

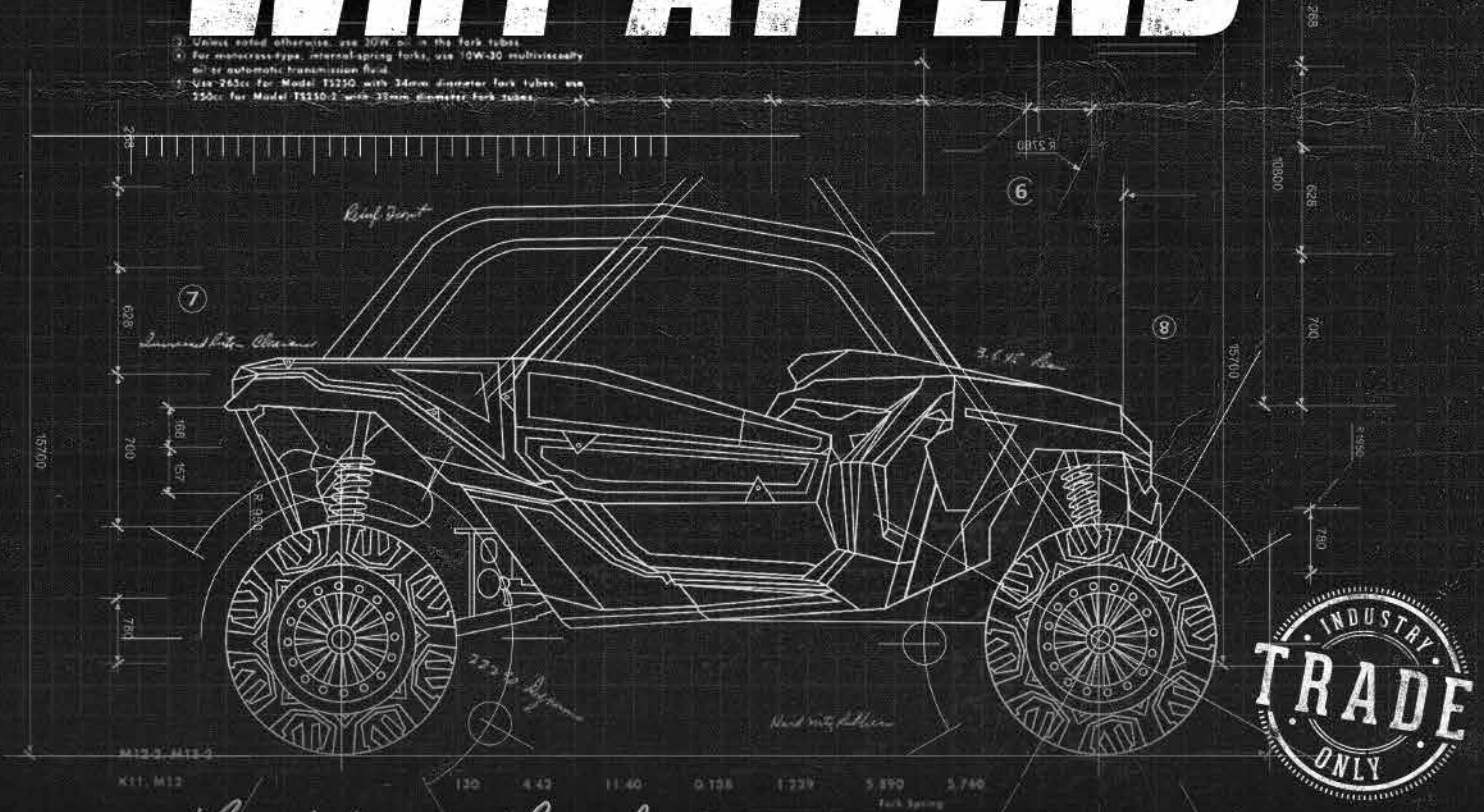
JANUARY 21-23,
2021

AIMEXPO
AMERICAN INTERNATIONAL MOTORCYCLE EXPO

COLUMBUS,
OHIO

WHY ATTEND

- 1. Unless noted otherwise, use 10W oil in the fork tubes.
- 2. For monocross-type, internal-spring forks, use 10W-30 multigravity oil or motorcycle transmission fluid.
- 3. Use 265cc for Model T1250 with 34mm diameter fork tubes, use 330cc for Model T6250-2 with 33mm diameter fork tubes.



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 EDUCATION

IMPROVE EFFICIENCY,
STAY COMPETITIVE AND
INCREASE YOUR BOTTOM LINE

YOUR INDUSTRY YOUR TRADE SHOW

TOGETHER WE RISE



MOTORCYCLE
INDUSTRY
COUNCIL

WE RISE

TOGETHER WE RISE

Recognizing that Dealers need a dedicated platform, The American International Motorcycle Expo (AIMExpo) has been repositioned to provide the powersports industry a 3 day, trade only event that delivers the right products, the best deals and powerful education at the **right time of the year.**

AIMExpo is the **largest powersports tradeshow in the North America**, held in Columbus, OH. The show exists to help you get in front of the right people and products, but it's more than just a trade show. 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. Learning, growth, profitability and change – it all starts here.

We offer you an immersive experience you simply can't get in a digital setting by providing a **platform to engage with colleagues, key exhibitors, distributors, media outlets, and influencers**, as well as learn about and discuss the important issues currently facing our industry—in one place, at one time.

Powersports generated over \$39.9 billion US dollars in consumer spending last year, and by working together, our community can shape a future of growth and success.

After a successful 2019 show in Columbus, Oh, we return to the Greater Columbus Convention Center— January 21-23, 2021 to continue this movement.

Together We Build the Motorcycle and Powersports Industry



ATTEND

SO WHY ATTEND?

The Show | Everything you need - in one place, at one time – the most efficient way to do business

The People | Colleagues, Peers, Thought Leaders, Thought Provokers, Industry Leaders, Influencers, Decision Makers and **You**

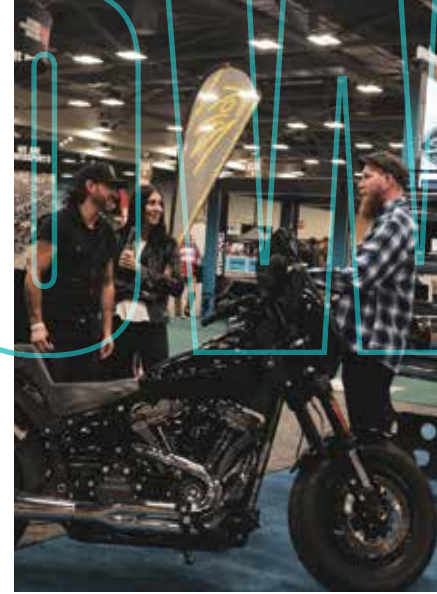
The Experience | A reunion of friends, new products discovered, new partnerships found, inspiration for change, tools for growth and, oh yeah, Fun!

The Education | Emerging Trends, Best Practices and thought-provoking discussions that can change the way you do business

The Brands | More than 400 exhibitors bringing you the latest products, vehicles, technologies and more for you to discover. It's a launch event for new brands, new products, new ideas and new companies and you will be first to see it.

Everyone is here | Brands, retailers, influencers and media who share your values and goals. Network, build relationships and be inspired by the change-makers and leaders in our industry.

It's the one event each year where the entire powersports industry gathers under one roof, at one time.



THE SHOW

AIMExpo is the **single most important event for the North American Powersports Industry** and gathers the North American motorcycling and powersports industry into one place, at one time so you can:

See new 2021 Distributor, OEM
& aftermarket products

Engage face-to-face with
OEMs, distributors and hundreds of
aftermarket brands

Save money with exclusive show specials during
prime buying season

Acquire insight and inspiration; Engage in
thought provoking & motivating conversations

Learn, grow and evolve your business through
education sessions led by industry experts

Get a pulse on what's happening
in the industry

Strengthen old relationships while
building new ones at valuable industry
networking events

Be seen and heard - Have the
meaningful conversations that are only
possible face-to-face

YOU NEED TO BE HERE!

WHAT DEALERS SAY ABOUT THE SHOW:

90%

of dealers **would recommend**
AIMExpo to other dealers

93%

of dealers attended
AIMExpo to **see new products**

97%

of dealers **found value**
in the educational presentations



THE PEOPLE

We all know that **face-to-face meetings are still the most meaningful and valuable way to do business.**

You will see new products, see major distributors and be able to place orders, engage with OEM's, and connect with the industry in an authentic environment. As our industry has evolved, quality over quantity has become more important than ever. Coming to AIMExpo this January gives you the best opportunity to start the year off right. Work smarter, not harder, as we bring you the right brands and the right people - in one place, at one time.

WHO'S COMING:

Owner/ Principals/
General Managers
•
International Buyers

Parts Managers/ Sales Managers
•
Operations Managers
•
Service Managers

Marketing Managers
•
F&I Managers
•
Technicians

EVERY SEGMENT IS REPRESENTED:

STREET
•
DIRT
•
SPORT CRUISER

CUSTOM
•
V-TWIN TOURING
•
ADVENTURE

DUAL SPORT
•
ATV / UTV
•
SXS

CATEGORIES REPRESENTED

Distributors
•
Display / Fixtures
•
Gear and Apparel

Consumables
•
Parts & Accessories

Business Service Providers
•
Service Tools & Equipment
•
OEMs

THE EXPERIENCE

A mix of industry meetings, education, after hours events, and time on the show floor makes a for a unique, can't be missed experience as Powersports takes over the vibrant downtown Columbus 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

The “neighborhoods”, themed after the core powersports lifestyles, are back for 2021. These areas are designed to showcase the lifestyles of powersports and allow our visitors to **immerse themselves in the culture of their community.**

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.



WORLD PREMIERE

THE EDUCATION

The 8th annual Powersports DEALER Seminars @ AIMExpo are presented by Powersports Business Magazine and provide **two days of FREE training** to dealership owners and staff and will help push your business forward heading into 2021. Now in its 23rd year as the definitive resource for dealers, Powersports Business has again developed a powerful seminar lineup

Seminars will include sessions on the new landscape of Powersports business, best practices for your sales and marketing teams, ways to better engage your current customers and bring new ones through the door, plus leadership and much more. **Knowledge is Power.** If you haven't attended in the past, make 2021 your year of change. Here's what your dealer peers had to say about their 2019 classroom sessions:



I COME AWAY WITH IDEAS THAT DIRECTLY IMPACT OUR DAY TO DAY BUSINESS THAT I CAN IMPLEMENT IMMEDIATELY AND BUILD CULTURE!"

"Creating an experience for your customer is vital. Expand your brand outside of the norm."

"Great visuals, good pace, nice job"

"How used bikes are sold so much more than new & how great an opportunity used is for a gateway for new & non riders! - Aligns with the general session"

"How we can start using pictures & videos in service at the dealership"

"The ideal workflow charts and handouts were great"

"Loved seeing real life examples of what you were talking about"



Thanks to industry support, the lineup of speakers once again will bring value to your AIMExpo experience. Track Sessions will allow attendees to choose from a range of seminars, all meant to bring a better future to you and your dealership. **Hours of profit-building content** in a classroom-style setting will be boosted once again by the return of the Dealer Roundtables. Pick a topic that challenges you as a dealership staffer and **learn how your peers have overcome the same issues** you face. It's peer-to-peer learning at its best, with new topics offered for discussion every 30 minutes.

DON'T MISS OUT!

8th annual Powersports Dealer Seminars presented by Powersports Business Magazine

Powering Profits Track
•
Sales & Marketing Track

Leadership Plus Track
•
Dealer Roundtables

Make plans NOW to take advantage of **thousands of dollars-worth of training for FREE!**
The complete 2020 seminar schedule and list of speakers will be released over the coming weeks.



REAL TALK

What dealers are saying about the show

"I have attended every AIME event to date. To get in front of the manufacturers, distributors and reps is by itself worth the effort to attend. The seminars, and informative meetings that are available are icing on the cake; not to mention getting to hang out with the industry friends that we don't get to see often enough. The payback from attending AIME far outweighs the time and expense put forth; it is invaluable to see, touch and try new product; speak to the manufacturers, meet up with industry icons and learn the current market trends. The show offers the key ingredients needed to prosper and move forward in the powersports business"

Mark Peterson – Southwest Superbikes

"THE WORLD IS ONLINE NOW. SO BEING ABLE TO COME TO ONE PLACE AND SEE ALL THE DIFFERENT THINGS AND HOLD THEM AND GET ON THEM AND SIT ON THEM — IT CAN MAKE A DECISION. YOU GET A REALLY GOOD TACTILE FEEL FOR THE PRODUCTS. WHICH IN THIS DAY AND AGE IS HUGE. A LOT OF INDUSTRIES ARE GETTING AWAY FROM HAVING TRADESHOWS AND I THINK THAT REALLY DETRACTS FROM PEOPLE UNDERSTANDING OR BONDING AS A COMMUNITY. I'LL DEFINITELY BE BACK. I LOVE IT."

Steve Cinch – Cleveland Moto

"I love that we can touch base here. It makes it fun, it's something to look forward to and you get to see the brand-new products. Having access to that gives us a little bit of an edge. We can get our buying in, we can get our purchase orders in looking forward to next season. I get training I would normally have to pay for free in this building from industry experts who can give me a better idea of Marketing to Millennials or dealing with people who are my target audience or going to be my target audience in the future. The training is what I'm coming for, that's priceless. I stress to people, you have to come, you have to check it out."

Phil Waters – Cleveland Moto

"We bring our whole staff. We actually brought 22 people yesterday and closed the store sop its like a team building thing for us as well."

Eric Barrett – Lemon and Barretts' Powersports

Building the future of power-sports

Register now to be part of North America's
largest and most important trade show.

Online at **AIMExpoUSA.com** or call **949-517-7501**

YOUR INDUSTRY | YOUR TRADE SHOW

TOGETHER WE RISE