awda+ experience
TWO OPPORTUNITIES
DURING AAPEX | NOV. 3-5, 2020
VIRTUAL EVENT | NOV. 16-19, 2020
WHO WE ARE

The Automotive Warehouse Distributors Association (AWDA) was founded in 1947 and is the oldest organized group of warehouse distributors and their respective suppliers of parts, accessories and other supplies for the motor vehicle aftermarket. AWDA’s 600+ members represent thousands of locations.

WHAT WE DO

AWDA represents the interests of traditional distribution within the Auto Care Association. Through networking, leadership opportunities and cross-channel communication, AWDA members provide policy advice, input and support to the Auto Care Association and the aftermarket industry at-large.

ONE CONFERENCE, TWO EXPERIENCES, UNLIMITED OPPORTUNITIES!

In unusual times like this, flexibility and the freedom to adapt to a changing environment are essential. Few could argue that our industry – and the world – have experienced change on a monumental scale this year. But the business rollercoaster has not lessened the value of interaction with peers and business partners. In fact, quite the opposite is true. For 73 years, AWDA’s Annual Conference has delivered on the promise of valuable interaction through its efficient and highly effective one-on-one meetings. We fully intend to continue that tradition in 2020, but this year, that value will be delivered with even more creativity as we strive to provide members with programs and benefits that meet their specific needs and desires.

INTRODUCING ONE CONFERENCE, TWO EXPERIENCES, UNLIMITED OPPORTUNITIES!

By combining a traditional face-to-face meeting experience with a full-blown virtual conference, AWDA is providing members with maximum flexibility and value this fall.

EXPERIENCE 1: Face-to-Face at AAPEX in Las Vegas | Nov. 3-5, 2020

AWDA will shift its traditional dates for 2020 and schedule face-to-face meetings between WDs and vendors concurrently with AAPEX, Nov. 3-5. Meetings will be held either in the vendors’ AAPEX booths or in modular meeting rooms conveniently located adjacent to the AAPEX show floor.

EXPERIENCE 2: Virtual One-on-One Meetings and Conference | Nov. 16-19, 2020

Following Industry Week, AWDA will host a full complement of one-on-one meetings during a virtual event with pre-scheduled appointments being conducted via private video conferences. Also included will be AWDA’s time-honored awards ceremony, member recognition and leadership updates.
2020 AWDA EXPERIENCE

BENEFITS OF ONE CONFERENCE, TWO EXPERIENCES

Taking advantage of both the face-to-face and virtual experiences provides the ultimate value. Each venue has its own strong point: different, but complementary and mutually supportive. The face-to-face meetings now occurring during AAPEX and outside of the Venetian guest suites allow for consolidated travel resulting in efficiency, safety and cost savings. The virtual AWDA event broadens reach and now offers total access to all of your significant stakeholders.

The AWDA Conference allows members to take advantage of the experience – face-to-face, virtual or both – that best meets your individual needs, all for a single registration fee!

Unlimited delegates welcome! Company-based registration for WDs, vendors and reps will allow for unlimited company delegates, ensuring that all members can assign the right person to each meeting, either virtually or face-to-face during AAPEX. Come one, come all!

FROM THE 2019 CONFERENCE...

WD Attendee Titles
(OF THE JOB TITLES PROVIDED)

- 44% General Manager/Director
- 22% Executive VP/VP
- 21% Owner/President/CEO
- 8% Chairman/CFO/COO/CIO/CTO
- 5% Other

91% of the 2019 WDs received a meeting with their #1 vendor request*

1,995 business meetings scheduled in 2019

1,330 hours of private and high-level contact between business partners

*where the vendor also requested to meet with that WD
**COMPANY FEES:**
Both opportunities included

| WAREHOUSE DISTRIBUTOR COMPANIES (WDs) | $800 |
| VENDOR COMPANIES* Exhibitors | $2,600 |
| Non-AAPEX Exhibitors | $6,000 |
| MANUFACTURERS’ REP FIRMS | $1,000 |

*Only vendor companies with at least a 10’x10’ AAPEX booth may participate in both AWDA during AAPEX and the AWDA virtual event. Non-AAPEX attending vendors may only participate in the AWDA virtual event.

**ADDITIONAL COMPANY FEES**

<table>
<thead>
<tr>
<th>AWDA DURING AAPEX</th>
<th>NOV. 3-5, 2020</th>
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<tbody>
<tr>
<td>MODULAR MEETING ROOM*: $1,000</td>
<td></td>
<td>ONE-ON-ONE PER MEETING FEE: $105</td>
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<tr>
<td>*If needed, vendors reserve a modular meeting room to host meetings instead of AAPEX booth. Rooms are 12’x12’ and include one 72” round table and six chairs.</td>
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**DURING AAPEX COMPANY FEES INCLUDE:**

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<th>WAREHOUSE DISTRIBUTORS (WDs)</th>
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<tr>
<td>Unlimited attendees from your company</td>
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<tr>
<td>AAPEX/SEMA Badges for each attendee</td>
</tr>
<tr>
<td>One-on-one meeting scheduling services</td>
</tr>
<tr>
<td>AWDA Grab n’ Go Meals</td>
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<th>VENDORS (Manufacturers/Business Services)</th>
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<tr>
<td>All scheduled one-on-one meetings</td>
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<th>MANUFACTURERS’ REP FIRMS</th>
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<td>Attendance at one-on-one meetings <em>(when invited by manufacturers)</em></td>
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<tr>
<td>AWDA Grab n’ Go Meals</td>
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**VIRTUAL EVENT COMPANY FEES INCLUDE:**

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<td>General Session and Presentation of Awards</td>
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<td>Pre-arranged virtual conference calls for each meeting</td>
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<tr>
<td>First four scheduled one-on-one meetings</td>
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**COMPANY PARTICIPATION REQUIREMENTS FOR BOTH OPPORTUNITIES**

Requirements for WD participation:
- Must purchase, warehouse and distribute (re-sell) motor vehicle parts and supplies primarily to repair shops.
- Must be current AWDA community members of the Auto Care Association or a shareholder of a major program group (Alliance, Pronto, Federated, Network) with a special invitation to attend.

Requirements for Vendor participation:
- Must sell to or through traditional distribution channels.
- Must be current members of the AWDA community of the Auto Care Association.
- Must reserve at least one (1) 10’x10’ exhibit booth at AAPEX to participate in AWDA during AAPEX.
- Must sell direct to at least seven AWDA WD members or be approved by at least one major program group.
- Must be selected by eight or more registered WDs in order to continue participation.

Fees for vendors who fail to meet this minimum will be fully refunded.

Requirements for Manufacturers’ Rep Firms participation:
- Must be current members of the AWDA community of the Auto Care Association.
### STEPS AND DEADLINES

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<tr>
<td>Nov. 3-5, 2020</td>
<td>Register Your Company</td>
<td>Aug. 7, 2020</td>
</tr>
<tr>
<td>Aug. 7, 2020</td>
<td>Reserve Your Venetian Hotel Room Online <a href="http://www.autocare.org/awdaconference">www.autocare.org/awdaconference</a></td>
<td>n/a</td>
</tr>
<tr>
<td>Aug. 7, 2020</td>
<td>VENDORS: Enter Company Profile in Meetmax Scheduling Site  Access to MeetMax will be sent with company confirmation email.</td>
<td>Aug. 21, 2020</td>
</tr>
<tr>
<td>Aug. 10, 2020</td>
<td>VENDORS: Contact WDs to Secure Requests</td>
<td>Aug. 24, 2020</td>
</tr>
<tr>
<td>Aug. 10, 2020</td>
<td>WDs to Receive Link to Request and Rank Vendors Online  Request/rankings will be made online through MeetMax scheduling site.</td>
<td>Aug. 24, 2020</td>
</tr>
<tr>
<td>Aug. 21, 2020</td>
<td>Deadline for WDs to Request/Rank Vendors Online</td>
<td>Sept. 4, 2020</td>
</tr>
<tr>
<td>Aug. 24, 2020</td>
<td>Vendors Begin to Request and Rank WDs Online  Request/rankings made online through MeetMax scheduling site. List of WDs requesting to meet with your company will be displayed in MeetMax.</td>
<td>Sept. 8, 2020</td>
</tr>
<tr>
<td>Sept. 4, 2020</td>
<td>Deadline for Vendors to Request/Rank WDs Online</td>
<td>Sept. 18, 2020</td>
</tr>
<tr>
<td>Sept. 18, 2020</td>
<td>WDs Review Number of Requests to Possibly Increase Teams</td>
<td>Oct. 2, 2020</td>
</tr>
<tr>
<td>By Sept. 30, 2020</td>
<td>One-on-One Automated Schedules will be Sent</td>
<td>By Oct. 14, 2020</td>
</tr>
<tr>
<td>Oct. 5, 2020</td>
<td>Self-Scheduling Phase Begins  Companies may return to MeetMax and manually cancel/request meetings.</td>
<td>Oct. 19, 2020</td>
</tr>
<tr>
<td>Oct. 23, 2020</td>
<td>Self-Scheduling Ends</td>
<td>Nov. 6, 2020</td>
</tr>
</tbody>
</table>

### CANCELLATION/REFUND POLICY
Full refunds will be processed for cancellations received by 5 p.m. ET on Friday Oct. 2, 2020. Cancellations received before 5 p.m. ET on Oct. 16, 2020 will receive a 50% refund. No refunds after 5 p.m. ET on Friday Oct. 16, 2020.
When and where do the one-on-one meetings take place?

**AWDA During AAPEX | Nov. 3-5, 2020**
- Fifteen total pre-scheduled meeting slots and five optional self-scheduled meeting slots
  - Five pre-scheduled slots on Tuesday, Nov. 3.
  - Five optional self-scheduled slots on Wednesday, Nov. 4.
  - Five pre-scheduled slots on Wednesday, Nov. 4.
  - Five pre-scheduled slots on Thursday, Nov. 5.
- Each meeting is 30 minutes in length. There is 15 minutes of travel time between consecutive meetings.
- Meetings will either be held in the vendor’s AAPEX booth or in a modular meeting room located adjacent to the AAPEX show floor.
- Modular meeting rooms will be 12’x12’ and feature a 72” round table and six chairs.

**AWDA Virtual Event | Nov. 16-19, 2020**
- Twenty-one pre-scheduled virtual meeting slots over three days. Seven meeting slots per day.
- Virtual meetings begin at 11 a.m. ET and are 40 minutes in length.
- Each meeting begins on the hour with the last meeting beginning at 5 p.m. ET.
- Each virtual meeting will be given its own unique virtual conference link.

How are the one-on-one meetings scheduled?
The AWDA conference utilizes the MeetMax Online Scheduling software. MeetMax is a user-friendly interface that allows you to select your preferred companies and rank them according to your interest level. The software assesses each companies’ rankings and then generates schedules based on mutual selections resulting in quality, preferred appointments for both distributors and suppliers.

**Notable features include:**
- **Company Opt-Outs:** Opportunity to anonymously “opt-out” of meeting with a certain company and prevent a meeting being scheduled between the two of you. Limit three opt-outs per company.
- **Self-Scheduling:** Once schedules are created, there is now an opportunity to manually request a meeting to fill any remaining available time slots.

What if our company would like to bring multiple teams to engage in the one-on-one meetings?
If bringing multiple generic teams (i.e., Team 1, Team 2, or Team 3), simply indicate that number in the AWDA company registration form.

If bringing multiple teams with either a specific business function (i.e., Generic Company – Marketing Team, Generic Company – IT Team), please be sure that those teams have a unique log-in to the MeetMax online scheduling system. They will be treated as a separate company to ensure that companies are specifically selecting and ranking them. These teams will receive their own specific schedule.

**CANCELLATION/REFUND POLICY**
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AWDA DURING AAPEX SCHEDULE

MONDAY, NOVEMBER 2, 2020
12 p.m. - 6 p.m.  Registration

TUESDAY, NOVEMBER 3, 2020
7:30 a.m. - 8:50 a.m.  AAPEX Opening General Session (separate ticket required)
11 a.m. - 1 p.m.  AWDA Lunch (Grab n’ Go optional)
1 p.m. - 4:30 p.m.  AWDA Pre-Scheduled One-on-One Time Slots #1-5

WEDNESDAY, NOVEMBER 4, 2020
9 a.m. - 12:30 p.m.  AWDA Optional Self-Scheduled One-on-One Time Slots
11 a.m. - 1 p.m.  AWDA Lunch (Grab n’ Go optional)
1 p.m. - 4:30 p.m.  AWDA Pre-Scheduled One-on-One Time Slots #6-10

THURSDAY, NOVEMBER 5, 2020
8 a.m. - 11:30 a.m.  AWDA Pre-Scheduled One-on-One Time Slots #11-15

AWDA VIRTUAL EVENT

MONDAY, NOVEMBER 16, 2020  (all times ET)
4 p.m. - 5 p.m.  General Session and Presentation of Awards

TUESDAY, NOVEMBER 17, 2020  (all times ET)
11 a.m. - 5 p.m.  AWDA Pre-Scheduled One-on-One Time Slots #1-7

WEDNESDAY, NOVEMBER 18, 2020  (all times ET)
11 a.m. - 5 p.m.  AWDA Pre-Scheduled One-on-One Time Slots #8-14

THURSDAY, NOVEMBER 19, 2020  (all times ET)
11 a.m. - 5 p.m.  AWDA Pre-Scheduled One-on-One Time Slots #15-21

* Each meeting is 40 minutes in length and starts on the hour.

AWDA HOTEL INFORMATION/RESERVATION INFO

OFFICIAL AWDA HOTEL RESERVATION BLOCK
The Venetian Resort & Casino, 3355 S Las Vegas Blvd., Las Vegas, NV 89109
AWDA Group rate is $299 (king bed)/$334 (2 beds) plus a daily discounted resort fee of $27 (normally a $45 charge).
Deadline to reserve at the group rate is Aug. 7, 2020 (first come, first served).
Reserve at autocare.org/awdaconference.

AWDA HOTEL ACCOMMODATIONS

Leah Jones
Auto Care Association
Meetings Department
leah.jones@autocare.org

QUESTIONS & MORE INFORMATION

Visit autocare.org/awdaconference for registration information.

Refer to the following contact list for information concerning specific features of the 73rd Annual AWDA Business & Education Conference.

Tel: 301-654-6664
Fax: 301-654-3299
autocare.org/awdaconference

AWDA CONFERENCE REGISTRATION AND ONE-ON-ONE MEETINGS

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Heather DellaPenna
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Meetings Department
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Danielle King
Auto Care Association
Meetings Department
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AAPEX SHOW

Jessica Finnerty
Auto Care Association
Trade Show/Events Department
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AWDA PROGRAMS/GENERAL CONFERENCE INFORMATION

Larry Northup
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Freda Jones
Auto Care Association/AWDA
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Being held during AAPEX, the AWDA Conference Nov. 3-5, 2020 will be in accordance with efforts and steps taken by AAPEX noted here: aapexshow.com/attendee-portal/onsite-health-and-safety/.

Situations and guidelines are continuously being monitored and at this time*, attendees may expect the following:

- **Masks:** The wearing of masks will be enforced and masks will be provided for attendees or exhibitors who do not have one.
- **Aisles:** Increased trade show floor aisle width and added directional signage to make main aisles one-way.
- **Cleaning and Sanitation:** The Venetian Resort, Sands Expo and Caesars Forum will have more hand sanitizer stations available throughout their facilities and you will see an increase in regular cleaning of high-touch areas throughout AAPEX. [View Venetian Clean Commitment](#).
- **Social Distancing:** Seating capacities and plans will be reviewed event-by-event to ensure physical distancing is compliant with the CDC and state recommendations.
- **Temperature Checks:** Thermal scanners for non-invasive temperature checks at all entrances to the Venetian Resort and Sands Expo Center.

*This information will be expanded as we approach November. Please visit AAPEX’s “Onsite Health & Safety” site regularly: aapexshow.com/attendee-portal/onsite-health-and-safety/.

**Best Practices:**

Know how to protect yourself and others with CDC’s guidelines: [cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/prevention](#).

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**PLEASE DO NOT ATTEND THE AWDA CONFERENCE/AAPEX IF YOU HAVE TESTED POSITIVE FOR THE COVID-19 ILLNESS OR ARE EXHIBITING ANY FLU-LIKE SYMPTOMS. PLEASE SEEK MEDICAL GUIDANCE AND CARE IMMEDIATELY.**

*as of June 15, 2020*