

AIMEXPO

POWERSPORTS TRADESHOW | MC • ATV • SXS
LAS VEGAS '24 | TUES - THUR, FEB 6-8

WHY ATTEND?

CONNECT

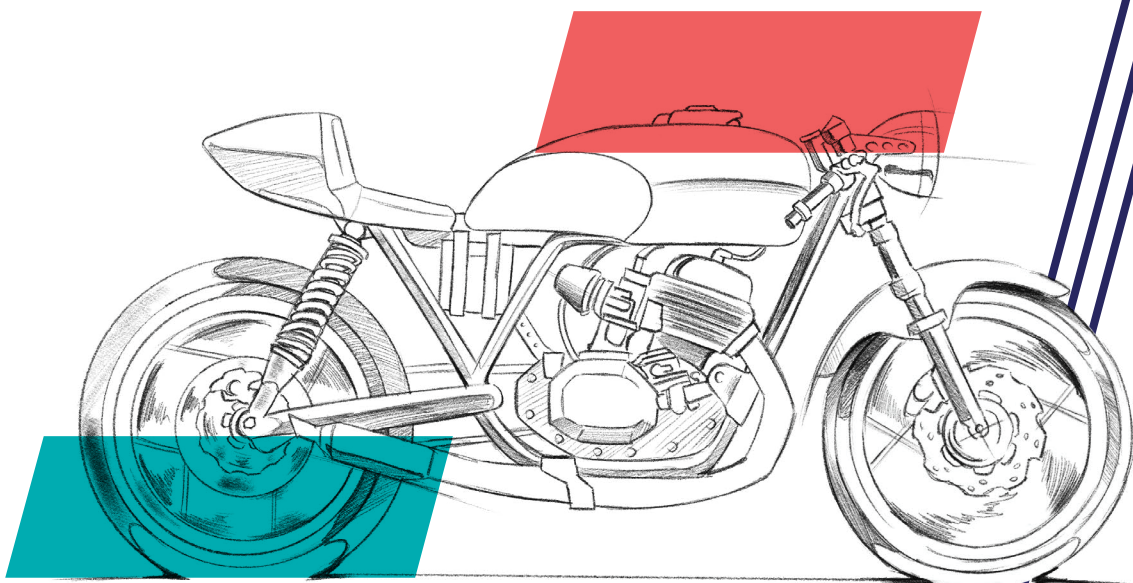
INDUSTRY LEADERS | THE MOST ENGAGED
DEALERS AND PROGRESSIVE BRANDS

ENGAGE

NEW PRODUCTS | EDUCATION AND NETWORKING
NEEDED TO GROW YOUR BUSINESS

UNITE

DEDICATED POWERSPORTS TRADE ONLY
EVENT ALIGNED WITH THE BUYING SEASON



MOTORCYCLE
INDUSTRY
COUNCIL

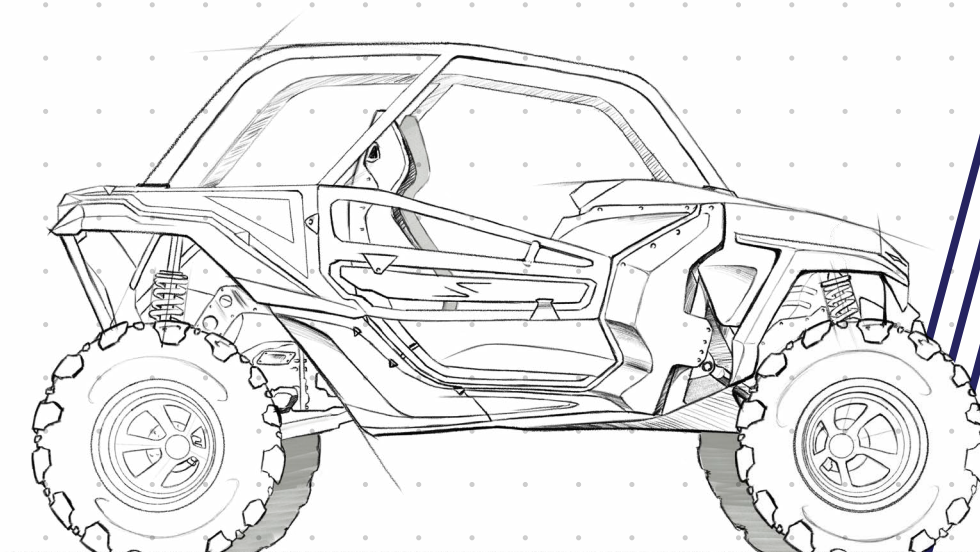
AIMEXPO MEANS BUSINESS.

AIMExpo is the largest powersports trade show in North America showcasing the latest Motorcycle, ATV, Side-by-Side vehicles and E-Bike parts, accessories, and related business services.

In 2024, we head back to the **Las Vegas** Convention Center, **Tuesday through Thursday, February 6-8**, where we will once again bring the industry together in ONE PLACE at ONE TIME.

AIMExpo puts you in front of the right people **at the right time of the year**. Dealers that attend know that AIMExpo is the best way to get in front of aftermarket manufacturers, distributors, service providers and OEMs to learn about new products, capitalize on show specials for the upcoming season, and connect with industry peers.

The best brands, top distributors, media outlets, and influencers will be there. Will you?





WHY ATTEND?

CONNECT

AIMExpo brings together all segments of the powersports industry, creating **the most important powersports trade event in North America.**

See new 2024 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 Disruptive
Thinking and 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

// FEBRUARY 6-8, 2024

YOU NEED TO BE HERE!



ENGAGE

Face-to-face meetings are still the most meaningful and valuable way to do business. You will see new products, major distributors, OEMs, place orders and engage with the industry in a high-energy, exciting space. Quality over quantity has become more important than ever – coming to AIMExpo this February gives you the best opportunity to start the year off right. Work smarter, not harder, as we bring together the right brands and the right people.

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

DIRT

SPORT

CRUISER

CUSTOM

V-TWIN

TOURING

ADVENTURE

DUAL SPORT

ATV / UTV

SXS

E-BIKE

CATEGORIES REPRESENTED:

Distributors



Display / Fixtures



Gear and Apparel

Consumables



Parts & Accessories

Business Service Providers



Service Tools & Equipment



OEMs

UNITE

With a stronger focus on new products, the mix of industry meetings, education, after-hours events, and time on the show floor makes for a unique, not to be missed experience and investment in your upcoming year.

THE SHOW FLOOR

Hundreds of the industry's leading brands coming together to share the latest products, services and trends in the powersports market.

THE MIC SYMPOSIUM

Now an integral part of AIMExpo and its *Disruptive Thinking* education platform, experts will present on topics including current and future economic overviews, industry best practices, market trends, and business metrics that will help all segments of powersports navigate today's unpredictable and ever-changing landscape.

THE GENERAL SESSION

Our industry's leaders will come together on one stage to share vision, strategy, and insights to the future of our business.

THE INDUSTRY PARTY

Your time to network and spend time with industry leaders, influencers, colleagues, and peers. Most will say the best business happens after the show closes!

EXPERIENCE



AIMEXPO EDUCATION DISRUPTIVE THINKING

An education platform that brings MIC Symposium-inspired content and the industry's most knowledgeable experts to AIMExpo's main stage. Disruptive Thinking will include sessions on the current powersports business landscape, the importance of data-driven knowledge, and provide core business solutions related to sales and marketing and topics that drive the day-to-day business of retailers, such as F&I, staff development and retention and consumer engagement.

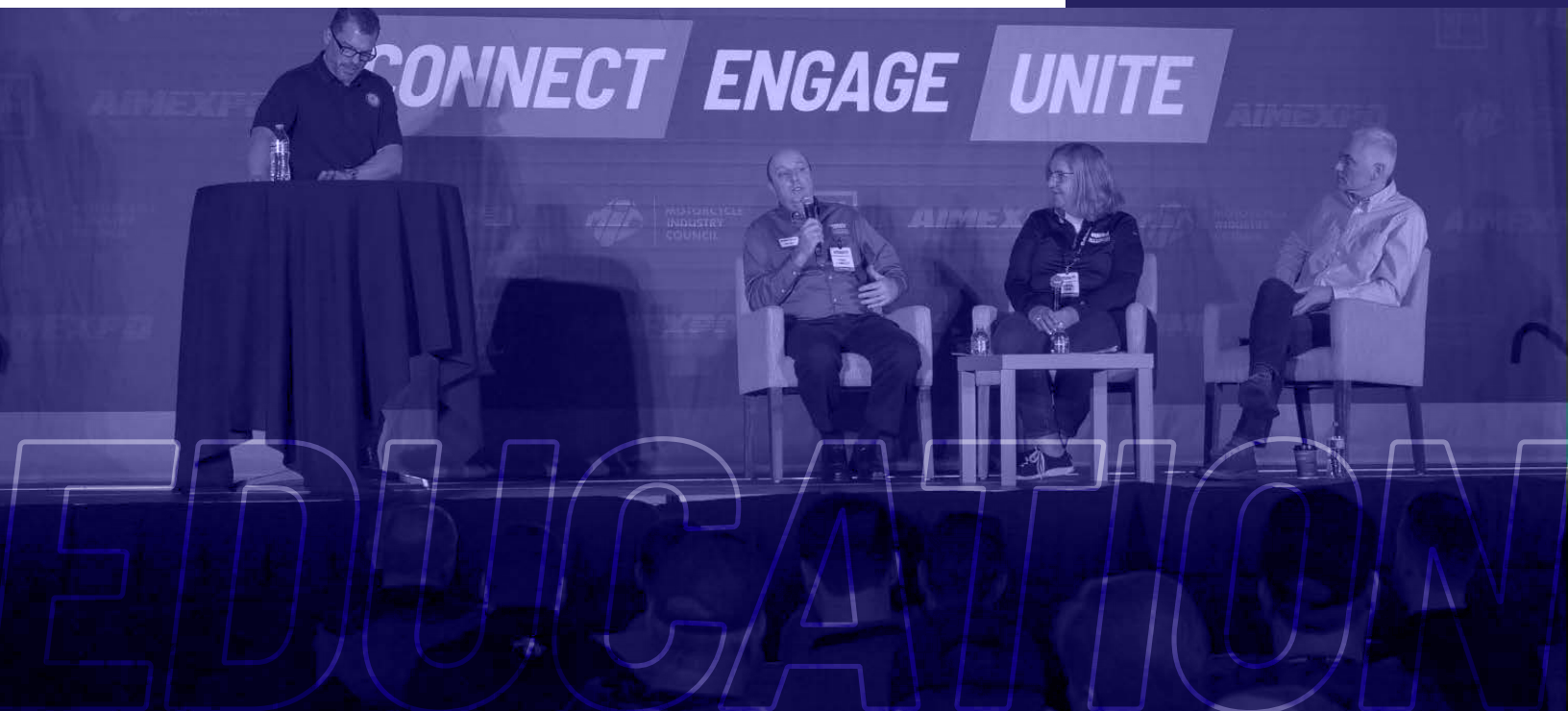
KNOWLEDGE IS POWER.

Don't miss your opportunity to learn and acquire new tools to run an efficient business, maximizing ROI.



I REALLY LIKE THE SEMINARS, HEARING SOME OF THE DIFFERENT SESSION SPEAKERS, GETTING CAUGHT UP ON SOME OF THE NEWEST STATS. MIC HAS DONE A GREAT JOB EXPANDING THIS PROGRAM."

Brent Gyuricza,
Maverick Motorsports



Education sessions allow you to choose from a range of seminars, all meant to bring **the most successful future possible** to you and your dealership. The complete 2024 seminar schedule and list of speakers will be released over the coming weeks.

DON'T MISS OUT!



REAL TALK

WHAT DEALERS ARE SAYING ABOUT THE SHOW

"AIMExpo offers a unique opportunity to interact with dealers, interact with the industry, and understand what the latest trends are."

Richard Kimes, Suzuki Motor USA



"THIS YEAR'S (2023) AIMEXPO HAS BEEN ONE OF THE BEST EXPERIENCES YET. IT'S A FANTASTIC SHOW FOR THE MOTORCYCLE INDUSTRY AND WE AT TUCKER REALLY BELIEVE IN GETTING EVERYBODY TOGETHER AS AN INDUSTRY. THIS ENERGY AND EXCITEMENT REALLY SETS US UP FOR A GREAT SEASON"

Marc McAllister, Tucker Powersports



"Connecting with so many amazing presenters on the Disruptive Thinking main stage, hearing some of the thoughts on how to drive customer activity through retail..."

Jeff Konicke, KTM North America

"THE EXPERIENCE HAS BEEN GREAT. THEY'VE GOT DEMOS SETUP, THEY'VE GOT SEMINARS. I'M AN ENTHUSIAST OF THE SPORT, I LOVE MOTORSPORTS, IT'S A MOTORSPORTS ENTHUSIAST'S DREAM TO COME HERE."

Travis Mullaney, Parker's Kawasaki



"AIMExpo has been great, and we're really looking forward to coming back."

Paige Jensen, Lucky Strike Cycles



2024 /// WHY ATTEND

*AIMExpo is more than a tradeshow.
It's where the powersports industry gathers to*

CONNECT ENGAGE UNITE

*– sparking new ideas, forging new relationships,
and making our industry stronger.*

REGISTER



REGISTER NOW

TO BE PART OF NORTH AMERICA'S **MOST
IMPORTANT POWERSPORTS EVENT OF THE YEAR.**

ONLINE AT **AIMEXPOUSA.COM** OR CALL **949-517-7501**

AIMEXPOUSA.COM