**SHORT COPY BLURBS**

[I’m/We’re] excited to be heading to AAPEX 2025, and [I/we] can’t wait to see you there! Nothing brings our industry together like AAPEX, where thousands of automotive aftermarket shop owners, technicians, and industry insiders from around the world connect under one roof. Join [me/us] for all the hands-on training and live demos in Joe’s Garage, a massive showcase of new products and innovations, and business insights that will be key as the industry shifts. It all happens Nov. 4-6 in Las Vegas! <https://www.aapexshow.com/attendee-portal/>

OR

[I’ll/We’ll] be at AAPEX 2025 in Las Vegas! Join [me/us] there—it’s the only automotive aftermarket industry event where you can train hands on in a real-world shop setup, meet peers from around the world, get critical updates from industry leaders, and see and source the latest products and technical advances, all in one place. [I/We] look forward to connecting this fall!<https://www.aapexshow.com/attendee-portal/>

**SAMPLE SOCIAL MEDIA POSTS**

**LinkedIn**

Looking forward to connecting with fellow automotive aftermarket pros at #AAPEX25, Nov. 4-6, in Las Vegas! AAPEX is the must-attend event for shop owners, technicians, and everyone in the sector to train hands-on, make key connections, see the latest products from global suppliers, and get critical updates about the future of our industry. Join [me/us]! #AAPEX25 <https://www.aapexshow.com/attendee-portal/>

**Facebook**

Have plans this Nov. 4-6? You do now—join [me/us] at #AAPEX25 in Las Vegas! It’s the ultimate automotive aftermarket industry event to network, train hands-on in a real-world shop setup, and check out the newest products from around the world. See you there! <https://www.aapexshow.com/attendee-portal/>

OR

Join [me/us] @AAPEX in Las Vegas, Nov. 4-6, to access hands-on training, new products, and advancements from the global automotive aftermarket industry! #AAPEX25<https://www.aapexshow.com/attendee-portal/>

**X**

Can’t wait for #AAPEX25! Join [me/us]—plus thousands of shop owners, technicians, and other automotive aftermarket pros headed to Vegas, Nov. 4-6, for the best networking, products, insights, and hands-on training the industry has to offer. Hope to see you there!<https://www.aapexshow.com/attendee-portal/>

OR

[I’ll/We’ll] be @aapexshow in Las Vegas with thousands of automotive aftermarket industry pros. Have you registered yet? Join me/us! #AAPEX25

**Instagram**

Is it time to head to Vegas yet? [I’m/We’re] counting the days to #AAPEX25, where [I’ll/we’ll] be training hands-on with experts, checking out the latest products in action, and staying ready for every shift with automotive aftermarket industry leaders. Hope to see you there!

OR

[I’m/We’re] headed to Vegas this fall with thousands of automotive aftermarket industry pros for @aapexshow. Did you register yet? [I’d/We’d] love to see you there! #AAPEX25

**All Platforms**

Tagging Others Version

[tag another participant with @XXX], will we see you at #AAPEX25? It’s a great chance to connect with industry experts and peers, explore the latest products and advancements, and gain business-accelerating insights. See you there!

OR

@aapexshow brings the automotive aftermarket industry together like no other event. We look forward to connecting with new and old friends across the field like [tag another participant with @XXX] in Las Vegas, Nov. 4-6. See you there!

**SAMPLE EMAIL INVITE**

**Subject Line Options**

Let’s Connect at AAPEX 2025

Let’s Connect in Las Vegas

Will [I/We] See You at AAPEX?

**Copy:**

Hi [First Name],

[I’m/We’re] looking forward to connecting with industry peers at AAPEX 2025 — the automotive aftermarket’s can’t-miss event — November 4-6 in Las Vegas, and [I’d/we’d] love for you to be part of it!

As new advancements and customer expectations come our way, we have to stay ready. That’s why AAPEX brings together thousands of shop owners, technicians, auto parts and technology suppliers, distributors, and retailers from around the world under one roof. Join [me/us] to train hands-on in Joe’s Garage (a real shop setup), see the latest products and innovations to hit the market, and learn game-changing business management tips just for our industry.

It's going to be a big one — more than 140,000 industry professionals will be in Las Vegas during AAPEX — so if you’re thinking about joining [me/us], register for your badge ASAP at aapexshow.com.

Hope to see you there!

[insert company name, or contact name]