



2021 Import Product and Marketing Awards at AAPEX

2021 Import Product and Marketing Awards

“The first year of participating in the Import Product and Marketing Awards, we won two awards! Not only did this help build credibility in the industry, but also gained a lot of media exposure. We were honored to accept this award and will participate in the future.”

SHEILA STEVENS

Aftermarket Account Executive, ATEQ TPMS Tools



The Import Vehicle Community booth and product showcases are located on Level 2 - Hall D+.

All Import Vehicle Community award entries are seen on display in the highly trafficked space located next to the Import Vehicle Community booth, receiving significant brand visibility for the duration of the AAPEX show.

Award winners receive additional press coverage during the awards presentation on the show floor.

Award trophy for each category will be presented at a press conference and awards presentation during AAPEX with additional recognition at Import Vehicle Community events, AAPEX Express, industry publications and the Import Vehicle Community website.

Submit your entries [online](#).



2021 Import Product and Marketing Awards

Judging Criteria

Categories and Criteria used by an expert judging panel will include:

CATEGORY 1

Best Overall Import Aftermarket Product or Product Line

Commercial success record, widely distributed • Quality reputation • Market demand • Profit potential for the distribution chain • Presentation and packaging

CATEGORY 2

Best New Product or Product Line for Import Cars or Trucks

Innovation/ingenuity in design • Market need and appeal • Quality reputation • Impact on market • Launched between AAPEX 2019 and AAPEX 2021

CATEGORY 3

Best Functional Fluid for Import Cars or Trucks

Packaging and presentation • Market demand • Profit potential for distribution chain • Impact on market • Approvals and/or certifications • Uniqueness

CATEGORY 4

Best New Tool for Repairs on Import Cars or Trucks

Innovation/ingenuity in design • Impact for technicians/consumers • Functionality • Design and presentation • Quality reputation • Launched between AAPEX 2019 and AAPEX 2021

CATEGORY 5

Best Problem-Solver for Import Cars or Trucks

Products manufactured by the OE makers are sometimes prone to premature failure. Solutions to those failures can be found in products manufactured or remanufactured by the auto care industry.

Innovation/ingenuity in design • Shows consumer need • Impact on market with installers • Functionality • Ease of Installation information/instructions • Quality reputation

CATEGORY 6

Best Packaging of a Product for Import Cars or Trucks

Design and presentation • Ease of use • Ease to open and reclose packaging • Packaging quality, sufficient strength to protect product and prevent package degradation • Product identification and labeling to verify contents

CATEGORY 7

Best Merchandising/Advertising of a Product for Import Cars or Trucks

Relevance of advertising platform for campaign strategy • Creativity, design, and presentation of brand messaging • Concept and message relevance on the market • Effectiveness

CATEGORY 8

Best Catalog of a Product Line for Import Cars or Trucks

Design and overall appeal • Overall layout and organization • Comprehensiveness • Useability • Up-to-date coverage • Use of cutting-edge technology

CATEGORY 9

Best Electronic Media for Import Cars or Trucks

This category comprises of all forms of electronic media, including website presentation, social media and mobile app.

Concept & impact • Design, presentation, structure and ease of navigation • Relevance of message • Innovation and ingenuity of electronic media design

NOTE: The same product may be entered into multiple categories.
Multiple products may be entered into the same category.

2021 Import Product and Marketing Awards



Important Dates

Early-Bird Deadline:	Aug. 31
Standard Submissions:	Sept. 1 - Oct. 20
Late Fee:	Oct. 21 - Oct. 29
Judging at AAPEX:	Nov. 1
Awards Presentation:	Nov. 2

Submit Yours Today!



Submit your entries online at
autocare.org/import-vehicle-community/awards

Entry Fees

	Early-Bird (by 8/31)	Standard (after 8/31)
5 or more entries	\$175	\$200
Event sponsor fee	\$200	\$225
Import Vehicle Community member fee	\$250	\$275
Regular entry fee	\$275	\$300
Late entry fee, Oct. 21-Oct. 29		\$200
Optional: Freeman handling fee	\$25/Box	\$25/Box

Questions?

Please review the Rules, Regulations and Entry Guidelines attached.
For any additional questions, please contact Angela Chiang at angela.chiang@autocare.org.

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Submit your entries online at: autocare.org/import-vehicle-community/awards

Entry Form

AWARD CATEGORY

- ☐ 1. Best Overall Import Aftermarket Product or Product Line
- ☐ 2. Best New* Product or Product Line for Import Cars or Trucks
(Market Entry Date ____ / ____)
- ☐ 3. Best Functional Fluid for Import Cars or Trucks
- ☐ 4. Best New* Tool for Repairs on Import Cars or Trucks
(Market Entry Date ____ / ____)
- ☐ 5. Best Problem-Solver for Import Cars or Trucks
- ☐ 6. Best Packaging of a Product for Import Cars or Trucks
- ☐ 7. Best Merchandising/Advertising of a Product for Import Cars or Trucks
- ☐ 8. Best Catalog of a Product Line for Import Cars or Trucks
Type of Catalog
☐ Print
☐ Web
☐ Mobile
- ☐ 9. Best Electronic Media for Import Cars or Trucks

*Date of market entry: In order to be judged as "new," the product must have a date of market entry launched between AAPEX 2019 and AAPEX 2021.

You must be an exhibitor at AAPEX to participate in the Import Product and Marketing Awards.

For more information and to submit the form, please contact/email Angela Chiang at angela.chiang@autocare.org.

Check payments can be mailed to:
Auto Care Association
7101 Wisconsin Ave., Suite 1300
Bethesda, MD 20814

Product Entry Name (as it should appear on printed materials):

Product Entry Description: Describe entry for judge's purpose, use separate sheet, if needed. For packaging, merchandising or advertising entries, describe the attributes of the entry, not the product. Refer to the judging criteria.

Product Entry Photo/Video: Email a photo of the entry to angela.chiang@autocare.org.

Additional guidelines including showcase specifications and product shipping/delivery information can be found in the attached information packet.

COMPANY NAME	CONTACT
STREET	
CITY	STATE/ZIP
WORK PHONE	CELL PHONE (USE AT AAPEX)
EMAIL	
AAPEX BOOTH # (required)	WEBSITE

ENTRY FEES		Early-Bird (by 8/31)	Regular (after 8/31)	Total
5 or more entries	Number of Entries ____ x	\$175	\$200	
Event sponsor fee	Number of Entries ____ x	\$200	\$225	
Import Vehicle Community member fee	Number of Entries ____ x	\$250	\$275	
Regular entry fee	Number of Entries ____ x	\$275	\$300	
Late entry fee, 10/21-10/29	Number of Entries ____ x		\$200	
Optional: Freeman handling fee	Number of Boxes ____ x	\$25/Box	\$25/Box	
Grand Total \$				

METHOD OF PAYMENT

☐ Check enclosed \$ (payable to Auto Care Association)

Please charge my: ☐ Visa ☐ MasterCard ☐ AmEx

CREDIT CARD #

EXP. DATE

CVV

CARDHOLDER'S NAME

SIGNATURE

2021 Import Product and Marketing Awards

Participant Release and Acknowledgement (“Acknowledgement”)

The undersigned, _____, (*insert name and company*) (the “Company”), in consideration of the Company being permitted to make submissions to and participate in the 2021 Automotive Aftermarket Products Expo (“AAPEX”) Import Product and Marketing Awards (the “Contest”), sponsored by the Import Vehicle Community (“IVC”) of the Auto Care Association (the “Association”), hereby represents, warrants, covenants, acknowledges and agrees as follows:

1. I am authorized by the Company to execute this Acknowledgement on behalf of and to bind the Company.
2. The Company plans to participate in the Contest by a submission or submissions (“Submission(s)”) in one or more of the Contest categories identified and described at autocare.org/import-vehicle-community/awards (the “Contest Site”), for consideration in the Contest. The Company’s Submission(s) shall be made as described at the Contest Site and shall be judged by one or more volunteer judges for the Contest selected from representatives of members of the Association and IVC.
3. Company agrees to fully comply with all Contest rules and requirements as set forth at the Contest Site and acknowledges that failure to fully comply with the Contest Rules may result in disqualification from the Contest.
4. Company acknowledges and agrees that the Submission(s) may be displayed by IVC and the Association, in the form submitted by Company, at the 2021 AAPEX Show in the Import Vehicle Community Import Product and Marketing Awards Showcases.
5. The Company hereby fully and forever releases and discharges the Association and IVC, and their respective affiliates, directors, members, officers, shareholders, employees, agents, and insurers, and all others involved in the Contest (collectively referred to in this Acknowledgement as “Releasees”) from any and all losses, damages, claims (including negligence claims), demands, lawsuits, expenses, and any other liability of any kind, of or to the Company, directly or indirectly arising out of or in connection with the Submissions and the Company’s participation in the Contest.
6. The Company hereby represents and warrants that (a) the Company is the legal and lawful holder of all intellectual property or other proprietary rights in and to the Submissions and all matters contained therein, (b) none of the foregoing violate or infringe on the intellectual property or other proprietary rights of any third party; and (c) provision of the Submissions for consideration in the Contest by IVC, the Association and the Contest judges does not violate and will not violate any intellectual property or other proprietary rights of any third party.
7. The Company hereby covenants and agrees to defend, indemnify, hold harmless and reimburse the Releasees from and for all damages, losses, costs, or expenses (including legal fees) incurred by any of the Releasees or paid by them to any person (including to the Company or its insurers) in respect of any loss, damage or claim, however caused resulting from, arising out of, or otherwise in connection with (a) the Company’s participation in the Contest or (b) a claim by any third party that the Submission(s) or their inclusion in the Contest violates the intellectual property or other proprietary rights of any third party.
8. This Acknowledgement and all matters arising in connection with the Contest shall be governed by the laws of the State of Maryland.

In Witness Whereof, I have signed and agreed to this Acknowledgement for myself and on behalf of the Company as of the date set forth below.

Company: _____

Representative’s Name: _____

Title: _____

Date: _____

2021 Import Product and Marketing Awards

Rules, Regulations and Entry Guidelines

Thank you for your entry(s) into the 2021 Import Product and Marketing Awards Program. Please review the information below in its entirety. If you have any questions, please contact Angela Chiang at the Auto Care Association at angela.chiang@autocare.org.

SUBMISSION PROCESS AND REQUIREMENTS

Please enter all products online at www.autocare.org/import-vehicle-community/awards.

You must be an exhibitor at AAPEX to participate in the Import Product and Marketing Awards.

For each entry:

- Submit a description of your product or other supporting material (links to demonstrations, videos, etc.).
- Submit one high resolution photo/video to be used in promotional material (*optional*).
- At AAPEX, bring the product to the Import Vehicle Community Booth on Level 2, Hall D+, Booth #A37001.

See product entry drop-off details below.

CATEGORY 8 - BEST CATALOG ENTRIES

PRINT CATALOGS	For entries submitted: Bring 3 copies to AAPEX. <i>See product entry drop off details below.</i> One copy will be reserved for display in the showcase.
WEB CATALOGS	In your product entry description, please provide: <ul style="list-style-type: none"> • Web URL • Password (if needed) You may use a free-standing photo or graphic card to represent your electronic catalog for display in the showcase. <i>See "Product Showcase Display" details below.</i>
MOBILE APP CATALOGS	In your product entry description, please provide: <ul style="list-style-type: none"> • App Name • Mobile App Platform (iOS and/or Android) You may use a free-standing photo or graphic card to represent your electronic catalog for display in the showcase. <i>See "Product Showcase Display" details below.</i>

PRODUCT ENTRY DROP-OFF AT AAPEX: **MONDAY, NOVEMBER 1, 2021** between 7 a.m. – 11 a.m.

- Drop-off entries at the Import Vehicle Community Booth on Level 2, Hall D+, Booth #A37001.
- Entries received after 11 a.m. will be displayed but not judged. Entries received after 3 p.m. are not guaranteed to be displayed.
- There will be no live demos on-site.
- Do not send your product to the Auto Care Association.
- Optional – We highly recommend utilizing Freeman's AAPEX shipping/delivery service. *See details below.*

PRODUCT ENTRY PICK-UP AT AAPEX: **THURSDAY, NOV. 4, 2021** between 5 p.m. – 5:30 p.m.

- Pick up entries at 5 p.m. at the Import Vehicle Community Booth on Level 2, Hall D+, Booth #A37001.
- All unclaimed items not picked up by 5:30 p.m. will be donated to a charity selected by show management.

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PRODUCT SHOWCASE DISPLAY: AAPEX Level 2, Hall D+, Booth #A37001

- Entries must not exceed max dimensions of 17"H x 24"W x 24"D; max. weight is 75 pounds.
- All entries can also include an optional graphic card to display in the showcase next to the product. The graphic card can include the photo/description, must be sturdy and free-standing, and include an easel or stand.
- For entries too large/heavy or entries that do not have a physical product (including merchandising/advertising, electronic catalog, website, and mobile app), please provide a graphic card for display purposes (see details in second bullet directly above).



Example of product showcase display

PRESS CONFERENCE AND AWARDS PRESENTATION AT AAPEX

- Winning entries will be notified on Monday early evening, Nov. 1, 2021 after judging.
- A representative for each winning entry needs to be present at the press conference and awards presentation on Tuesday, Nov. 2, 2021 at 2 p.m. at the Import Vehicle Community Booth on Level 2, Hall D+, Booth #A37001.
- Press releases for winning entries can be issued anytime after the awards presentation.

OPTIONAL: Freeman Shipping/Delivery Handling Service

- Freeman offers a shipping/delivery handling service to receive, store and deliver your package to the booth in time for judging.
- Cost is \$25 per box and can be requested when you submit your entry online.
- Send your tracking information to angela.chiang@autocare.org.
- Entries must be received by Freeman by Friday, Oct. 29, 2021.

FOR DELIVERIES ON AND BEFORE OCT. 27	FOR DELIVERIES ON OR AFTER OCT. 28
SHIP TO: AAPEX 2021 (11/2/21) / IVC Booth #A37001 c/o Freeman Co. 6675 West Sunset Road Las Vegas, NV 89118 Attn: Ted Merich (702-491-0567)	SHIP TO: AAPEX 2021 (11/2/21) / IVC Booth #A37001 Sands Expo Center c/o Freeman Co. 201 East Sands Avenue Las Vegas, NV 89169 Attn: Ted Merich (702-491-0567)

If you have any questions, please contact Angela Chiang at the Auto Care Association at angela.chiang@autocare.org.