

AIMEXPO

POWERSPORTS TRADESHOW | MC • ATV • SXS

CONNECT | **ENGAGE** | **UNITE**

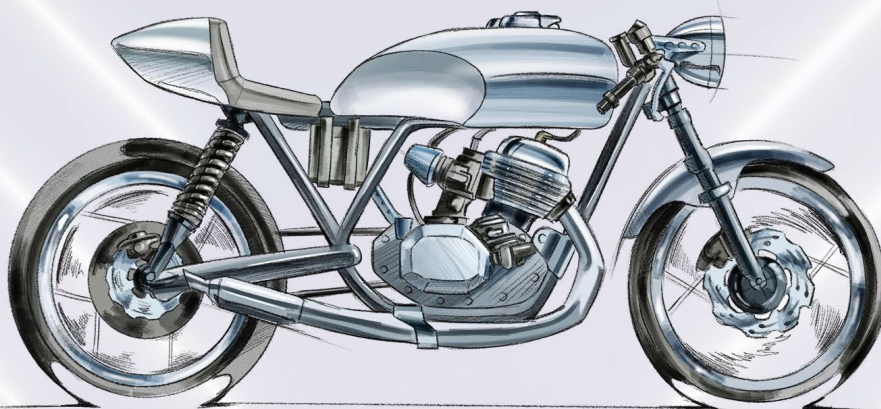
LAS VEGAS | FEB 5-7, 2025

WHY EXHIBIT?


CONNECT | **INDUSTRY LEADERS, THE MOST ENGAGED DEALERS, AND PROGRESSIVE BRANDS**

ENGAGE | **NETWORK TO GROW YOUR BUSINESS**

UNITE | **DEDICATED TRADE-ONLY POWERSPORTS EVENT**



**MOTORCYCLE
INDUSTRY
COUNCIL**



"AIMEXPO IS THE ONCE-A-YEAR, MUST-ATTEND EVENT FOR THE POWERSPORTS INDUSTRY. IT'S IMPORTANT THAT WE COME TOGETHER TO BENCHMARK THE BUSINESS, DISCUSS INDUSTRY CHALLENGES, LEARN FROM EACH OTHER AND ALIGN ON STRATEGIC DECISIONS THAT POSITIVELY IMPACT THE FUTURE. AIMEXPO PROVIDES A GREAT OPPORTUNITY TO CONNECT AND DISCUSS BUSINESS WITH OUR DEALERS, SHOWCASE NEW PRODUCTS, MEET WITH VENDORS AND SUPPORT THE GROWTH OF OUR INDUSTRY. I LOOK FORWARD TO SEEING YOU THERE."

- John Hinz, CEO, KTM North America

AIMEXPO MEANS BUSINESS.

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

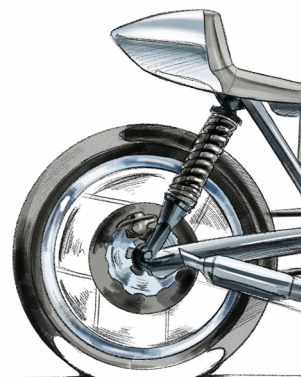
We are heading back to the Las Vegas Convention Center in 2025, **Wednesday, February 5 through Friday, February 7**, where we will once again bring the industry together in **ONE PLACE** at **ONE TIME**.

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

Exhibitors know that getting in front of powersports dealers, face-to-face, at the right time of the year to launch new products and make important connections ahead of the upcoming season is the most efficient way to generate business for the year ahead.

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

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





// EVERYONE IS HERE!



WHERE WILL YOU BE?

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.

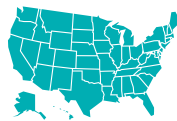
CONNECT WITH:

THE ATTENDEES



2,000+

highly **engaged dealers & retailers**



Dealers from **48 states**
represented in 2024



Dealers from **38 countries**
represented in 2024



420

industry professionals
represented in 2024

370+

exhibitors representing all
sectors of the 2, 3 and 4-wheel
powersports markets



MORE THAN
120

endemic and mainstream
members of the media & influencers

THE DECISION-MAKERS

Owners • 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-Power

ALL CATEGORIES OF POWERSPORTS BUSINESS

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



ENGAGE

The show brings the powersports industry together allowing you to **efficiently** build awareness and create 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

INFLUENCE | LAUNCH | GROW



UNITE

Industry meetings, education, 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.

AIMEXPO EDUCATION DISRUPTIVE THINKING

Education continues to evolve to ensure dealers have more reasons to attend AIMExpo. Being located on the show floor keeps dealers in the heart of the show and more accessible to exhibitors.

DEALER EXCELLENCE

Classroom-style content focused on best practices for running and growing day-to-day business with actionable takeaways for dealers and retailers.

THE OPENING 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.

NEW PRODUCT CENTRAL

As an exhibitor, you have access to AIMExpo's New Product Central, a multi-faceted platform designed to bring new brands, products, and services to the attention of media, influencers, retailers and the greater powersports industry through our showcases, interview stage and event marketing and promotional materials.

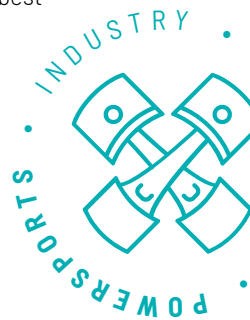
NETWORKING

We know sometimes the best business happens beyond the booth; we've added more networking opportunities to give exhibitors the best opportunities to connect in the most meaningful ways throughout the show floor.

- Dealer Tech Zone
- **New** AIMExpo Starting Line
- MIC Member Lunch & Learns
- Vehicle Showcases & Lounge

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



"ALL OF US AT RABACONDA LOOK FORWARD TO AIMEXPO EVERY YEAR! THERE ISN'T A BETTER EVENT THAT ALLOWS US TO CONNECT FACE TO FACE WITH OUR DEALER PARTNERS, CULTIVATE NEW RELATIONSHIPS, AND VISIT WITH OTHER POWERSPORTS INDUSTRY PROFESSIONALS." - Rabaconda



"Here at AIMExpo, it's the perfect arena to unveil new product that we're bringing to market. I'm really happy that we've signed three dealers already today. We've also set a lot of prospect meetings for the future so when our RSMs get home, they're going to hit the road and start seeing those guys. All the big players are here so this is a great opportunity for us."

- Denago PowerSports



"IF YOU'RE A MANUFACTURER, DISTRIBUTOR, DEALER... CHECK THIS SHOW OUT, NOTHING ELSE LIKE IT."

- Mike Farmer, **Maxxis International USA**

"IT (AIMEXPO) IS A GREAT TIME TO CONNECT WITH OTHER INDUSTRY PROFESSIONALS WE SOMETIMES ONLY GET TO SEE ONCE A YEAR. AIMEXPO IS THE PERFECT GATHERING PLACE FOR THAT. AS A LONG-TIME EXHIBITOR, AIMEXPO IS DEFINITELY A NO-MISS EVENT FOR OUR COMPANY!"

- Voltz Power

"AIMExpo had been gaining momentum for years, but this year's AIMExpo, catapulted to a new level! It was by far the best AIMExpo we have attended, and we have been to them all. NPA's sales team was busy all three days talking to potential and current dealers from around the country and our Business Development team was able to network with all the major businesses in one place. We are looking forward to next year!"

- National Powersport Auctions



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. 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.

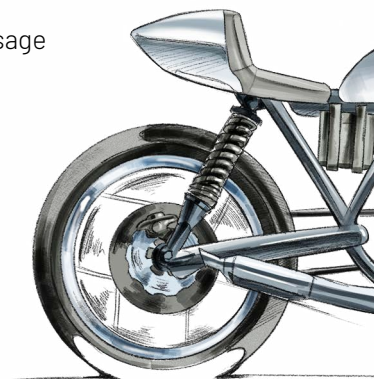


EXCLUSIVE MIC MEMBERS' BENEFITS:

- 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 seminars
- 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

WEDNESDAY, February 5 – FRIDAY, February 7

\$29.95 / square foot + \$250 per corner

SCHEDULE

Wednesday, February 5

9:00am – 5:00pm

5pm | Industry Party

Thursday, February 6

9:00am – 5:00pm

Friday, February 7

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

Opportunity to apply to present on
the New Product Central stage

CONTACT YOUR ACCOUNT MANAGER TODAY

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AIMEXPOUSA.COM

FEB 5 - 7