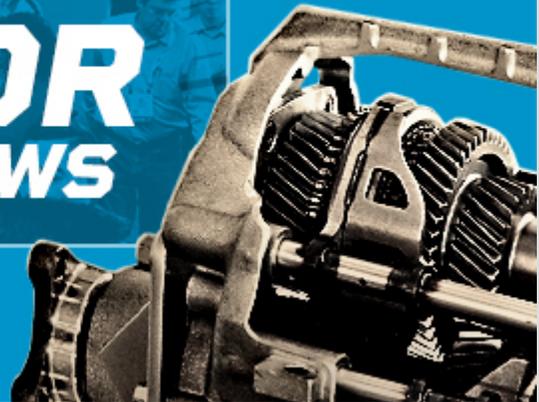


EXHIBITOR NEWS

aapecx
ahead of the curve

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



[BOOK HOTEL](#)

[BOOK FLIGHTS](#)

[REGISTER YOUR PERSONNEL](#)

[EXHIBITOR SERVICES GUIDE](#)

In this newsletter, you'll learn about:

- **How to use CompuLead** on AAPEX TV-360
- **Deadlines** you can't miss
- **Letting AAPEX promote** your booth activities
- **Raising brand awareness** with a sponsorship
- **The latest consumer and market trends** in the AAPEX Blog
- **Staying in touch** on social media
- **Booth Prep Tips**

Leads Don't Stop at AAPEX

In the latest AAPEX TV-360 episode, see how easy it is to use the CompuLead app. A simple scan of the attendee's badge stores all of their information on the app, where you can edit, add notes, and even rank your leads. Best of all, you're not limited to using it at your booth—bring it to social events throughout AAPEX 2019.



You'll also get important details on move-in and move-out procedures and deadlines. Watch the full episode for more information.

[WATCH EPISODE](#)

Exhibitor Deadlines

Keep your budget in check by ordering early and staying on track with critical deadlines. Find all the necessary info in the [Exhibitor Services Guide](#), and don't miss these dates:

- Oct. 10 [Freeman Company Services](#) early bird deadline
- Oct. 11 [Exhibitor Badge Registration](#)
- Oct. 15 [Sands Expo Services](#) early bird deadline
- Oct. 29 [Models/Hostesses \(Judy Venn & Associates\)](#)
- Oct. 31 [Direct Shipments to Sands Expo](#)

[SEE FULL CHECKLIST](#)

Let's Spread the Word About Your Booth



Planning something big at AAPEX, like hosting celebrity appearances, launching new products, or conducting live demos? Email kelly@aapexshow.com and we'll get the word out!

[EMAIL NOW](#)

Reach More Customers as a Sponsor

With an AAPEX 2019 sponsorship, you can raise your company's profile and reach current and potential customers before, during, and after the event. A few opportunities are still available:

- **Exhibitor Outreach Email: \$2,500 – \$7,500**
These fully customizable emails are sent to all registered AAPEX attendees.
- **(NEW) LED Tower/Digital Screen: \$7,500**
Reach attendees with a 10-second static image or video on a three-minute loop in different locations.
- **Attendee Newsletter: \$5,000 – \$7,500**
At least 60,000 attendees receive the AAPEX Newsletter. Sponsorship includes a banner ad in one newsletter that links to your eBooth profile or website. Remaining dates include Oct. 22 and Nov. 4.

[VIEW SPONSORSHIPS](#)

Explore the Latest Consumer and Market Trends



Did you know that as of 2018, light trucks accounted for more than 70% of U.S. light vehicle sales? In this week's blog, Mike Jackson of Original Equipment Suppliers Association (OESA) discusses consumer and market trends driving opportunities for aftermarket businesses. Read the full blog to discover trends to which your customers are paying attention, such as changes in consumer preferences and vehicle sales. Stay on the cutting edge of trends, technology, and all the hottest topics in the automotive aftermarket with weekly AAPEX blog posts. You'll get the latest news and information from industry experts.

READ NOW

Stay Connected Throughout the Event

With AAPEX 2019 right around the corner, conversations are heating up! Keep in touch with attendees at the event and share engaging events or appearances planned at your booth. Use #AAPEX19 to join the conversation.





BOOTH PREP TIPS

We're less than a month out from AAPEX! You've been working hard toward a successful exhibit and have selected your exhibit dream team. Keep a few more things in mind this month to maximize your success:

1

It may seem obvious, but make sure that your exhibit team members are registered to attend AAPEX.

2

Communicate everything you've planned to the personnel supporting your booth—the entire team needs to be aligned with the event goals. For instance:

- Confirm when the team should follow up with prospective leads.
- Review scheduled meetings and determine the objective of each, who will participate, and how everyone involved should prepare.
- Assign staff to attend scheduled events to gather industry insights that could help your business.

3

Go through the Do's and Don'ts while working the booth. A few examples include:

- **Do** ask qualifying questions to determine if an attendee is a prospective customer.
- **Do** take notes and collect the lead's contact information so you can follow up later.
- **Do** wear comfortable shoes.
- **Don't** push your products. Instead, ask insightful questions that will help you understand the prospective customer's challenges or needs, and discuss how the product can solve those challenges.
- **Don't** eat or talk on your cellphone at the booth—potential customers will not want to disturb you.



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 or e-mail: info@aapexshow.com. On social media, follow AAPEX at #AAPEX19.

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