

AAPEX2011

fact sheet



ALL THE INDUSTRY > ALL THE PEOPLE > ALL THE PRODUCTS > ALL IN ONE PLACE

Tuesday, November 1 - Thursday, November 3

Sands Expo Center, Las Vegas, Nevada

ALL THE INDUSTRY

AAPEX represents the \$395 billion global motor vehicle aftermarket. Nearly 115,000 professionals from around the globe participate in Automotive Aftermarket Industry Week (AAIW).

AAPEX is where you can reach all of the key decision makers in your target market all in one place. Automotive parts wholesale distributors, retailers, service chains, jobbers and service professionals attend AAPEX.

ALL THE PEOPLE

In 2010:

- 51,126 qualified buyers attended AAPEX/SEMA.
- 12,106 were international and 39,020 domestic.

ALL THE PRODUCTS

Exhibitors: 2,045, Booths: 4,385,
Net Square Feet of exhibit Space 438,000

Manufacturers and suppliers gathering at AAPEX represent: Air Conditioning, Automotive Lighting, Electrical Systems & Batteries, Cooling Systems, Friction & Brake Systems, Undercar, New & Remanufactured Replacement Parts, Suspension & Front End, Engine & Transmission Parts, Appearance Chemicals and Functional Fluids, Equipment & Tools (Including Diagnostic, Hand Tools, Machine Shop, and Service & Installation), Computer Systems & Software, Paint and Body and Retail & Warehouse Fixtures.

ALL IN ONE PLACE

www.aapexshow.com



FACEBOOK QUOTES

Thanks for a great AAPEX Show - Automotive Aftermarket Products Expo! Thanks everyone for stopping by.

– Wessel Industries

Great show this year, gets better every year! Did some business with long-time customers, met some new ones, and even caught up with an old friend who is close by on the East Coast---had to come to AAPEX to meet up!

– Larry Dulude

Such a big show. I am just a little guy in a big industry but learned a huge amount and can take home some good stuff. – Geoffrey Bell

We've been getting a lot of traffic through our booth at AAPEX Show. Great seeing all the people and fans come out in force. – Dannmar Equipment

FRAS-LE is thrilled with all of the show coverage AAPEX Show is posting on Facebook. It's great to see our industry participating in social media! – Steffanie Savine, FRAS-LE Brake Pads and Linings

WHAT BUYERS SAY ABOUT AAPEX

• **Top three** reasons they attend AAPEX:

- **Identify** new suppliers
- **Exposure** to new products
- **Build relationships** with current suppliers
- **90%** of buyers would recommend AAPEX to a colleague
- **80%** of buyers say attending AAPEX impacts their buying decisions

2011 BOOTH FEES:

Minimum Booth Size: 10 Ft. X 10 Ft.

	per sq. ft.
Member rate	\$19.95
Non-member rate	\$34.95

In order to participate in the space draw, your completed contract and deposit must be received by **March 21, 2011**.

INCLUDED IN COST:

- 8 ft. back drapes (except islands)
- 3 ft. side drapes (except islands)
- Company identification sign
- Listing in the printed AAPEX Show Guide produced by Babcox
- Listing on the AAPEX Web site that is searchable by name, product categories and country
- Listing in the electronic interactive show-floor kiosks boards located throughout the show

10 WAYS TO PROMOTE YOUR PRODUCTS AT AAPEX

1. Showcase a new product in the New Product and Packaging Showcase located in the upper lobby of the Sands Expo Center. Includes a listing in the AAPEX Product Extra produced by Advanstar.
2. Promote your brand on the show floor utilizing on-site marketing such as monster banners, aisle signs and much more.
3. Tell your "green" story in the AAPEX Automotive Greenway.
4. Buy a category, or upgrade your listing on the electronic interactive show-floor kiosks boards.
5. Advertise in the AAPEX*Express* show daily and the AAPEX Show Guide.
6. Sponsor education sessions at AAPEX.
7. Purchase a list of international and domestic buyers that fit your profile buyer and send them an invitation to meet with your company at AAPEX.
8. Enter a new packaging design in the New Packaging showcase.
9. Hold a press conference at AAPEX. Get a list of the media attending Industry Week in advance and invite them to your press conference.
10. Watch for new opportunities to promote your products through the AAPEX web site and mobile apps.

SOCIAL MEDIA

facebook

1,131: people who "like" us on Facebook as of Nov. 17, 2010

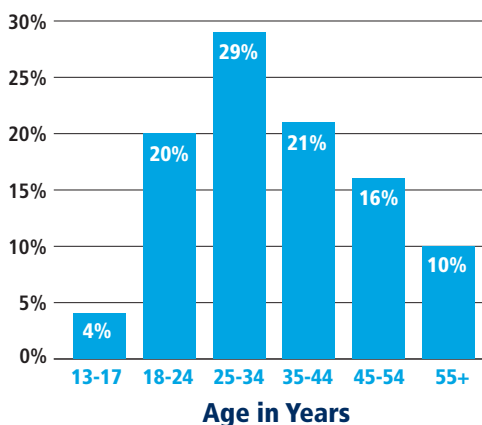
65% male, **35%** female

667: Monthly active users

49: Direct visits to the Facebook page (during show)

20: Countries people viewed Facebook page from: United States, Argentina, Italy, Taiwan, Brazil, Turkey, Canada, India, Mexico, Saudi Arabia, Colombia, Jordan, United Kingdom, Spain, Australia, Germany, France, Philippines, Pakistan, Israel

AAPEX FACEBOOK PAGE USERS



flickr™

18,994: Flickr photo stream views



www.aapexshow.com

Sands Expo Center
Las Vegas, Nevada

SHOW MANAGEMENT:

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SHOW SPONSORS:



IN CONJUNCTION WITH:

