



BRANDING & SPONSORSHIP OPPORTUNITIES

AIMEXPO[®]

PRESENTED BY



Nationwide[®]

21-24
SEPTEMBER
2017

COLUMBUS, OHIO



MOTORCYCLE
INDUSTRY
COUNCIL



The Powersports Expo



**BRANDING
OPPORTUNITIES**

MAXIMIZE YOUR BRAND INVESTMENT AT AIMEXPO presented by NATIONWIDE

Exhibiting at North America's only show platform that includes trade, consumer and press attendees is a great first step in telling your brand's story to the largest recreational powersports market in the world. You'll find a comprehensive program of sponsorship, marketing and branding opportunities in the following sections to further leverage your investment at the 2017 AIMExpo presented by Nationwide. These innovative programs will help your company set itself apart from the competition, ensuring maximum brand exposure among dealers AND consumers AND the media at the industry's biggest event.

Call us today at **1-855-MCSHOWS** (toll free) and let us customize a package to meet your specific marketing needs.

TRADE ATTENDEES

Projected 2017 Trade Attendance

3,600 DEALERS



83%

of Trade Attendees from the United States



17%

International Trade Attendees

INTERNATIONAL ATTENDANCE



38 COUNTRIES

Countries Represented by Dealers



44 COUNTRIES

Countries Represented in Total



49 STATES

Represented by Dealer Attendees



97%

of dealers were satisfied or very satisfied with the educational presentations

88%

of dealers attended to see new products

86%

of dealers would recommend AIMExpo to other dealers

CONSUMER ATTENDEES

Projected 2017 Consumer Attendance

20,000 CONSUMERS

96%

own a motorcycle, ATV, SxS or powersports vehicle

91%

would recommend AIMExpo to a friend

94%

attended to see new products

75%

were satisfied or very satisfied with the selection of products at the show

76%

are planning on purchasing a powersports vehicles or products in the next 12 months

\$40.9 Billion

Economic Value of the U.S. Powersports Retail Marketplace

KEY BUYERS AND DECISION MAKERS

COME TO AIMEXPO

- Owner/Principals
- General Managers
- Parts Managers
- International Buyers
- Sales Managers
- Parts Associates
- Technicians
- Vice Presidents
- Operations Managers
- Service Managers
- Marketing Managers
- F&I Managers

FREE MOTORCYCLE PARKING EXCLUSIVE OPPORTUNITY



When it's FREE, everyone wants it!!! You'll be the one motorcycle and scooter riders thank for Free parking at AIMExpo presented by Nationwide! Located on High Street in front of the Convention Center, in the Goodale Garage connected to the Convention Center and near AIMExpo Outdoors!, Free Motorcycle Parking offers exposure to all AIMExpo presented by Nationwide attendees, not just those taking advantage of free parking.

(1) Sponsorship Available - **EXCLUSIVE OPPORTUNITY!**

Price: Before June 30..... \$8,000
After June 30..... \$10,000

Sponsorship Includes:

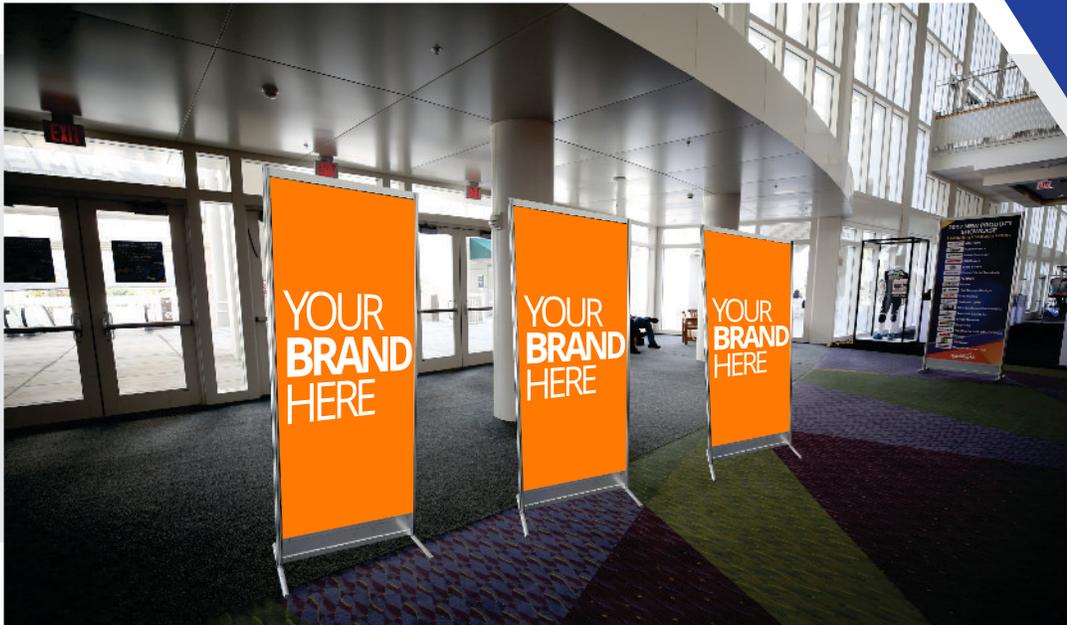
- Exclusive opportunity gives you title sponsorship:
"Free Motorcycle Parking presented by 'You'"
- All references to Free Motorcycle Parking in pre-show marketing such as print ads, billboards, radio and TV spots, as well as on-site signage and publications will be labeled as **"AIMExpo Free Motorcycle brought to you by: 'You'"***
- Logo printed on all signage and banners related to Motorcycle parking, including signage in parking lots, show guides, advertising materials and show maps
- Opportunity to set up canopy/display in the parking areas
- Sponsor has the option to provide T-shirts for parking staff to wear during consumer days (shirts provided by sponsor)

* AIMExpo reserves the right to modify text based on written materials

LOBBY BILLBOARDS



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OPPORTUNITIES**



Free-standing billboards will be placed in the highly trafficked main lobby area where attendees enter/exit the showfloor and access registration, as well as celebrate at the AIMExpo HAPPY! Happy Hour. Your company's logo and brand message will be easily seen by all attendees.

Price: Before June 30..... \$1,000/ea or \$2,500/3 pack
After June 30..... \$1,250/ea or \$3,125/3 pack

Sponsorship Includes:

- 38" x 84" double sided meterboard
- A maximum of three lobby meterboards can be purchased per company
- Exhibitor is responsible for providing artwork*
- AIMExpo is responsible for production and placement of lobby meterboard(s)

* Deadline for art submission is August 1

VEHICLE DISPLAYS



Be one of the first exhibitors seen! Vehicle displays are located throughout AIMExpo presented by Nationwide's public space. All attendees will see your vehicle display before, during, and after show hours. This highly visible branding opportunity is a great value for you to show off your motorcycles, ATV's or SxS's outside your exhibit space.

(8) Sponsorships Available

Price: Before June 30..... \$3,500
After June 30..... \$4,375

Sponsorship Includes:

- Displays include truss supporting structure, digitally printed background graphic, carpet, stanchions and spotlights
- Floor space for display vehicles measures 6' deep; 10' across
- Background graphic measures 78" x 78" *
- To ensure maximum visibility for all vehicle displays, only 8 displays are available for purchase

* Deadline for art submission is August 1

HAPPY! HAPPY HOUR



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OPPORTUNITIES**



The first day is always the best day, and when the show closes on Thursday all attendees are invited to network, socialize and unwind at the HAPPY! Happy Hour. HAPPY! Happy Hour is free for all to attend. AIMExpo presented by Nationwide provides the DJ, food, and cocktails. Attendee surveys showed the HAPPY! Happy Hour was one of the highest rated features of the show!

Price: Before June 30..... \$9,500
After June 30..... \$11,900

Sponsorship Includes:

- Title sponsorship - HAPPY! Happy Hour Presented by "You"
- Branded cocktail napkins (artwork provided by exhibitor; produced by AIMExpo)
- Logo on minimum of (4) meterboards with HAPPY! Happy Hour signage
- Mention in pre-show marketing of HAPPY! Happy Hour, exposure includes extensive branding through Dealer & Exhibitor digital & printed marketing materials, onsite show directory and directional signage
- Custom drink named for your company, promoted during HAPPY! Happy Hour

FLOOR CLING 4 PACK



Floor clings are a great way to drive traffic to your booth. Use this opportunity to advertise your brand, newest product and/or booth # and let people know where they can see it at the show.

(12) Sponsorships Available

Price: Before June 30..... \$975
After June 30..... \$1,225

Sponsorship Includes:

- Placed in prominent locations throughout the show floor
Each cling measures 3' x 4' (landscape orientation)
- Packs include (4) floor clings. A maximum of (4) packages of (4) (16 clings total) can be purchased by an individual company
- To maximize your exposure, there is a total limit of 12 total packs available
- Exhibitor is responsible for providing artwork*
- AIMExpo is responsible for production and installation of floor clings

* Deadline for art submission is August 1

MAIN AISLE TAKEOVER EXCLUSIVE OPPORTUNITY

NEW



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This is your chance to MAXIMIZE your brand exposure and take over the main aisle with this exclusive opportunity! Keep your brand top of mind and in front of thousands of attendees as they walk up and down the main aisle taking in the newest products to hit the market.

(1) Sponsorship Available - EXCLUSIVE OPPORTUNITY!

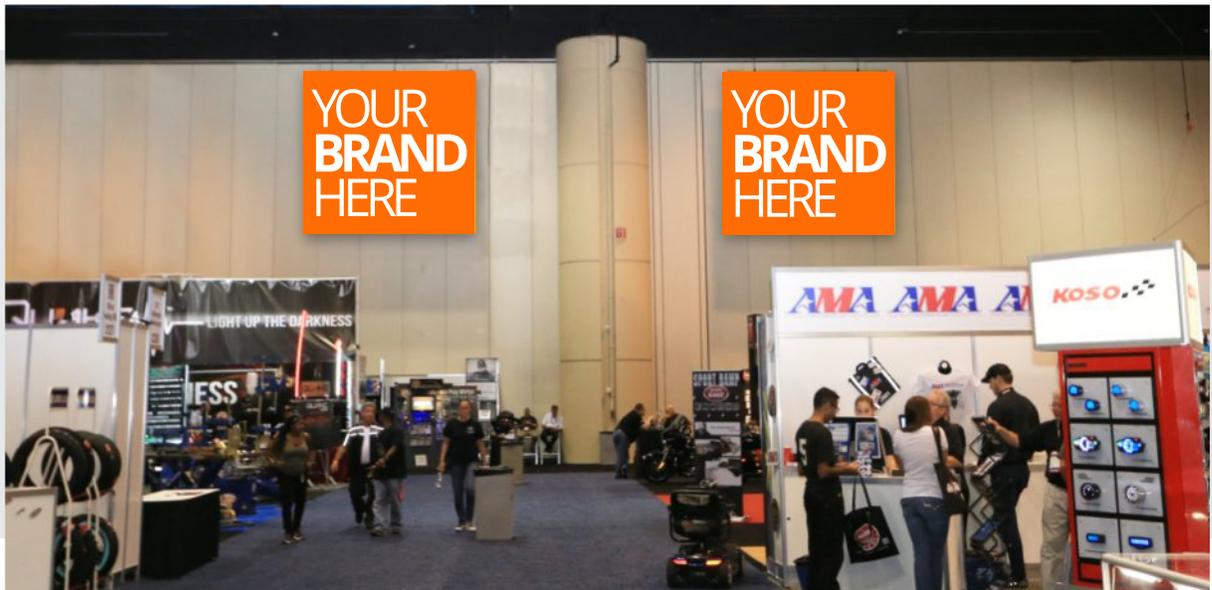
Price: Before June 30..... \$5,000
After June 30..... \$6,250

Pack includes:

- (10) floor cling runners across main aisle plus (3) oversized main aisle floor clings
- Runners placed directly in main aisle; oversized floor clings will be placed at main aisle intersections - one when you walk onto the main floor and two at cross aisles
- Each floor cling measures 72"x53"(landscape orientation); runners measure 27'x1'
- Exhibitor is responsible for providing artwork*
- AIMExpo is responsible for production and installation of floor clings

*Deadline for art submission is August 1

INDOOR PERIMETER BANNERS



Indoor perimeter banners are placed along the highly visible perimeter walls of the show, allowing your company's logo to be easily seen by all attendees throughout their entire time on the floor.

(20) Sponsorships Available

Price: Before June 30..... \$3,000; two or more \$2,500
After June 30..... \$3,750; two or more \$3,125

Sponsorship Includes:

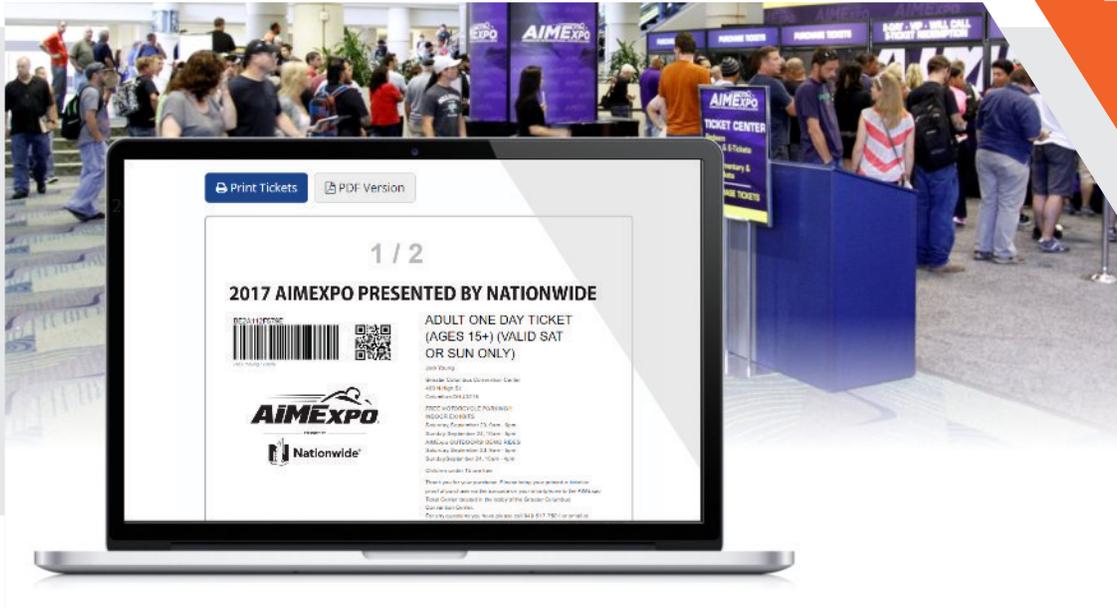
- Banners are 15' x 15'. The top of your banner will start at approximately 27' (expo hall ceiling height is 30')
- To maximize your exposure, only 20 total banners are available for purchase
- A maximum of four perimeter banners can be purchased per company and you may keep the banner once the show ends
- Exhibitor is responsible for providing artwork*
- AIMExpo is responsible for production and installation of banners

* Deadline for art submission is August 1

E-TICKET & COUPON SPONSORSHIP



BRANDING OPPORTUNITIES



We expect 20,000 consumers to pass through the doors of AIMExpo presented by Nationwide and more than 50% of them will buy their tickets online. We implement online-only discount ticket codes to drive maximum traffic to the online ticketing site. Your messaging on the confirmation page and ticket (s) will drive that traffic to your booth.

(2) Sponsorships Available

Price: Before June 30..... \$4,500
After June 30..... \$5,625

Sponsorship Includes:

- Name and/or logo inclusion in select paid show print, TV, radio and online advertising where online ticket sales are promoted
- Logo and message appears on all online advance tickets (printed and on smartphones)*
- Prominent, select signage on show-site with your logo
- Opportunity to offer your customers online discounts with an exclusive Promo Code for \$4 off online tickets
- Opportunity to display your marketing materials near the on-site box office
- Access to mailing list of online ticket purchasers
- 100 complimentary tickets for consumer days
- Opportunity to include coupon with discount redeemable at booth

* AIMExpo reserves the right to modify text based on written materials

LANYARD OR BADGE HOLDER EXCLUSIVE OPPORTUNITY

SOLD



This exclusive sponsorship allows one company to take ownership of the most widely used item at any convention or trade show. Lanyards and badge holders are given to every attendee when they pick up their badges onsite. AIMExpo presented by Nationwide uses environmentally friendly badges with custom lanyard cut-outs. The official show lanyard is a must-have for all attendees.

(1) Sponsorship Available - EXCLUSIVE OPPORTUNITY

Price:..... \$5,800/\$9,500 - **SOLD!**

Sponsorship Includes:

- More than 4,500 dealer/trade/media attendees will need your lanyard or badge holder before entering the show
- Sponsor is responsible for producing artwork and lanyards or badges; lanyards and badges must meet the required specs to be used with AIMExpo presented by Nationwide badge stock

* Dealers/Trade/Media - 4,500 | Dealers/Trade/Media/Exhibitors - 9,500

WRISTBANDS EXCLUSIVE OPPORTUNITY



BRANDING
OPPORTUNITIES



All non-trade attendees will need a wristband to enter AIMExpo presented by Nationwide on Saturday and Sunday whether they buy tickets online, onsite or have VIP passes. This exclusive sponsorship gives you the chance to have your logo on the wrist of every consumer who comes to AIMExpo presented by Nationwide.

(1) Sponsorship Available - EXCLUSIVE OPPORTUNITY!

Price: Before June 30..... \$6,500
After June 30..... \$8,125

Sponsorship Includes:

- Your logo and limited text on the entrance wristband for both consumer days
- An estimated 20,000 consumers are expected to attend on Saturday and Sunday
- Exhibitor is responsible for providing artwork; AIMExpo is responsible for production and distribution of wristbands*
- You can choose the color of the wrist bands**

* Deadline for art submission is August 1

** Subject to show requirements and approval by AIMExpo Show Management

GEAR CHECK SPONSORSHIP EXCLUSIVE OPPORTUNITY



Riders attending AIMExpo presented by Nationwide have the option to check their gear at the show free of charge. This exclusive sponsorship will allow your company's logo to be seen by the industry's biggest enthusiasts both indoors and at AIMExpo Outdoors!

(1) Sponsorship Available - **EXCLUSIVE OPPORTUNITY!**

Price: Before June 30..... \$5,000
After June 30..... \$6,250

Sponsorship Includes:

- Free Gear Check is conveniently located indoors right near the show entrance
- All references to Free Gear Check in pre-show marketing (which can include radio and TV spots) and on-site signage and publications will be labeled as **"AIMExpo Free Gear Check brought to you by: "You"***
- Signage related to Gear Check and banners inside the area will feature your logo/artwork
- Additional signage will be located near free motorcycle parking
- Your company's literature will be distributed at Free Gear Check
- Sponsor has the option to provide T-shirts for Gear Check staff (shirts provided by sponsor)

* AIMExpo reserves the right to modify text based on written materials

NEW PRODUCT SHOWCASE



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When asked, dealers and consumers have stated one of the main reasons they attend AIMExpo presented by Nationwide is to see new products. They've asked and you can deliver by participating in this new show feature... Let them know what you're bringing to the marketplace in 2018 - NOW!

To make sure your brand and new products are seen by all and ensure you receive the maximum brand exposure possible, all participants of this highly anticipated feature will receive the following:

Price: Before June 30..... \$600
After June 30..... \$750

Sponsorship Includes:

- Illuminated showcases prominently located in the show lobby near the show entrance
- Featured listing in the Digital Exhibitor listing
- Separate Listing in onsite Show Directory highlighting companies with new product
- Branding on show site signage related to the New for 2018 Product Pavilion
- Overall size of each showcase is 23.5" x 23.5"x 66" Actual display area is 23.5" x 23.5" x 23.5" and sits at a height of 42"
- Showcases have an illuminated base and include 11"x17" signage on two sides of each unit*
- Product showcases include pockets to display company/product literature

* Deadline for art submission is August 1

BAR SPONSORSHIP EXCLUSIVE OPPORTUNITY

SOLD



Be the life of AIMExpo presented by Nationwide by branding the bars on the show floor with your logo. Your sponsored bar will be the only place on the show floor where attendees can purchase alcohol. You'll be the most popular exhibitor at AIMExpo presented by Nationwide!

(1) Sponsorship Available - **EXCLUSIVE OPPORTUNITY!**

Price:.....\$6,000/\$10,000 - **SOLD!**

Trade-Only Days, Thursday/Friday..... \$6,000

All Four Days of AIMExpo..... \$10,000

Sponsorship Includes:

- Your logo on onsite bar signage- logo on the front of the bar, 22x28's, overhead banner
- Branded cocktail napkins (artwork provided by exhibitor; produced by AIMExpo)
- Branded floor clings directing attendees to your bar (artwork provided by exhibitor; produced by AIMExpo)
- Custom drink named after your company/brand
- Sponsor has the option to provide T-shirts and/or hats for bar staff to wear (shirts provided by sponsor)

ESCALATOR BRANDING



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Hilton and Hyatt Entrance/Exit Escalator Runners

Be the first and last brand they're thinking about as your customers enter and exit the Convention Center from one of the many AIMExpo presented by Nationwide partner hotels. Escalator branding ensures people see your logo and brand message before they hit the floor and remember your name as they leave. Be sure to include your booth number so you can be one of their first stops!

Price: Before June 30..... 2 sets of escalators \$5,000
After June 30..... 2 sets of escalators \$6,250

Sponsorship Includes:

- This opportunity gives you the option of either branding one or both escalators leading to the Convention Center from the Hilton and the Hyatt, which includes traffic from Crowne Plaza and the Drury Inn & Suites
- Opportunity will include (4) runners on 2 sets of escalators that measure 48' long x 12 1/2" wide as well as (2) floor clings at the top and bottom of each set of escalators
- Exhibitor is responsible for providing artwork*
- AIMExpo is responsible for production and installation of runners

* Deadline for art submission is August 1

TITLE SPONSORSHIP OF CUSTOM CULTURE AT AIMExpo



AIMExpo introduced Custom Culture ahead of the 2016 show as an updated approach to the v-twin segment to focus not only on v-twin products, but the industry-wide interest of the whole Custom Culture Lifestyle. Custom Culture at AIMExpo presented by Nationwide combines the Championship of the Americas custom bike builder competition, the Skidmark Garage Showcase and Lounge, Artisan Row - showcasing the talent of industry craftsmen and craftswomen - and much more!

Price:

(1) Available at \$10,000

Sponsorship Includes:

- Exclusive opportunity gives you title sponsorship: "Custom Culture @ AIMExpo presented by 'You'".
- All references to Custom Culture @ AIMExpo in pre-show marketing such as print ads, billboards, radio and TV spots, as well as on-site signage and publications will be labeled as **"Custom Culture @ AIMExpo presented by: 'You'"***
- Logo printed on all signage and banners related to Custom Culture, including signage at show entrance, directional signage, show guides, advertising materials, show maps and show app
- 10x10 Booth in Custom Culture @ AIMExpo



CHAMPIONSHIP OF THE AMERICAS CLASS SPONSORSHIPS



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Championship of the Americas is a world-class bike show focused on builders from all of the Americas that will serve as a path to compete in the AMD World Championship of Custom Bike Building. With builders participating from around the world, the show will feature 4 classes based on different platforms as opposed to catering to the style de jour.

Price: (1) Available \$7,500 (Freestyle Class)
(3) Available \$1,500 each (Custom Street, Custom Retro,
Custom Performance Classes)

Sponsorship Includes:

- Logo on on-site signs and banners associated with classes
- (2) floor clings near sponsored class
- Mention in Show Directories
- Online/Digital Recognition
- Recognition during awards presentation held on Sunday, Sept. 24
- Highlight in Winners' press release



CHAMPIONSHIP OF THE AMERICAS MERCHANDISE PRIZE SPONSORSHIP

SOLD



Championship of the Americas is a world-class bike show focused on builders from all of the Americas that will serve as a path to compete in the AMD World Championship of Custom Bike Building. Winners from the four classes will be awarded with trophies, prize money and merchandise provided by you. This opportunity would see your products showcased and used by some of the best custom bike builders in North and South America.

Price: (1) Available..... \$10,750 worth of merchandise - **SOLD**

What's Included:

- Logo on on-site signs and banners*
- (2) floor clings*
- Mention in Show Directories
- Online/Digital Recognition
- Awards ceremony photo opportunities

*Deadline for art submission is August 1st



The Powersports Expo

"There is no other place you can see so many new products and motorcycles in one place at one time in a positive, no pressure environment. Everyone is super friendly and eager to answer questions."

Robert L., Excited Consumer

"The demo's were the best part! I enjoyed the side by side and atv test rides a lot! I had a great time! Best money I've ever spent!! Can't wait for next year!"

Alex Gardner, Excited Consumer

"The most beneficial part for us has been to hit both dealers and then also consumers at the same time. There aren't many opportunities to hit both at the same time and to us that's a win. We exhibit at the show for brand awareness."

- Mike Crosby, Marketing Manager, Liqui Moly North America

"Having the whole industry in one place really helps create content around new and exciting products in the motorcycle space. I was able to get time with some brands who I knew had exciting things coming, as well as wander around and find others I'd never heard of.

Additionally, a huge benefit to having the whole industry come together was it allowed brands to bring the people who are often behind the scenes, to allow us as editors to get a better look at what's behind the products so we could share them in more meaningful ways."

Sean MacDonald, Associate Editor, Cycle World

"I'm excited for the move to Columbus. You always need to switch things up and I think the central location is great. We know there are a lot of dealers in that area and I think it will be a huge step forward."

- Leah Langford, Marketing Manager, Sena Technologies

"Attending AIMExpo was one of the best decisions we made as we gained a high level of exposure and acceptance for the high quality brand that we've built. As a result, we returned in 2016 with a larger booth space and bar sponsorship to increase our brand exposure even more and couldn't be happier."

Steve Green - National Sales Manager, Race-Driven Inc.



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CONTACT US TODAY!

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