

# AIMEXPO

POWERSPORTS TRADESHOW | MC • ATV • SXS

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

**LAS VEGAS | FEB 5-7, 2025**

# SPONSORSHIP & BRANDING

## THE SHOW

DEDICATED TRADE  
ONLY EVENT  
ALIGNED WITH THE  
BUYING SEASON

## THE PEOPLE

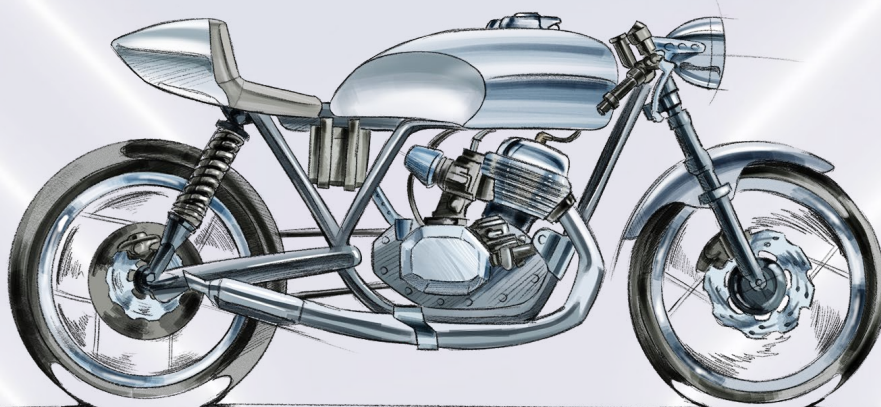
INDUSTRY LEADERS,  
THE MOST ENGAGED  
DEALERS AND  
PROGRESSIVE BRANDS

## 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 2025 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 2025.

# ATTENDEES

## TRADE ATTENDEES

### OVER 2,000 DEALERS

projected to attend in 2025

### 38 COUNTRIES

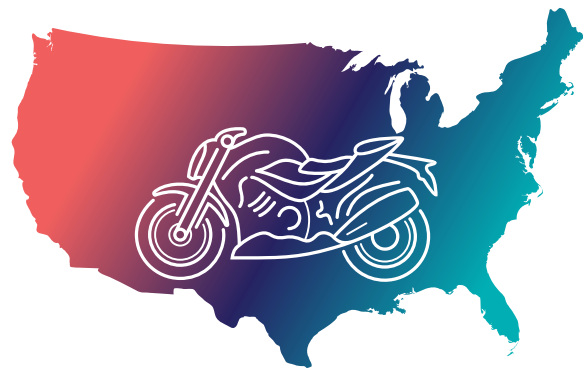
### 48 STATES

### 93% ATTEND

to see new products

### 89% 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, media, influencers and industry partners come to see new products. Deliver what the audience wants to see – display your 2025 products and services in the newly expanded New Product Showcase, prominently featured in the NEW AIMExpo Starting Line. **Sleek product showcases and signage will drive traffic to your booth before attendees hit the exhibits.**

## 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: \$725**

*Before Dec. 15*

**\$825**

*After Dec. 15*

INFLUENCE | LAUNCH | GROW

# NEW PRODUCT





SOLD

## DEALER RECHARGE ZONE

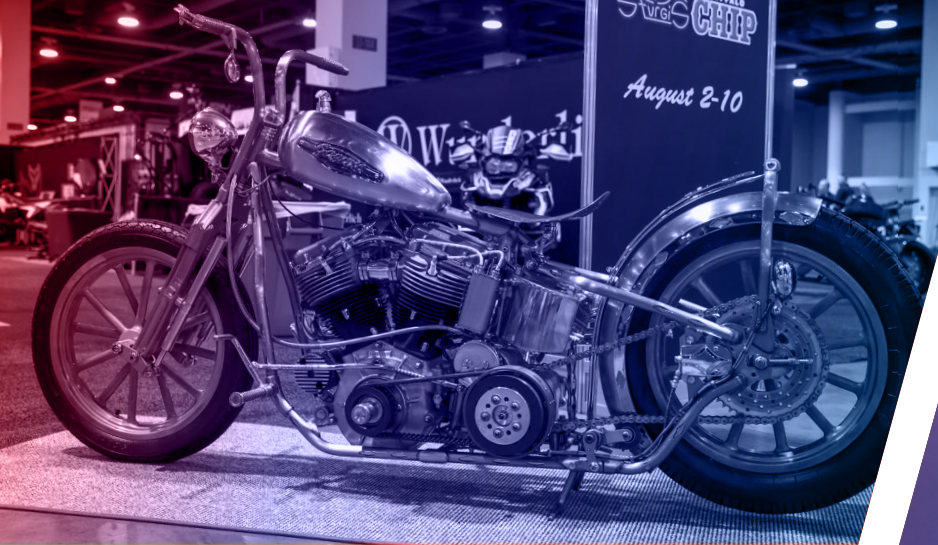
...presented by You. Centrally located at the heart of the show floor, the Dealer Recharge Zone provides a place for dealers to recharge and reset during the show. The Recharge Zone features soft seating, charging stations, and **a place for dealers to network**. The Dealer Recharge Zone will also be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





## 2-WHEEL CUSTOM SHOWCASE TITLE SPONSOR

Located in the heart of The Backyard, AIMExpo's newly branded space with an upbeat, high-energy vibe, the 2-wheel Custom Showcase presented by YOU will feature custom motorcycles from some of the best custom bike builders in the country. Sitting adjacent to the Vahna Film Festival area, the 2-Wheel custom showcase will feature its own lounge area and is guaranteed to be the place where the "cool kids" hang out.

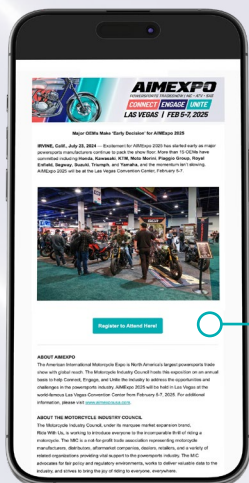
The Backyard is also home to the AIMExpo Disruptive Thinking Stage, AIMExpo's Industry Party and the 4-wheel Showcase feature area.

### Package includes:

- Title Branding on digital and show site floorplans, website, show signage, and all mentions of 2-Wheel Custom Showcase
- Overhead banner (approx. size 8' x 12')
- Lounge area that includes soft seating/end tables, cocktail rounds and chairs
- Promoted in any show-specific publications, ie. Ride Report AIMExpo Edition; "Don't Miss" Dealer email blasts, AIMExpo Newsletter, etc.

- Promoted in applicable pre-event marketing - email, website, social media - as a show feature
- Big Screen Branding opportunity included at no additional charge
- Exclusive email to registered AIMExpo attendees to promote your booth and branding sent pre-show
- Featured in (1) AIMExpo Show Daily

**PRICE: \$8,000**



## AIMEXPO PARTNER EMAIL BLAST

**PRICE: \$1,200**

\*Limit (1) pre and (1) post email per exhibitor

Let our team invite AIMExpo Dealers and attendees to stop by your booth or keep your brand top of mind post-show. You provide the messaging and creative assets and let us know when you want it to go and we send it out.





**SOLD**

## LOBBY BILLBOARDS

TWO (2) 3' x 7' 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:**

**\$1,450** *Before Dec. 15*  
**\$1,650** *After Dec. 15*

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



## 2-WHEEL VEHICLE DISPLAYS: LOBBY

\*LIMITED OPPORTUNITY\*

**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:**

**\$4,000** *Before Dec. 15*      **\$5,000** *After Dec. 15*

- 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:

**\$1,100** Before Dec. 15

**\$1,300** After Dec. 15

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**

### 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:

**\$12,000** Before Dec. 15

**\$14,500** After Dec. 15



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 **\$12,000**
- 9 vertical banners **\$14,500**
- 12 vertical banners **\$16,000**



THREE OPPORTUNITIES

## FLOORPLAN WEB BANNERS

PRICE: \$795

SOLD

### Sponsorship includes:

- Banner on online floorplan
- Up to 8-month run: June 2024 - February 2025





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 center stage at AIMExpo** with Big Screen Branding on the Disruptive Thinking stage. Our 18’ highly visible LED screen is located on the Disruptive Thinking Stage located in the AIMExpo Backyard, where symposium content and keynote presentations take place, along with the can’t-miss Wednesday night Industry Party.

### 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: \$500

*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)

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949.517.7508

**ADAM SCHELOR**

Account Manager (M-Z)

[aschelor@mic.org](mailto: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.*