

import
VEHICLE COMMUNITY

A COMMUNITY OF THE AUTO CARE ASSOCIATION

2023

Sponsorship

Opportunities



Letter from our Chairman



Valued Members, Partners and Sponsors,

The Import Vehicle Community is thrilled to bring together the import community once again during our events at AAPEX 2023 in Las Vegas, Nev. We want to express our sincere gratitude for the unwavering support of our community members and past sponsors, whose contributions have been integral to the success of our programs and events.

We are honored to share this year's sponsorship prospectus as an opportunity for you to increase your brand awareness, create valuable networking touchpoints, and demonstrate your commitment to the industry and the import community's initiatives.

Your support is essential in helping us achieve our goals and elevating the relevance of the Import Vehicle Community and our industry. We are dedicated to working closely with you to develop a partnership that is mutually beneficial and aligns with your business goals. Please review the sponsorship prospectus and reach out to us with any questions or to discuss your specific needs.

We believe that by partnering with the Import Vehicle Community, you will not only make a significant impact on the industry, but also position your organization as a leader and trusted partner in the import vehicle segment. We are truly grateful for the trust you have placed in us and look forward to the opportunity to continue our partnership.

Thank you in advance for your support.

Vinay Mamidi

Vice President, CSF
Chairman, Import Vehicle Community

Thank You to Our 2022 Sponsors

PREMIER

WORLD PAC 

GOLD

brake experts
BRAKE EXPERTS

CRP
AUTOMOTIVE
AAE | REIN
PENTOSIN | AJUSA

CSF
Cooling Experts

SENSER
DMA
PRODUCTS, L.L.C.
BUILT ON PASSION
ATLAS LIFT
SPEEDY STRUT

NSK

IMC
POWERED BY Parts Authority

STABILUS

TPI
TRUE PARTS INC.
THE OE EQUIVALENT

TYE

ZE AFTERMARKET
LEMFOERDER | SACHS | TRW | WABCO

SILVER

CHINA
AUTO GROUP
A Mobile Technology Company

Continental

Hengst
FILTER

DENSO

import**CAR**

MAHLE



BOSCH

SCHAEFFLER

EUROPEAN PARTS MASTERS
SSF

STANDARD

BRONZE

AISIN
ADVICS

BILSTEIN 

Delphi
Technologies
by **BorgWarner**

FCP EURO

febi
bilstein

gpd
Global Parts Distributors, LLC

FORVIA


idemitsu

IDF

KARLYN STI
STEERING, SUSPENSION & CHASSIS SPECIALTY PARTS

LIQUI
MOLY

MTSUBISHI

NA Williams

Nissens
DELIVERING THE DIFFERENCE

SIDEM
Experts know why 

Stan Padover
Associates, Inc.

“ 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.”

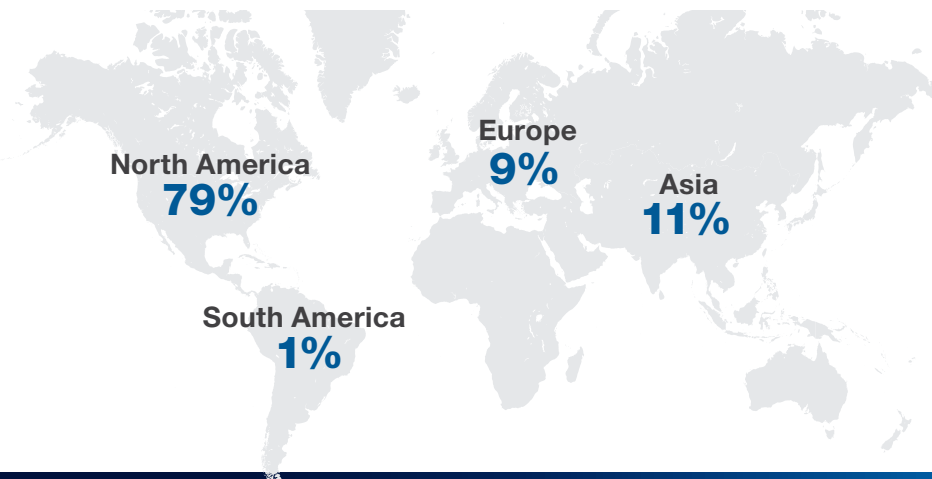
JOHN TREECE
President and CEO, DMA Industries, LLC
(Sponsor for more than 10 years)

AT A GLANCE: MEMBERS AND EVENT ATTENDEES

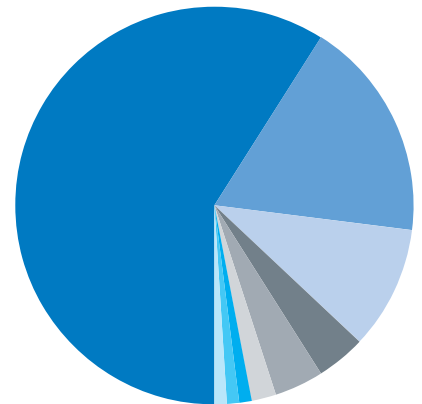
ANNUAL GLOBAL REVENUE

Under \$2 million	29%
\$2.1 million - \$10 million	27%
\$10.1 million - \$100 million	22%
\$100.1 million - \$1 billion	13%
\$1.1 billion - \$10 billion	6%
Over \$10.1 billion	2%

MEMBER PRESENCE AROUND THE WORLD



DIVERSITY OF MEMBER COMPANY TYPES



- Manufacturer/Reman | 59%
- Importer/Distributor | 18%
- Technology/Service Provider | 10%
- Manufacturers' Rep | 4%
- Retail | 4%
- Government/Organization | 2%
- Repair/Service Center | 1%
- Media | 1%
- Other | 1%

Import Vehicle Community Events

FABULOUS NETWORKING RECEPTION (FNR)

Tuesday, Oct. 31, 2023, 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. 1, 2023, Venetian Hotel

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

IMPORT PRODUCT AND MARKETING AWARDS SHOWCASES

Tuesday, Oct. 31 - Thursday, Nov. 2, 2023

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 with more than 163,000 automotive aftermarket professionals.

Why Sponsor?

- **Connect** with top U.S. and global executives in the import community and gain exclusive access to events
- **Increase brand awareness** and showcase your product and services to key decision-makers
- **Form strategic partnerships** for new business opportunities and engage directly with prospects
- **Demonstrate** your commitment to industry events and initiatives
- **Expand** your brand and increase credibility as an industry leader
- **Strengthen** vendor relationships and **create** valuable touchpoints for post-event follow-up
- **Establish** your company's leadership position in the industry
- **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 the 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



PREMIER SPONSORSHIP

LUNCHEON AND AWARDS PROGRAM

Wednesday, Nov. 1, 2023

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 individuals 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:

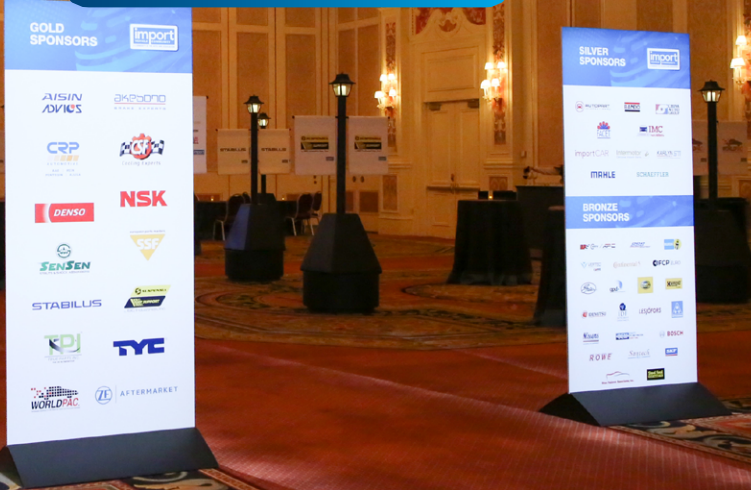
Luncheon Event Experience and Visibility at AAPEX

- One-minute promotional video (provided by sponsor) 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 “Sponsored by Company Name” featured on invitation/ticket

Featured Partnership Benefits and Year-Round Visibility

- Promotional video (provided by sponsor) and/or logo, link and sponsor description (50 words) on Import Vehicle Community’s sponsor website
- Logo and sponsor description (50 words) included in pre-event email promotion
- Recognition sponsor ribbons for AAPEX badges
- Logo featured on Import Vehicle Community’s sponsor website (year-round July to June)
- Recognition on Import Vehicle Community hosted programming and “Community Forum” discussions during Auto Care Association Leadership Days.

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



PREMIER SPONSORSHIP

FABULOUS NETWORKING RECEPTION (FNR)

Tuesday, Oct. 31, 2023

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:

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 "Sponsored by Company Name" featured on invitation/ticket

Featured Partnership Benefits and Year-Round Visibility

- Promotional video (provided by sponsor) and/or logo, link and sponsor description (50 words) on Import Vehicle Community's sponsor website
- Logo and sponsor description (50 words) included in pre-event email promotion
- Recognition sponsor ribbons for AAPEX badges
- Logo featured on Import Vehicle Community's sponsor website (year-round July to June)
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PREMIER SPONSORSHIP

IMPORT PRODUCT AND MARKETING AWARDS SHOWCASES

**Tuesday, Oct. 31, –
Thursday, Nov. 2, 2023**

AAPEX, Sands Expo

**PREMIER
SPONSORSHIP
INVESTMENT:
\$10,000**

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:

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

Featured Partnership Benefits and Year-Round Visibility

- Promotional video (provided by sponsor) and/or logo, link and sponsor description (50 words) on Import Vehicle Community’s sponsor website
- Logo and sponsor description (50 words) included in pre-event email promotion
- Recognition sponsor ribbons for AAPEX badges
- Logo featured on Import Vehicle Community’s sponsor website (year-round July to June)
- Recognition on Import Vehicle Community hosted 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.

GOLD SPONSORSHIP INVESTMENT

**Tuesday, Oct. 31, –
Thursday, Nov. 2, 2023**

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

- 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 and 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 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.

SILVER SPONSORSHIP INVESTMENT

**Tuesday, Oct. 31, –
Thursday, Nov. 2, 2023**

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 and 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 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, Oct. 31, –
Thursday, Nov. 2, 2023**

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 and 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 programming and "Community Forum" discussions during Auto Care Association Leadership Days.

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			
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 and Year-Round Visibility			
Logo (tiered) in event promotion emails	●	●	●
Recognition sponsor ribbons for AAPEX badges	●	●	●
Discount on Import Product and Marketing Awards Program entries (for AAPEX exhibitors)	●	●	●
Logo on Import Vehicle Community's sponsor website (year-round)	●	●	●
Recognition on Import Vehicle Community hosted 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"/>	\$10,000
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