



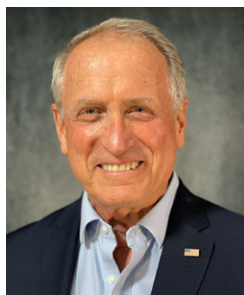
2022

Sponsorship

Opportunities



Letter from our Chairman



Valued Members, Partners, and Sponsors,

Over the past two years, businesses and industries around the country faced unprecedented challenges from supply chain disruptions and geopolitical uncertainty to labor shortages and financial hardships. It was a tough year, to say the least.

2022 has been just as demanding and challenging but our industry is known for our ability to adapt quickly. Our vision and values at the Import Vehicle Community remains the same as we are committed to develop and deliver opportunities to increase your business's profitability and prospects.

We are excited and grateful for the chance to come together again and support the needs of the automotive aftermarket import community. We've designed several sponsorship opportunities aimed at leveraging your presence at our networking reception, luncheon, and on the show floor, in addition to year-long exposure on our website and educational programming. These sponsorships will amplify your marketing goals and get your brand in front of current partners and new customers.

I'm excited to see everyone at our events this year and share what we've learned during the past year. I'd also like to thank our gracious past sponsors, without whose support our events wouldn't be nearly as successful.

On behalf of the Import Vehicle Community, we value your consideration and look forward to working together to make these events engaging, impactful, and transformative. Thank you for helping us bring the automotive aftermarket import community together again!

Steve Hughes

President and CEO, HCS International
Chairman, Import Vehicle Community

Thank You to Our 2021 Sponsors

GOLD



SILVER



BRONZE



“ We have sponsored Import Vehicle Community’s events for the past 10 years because of the strong ROI year over year. Seeing my company’s logo throughout the luncheon and reception increased awareness and was a talking point for new business contacts.

There is simply no better opportunity that provides the brand exposure, networking and business building opportunities with the industry’s top executive leadership at AAPEX.”

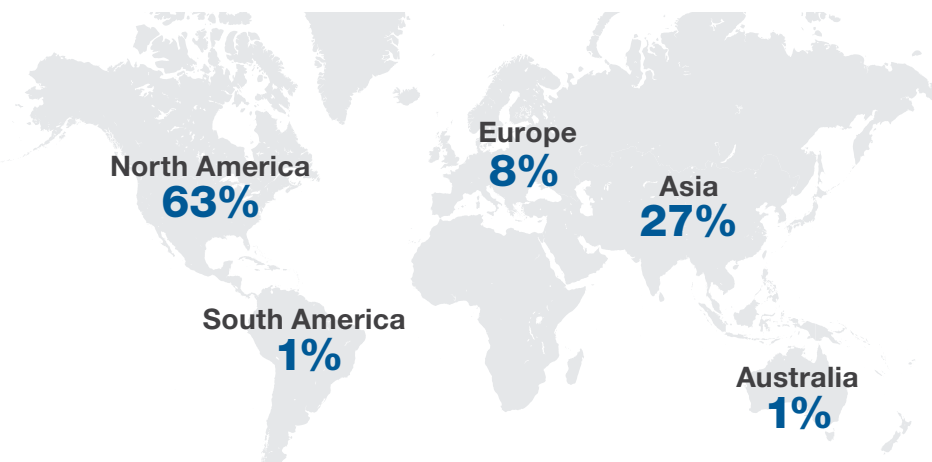
JOHN TREECE
President and CEO, DMA Sales, LLC
(Sponsor for 10 years)

AT A GLANCE: MEMBERS AND EVENT ATTENDEES

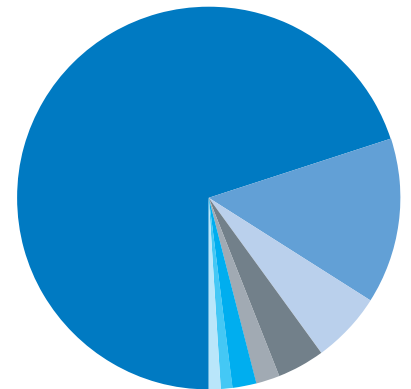
ANNUAL GLOBAL REVENUE

Under \$2 million	26%
\$2.1 million - \$10 million	35%
\$10.1 million - \$100 million	24%
\$100.1 million - \$1 billion	6%
\$1.1 billion - \$10 billion	8%
Over \$10.1 billion	1%

MEMBER PRESENCE AROUND THE WORLD



DIVERSITY OF MEMBER COMPANY TYPES



Sponsorship Opportunities at AAPEX 2022

Import Vehicle Community Events

FABULOUS NETWORKING RECEPTION (FNR)

Tuesday, Nov. 1, 2022, Venetian Hotel

The Fabulous Networking Reception is the premier networking event during AAPEX for the import community with executives representing the global aftermarket industry.

LUNCHEON AND AWARDS PROGRAM

Wednesday, Nov. 2, 2022, Venetian Hotel

Our prestigious Luncheon and Awards Program, attended by leading industry executives, features an industry update and awards presentation honoring men and women who have made significant contributions to the import automotive aftermarket.

IMPORT PRODUCT AND MARKETING AWARDS SHOWCASES

Tuesday, Nov. 1 - Thursday, Nov. 3, 2022

AAPEX, Sands Expo

The Import Product and Marketing Awards recognize innovative products and marketing concepts designed to serve the import aftermarket. Our product showcases offer three-day long visibility on the AAPEX show floor to more than 2,500 exhibitors and aftermarket professionals.

Why Sponsor?

- **Network** with top U.S. and global executives in the import community
- **Build brand awareness** and highlight your product offerings and services to decision-makers
- **Find new customers** and directly interact with prospects
- **Enhance** your vendor relationships
- **Reconnect** with existing customers
- **Create** a touchpoint for post-event follow-up
- **Expand your brand** and increase credibility as an organization
- **Share perspectives** on challenges and opportunities facing the industry and the import segment

Have Another Idea?

We invite you to work with us to package a sponsorship opportunity to fit your organization's needs and marketing goals.

“Being a gold sponsor is the best value for money at AAPEX in getting your brand in front of attendees. It exceeded our expectations – logo placement throughout the events increased visibility for our business. We were impressed by how organized, attended, and informative the luncheon and reception were. A good place to exchange information and keep updated on industry trends while meeting new business contacts.”

LENNART SCHUCK
Global Aftermarket Manager, Stabilus

Sponsorship Opportunities at AAPEX 2022 (continued)



PREMIER SPONSORSHIP

LUNCHEON AND AWARDS PROGRAM

Wednesday, Nov. 2, 2022

Venetian Hotel

**PREMIER
SPONSORSHIP
INVESTMENT:
\$20,000**

Our prestigious Luncheon and Awards Program, attended by leading industry executives, features an industry update and awards presentation honoring men and women who have made significant contributions to the import automotive aftermarket.

We encourage you to submit sponsorship orders and payment directly on our [website](#).



PACKAGE HIGHLIGHTS:

Featured Partnership Benefits & Year-Round Visibility

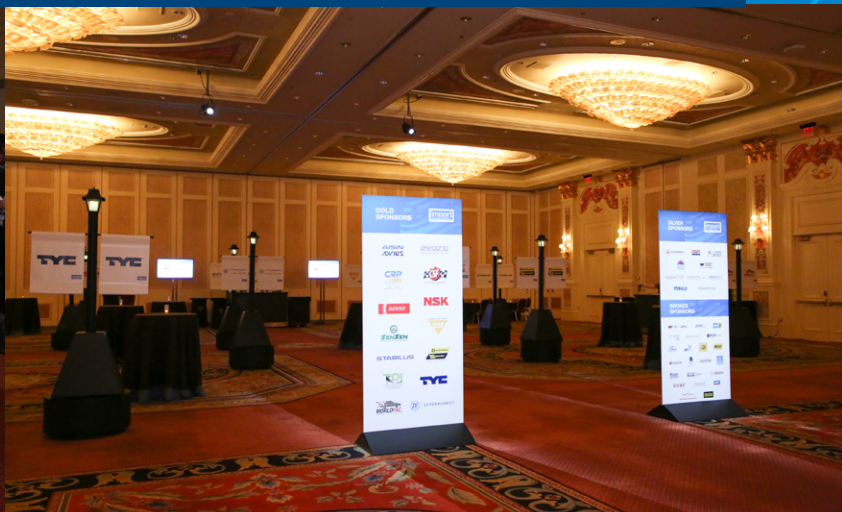
- Invitation as presenter/panelist on Import Vehicle Community "Coffee and Conversation" audio series on a topic affecting the import aftermarket industry*
- Promotional video and/or logo, link and sponsor description (50 words) on Import Vehicle Community's sponsor website

Luncheon Event Experience and Visibility at AAPEX

- One-minute promotional video or ten-minute presentation during the luncheon on a topic affecting the import aftermarket industry*
- 10 tickets to attend the luncheon with premier seating
- One piece of sponsor-produced collateral at each place setting*
- Logo and "Sponsored by Company Name" in luncheon on-site program at each place setting
- Logo featured on event signage set on luncheon stage and outside the luncheon at high traffic areas
- Logo featured on event podium
- Logo inclusion in slideshow recognizing all sponsors
- Logo and sponsor description (50 words) included in pre-event email promotion
- Logo and "Sponsored by Company Name" featured on invitation/ticket

**Topic and sponsor collateral must be approved by the Import Vehicle Community Executive Leadership Council.*

Sponsorship Opportunities at AAPEX 2022 (continued)



PREMIER SPONSORSHIP

FABULOUS NETWORKING RECEPTION (FNR)

Tuesday, Nov. 1, 2022

Venetian Hotel

PREMIER SPONSORSHIP INVESTMENT:

\$15,000

The Fabulous Networking Reception is the premier networking event during AAPEX for the import community with executives representing the global aftermarket industry.

We encourage you to submit sponsorship orders and payment directly on our [website](#).



PACKAGE HIGHLIGHTS:

Featured Partnership Benefits & Year-Round Visibility

- Invitation as presenter/panelist on Import Vehicle Community "Coffee and Conversation" audio series on a topic affecting the import aftermarket industry*
- Promotional video and/or logo, link and sponsor description (50 words) on Import Vehicle Community's sponsor website

Reception Event Experience and On-Site Visibility

- Signature drink using sponsor's name
- Branded logo on custom beverage napkins
- 15 tickets to reception
- Logo featured on event signage inside the reception and outside the reception at high traffic areas
- Logo inclusion in slideshow recognizing all sponsors
- Logo and sponsor description (50 words) included in pre-event email promotion
- Logo and "Sponsored by Company Name" featured on invitation/ticket

*Topic must be approved by the Import Vehicle Community Executive Leadership Council.

Sponsorship Opportunities at AAPEX 2022 (continued)



PREMIER SPONSORSHIP

IMPORT PRODUCT AND MARKETING AWARDS SHOWCASES

**Tuesday, Nov. 1, –
Thursday, Nov. 3, 2022**

AAPEX, Sands Expo

**PREMIER
SPONSORSHIP
INVESTMENT:
\$15,000**

The Import Product and Marketing Awards recognize innovative products and marketing concepts designed to serve the import aftermarket. Our product showcases offer three-day long visibility on the AAPEX show floor with more than 163,000 automotive aftermarket professionals.

We encourage you to submit sponsorship orders and payment directly on our [website](#).



PACKAGE HIGHLIGHTS:

Featured Partnership Benefits & Year-Round Visibility

- Invitation as presenter/panelist on Import Vehicle Community “Coffee and Conversation” audio series on a topic affecting the import aftermarket industry*
- Promotional video and/or logo, link and sponsor description (50 words) on Import Vehicle Community’s sponsor website

Awards Showcase Experience and On-Site Visibility

- Logo and “Sponsored by Company Name” featured on multiple display showcases located on the show floor
- Recognition by emcee during award winners presentation and press conference on Tuesday, Nov. 1 at the Import Vehicle Community booth on the show floor
- Logo inclusion in video featuring award winners shown during Luncheon and Awards program
- Logo and sponsor description (50 words) included in pre-event email promotion

*Topic must be approved by the Import Vehicle Community Executive Leadership Council.

Sponsorship Opportunities at AAPEX 2022 (continued)



IMPORT VEHICLE COMMUNITY MEMBER COMPANIES

The Import Vehicle Community offers gold, silver and bronze sponsorship opportunities for member companies to increase exposure and visibility for your brand in front of key industry professionals in the import community.

GOLD SPONSORSHIP INVESTMENT

**Tuesday, Nov. 1, –
Thursday, Nov. 3, 2022**
AAPEX, Sands Expo

**GOLD
SPONSORSHIP
INVESTMENT:
\$5,500**

PACKAGE HIGHLIGHTS:

Luncheon Experience and On-Site Visibility

- Logo placement on signage located on luncheon stage
- Logo featured on luncheon invitations/tickets
- Logo featured in slideshow at luncheon recognizing all sponsors
- Logo, sponsor name, description (3-4 bullet points, 50 words) and contact information in luncheon on-site program at each place setting
- Logo on event signage (tiered) outside the luncheon at high traffic areas
- 10 tickets to the luncheon

Networking Reception Experience and On-Site Visibility

- Designated “stations” with logo signage for visibility and to facilitate networking opportunities (Exclusive to Gold Sponsorship only)
- Logo featured on reception invitations/tickets
- Logo inclusion in slideshow looped during reception recognizing all sponsors
- Logo on event signage (tiered) inside the reception and outside the reception at high traffic areas
- 15 tickets to the reception

Additional Sponsor Benefits & Year-Round Visibility

- Logo featured in pre-event email promotion
- Recognition sponsor ribbons for AAPEX badges
- Discount on Import Product and Marketing Awards Program entries (for AAPEX exhibitors)
- Logo featured on Import Vehicle Community's sponsor website (year-round July to June)
- Recognition on Import Vehicle Community hosted webinars, educational programming and “Community Forum” discussions during Auto Care Association Leadership Days

Sponsorship Opportunities at AAPEX 2022 (continued)



IMPORT VEHICLE COMMUNITY MEMBER COMPANIES

The Import Vehicle Community offers gold, silver and bronze sponsorship opportunities for member companies to increase exposure and visibility for your brand in front of key industry professionals in the import community.

SILVER SPONSORSHIP INVESTMENT

**Tuesday, Nov. 1, –
Thursday, Nov. 3, 2022**

AAPEX, Sands Expo

**SILVER
SPONSORSHIP
INVESTMENT:**

\$3,750

PACKAGE HIGHLIGHTS:

Luncheon Experience and On-Site Visibility

- Logo placement on signage located on luncheon stage
- Sponsor name listed on luncheon invitations/tickets
- Logo inclusion in slideshow at luncheon recognizing all sponsors
- Sponsor name, description (2 bullet points, 30 words) and contact information in luncheon on-site program at each place setting
- Logo on event signage (tiered) outside the luncheon at high traffic areas
- 5 tickets to the luncheon

Networking Reception Experience and On-Site Visibility

- Sponsor name listed on reception invitations/tickets
- Logo inclusion in slideshow looped during reception recognizing all sponsors
- Logo on event signage (tiered) inside the reception and outside the reception at high traffic areas
- 10 tickets to the reception

Additional Sponsor Benefits & Year-Round Visibility

- Logo featured in pre-event email promotion
- Recognition sponsor ribbons for AAPEX badges
- Discount on Import Product and Marketing Awards Program entries (for AAPEX exhibitors)
- Logo featured on Import Vehicle Community's sponsor website (year-round July to June)
- Recognition on Import Vehicle Community hosted webinars, educational programming and "Community Forum" discussions during Auto Care Association Leadership Days



IMPORT VEHICLE COMMUNITY MEMBER COMPANIES

The Import Vehicle Community offers gold, silver and bronze sponsorship opportunities for member companies to increase exposure and visibility for your brand in front of key industry professionals in the import community.

BRONZE SPONSORSHIP INVESTMENT

**Tuesday, Nov. 1, –
Thursday, Nov. 3, 2022**

AAPEX, Sands Expo

**BRONZE
SPONSORSHIP
INVESTMENT:**

\$2,000

PACKAGE HIGHLIGHTS:

Luncheon Experience and On-Site Visibility

- Logo placement on signage located on luncheon stage
- Sponsor name listed on luncheon invitations/tickets
- Logo inclusion in slideshow at luncheon recognizing all sponsors
- Sponsor name, description (1 bullet point, 15 words) and contact information in luncheon on-site program at each place setting
- Logo on event signage (tiered) outside the luncheon at high traffic areas
- 2 tickets to the luncheon

Networking Reception Experience and On-Site Visibility

- Sponsor name listed on reception invitations/tickets
- Logo inclusion in slideshow looped during reception recognizing all sponsors
- Logo on event signage (tiered) inside the reception and outside the reception at high traffic areas
- 5 tickets to the reception

Additional Sponsor Benefits & Year-Round Visibility

- Logo featured in pre-event email promotion
- Recognition sponsor ribbons for AAPEX badges
- Discount on Import Product and Marketing Awards Program entries (for AAPEX exhibitors)
- Logo featured on Import Vehicle Community's sponsor website (year-round July to June)
- Recognition on Import Vehicle Community hosted webinars, educational programming and "Community Forum" discussions during Auto Care Association Leadership Days

Sponsorship Opportunities at AAPEX 2022 (continued)

GOLD/SILVER/BRONZE SPONSORSHIP

	GOLD	SILVER	BRONZE
Luncheon Experience and On-Site Visibility			
Tickets to the luncheon	10 Tickets	5 Tickets	2 Tickets
Recognition on luncheon invitations/tickets	Logo Featured	Company Name Listed	Company Name Listed
Logo inclusion in slideshow at luncheon	Featured	Standard	Standard
Luncheon on-site program	Company Logo, Description	Company Name Listed, Description	Company Name Listed, Description (Limited)
Logo on event signage (tiered)	●	●	●
Logo placement on signage located on stage	●	●	●
Networking Reception Experience and On-Site Visibility			
Networking stations with logo signage	●		
Tickets to the reception	15 Tickets	10 Tickets	5 Tickets
Recognition on reception invitations/tickets	Logo Featured	Company Name Listed	Company Name Listed
Logo inclusion in slideshow at reception	●	●	●
Logo on event signage (tiered) inside the reception and outside the reception at high traffic areas	●	●	●
Additional Sponsor Benefits & Year-Round Visibility			
Logo (tiered) in event promotion emails	●	●	●
Recognition sponsor ribbons for AAPEX badges	●	●	●
Discount on Import Product and Marketing AwardsProgram entries (for AAPEX exhibitors)	●	●	●
Logo on Import Vehicle Community's sponsor website (year-round)	●	●	●
Recognition on Import Vehicle Community hosted educational programming and "Community Forum" discussions	●	●	●

We encourage you to submit sponsorship orders and payment directly on our [website](#).



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CONTACT NAME:

COMPANY:

ADDRESS:

CITY:

STATE:

ZIP:

EMAIL:

PHONE:

Please check the box of your preferred sponsorship opportunity:

Luncheon and Awards Program Sponsorship	<input type="checkbox"/>	\$20,000
Fabulous Networking Reception (FNR) Sponsorship	<input type="checkbox"/>	\$15,000
Import Product and Marketing Awards Showcases Sponsorship	<input type="checkbox"/>	\$15,000
Gold Sponsorship	<input type="checkbox"/>	\$5,500
Silver Sponsorship	<input type="checkbox"/>	\$3,750
Bronze Sponsorship	<input type="checkbox"/>	\$2,000

PAYMENT INFORMATION

CHARGE TO: ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ INVOICE ME

NAME ON CARD:

CARD NUMBER:

EXP:

CVV:

SIGNATURE:

DATE:

We look forward to partnering with you!

For more information and to submit the form, please contact/email Angela Chiang at angela.chiang@autocare.org or by phone at 301-654-6664, ext. 1057

Make checks payable to and mail to:
Auto Care Association
7101 Wisconsin Avenue, Suite 1300
Bethesda, MD 20814