conference information

May 3-6, 2020
Hyatt Regency Seattle • Seattle, Wash.
Come to the 2020 ACPN Knowledge Exchange...

the ONLY conference devoted to the automotive content industry!

The Automotive Content Professionals Network (ACPN), a community of the Auto Care Association, is a professional network providing education and leadership opportunities for content management professionals. The ACPN Knowledge Exchange Conference is a three-and-a-half day conference that provides unique and focused training courses and opportunities to enhance skills, knowledge and capabilities for attendees. Attendees can expect educational and technical breakouts, keynote speakers, general sessions, a solutions-finding trade show and collaborated networking with the industry’s content leaders.

why attend?

Attended by most major manufacturers, remanufacturers, distributors, retailers, e-commerce and parts experts, the ACPN Knowledge Exchange conference provides:

- Unique and focused opportunities to learn;
- Sharing best practices;
- Networking opportunities with peers; and
- Interaction with service providers.

Catalog managers can learn how to develop more accurate catalogs, gain insights on more efficient production processes and learn new technology and techniques, which will ultimately help them and their companies:

- Sell more products;
- Reduce costs; and
- Increase efficiencies.

Be a part of the 2020 ACPN Knowledge Exchange, May 3-6 in Seattle, Washington!
why attend?

2019 ACPN MEMBERSHIP / CONFERENCE ATTENDEE COMPOSITION

- 201 Manufacturers/Remanufacturers
- 100 Software Solution/Content Related Service Providers
- 28 Speakers/Social Guests/Auto Care Staff
- 61 Distributors/Retailers/E-Commerce

390 Members/Attendees

ACPN MEMBER/CONFERENCE ATTENDEES

- 57% Percent of attendees from 2018 that returned in 2019

PERCENT OF ATTENDEES THAT HAVE RETURNED MORE THAN 1 TIME (2007-2019)

3X
4X
5X
6X
7X
8X
9X
10X

50%

Conference Attendance

REGULAR ATTENDEES

EXHIBITOR ATTENDEES

<table>
<thead>
<tr>
<th>Year</th>
<th>Regular</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>230</td>
<td>93</td>
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<tr>
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<td>287</td>
<td>97</td>
</tr>
<tr>
<td>2018</td>
<td>290</td>
<td>100</td>
</tr>
</tbody>
</table>

* Regular Attendees - Manufacturers, Remanufacturers, Distributors and Retailers
* Exhibitor Attendees - Software Solution and Content Related Service Providers
conference events

educational events

Boot Camp – The boot camp kicks off the Knowledge Exchange on Sunday afternoon prior to all sessions and breakouts providing the foundations (or a refresher) for the Auto Care Technology Standards. This session is highly recommended for first-time attendees or those new to the industry.

General Sessions
• **Keynote Speakers** – Listen to experiences and insight from industry and non-industry titans.
• **Auto Care Update** – Get a first look into new initiatives and endeavors made by the Auto Care Association for Technology Standards.

ACPN University Breakouts – The conference provides multiple tracks/breakouts allowing attendees to individualize their experience and choose courses specific to their interests and needs.

Learning Lounge – The Learning Lounge provides a space for individuals to watch training presentations, network and relax during the Vendor Trade Show.

awards and acknowledgments

Awards Ceremony – ACPN Awards recognize the best examples of cataloging in the automotive aftermarket in the following categories:
• Web
• ACES and PIES Data
• Receiver’s Choice
• CCPN Installer’s Choice
For more information visit [www.autocare.org/acpn](http://www.autocare.org/acpn).

ACP Graduation –
The ACP Graduation occurs at the end of the conference on Wednesday morning, recognizing individuals who have completed the ACP Designation. The conference provides an opportunity to meet and network with these individuals.
Visit [www.northwood.edu](http://www.northwood.edu) for more information.
vendor trade show

The Tuesday Vendor Trade Show provides exhibitors and attendees the opportunity to network, discuss best practices, and cutting-edge initiatives and technology in the industry. If you are looking for new software and/or services to take your product content to the next level, the vendor trade show is a must!

networking events

**First-Time Attendee Orientation and Reception** – For those new to the ACPN community or a first-time attendee to the conference, this informal gathering is a great way to meet the ACPN committee members and learn helpful tips on how to get the most out of the conference.

**Welcome Reception** – All attendees gather to network and make connections.

**Hospitality Suites (X3)** – The Hospitality Suites provide attendees a place to meet, relax and enjoy refreshments at the end of each conference day.

**Coffee Breaks** – Sponsored pick-me-ups between sessions. Network, recharge and enjoy.

**Chairman’s Dinner** – Always a good time, this dinner allows attendees to enjoy a few games, great food and drinks.
Dress will be business casual for all events.

**sunday may 3, 2020**

- 12 p.m. - 5:30 p.m. Registration
- 1:30 p.m. - 3:30 p.m. Boot Camp
- 4:30 p.m. - 5:30 p.m. First-Time Attendee Orientation and Reception
- 5:30 p.m. - 7 p.m. Welcome Reception
- 7 p.m. - 9 p.m. Dinner on Your Own
- 9 p.m. - 11 p.m. Hospitality Suite

**monday may 4, 2020**

- 7 a.m. - 8 a.m. Continental Breakfast
- 8 a.m. - 9:45 a.m. General Session
- 9:45 a.m. - 10:45 a.m. ACPN University Breakouts
- 11 a.m. - 12 p.m. ACPN University Breakouts
- 12 p.m. - 1:30 p.m. Lunch on Your Own
- 1:30 p.m. - 2:15 p.m. General Session
- 2:30 p.m. - 3:30 p.m. ACPN University Breakouts
- 3:45 p.m. - 4:45 p.m. ACPN University Breakouts
- 7 p.m. - 9 p.m. Chairman's Dinner
- 9 p.m. - 11 p.m. Hospitality Suite

**tuesday may 5, 2020**

- 7:30 a.m. - 8:30 a.m. Continental Breakfast
- 8:30 a.m. - 9:30 a.m. General Session
- 9:30 a.m. - 9:45 a.m. Content Excellence Awards
- 9 a.m. - 12:30 p.m. Trade Show Setup  
  *(exhibitors only)*
- 9:45 a.m. - 11:30 a.m. General Session
- 11:30 a.m. - 1 p.m. Industry Luncheon
- 1 p.m. - 5 p.m. Trade Show and Learning Lounge
- 4 p.m. - 5 p.m. Vendor Trade Show Reception/Happy Hour
- 5 p.m. - 9 p.m. Dinner on Your Own
- 9 p.m. - 11 p.m. Hospitality Suite

**wednesday may 6, 2020**

- 8 a.m. - 8:45 a.m. Awards Breakfast
- 8:45 a.m. - 9:30 a.m. General Session
- 9:30 a.m. - 9:45 a.m. ACP Graduation
- 9:45 a.m. - 10 a.m. Receiver’s Choice Awards
- 10 a.m. - 10:45 a.m. General Session
- 10:45 a.m. - 11 a.m. Closing Remarks

**2019 keynote speakers**

- **Steve Kraft**, Head of Industry - Retail Sector, Google
- **Michael Gines**, Managing Director, Kuo Aftermarket
- **Jason Riegel**, Director of Product Content for the Americas, DRiV Incorporated
why exhibit?

Attended by most major software/service providers, manufacturers, remanufacturers, distributors, retailers, e-commerce and parts experts in the automotive content management space, the ACPN Knowledge Exchange conference provides exhibitors:

- Direct exposure to over 300 automotive manufacturers, remanufacturers, distributors and retailers
- 4 hour vendor trade show
- Networking opportunities
- Sponsorship opportunities

### 2019 ACPN MEMBERSHIP / CONFERENCE ATTENDEE COMPOSITION

- **390** members/attendees
- **201** manufacturers/remanufacturers
- **100** software solution/content related service providers
- **61** distributors/retailers/e-commerce
- **28** speakers/social guests/auto care staff

### 2019 ACPN EXHIBITING COMPANIES

- **36** total 2019 exhibiting companies
- **83%** percent of exhibiting companies that exhibited in 2018 and returned in 2019
why exhibit?

Being an ACPN exhibitor provides your company direct exposure to over 300 manufacturers, remanufacturers, distributors and retailer companies in the automotive industry.

What you get out of the box

Access to three-and-a-half-day conference
- This includes access for two individuals from your company. (See pricing for adding additional exhibiting attendees).

Vendor Trade Show
- Provides a dedicated four-hour window to talk to over 300 content professionals about your products and services. (The Vendor Trade Show is on Tuesday from 1 p.m. -5 p.m.).

Booth Space
- A standard 8x10 booth space is provided (See pricing for additional booth space).

Company Listing
- Each exhibiting company is listed in the following year’s conference information packet which is available on www.autocare.org/acpn.
- Additionally, the Auto Care Association will refer companies to this listing when companies are seeking software solution/content-related services.
As an exhibitor at the annual Knowledge Exchange Conference, there are many ways to further maximize your ROI. These include:

**Sponsorship Opportunities** — Put your name in front of attendees by choosing a sponsorship opportunity that shows your support and encouragement of their development and networking at the conference. See sponsorship prospectus for current opportunities at [www.autocare.org/acpn](http://www.autocare.org/acpn). Custom opportunities are also available. Let us know what’s important to your company.

**Learning Lounge** — Place a short video of your company’s products and services in front of conference attendees during the trade show. People will be able to relax and LEARN! As an example, here is a link to Snap36's website and the types of videos that are successful. If you do not have a video, please supply 2-3 PowerPoint slides and those could be included instead. Please submit to ACPN@autocare.org.

**Conference App** — Promote your company by using the exhibitor profile section of the conference app to list your company information. In addition, use the app to directly message attendees or explore an app sponsorship opportunity to further highlight your company.

**Pre-Event Email Signature** — Place an ACPN branded email signature to your pre-conference emails to inform your potential clients that they can find you at this year’s ACPN Knowledge Exchange Conference. To get your ACPN branded email signature approved prior to use, please email it to ACPN@autocare.org.

**Giveaways** — Promote your company by providing giveaways at the conference’s Monday Chairman’s Dinner and Tuesday’s Vendor Trade Show. Please let us know if you will be bringing any prizes to this years ACPN by contacting us at ACPN@autocare.org.

- **Monday: Chairman’s Dinner** - As most of you know, it is customary for companies such as yours to provide door prizes for the Chairman’s dinner on Monday evening. This is typically an item such as logo apparel or merchandise, personal electronics or gift cards. As always, we will need your assistance on stage to draw and announce the lucky winner.

- **Tuesday: Vendor Trade Show** - We can all agree that the purpose of the tradeshow is to generate as much traffic (leads) as possible in this time frame. This is achieved in no small measure by the giving away of door prizes and vendor booth prizes.
  - **Learning Lounge Door Prizes** - will be awarded throughout the entire tradeshow. Any attending, ACPN members will be eligible to win. The winning names will be posted on a whiteboard in the Learning Lounge (rather than announced over the PA).
  - **Vendor Booth Prizes** - prizes awarded by your booth staff by pulling customer business cards collected specifically at your booth. The ACPN Committee will assist in announcing the winner of your booth prize beginning at 4:30 pm. Vendor booth prizes may only be awarded to ACPN content professionals that visited your booth. (Exhibitors are not eligible for any prize drawings). This year we are also limiting the times a member can win to 1 time. We will ask you to pull another card if a member has already won a prize.
**hotel and travel info**

**hotel**

Hyatt Regency Seattle  
808 Howell Street  
Seattle, WA 98101  
206-973-1234

**reservations**

ACPN Discounted Rate – $219 per night  
Reserve by April 3 at autocare.org/acpn.  
Rates are first-come, first-served.

**travel**

Seattle-Tacoma International Airport (SEA)  
Approximate distance to hotel:  
14.8 miles | 19 mins  
Link Light Rail from Airport to Westlake Station:  
35 mins  
Tickets are $2.50 each way.

Self-Parking is $45 per day.  
Valet Parking is $55 per day.  
ACPN attendees received 25% discount on standard self-parking rates.
**stay connected!**

**ACPN Landing Page** – Information about ACPN and conference details will be updated on the Auto Care Association’s website throughout the year at www.autocare.org/acpn.

**ACPN Newsletter** – Join the ACPN Newsletter list and stay informed on all things ACPN by going to the ACPN landing page and clicking on “Newsletter Sign-Up.”

**ACPN LinkedIn Page** – Join our ACPN LinkedIn group now – just search ACPN under groups.

**Communifire** – Find artifacts from prior ACPN Knowledge Exchange conferences via the Communifire link on www.autocare.org/acpn.

**Auto Care Events App** – Stay up-to-the-minute with the conference schedule, maps and event locations.

Download the Auto Care Association Events app from [scan to download](#)
# 2019 Attending Companies

## Content Manager Companies (Manufacturers/Remanufacturers)

- Advanced Innovative Technology Corp.
- ADVICS North America
- Afe POWER
- AGS Company (Automotive Solutions)
- Aisin World Corp. of America (AWA)
- Akebono Brake Corporation
- Alltech Automotive LLC
- Amalie Oil Company Inc.
- ANZO USA
- AP Emissions Technologies, LLC.
- Arnott Air Suspension
- BBB Industries
- Bearing Tech
- Brake Parts Inc.
- Brembo North America
- Camt Automotive (NA) Co., Ltd.
- CARDONE Industries, Inc.
- Centric Parts
- Cloyes Gear and Products, Inc.
- Continental Contitech
- Continental Corporation
- Corteco Div of Freudenberg NOK
- CRP Industries Inc.
- Curt Manufacturing, Inc.
- Dana Incorporated
- Dayco Products, LLC
- Delphi Technologies
- DENSO Products and Services America, Inc.
- Daimler Trucks North America
- Dorman Products, Inc.
- Dynamic Friction Company
- ETE Reman
- Everglades Diesel Injection Service
- Exide Technologies
- DRIV Incorporated
- Fleetpride
- Fox Factory, Inc.
- Gates Corporation
- General Motors Customer Care & Aftersales
- General Motors Service & Parts
- Global Parts Distributors
- GMB North America
- Holstein Parts
- Horizon Global
- Huf Baolong Electronics North America Corp.
- Husky Spring
- IAP/DuraGo
- Idemitsu Lubricants America
- Interstate Batteries
- Kuo Aftermarket
- Lesjofors Springs America, Inc.
- Litens Aftermarket Network, Dba Tendeco Sales
- LKQ Corporation
- Magnaflow Exhaust Products
- MANN+HUMMEL Filtration Technology Group Inc.
- Melling Engine Parts
- Mevotech LP
- MEYLE AG
- Mighty Distributing System of America, Inc.
- Momentum USA, Inc.
- Motorad
- Motorcar Parts of America
- Motorcraft-Ford Parts & Service
- Mte-Thomson Inc.
- NGK Spark Plugs Canada Limited
- NGK Spark Plugs Inc.
- Nissan North America
- Nissens North America, Inc.
- NSK Corporation
- NTN Bearing Corp. of America
- Osram Sylvania
- Parker Hannifin
- PCI Timing
- Pentius USA, Inc.
- Perfection Hy-Test Company
- Power Stop LLC
- Promax Auto Parts Depot Ltd.
- Reach International, Inc
- Reynolds & Reynolds
- Robert Bosch, LLC
- Saver Automotive Products, Inc. (A Goodyear Licensee)
- Schrader Performance Sensors
- SKF Automotive Division
- Spectra Premium Industries
- Standard Motor Products, Inc.
- Stant Corporation
- Tecalliance
- Thyssenkrupp Bilstein of America
- Trico Group (Carter Fuel Systems)
- Tungsram U.S. LLC
- United Motor Products
- Valeo, Inc.
- Valvoline
- VIPAR Heavy Duty, Inc.
- Walker Products
- Wells Vehicle Electronics
- Winhere Brake Parts Inc.

## Content Manager Companies (Distributors/Retailers/E-Commerce)

- 1-800-Radiator & A/C
- 1A Auto, Inc.
- Advance Auto Parts
- Aftermarket Auto Parts Alliance, Inc.
- APW Knox-Seeman
- Atlantic Import/Export Corp.
- Auto Wares Inc
- Automotive Distribution Network
- Autozone, Inc.
- Baltimore Auto Supply
- Canadian Tire Corporation Ltd
- Federated Auto Parts Distributors, Inc.
- Genuine Parts Company
- Holman Parts Distribution
- Interamerican Motor Corporation
- Mercado Libre
- NAPA Balkamp, Inc.
- NAPA Rayloc
- National Pronto Association
- Old World Industries, LLC.
- OMNI-PARTS AUTOMOTIVE, LLC
- O’Reilly Auto Parts
- Parts Authority
- Speedway Motors Inc
- SSF Imported Auto Parts LLC.
- The Pep Boys Manny, Moe & Jack
- Transit Warehouse
- Turn5, Inc
- WORLDPAC, Inc.
2019 attending companies

exhibiting companies
(software solution and content related service providers)

Adair Graphic Communications
APA Engineering
Autology Data Management Group
Autonettv Media, Inc.
Black Dot Group
Bradford & Bigelow
Data Reproductions Corporation
Data-Driver
Datapoint Inc
Dirxion
DST Inc.
Elcome Limited
Epicor Software Corporation
Experian Information Solutions, Inc.
GCommerce, Inc.
IHS Markit
Illumaware LLC
Innovative Logic Corp.
Integrate Data Facts - IDF
JNPSoftware, Inc.
Lincoln Square Marketing Group
MAM Software, Inc.
MOTOR Information Systems
Opticat, LLC
Paramount Data Management
Parts Tech, Inc.
Partshub
Power Systems Research
Pricedex Software Inc.
Product Data Command, LLC
Snap36
Solenium Group/Visual Skus
Syndigo
Vertical Development (ShowMeTheParts.Com)
WHI Solutions
Winsby Group, LLC
# registration rates

## regular attendee registration rates

<table>
<thead>
<tr>
<th>Rate</th>
<th>Auto Care Association Member*</th>
<th>Non-Member</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Attendee</td>
<td>$725</td>
<td>$1,225</td>
<td>These rates are for Content professionals employed by a company which manufactures, sells or distributes parts. These rates afford a year of ACPN membership and attendance to the upcoming conference.</td>
</tr>
<tr>
<td>Social Guest</td>
<td>$195</td>
<td></td>
<td>This rate is available only for spouses or significant others of registered ACPN conference attendees.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>This rate is only permitted access to the welcome reception, breakfasts, chairman's dinner, industry luncheon, and hospitality suites.</td>
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</table>

*This rate is not permitted access to general sessions, university breakouts or trade show.

## exhibitor registration rates

<table>
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<th>Auto Care Association Member*</th>
<th>Non-Member</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor</td>
<td>$2,495</td>
<td>$5,500</td>
<td>These rates are for companies which provide software solutions or content related services. These rates include a year of ACPN membership, access for two exhibitor attendees to all conference events and one 8x10 booth for the Tuesday, May 5, 2020 Trade Show.</td>
</tr>
<tr>
<td>Additional Exhibiting Attendee</td>
<td>$725</td>
<td>$1,225</td>
<td>These rates are available only to an additional exhibiting attendee of a company already registered with an exhibit booth. This individual would be the third or more attendee from the exhibiting company.</td>
</tr>
<tr>
<td>Additional Booth Space</td>
<td>$1,100</td>
<td>$2,000</td>
<td>These rates are for additional 8x10 booth space for a company already registered with an exhibit booth. This does not allow for any additional attendees for that company.</td>
</tr>
<tr>
<td>Social Guest</td>
<td>$195</td>
<td></td>
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*Auto Care Association Membership Rate* - This rate is available only to companies that have an Auto Care Association membership in good standing. To join the Auto Care Association, and receive the discounted ACPN Knowledge Exchange Conference registration rate, please visit [www.autocare.org/Membership/join-us/](http://www.autocare.org/Membership/join-us/).
1. Knowledge Exchange attendees participate in the conference under the following categories and corresponding rates:
   a. **Regular Attendee** – Content professional employed by an Auto Care member company which manufactures, sells or distributes vehicle parts/products;
   b. **Exhibiting Attendee** – Content professional of an Auto Care member company which provides software solutions or content related services to the aftermarket;
   c. **Social Guest Attendee** – Non-content professional guest of a regular or exhibiting attendee. Social guest attendees are not permitted in the general session, breakouts or trade show.

2. By registering for the ACPN Knowledge Exchange Conference, all ‘Regular Attendees’ and ‘Exhibiting Attendees’ become members of ACPN for the conference year in which they register for.

3. All vendor companies must register as an ‘Exhibiting Attendee’ with a booth at the trade show to attend the ACPN Knowledge Exchange Conference.

4. Any exhibiting company agrees to support all events of the ACPN Conference and in that spirit, you and all employees and associates of your company agree not to schedule or hold any events that might conflict with the events, meetings and social functions of the ACPN Conference. This would include meetings, product demonstrations, hospitality suites, lunches, dinners, golf and/or entertainment. Any violations of this must cease immediately and exhibitors may be removed from the trade show and Knowledge Exchange.

5. Cancellation notices received on or before April 3, 2020 will receive a full refund, and on or after April 4, 2020 will receive a 50 percent refund. No refund given on or after April 18, 2020. Substitutions are complimentary and accepted at any time.

6. By registering for the ACPN Knowledge Exchange Conference, you give permission to have your image taken and used in future promotional materials (regardless of type of attendee).

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**acpn committee**

**ACPN Committee Chairman**

**Vice Chair**
Jennifer Cothran, BBB Industries, Mobile, Ala.

**Committee Liaison**
Tom Schiavo, Auto Care Association, Bethesda, Md.

**Committee Members**
Patti Corso, Winhere Brake, Bartlett, Ill.
Nicolas Vallieres, JNP Soft, Montreal, QC
David Logan, Federal Mogul, South Field, Mich.
Tom Vierling, ETE Reman, Milwaukee, Wis.
Paul Gurns, Brake Parts Inc., McHenry, Ill.

**Advisors**
Dale Hopkins, Aftermarket Auto Parts Alliance, San Antonio, Texas
ACPN:
Where have we been?

Where are we going for 2021?
Find out at the Wednesday General Session!