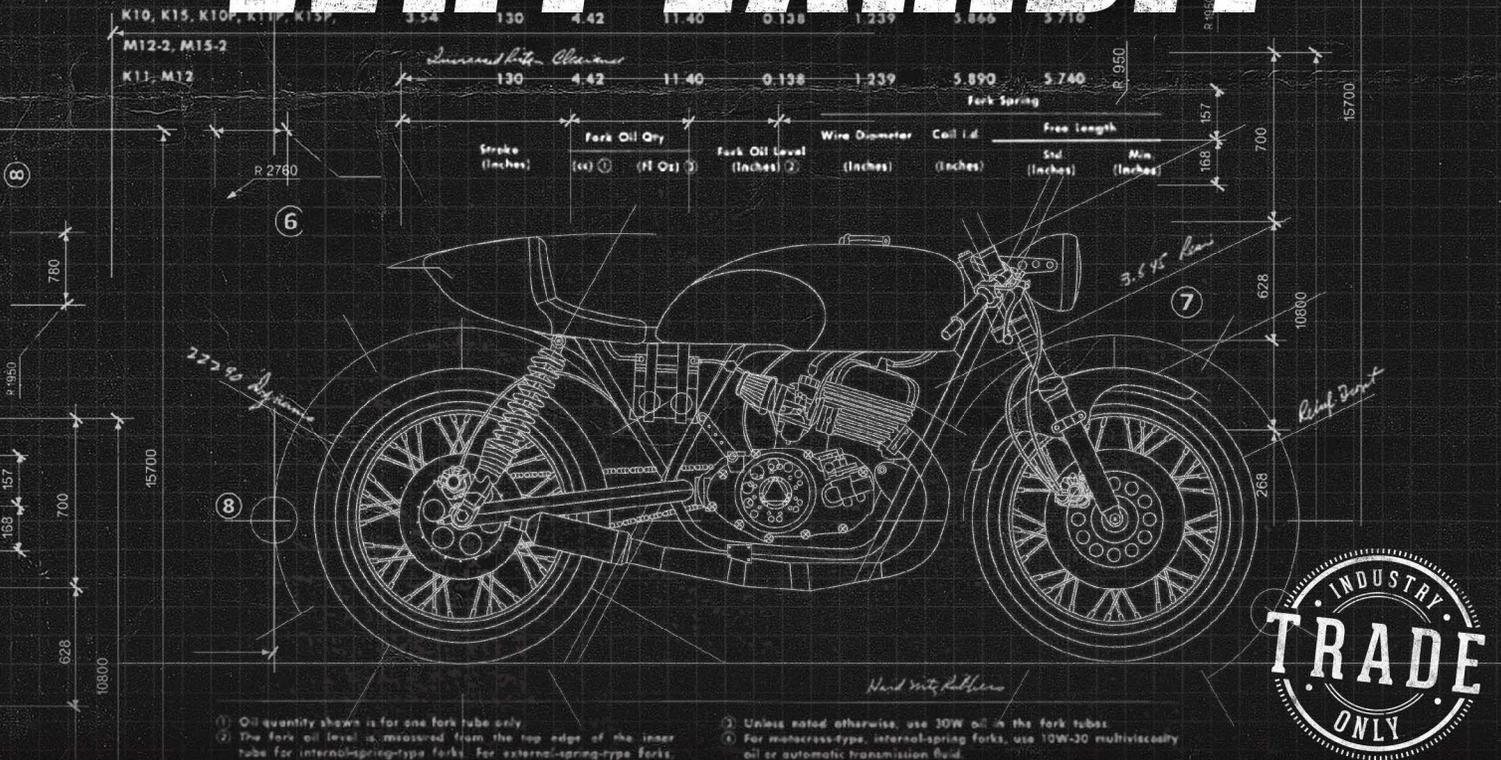


JANUARY 21-23,  
2021

**AIMEXPO**  
AMERICAN INTERNATIONAL MOTORCYCLE EXPO

COLUMBUS,  
OHIO

# WHY EXHIBIT



*Building the future of power-sports*

NEW TIMING

NEW FOCUS

## THE SHOW

DEDICATED TRADE ONLY  
EVENT ALIGNED WITH  
THE BUYING SEASON

## THE PEOPLE

INDUSTRY LEADERS,  
THE MOST ENGAGED DEALERS  
AND PROGRESSIVE BRANDS

## THE EXPERIENCE

PRODUCTS, TOOLS, KNOWLEDGE  
AND NETWORKING NEEDED  
TO GROW YOUR BUSINESS

## THE BRANDS

THE MOST INNOVATIVE BRANDS  
SHOWCASING THE LATEST  
PRODUCTS AND SERVICES

YOUR INDUSTRY YOUR TRADE SHOW

**TOGETHER WE RISE**



MOTORCYCLE  
INDUSTRY  
COUNCIL

WE RISE

**THIS IS YOUR SHOW. WHERE OUR \$39.9 BILLION DOLLAR INDUSTRY GATHERS AS A COMMUNITY TO DISCOVER, EXPLORE AND EXPERIENCE THE TRENDS AND PRODUCTS THAT SHAPE THE MARKETPLACE. BUYING DECISIONS START HERE.**

Source: MIC Stat Annual

TOGETHER

## TIMING IS EVERYTHING

*AIME expo moves to January, 2021*

Recognizing that exhibitors need a dedicated platform to showcase their products to dealers and retailers at the right time of the year, North America's largest powersports tradeshow now aligns with the order writing season when dealers and retailers are looking to place orders for the upcoming year.

Taking place over three days instead of four, the new **Trade-only** focus offers exhibitors the best possible opportunity to make an impact, access dealers, **write orders**, as well as learn about and discuss the important issues facing our industry.

Quality over quantity is necessary in the new trade show landscape. Offering an immersive experience that doesn't exist in a digital world, AIME expo provides a platform to connect the right brands with the most engaged dealers, with key distributors, with media outlets, and with influencers – in one place, at the **right time**.

**Powersports generates over \$39.9 billion US dollars in consumer spending each year**, and by working together, our community can lead a movement that pushes the boundaries of industry engagement and enhances the powersports experience for everyone.

## THE SHOW

AIME expo brings the North American motorcycling and powersports industry together so you can **launch new products to a gathered media presence, showcase products to retailers, and international buyers and drive awareness** and demand for your brand. The three-day trade and media only show, brings together everything the powersports industry has to offer.

After a successful 2019 show, we return to the Greater Columbus Convention Center— January 21-23, 2021. Both the Convention Center and city of Columbus provide a great opportunity for the powersports industry to come together in a central location, **do business, collaborate, network, learn and have fun!**

### YOU WILL BE ABLE TO

**Launch** new brands and products

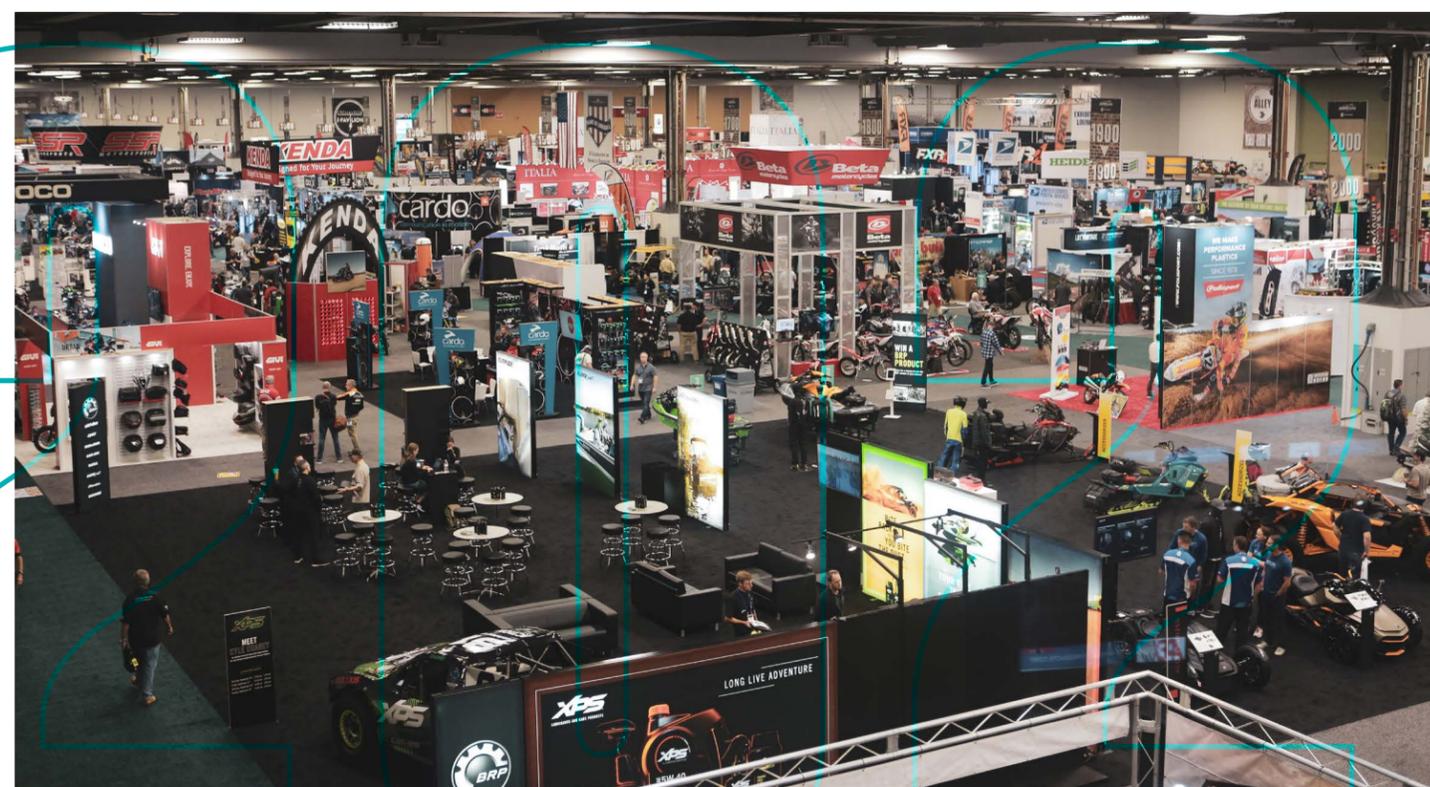
**Strengthen** your relationship with new and existing dealers and industry partners

**Create** meaningful and engaging networking opportunities

**Offer** pre-season show specials to dealers looking to capitalize on savings

**Influence** the powersports industry

Work closely with industry leaders to form a **united effort** to progress the industry



// YOU NEED TO BE HERE!



840,000  
ENGAGEMENTS

Over 8 million impressions and  
840,000 engagements generated  
on social media

## MEDIA

Our media partners are hungry to see the latest and greatest new products and new products drive business. The media are our worldwide content generators and an integral part of the show.

The 2019 show saw **200 unique media outlets**, who created more than **230 unique stories**. This coverage earned more than **one billion impressions**.

There is no better platform than AIMExpo to launch new products and connect in-person with hundreds of domestic and international media outlets.

## THE PEOPLE

There's no better way to reach the market. We all know that **face-to-face meetings are still the most meaningful and valuable way to do business and connect with your customers**. As our industry evolves, the focus of quality over quantity is more important than ever. Dealers that attend the show are the **most proactive, progressive and engaged** in the country and they're coming to see you.

### WHO'S COMING



3,500

of the most **engaged dealers**



200

domestic & international  
**media outlets**

\* projected 2021 attendance



Dealers from all **50 states**  
represented in 2019



Dealers from **55 countries**  
represented in 2019

#### Decision makers come to see you!

Owner•Principals•General Managers // Parts Managers•Sales Managers // International Buyers  
Operations Managers // Service Managers // Marketing Managers // F&I Managers

#### We're a community formed from all segments of the powersports industry

Street // Dirt // Sport // Cruiser // Custom // V-Twin // Touring // Adventure // Dual Sport // ATV/UTV // SXS

#### All categories are represented

Distributors // Display/Fixtures // Gear & Apparel // Consumables // Parts & Accessories  
// Business Service Providers // Service Tools & Equipment // OEM

## THE EXPERIENCE

A mix of industry meetings, after hours events, and time on the show floor makes a for a unique, once-a-year experience as Powersports takes over the vibing and trendy Columbus downtown district just steps from the convention center.

### THE GENERAL SESSION

The General Session will again be focused on discussing current issues within the Powersports industry and how we, as a collective, can **work towards building the future of our Industry**.

### WELCOME TO THE NEIGHBORHOOD

After a successful 2019, the "neighborhoods", themed after core powersports lifestyles, are back for 2021. These areas are designed to showcase the lifestyles of powersports and **allow our attendees to immerse themselves in the culture of their community** including our new e-Bike Pavilion dedicated to electric bicycles and motorcycles with their own test track.

### THE INDUSTRY PARTY

This is your industry and your night to celebrate the people that make it great. The Industry Party is your time to **network and hang out with industry leaders, colleagues and peers** afterhours.



## RALLYING THE INDUSTRY

Our comprehensive marketing campaigns are created to attract the most engaged dealers and industry professionals from North America and beyond.

- Targeted Email **Marketing**
- Print & Digital Advertisements
- Engaging Social Media
- Compelling** Direct Mailing
- Engaging** Videos
- FREE** Exhibitor Marketing Tools
- Industry Trade Publication Partnerships
- Dealer Incentive Programs
- Improved **Powersports Dealer Seminars** @ AIMExpo Curriculum
- Editorial **Features**
- Relationships with **Key Partners**

### REAL TALK

*“As a first time, new to the market exhibitor, AIMExpo was everything we could have hoped for and more. We were “wow-ed” the entire time! We were able to meet industry partners and the leads we were able to generate....dealers are READY for business conversations at this show. I would thoroughly recommend this show to anyone operating in the powersports space!”*

- Aubrey Swinson | Vice President | Avonbrook Software Solutions

**“AIMEXPO IS NO DOUBT THE MOST IMPORTANT EVENT FOR OUR INDUSTRY. NO MATTER THE SIZE OF YOUR BUSINESS OR YOUR TARGET CUSTOMER. AIME IS THE PLACE TO BE IF YOU ARE IN POWERSPORTS. IF YOU ARE TRYING MEET AND MAKE NEW CONTACTS. THIS IS THE PLACE. IF YOU ARE ALREADY ESTABLISHED. THERE IS NO BETTER EVENT TO MEET AND SUPPORT YOUR DEALERS.”**

- Dave Johnson | VP Enterprise Solutions | Rollick

*“The 2019 AIMExpo was one for the record books. There was great traffic and a positive vibe during the entire show. The city of Columbus was incredibly accommodating and walking into the various hotels and restaurants and seeing industry folks gave the show a very Indy feeling where we were the only show in town.*

*There was even a dealer there on Sunday that brought his whole staff from a couple of hours away to check out the show. It’s this kind of attendees that we all want. We are proud to be a part of the show and look forward to seeing everyone next year.”*

- Scott Lukaitis | Chief Operating Officer | Engine Ice

Together We Build the Motorcycle & Powersports Industry

## THE MIC CONNECTION

The Motorcycle Industry Council has a long history of **working hard to expand the powersports market**. It’s been done through a strong communications effort that aims to attract new customers by placing motorcycles and motorcycling in front of new audiences, and large ones at that. **MIC’s mission is to Preserve, Protect and Promote motorcycling in the U.S.** We support motorcyclists by representing the interests of manufacturers, distributors, dealers and retailers of motorcycles, scooters, motorcycle/ATV/ROV parts, accessories and related goods and services, as well as the members of allied trades such as consultants, agencies, financiers and others with a commercial interest in the industry.

Through our efforts in government relations, communications and media relations, industry-related research, aftermarket programs and activities surrounding technical regulatory issues, **we have been the voice of the motorcycle industry since 1914.**



RESERVE YOUR SPACE TODAY!

### MIC BUSINESS CENTER INFO

#### Exclusive MIC members benefits

Show credit of \$200 per 10x10 booth purchased, with a total maximum credit of up to 50% of annual paid dues. Access to MIC member lounge on showsite\*, Complimentary meeting room usage, business seminars, complimentary lunch served.

**Contact your account manager** to learn how to fully leverage an mic membership and exhibiting at AIMExpo.

\*offering subject to change



SUCCESS STARTS AT AIMEXPO

## SHOW INFO

### BOOTH PRICING

Full Show | 3 Days  
January 21-23, 2021  
\$27.50/square foot +\$250 per corner

### SCHEDULE

JAN 21-23

**Thursday** • 9am-5pm

**Friday** • 9am-5pm

**Saturday** • 9am-2pm

*\*Times subject to change*

### What's included with your booth purchase Company and product listings in

Show Directory

Digital show floor plan and exhibitor listing including info, show specials and featured products

Marketing collateral to promote your attendance

New Product promotion through our New Product Program

CONTACT YOUR ACCOUNT MANAGER TODAY

#### Companies No.s and A-L

Adam Schelor  
Account Manager  
aschelor@mic.org  
949.517.7518

#### Companies M-Z

John Simanovich  
Account Manager  
jsimanovich@mic.org  
949.517.7507

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