



NOVEMBER 5-7, 2024

THE VENETIAN EXPO & CAESARS FORUM  
LAS VEGAS, NV | #AAPEX24



# SEE THE FUTURE OF AUTOMOTIVE

LEARN MORE



We are thrilled to invite you to collaborate with us on an exciting campaign for AAPEX 2024, the premier global event for the automotive aftermarket industry. As an influential voice in the automotive community, your participation will be instrumental in driving awareness and engagement for this pivotal event.

## CAMPAIGN GOALS

- **Drive Registration:** Encourage your followers to register for AAPEX 2024 before the event.
- **Build Hype:** Generate excitement and anticipation in the months leading up to the event.
- **Show Social Proof:** Create content that can be utilized across our other channels to highlight the buzz around AAPEX 2024.

## POSTING REQUIREMENTS

- **Pre-Event:** Three (3) in-feed posts to drive awareness and registration.
- **On-Site:** Three (3) in-feed posts to drive excitement and awareness.
- **Tagging & Hashtags:** Ensure all posts tag our official AAPEX channels (where applicable) and include the official event hashtag #AAPEX24.

## TALKING POINTS

- **Discover new-to-market solutions:** Be there for product launches and know the trends that can give your business an edge.
- **Get in-person training:** Gain firsthand experience that will help you adapt to changing standards and technology with live simulations and demos.
- **Learn from the experts:** Gain insights on industry trends, emerging technology, business management, and technical advances through informative education sessions and engaging keynotes.
- **Grow your network:** Build and strengthen relationships with peers and vendors from across the United States and around the world.

[WEBSITE](#)

[PHOTOS](#)

[B-ROLL](#)