

AIMEXPO

AMERICAN INTERNATIONAL MOTORCYCLE EXPO

CONNECT

ENGAGE

UNITE

LAS VEGAS JANUARY 19-21, 2022

WHY ATTEND?

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



**MOTORCYCLE
INDUSTRY
COUNCIL®**

YOUR INDUSTRY | YOUR SHOW

As Powersports sees a rapid increase in participation and double-digit growth in sales, bringing the industry together is more important than ever to help us build on the momentum we have and maximize the opportunity at hand.

For our dealers, that means getting in front of aftermarket, distributors and OEs at **the right time of the year** to learn about new products and capitalize on show specials for the upcoming season to take advantage of high consumer demand.

Taking place over three days, this trade-only event delivers the right products, the best deals and powerful education at the right time of the year.

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.

After a short hiatus due to COVID-19, we are bringing the industry **back to Las Vegas** where we can collaborate, educate, celebrate, network and have fun!



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 300 exhibitors bringing you the latest products, services, 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 2022 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

Face-to-face meetings are still the most meaningful and valuable way to do business and after a long period of being apart, our industry is looking forward to meeting in person once again. You will see new products, see major distributors and be able to place orders, engage with OEs, 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
•
Parts Managers/
Sales Managers

International Buyers
•
Operations Managers
•
Service Managers

Marketing Managers
•
F&I Managers
•
Technicians

EVERY SEGMENT IS REPRESENTED:

STREET	CUSTOM	DUAL SPORT
DIRT	V-TWIN TOURING	ATV / UTV
SPORT CRUISER	ADVENTURE	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 returns to the one and only **Las Vegas**.

THE GENERAL SESSION

The General Session will expand on the MIC's efforts to get more riders riding more. These initiatives will require the entire industry to collaborate and work together in order to accomplish this goal.

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.

EXPERIENCE



THE EDUCATION

A brand new education platform will include sessions on the current 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 much more.

Knowledge is Power.

If you haven't attended in the past, make 2022 your year of change.

Here's what your dealer peers had to say about their 2019 classroom sessions:

"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"



Education Sessions allow you 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.

DON'T MISS OUT!

The P&L Game: Managing inventory, watching turns and evaluating P&L within the parts department

Strategic Relationships:
Are you working with an order-taker or a business partner?

Customer Loyalty:
Establishing a Rider Community around your Dealership

Retail Sales 101:
How to get your employees out from behind the counter and engaging with customers to drive sales

Digital Marketing & Data Management

Are you connected?
How to build a seamless connection between Sales, Service and Parts.

The complete 2022 seminar schedule and list of speakers will be released over the coming weeks.



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





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 so its like a team building thing for us as well."

Eric Barrett – Lemon and Barretts' Powersports

2022 DEALER PROSPECTUS

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 **REGISTER NOW**

TO BE PART OF NORTH AMERICA'S
LARGEST AND MOST IMPORTANT TRADE SHOW.

ONLINE AT [AIMEXPOUSA.COM](https://aimexpo.com) OR CALL **949-517-7501**

[AIMEXPOUSA.COM](https://aimexpo.com)