

# AIMEXPO

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

## WHY EXHIBIT?

**CONNECT**

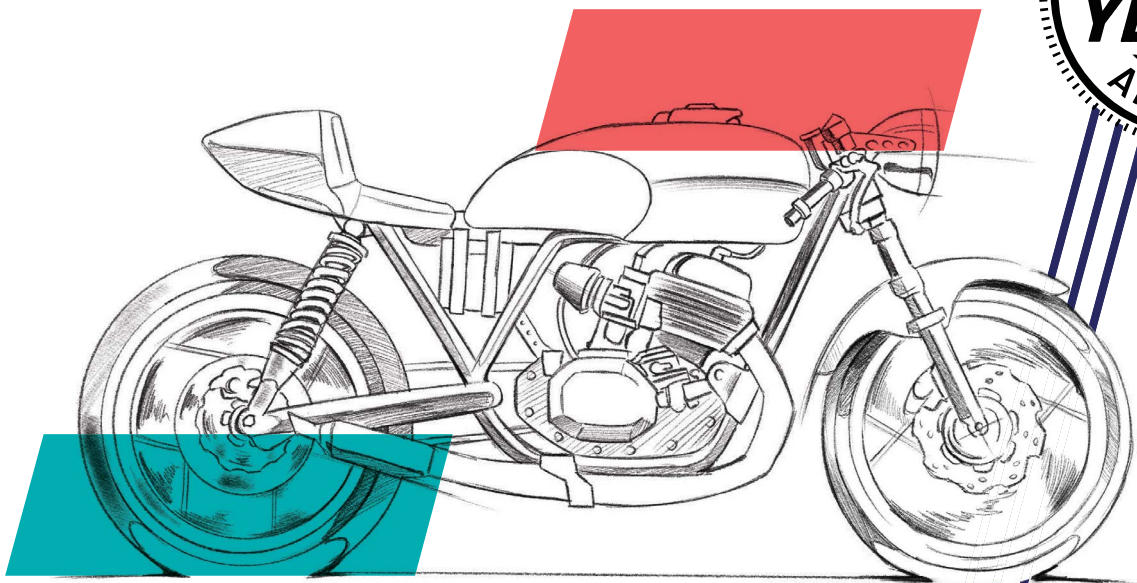
INDUSTRY LEADERS | THE MOST ENGAGED  
DEALERS AND PROGRESSIVE BRANDS

**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 OFFERS A UNIQUE  
OPPORTUNITY TO INTERACT WITH  
DEALERS, INTERACT WITH THE  
INDUSTRY, AND UNDERSTAND  
WHAT THE LATEST TRENDS ARE.***

— Richard Kimes, **Suzuki Motor USA**  
EXHIBITOR

# AIMEXPO MEANS BUSINESS.

AIMExpo is North America's Powersports tradeshow showcasing the latest Motorcycle, ATV, and Side-by-Side vehicles, parts, accessories, and related business services.

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

The show provides an opportunity to engage with proactive dealers, OEMs, distributors, media, and influencers, as well as learn about and discuss the important issues currently facing our industry.

Our exhibitors know that getting in front of powersports dealers at the **right time** of the year to launch new products and **write orders** for the upcoming season is the most efficient way to do business.

This three-day, **trade-only** event offers you the best possible opportunity to make an impact.

**CONNECT** / **ENGAGE** / **UNITE**



// YOU NEED TO BE HERE!



## CONNECT

**Face-to-face meetings are still the most meaningful and valuable way to do business.**

AIMExpo delivers highly qualified buyers looking to connect and do business with you.

### CONNECT WITH:



**2,000**

highly **engaged dealers**

#### THE ATTENDEES

**450**

**Industry Professionals**  
represented in 2023



**NEARLY**

**200**

endemic and mainstream  
**members of the media**



Dealers from **48 states**  
represented in 2023

**350+**

**Exhibitors** representing all  
sectors of the 2- and 4-wheel  
Powersports markets



Dealers from **39 countries**  
represented in 2023

#### THE DECISION-MAKERS

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

#### ALL SEGMENTS OF THE POWERSPORTS INDUSTRY

Street // Dirt // Sport // Cruiser // Custom // V-Twin // Touring // Adventure // Dual Sport // ATV // UTV // SXS // E-BIKE (motorcycle & bicycle)

#### ALL CATEGORIES OF POWERSPORTS BUSINESS

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





## ENGAGE

**AIMExpo** brings the powersports industry together so you can **drive demand for your products and services**.

BY EXHIBITING YOU WILL BE ABLE TO:

- **Launch** new brands and products.
- Forge new relationships essential to business **growth**.
- **Strengthen** relationships with your current dealers and industry partners.
- **Engage** with the industry through meaningful networking opportunities.
- **Connect** with qualified retailers looking to take advantage of show specials and place orders.

INFLUENCE | LAUNCH | GROW



# UNITE

Industry meetings, after-hours events, and time on the show floor make for a unique, once-a-year experience in Las Vegas.

## THE SHOW FLOOR

Hundreds of the industry's leading brands sharing the latest products, services, and trends in the Powersports market.

## THE GENERAL SESSION

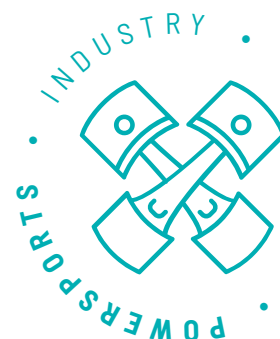
Our industry's leaders share vision, strategy, and insights into the future of our business.

## 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 INDUSTRY PARTY

Your time to network and spend time with industry leaders, influencers, colleagues, and peers. Some say the best business happens after hours...







# RALLYING THE INDUSTRY

## REAL TALK



*"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**

*"There is no other single North American event with a better concentration of industry partners and dealership representation than AIMExpo. The show is an effective jumpstart for the year and an efficient way to speak with so many of our industry partners."*

– Shane Pacillo, Chief Marketing Officer, **Piaggio Group Americas**

**"IT'S A GREAT PLACE TO MEET THE PEOPLE.  
AND THE CROWDS... THE DEALERS ARE HERE!"**

– Vinny Russo, **Liqui Moly USA**

**"EVERY SINGLE YEAR  
IT SEEMS TO GET  
BETTER. PEOPLE SEEM  
TO BE EXCITED TO BE  
HERE, THEY SEEM LIKE  
THEY WANT TO SEE  
NEW THINGS."**

– Jennifer Ambrose, **California Heat**

**"If you're a  
manufacturer,  
distributor, dealer...  
check this show out,  
nothing else like it."**

– Mike Farmer, **Maxxis International USA**

## 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. The MIC's mission is to preserve, protect and promote motorcycling in the U.S. We support the industry 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.



### 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 show site\*
- Complimentary meeting room usage
- Business Services including charging stations, work stations, and printers
- Complimentary lunch served

Contact your Account Manager to learn how to fully leverage an MIC membership and exhibit at AIMExpo.

\*benefits offered on a first-come, first-serve basis and are subject to change.



**SUCCESS STARTS AT AIMEXPO**  
**RESERVE YOUR SPACE TODAY!**

## SHOW INFO

### BOOTH PRICING

TUESDAY, February 6 – THURSDAY, February 8

\$29.50 / square foot + \$250 per corner

### SCHEDULE

#### **Tuesday, February 6:**

9:00am – 5:00pm

5:15pm **Keynote**

6:00pm – 8:00pm | **Industry Party Powered by  
Turn 14 Distribution**

#### **Wednesday, February 7:**

9:00am – 5:00pm

#### **Thursday, February 8:**

9:00am – 1:00pm

*\*Times subject to change*

### What's included with your booth purchase:

Company and product listings in  
onsite show directory

Digital show floorplan 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

#### **Ivan Carranza**

Account Manager (#'s, A-L)

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**AIMEXPOUSA.COM**

FEB 6 - 8