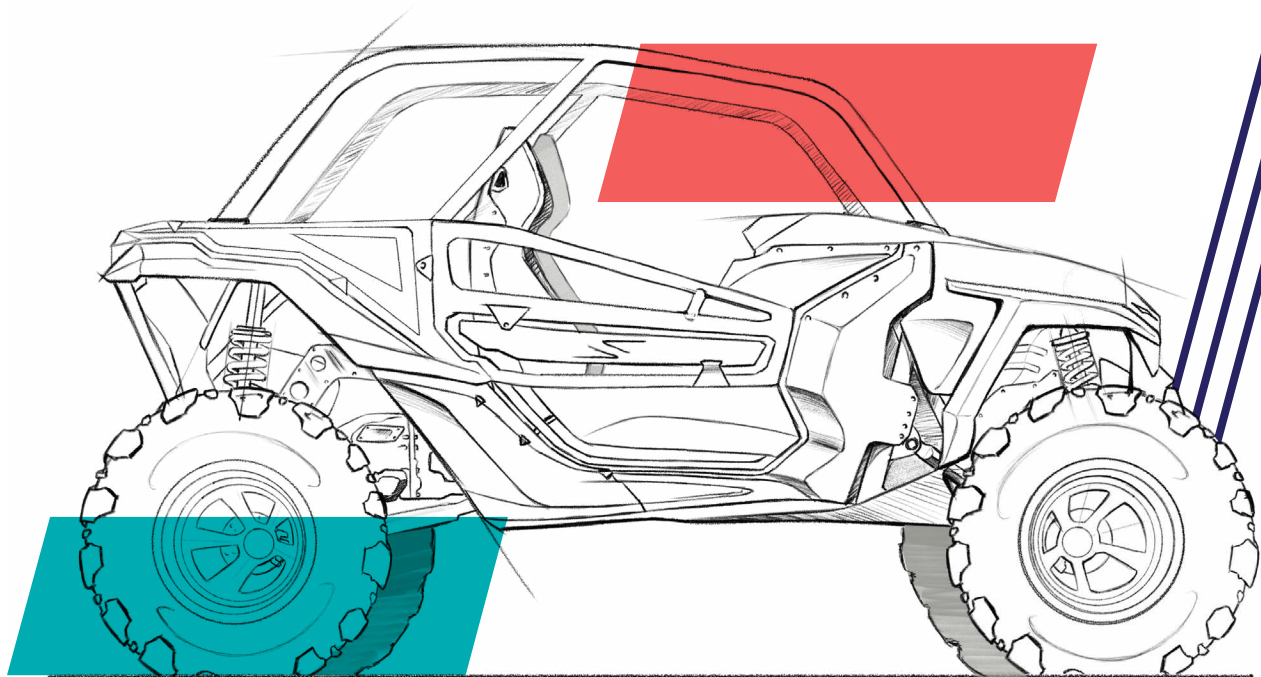


AIMEXPO **CONNECT** **ENGAGE** **UNITE**

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

SPONSORSHIP & BRANDING



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

To further leverage your investment in the 2024 show, we offer a comprehensive program of sponsorship, marketing, and branding opportunities in the following sections. These innovative programs will help to set your company apart from the competition, ensuring maximum brand exposure at the industry's biggest event. Have something in mind that you don't see below?

Reach out to us to discuss how we can bring your idea to life at AIMExpo 2024.

ATTENDEES

TRADE ATTENDEES

2,000 DEALERS

projected 2024 trade attendance

83% OF TRADE ATTENDEES

from the United States

17%

International trade attendees

39 COUNTRIES

represented

48 STATES

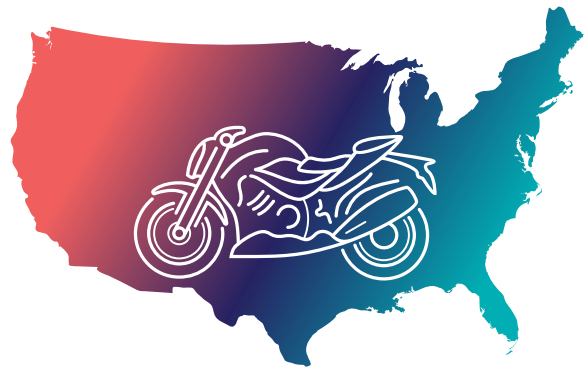
represented by dealer attendees

93% OF DEALERS

attend to see new products

89% OF ATTENDING DEALERS

influence or have final buying authority



\$50.1 BILLION

Economic value of the
US Powersports Retail marketplace

DECISION MAKERS COME TO SEE YOU!

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

NEW PRODUCT SHOWCASE

Dealers come to see new products and you can deliver by highlighting your latest products with our new product showcase. Show everybody what you're bringing to market in 2024 by **showing off your latest products in an illuminated showcase prominently located on the show floor** with additional branding on show signage related to the new product showcase.

Package includes:

- Product showcase
- Signage on display unit and free-standing literature display
- Logo on featured new product signage near entrance and in feature area
- Inclusion in email blast featuring exhibitors with new products
- Inclusion in Ride Report show edition

PRICE: \$975

Before Dec. 15

\$1,100

After Dec. 15

NEW PRODUCT





DEALER RECHARGE ZONE

SOLD

...presented by You. Centrally located at the heart of the show floor, the Dealer Recharge Zone provides a place for dealers to recharge and reset during the show. The Recharge Zone features soft seating, charging stations, and **a place for dealers to network**. The Dealer Recharge Zone will also be home to the only bar serving alcohol on the show floor*.

*Bar placement is optional; not required

- Listed on floorplan as "Dealer Recharge Lounge presented by"
- Overhead banner (approx. size 8' x 12')
- Soft Seating/end tables
- Carpet
- Cocktail rounds with chairs
- Outlets and multi cords for charging
- Listed on website – exact page TBD
- Promoted in any "show special" publications; ie. Ride Report AIMExpo Edition; "Don't Miss" Dealer email blasts, etc.
- Promoted in applicable pre-event marketing as a show feature for Dealers
- Signage promoting Dealer Recharge Zone at dealer registration and on show floor (based on space availability)

PRICE: \$13,000



LOBBY BILLBOARDS

TWO (2) 39" x 84" double-sided free-standing billboards promoting your brand and booth location in the highly trafficked main lobby area where attendees enter/exit the show floor, access registration, and get to Aces Café, the Convention Center's South Hall food court.

PRICE:

Before Dec. 15	\$1,400
After Dec. 15	\$1,600

Only **6 Lobby Billboards** are available for purchase.



LIMITED OPPORTUNITY

2-WHEEL VEHICLE DISPLAYS: LOBBY

Be one of the first brands seen! Vehicle displays are located in the convention center lobby near the entrance to the show as attendees head to registration and the show floor. There is no other access to the show floor meaning ALL attendees will see your featured display before, during, and after show hours. This **highly visible branding opportunity** is a great way to show off your latest and greatest outside your exhibit space.

PRICE:

Before Dec. 15	\$4,000	After Dec. 15	\$5,000
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Sponsorship includes:

- 8'x8' custom graphic fabric backdrop
- Display space for vehicle
- Stanchions around vehicle

To ensure maximum visibility **only 2 displays are available** for purchase.



FLOOR CLING 4 PACK

Use this opportunity to advertise your brand, latest products and your booth number to build brand recognition and drive traffic to your booth.

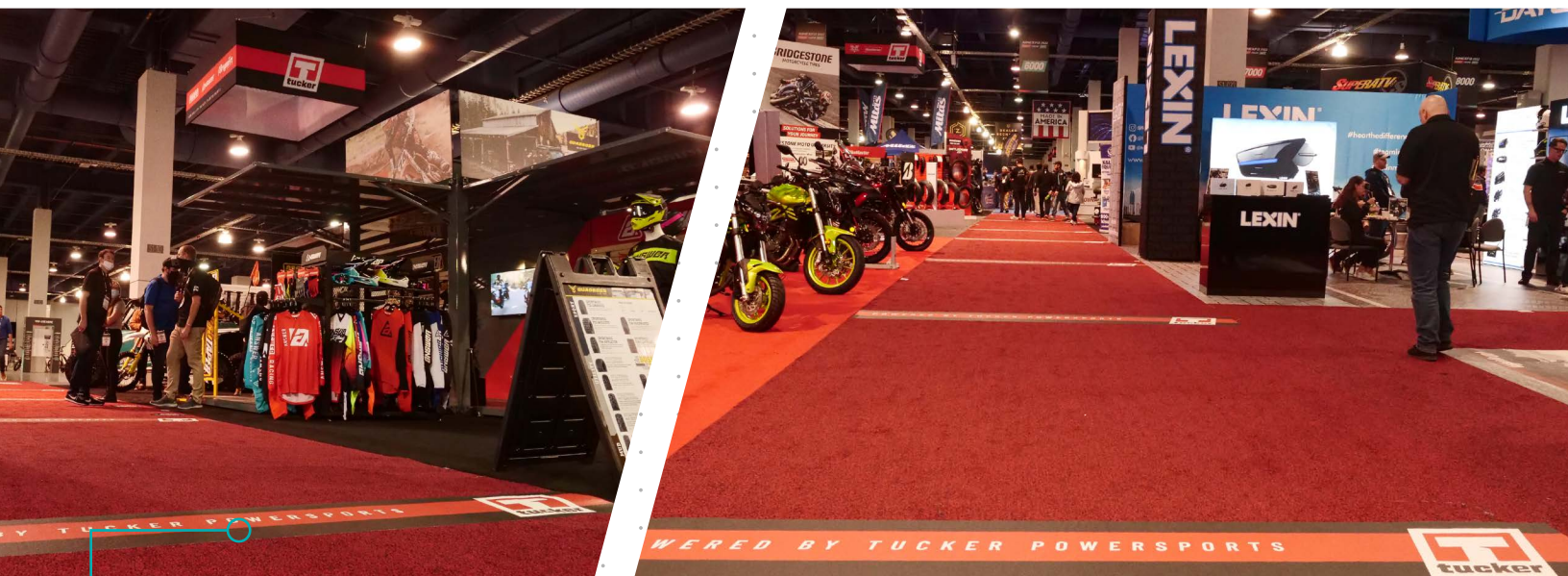
PRICE:

Before Dec. 15 **\$1,050**

After Dec. 15 **\$1,200**

Floor clings are 48"x 36"

A **maximum of (4) 4-pack clings** (16 clings total) can be purchased per company.



MAIN AISLE TAKEOVER

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

EXCLUSIVE OPPORTUNITY --ONLY 1 AVAILABLE

SOLD

Sponsorship Includes:

- 15 floor cling runners across main aisle
- 4 oversized main aisle floor clings (48"x 72") placed directly in main aisle at prominent cross aisles

PRICE:

Before Dec. 15 **\$11,500**

After Dec. 15 **\$14,000**

EXCLUSIVE OPPORTUNITY



FRONT LINE BANNER TAKE-OVER

Floor-to-ceiling double-sided banners along the front aisle of the show as attendees walk onto the show floor. Banners are 28'x 2.5' wide

SOLD

PRICES

6 vertical banners	\$10,500
9 vertical banners	\$12,500
12 vertical banners	\$14,000



THREE OPPORTUNITIES

FLOORPLAN WEB BANNERS

PRICE: \$995

Sponsorship includes:

- Banner on online floorplan
- Up to 10-month run: June 2023 – March 2024



EXCLUSIVE OPPORTUNITY

DEALER LANYARDS

This exclusive sponsorship allows your company to take ownership of the most widely used item at the show. The official show lanyard is given to every attendee when they pick up their badges onsite.

PRICE: NEW LOWER PRICE

Before Oct. 15 **\$5,700** Trade only | **\$8,500** Trade & Exhibitors
After Oct. 15 **\$7,250** Trade only | **\$9,750** Trade & Exhibitors

Trade – 3,000 Lanyards | Trade and Exhibitor – 5,000 Lanyards
Exhibitor is responsible for producing lanyards, not included in cost above.
Lanyards must meet the required specs to be used with AIMExpo badge stock.

BIG SCREEN BRANDING

Put your brand centre stage at AIMExpo with Big Screen Branding on the main education Disruptive Thinking stage. Our TWO big screens are located on either side of the education stage on the show floor where all education and keynote presentations take place.

Package includes:

- 15 second video* or static image that runs in a 5-minute LIMITED brand rotation
- (2) screens are 8'x14' each; your video/image plays on both simultaneously
- Brand rotation plays in between presentations on main stage; over the course of the 3 days
- Space is limited to only 20 brands to ensure maximum exposure

**Video submissions do not include audio*

PRICE: \$600

Before Dec. 15

\$750

After Dec. 15





CONTACT

Contact your account manager to learn more about how you can leverage your investment in the show with these unique and impactful sponsorship opportunities.

IVAN CARRANZA

Account Manager (#s, A-L)
icarranza@mic.org
949.517.7508

ADAM SCHELOR

Account Manager (M-Z)
aschelor@mic.org
949.517.7518

Looking for a customized branding and sponsorship package?
Reach out to your Account Manager today about creating your own unique opportunity.