



A COMMUNITY OF THE AUTO CARE ASSOCIATION

**2023 Import Product
and Marketing Awards
at AAPEX**

2023 Import Product and Marketing Awards



Enter the Import Product and Marketing Awards Program for a unique opportunity to showcase your brand and gain valuable exposure and recognition within the industry.

Recognition of Award Winners

- Presented awards trophy during Import Vehicle Community Awards Ceremony at AAPEX
- Coverage in industry press release and AAPEX Express
- Recognition on Import Vehicle Community website
- Featured in industry publications
- Highlighted in video featuring award winners



For over two decades, our clients have benefited from participating in the Import Product and Marketing Awards, gaining increased recognition and attention from customers and prospects. By entering the awards program, companies demonstrate their commitment to the product, benefiting both the company and its distribution partners. Additionally, it serves as a well-deserved acknowledgment for the engineers, product managers, and marketing and sales team members who have contributed to the product's success.”

SUE SPENCER Media Manager, Barolin + Spencer Marketing Communications

Submit your entries [online](#).



Judging Criteria

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

CATEGORY 1

Best Overall Aftermarket Product or Product Line for Import Vehicles

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

CATEGORY 2

Best New Product or Product Line for Import Vehicles

Innovation/ingenuity in design • Market need and appeal • Launched between AAPEX 2022 and AAPEX 2023

CATEGORY 3

Best Functional Fluid for Import Vehicles

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

CATEGORY 4

Best New Tool for Repairs on Import Vehicles

Innovation/ingenuity in design • Impact for technicians/consumers • Functionality
• Design and presentation • Launched between AAPEX 2022 and AAPEX 2023

CATEGORY 5

Best Problem-Solver for Import Vehicles

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 • Functionality • Ease of installation information/instructions

CATEGORY 6

Best Packaging of a Product or Product Line for Import Vehicles

Design and presentation • 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 or Product Line for Import Vehicles

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 Vehicles

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 Vehicles

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 (from the same company) may be entered into the same category.

2023 Import Product and Marketing Awards



Eligibility

All AAPEX exhibitors are invited to submit their products in the Import Product and Marketing Awards Program showcases. All product and marketing entries must be designed to fit import nameplate vehicles. This includes parts manufactured both domestically and internationally.

Important Dates

Early-Bird Discount Deadline:	Aug. 31
Standard Submissions:	Sept. 1 - Oct. 20
Late Entry Fee:	Oct. 23 - Oct. 27
Judging at AAPEX:	Oct. 30
Awards Presentation at AAPEX:	Oct. 31

Submit Yours Today!



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

Entry Fees

	Early-Bird (by Aug. 31)	Standard (after Aug. 31)
5 or more entries	\$175	\$200
Import Vehicle Community sponsor fee	\$200	\$225
Import Vehicle Community member fee	\$250	\$275
Regular entry fee	\$275	\$300
Late entry fee: Oct. 23 - Oct. 27	XXXXXXXXXX	\$400
Optional: Freeman handling fee	\$25/Box	\$25/Box

Questions?

Please review Awards Submission and Guidelines attached. For any additional questions, please contact Angela Chiang at angela.chiang@autocare.org.

Awards Submission and Guidelines

Thank you for your entry into the 2023 Import Product and Marketing Awards Program. Please review the information below. If you have any questions or concerns, 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*).
- Drop-off entries at the Import Vehicle Community Booth on AAPEX Level 2, Venetian Ballroom, Booth #42001.
See product entry drop-off details below.

CATEGORY 8 - BEST CATALOG ENTRIES

PRINT CATALOGS	<p>For each print catalog entry:</p> <ul style="list-style-type: none"> • 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	<p>In your product entry description, please provide:</p> <ul style="list-style-type: none"> • Web URL; a QR code is highly recommended • Password (if needed) <p>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></p>
MOBILE APP CATALOGS	<p>In your product entry description, please provide:</p> <ul style="list-style-type: none"> • App Name • Mobile App Platform (iOS and/or Android) <p>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></p>

PRODUCT ENTRY DROP-OFF AT AAPEX: **MONDAY, OCT. 30, 2023** between 7 a.m. – 10 a.m.

- Drop-off entries at the Import Vehicle Community Booth on Level 2, Venetian Ballroom, Booth #A42001.
- Entries received after 10 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. 2, 2023** between 5 p.m. – 5:30 p.m.

- Pick up entries at 5 p.m. at the Import Vehicle Community Booth on Level 2, Venetian Ballroom, Booth #A42001.
- All unclaimed items not picked up by 5:30 p.m. will be handled by show management at their discretion.

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PRODUCT SHOWCASE DISPLAY: AAPEX Level 2, Venetian Ballroom, Booth #42001

- 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

AWARDS CEREMONY AT AAPEX: TUESDAY, OCT. 31, 2023 at 1 p.m.

- Winning entries will be notified on Monday early evening, Oct. 30, 2023 after judging.
- A representative for each winning entry needs to be present at the awards presentation on Tuesday, Oct. 31, 2023 at 1 p.m. at the Import Vehicle Community Booth on AAPEX Level 2, Venetian Ballroom, Booth #42001.
- Company 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.
- The Freeman handling service cost is \$25 per box and can be requested when you submit your entry.
- Send your tracking information to angela.chiang@autocare.org.
- Entries must be received by Freeman by Friday, Oct. 27, 2023.

FOR DELIVERIES ON AND BEFORE OCT. 25

SHIP TO:

AAPEX - IVC Booth #A42001
c/o Freeman Company
Attn: Ted Merich (703-491-0567)
6675 West Sunset Road
Las Vegas, NV 89118

FOR DELIVERIES OCT. 26-OCT. 27

SHIP TO:

AAPEX - IVC Booth #A42001
c/o Freeman Company
Attn: Ted Merich (703-491-0567)
Sands Expo
201 East Sands Avenue
Las Vegas, NV 89169

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

2023 Import Product and Marketing Awards

 **SUBMIT YOUR ENTRIES ONLINE AT:**
autocare.org/import-vehicle-community/awards

Offline Entry Form

AWARD CATEGORY

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

*Date of market entry: In order to be judged as "new," the product must have a date of market entry launched between AAPEX 2022 and AAPEX 2023.

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)	Standard (after 8/31)	Total
5 or more entries	Number of Entries ___ x	\$175	\$200	
Import Vehicle Community 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, 10/23-10/27	Number of Entries ___ x	XXXX	\$400	
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	

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 2022 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 2023 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: _____