

# AIMEXPO

POWERSPORTS TRADESHOW | MC • ATV • SXS

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

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

## SHOW HOURS

### **Move-In**

Sunday, February 2	Targeted Exhibitors
Monday, February 3	8am - 5pm
Tuesday, February 4	8am - 6pm
Wednesday, February 5	7am - 8am

### **Move-Out**

Friday, February 7	1:01pm - 10pm
Saturday, February 8	8am - 3pm

### **Show Hours**

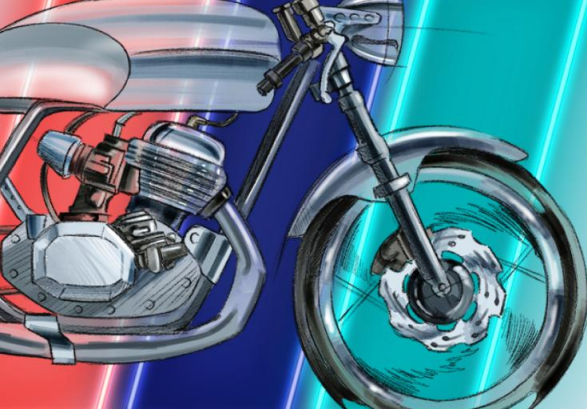
Wednesday, February 5	9am - 5pm
5:30-8pm: AIMExpo Industry Party powered by Turn 14 Powersports	
Thursday, February 6	9am - 5pm
Friday, February 7	9am - 1pm

### **Exhibitor Registration (South Hall Lobby)**

Monday, February 3	8am - 5pm
Tuesday, February 4	8am - 6pm
Wednesday, February 5	7am - 5pm
Thursday, February 6	8am - 5pm
Friday, February 7	8am - 12pm

### **Dealer Registration/Badge Pick-Up (South Hall Lobby)**

Tuesday, February 4	4pm - 6pm
Wednesday, February 5	7am - 5pm
Thursday, February 6	8am - 5pm
Friday, February 7	8am - 12pm



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## **MIC Business Center, AIMExpo Show Office, & Member Lounge (Booth 7006)**

The MIC Business Center & Lounge is a place for MIC members to conduct business, work, network, or relax and unwind. All MIC members have COMPLIMENTARY access to the MIC Business Center at AIMExpo, featuring:

- Workstations with charging capabilities
- Lounge area when you need a break
- Access to laptops and printers
- Use of private meeting rooms on the show floor (up to 8 ppl)
- Complimentary beverage service (Tuesday afternoon through Friday)
- Complimentary lunch (Wednesday through Friday)
- Complimentary secure luggage storage

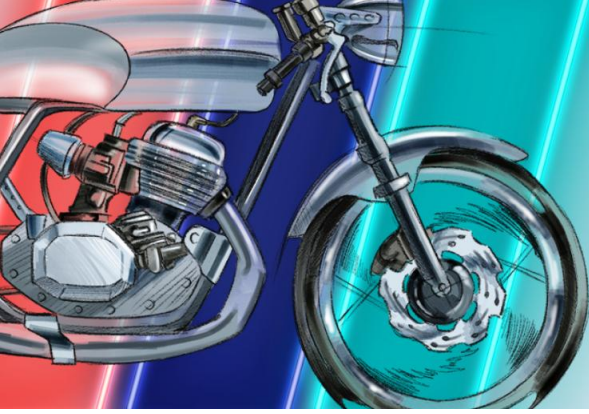
### Hours of Operation

Tuesday, February 4	1pm - 4pm
Wednesday, February 5	8:30am - 5pm
Thursday, February 6	8:30am - 5pm
Friday, February 7	8:30am - 1pm

## **AIMExpo Staff Office (within Booth 7006)**

The AIMExpo staff office will be *inside* the MIC Business Center. We will have workstations for staff members working the show. Office supplies, printer, and Wi-Fi access will be available.

Breakfast and lunch will be served starting Monday (breakfast) through Friday (lunch).



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## **AIMExpo Education: Disruptive Thinking Stage (Booth 3179)**

Home to the MIC Symposium sessions, the Disruptive Thinking stage hosts the big topics and discussions that affect our industry, how to overcome them, and set yourself up for success by looking to the future.

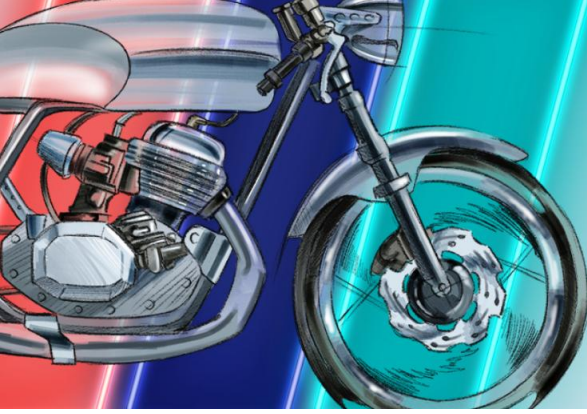
## **AIMExpo Education: Dealer Excellence Stage (Booth 1048)**

Dealer Excellence is designed to better engage the audience with panelists and speakers and will provide dealers with ideas and inspiration they can implement today. Partnering with Garage Composites and MPN, these education sessions will feature industry-leading experts who will deliver insights and actionable takeaways in strategic areas to running a business.

## **AIMExpo Education: Digital & Tech Sector's Tech Talks (Booth 7018)**

"Fireside chat" style discussions with tech business leaders giving dealers and attendees the opportunity to have small group conversations to problem solve and approach tech opportunities and challenges from a different perspective.

**[Education schedule and details here!](#)**



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## Show Features

### **The Starting Line (Booth 3001)**

The **AIMExpo Starting Line** will allow show-goers a place to plan their show experience and make the most of their time in Vegas. The Starting Line will be home to the **MIC Research Center** where our Research team will be available to answer questions and talk through the data and statistics offered by MIC and our data partners. Attendees will also find an expanded **New Product Central** featuring just that – new products as well as the New Product Presentation stage. This area will also include the **Garage Composites** live podcast booth, **Moto Trainer** moto-simulators just for fun, an **NPA** live auction, a lounge area, **REV'IT! ADV Check Point**, and of course an interactive floorplan and schedule to best plan out your days. Free Coffee Fueled by **Drag Specialties Torque Up Your Day!**

### **New Product Central (Booth 2000)**

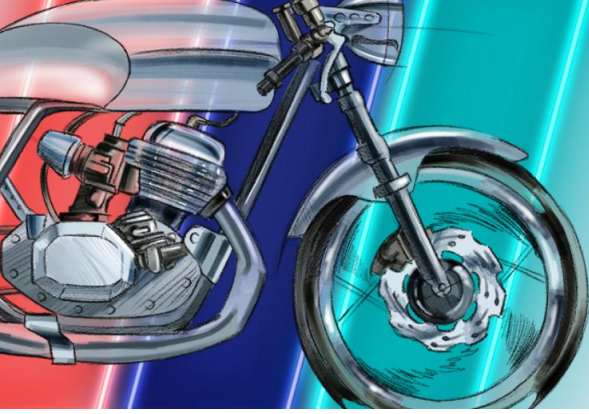
New products are what drive our industry. To help highlight the latest products, AIMExpo will host a centralized place on the floor for new products – **New Product Central**. NPC will have some of the latest products on display as well as a new product presentation stage where participating brands can show and talk about their latest products with our New Product Host. All dealers and media are encouraged to attend the presentations.

### **Digital & Tech Sector (Pavilion - Behind Suzuki)**

They asked and we listened. Every day technology plays a more prevalent role in making business more efficient, more profitable, and more sustainable. A group of forward-thinking, progressive exhibitors asked us to build a curated space on the show floor where dealers could easily find companies that offered digital and technical solutions to everyday retail business. The **Digital & Tech Sector** centrally located on the floor showcases these brands and also includes an area for **Tech Talks** – “fireside chat” style discussions with tech business leaders giving dealers and attendees the opportunity to have small group conversations to problem solve and approach tech opportunities and challenges from a different perspective.

### **Media Center (Booth 9021)**

A booth where registered media can work on stories about AIMExpo to promote the show news live from the floor. The booth features free WiFi for the media, as well as refreshments and a sponsored lunch.



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### **Malcolm's Adventure (Booth 1135)**

A spot on the show floor dedicated to the memory of an industry legend, Malcolm Smith. Partnering with Alexander Smith, Todd Huffman, the AMA and Dealernews, this is a place where people can gather and reminisce about their favorite Malcolm stories.

### **Dealer Tech Zone powered by Transax Digital Retail (Booth 4063)**

A place central to everything where you can recharge, reset, network, catch up – on business, friendships, emails, voicemails, and anything else you can think of. Courtesy of Transax Digital Retail, the **Dealer Tech Zone** is your remote office on the show floor.

### **The Backyard (Back of Hall - S2D)**

The show's newest, vibiest spot on the show floor with a different look and feel than what you've experienced before. Bringing the outdoors in, **The Backyard** will be where you hang out when you're not busy doing all the other things and is home to several show features!

### **Vahna Film Festival (Booth 2149)**

VAHNA magazine is bring a unique cinematic experience to the show where attendees can take a break and enjoy screenings of finalist videos from VAHNA's 2024 Motorcycle Film Festival.

### **2 Wheel Custom Showcase (Booth 1153)**

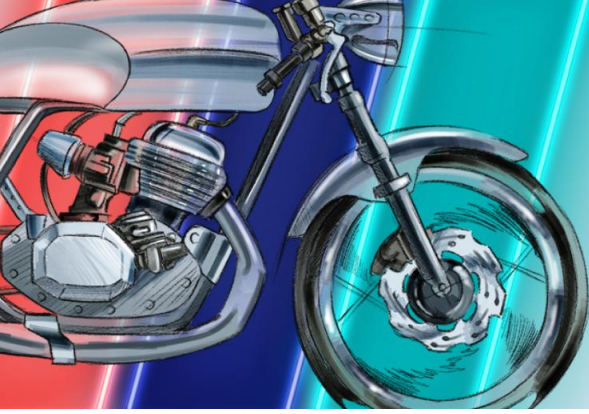
The custom segment of motorcycling is more popular than ever and an influential category within the industry. The **2 Wheel Custom Showcase** will highlight many of the country's best custom builders showing off of their latest custom builds.

### **4 Wheel Showcase (Booth 9153)**

The **4 Wheel Showcase** is dedicated to showing the progression of the 4 wheel segment in powersports with curated units provided by the industry's leading manufacturers. As this category grows, more and more OEMs and aftermarket companies are building vehicles and parts to cater to 4 wheel customers. Here you'll find unique vehicles built to satisfy the ever evolving 4 wheel customer.

### **Ride With Us (Booth 1182)**

A hangout spot on the show floor showcasing the MIC's Market Expansion brand, Ride With Us with our branded assets and RWU Moto Intro highlight video.



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## KEY ONE-TIME EVENTS

### **Show Opening Announcement (Show Entrance)**

Wednesday, Feb. 5, 8:55am

### **Media Tour**

Wednesday, Feb. 5, 8:15am – 12 noon

### **Industry Party powered by Turn 14 Powersports (Backyard)**

Wednesday, Feb. 5, 5:30pm – 8pm

### **NPA Charity Auction (Starting Line)**

Thursday, Feb. 6, 5pm – 6pm

### **MIC Lunch & Learns (Business Center)**

Wednesday, Feb. 5, 12:15pm – 1pm

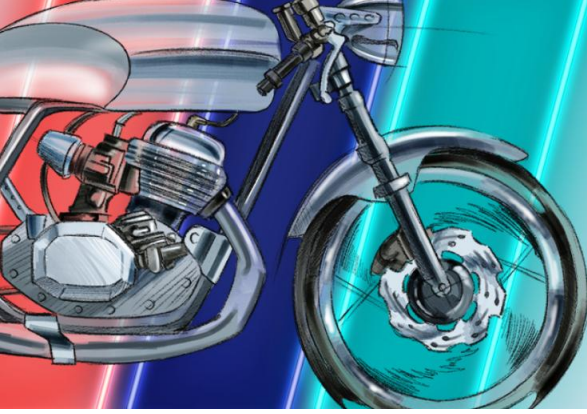
Thursday, Feb. 6, 12:15pm – 1pm

### **Women in Powersports Networking Lunch presented by Synchrony (Rm S224)**

Wednesday, Feb. 5, 12 noon – 1pm

### **MIC Aftermarket Appreciation Breakfast (Rm S225)**

Thursday, Feb. 6, 8am – 10am



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## GENERAL INFORMATION

### IN THE EVENT OF AN EMERGENCY

**To report an emergency, call 702-892-7400**, then notify Cinnamon and Kurt immediately.

- Do Not Call 911. Dialing 911 will delay the response by medical personnel who may not be able to find or get to the location of the emergency.
- To report via text message: Text LVCC and your message to 78247.
- Customer safety staff is trained to handle emergency situations. The Customer Safety Department is operational 24 hours a day and becomes the communications center and command post in the event of an emergency.
- First aid is located in the main lobby near the elevators (near Registration)

### Free Luggage and Gear Check

Located at the MIC Business Center (Booth 7006)

### Lost & Found

Lost & Found items should be turned into the AIMExpo Exhibitor/Media registration Counter located in the South Hall Lobby. All items not claimed by the end of the show will be turned into Building Services at the LVCC.

### Wheelchair Rental

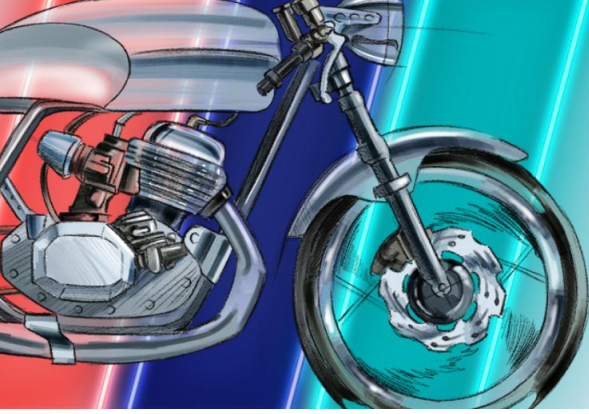
Wheelchair rentals are not available onsite and must be arranged ahead of time.

Scootaround is the official wheelchair rental provider: (888) 441-7575

<https://scootaround.com/en/las-vegas>

### Staff Meals

Starting with breakfast on Monday, breakfast and lunch will be provided in the AIMExpo Staff Office. Meals are intended for staff and designated contractors only.



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## **Dress Code**

**Move-In:** AIMExpo move-in shirts, jeans, closed toe shoes

**Show days:** AIMExpo show shirts, black pants/blue jeans (must be nice, not faded, no holes), professional closed toe shoes

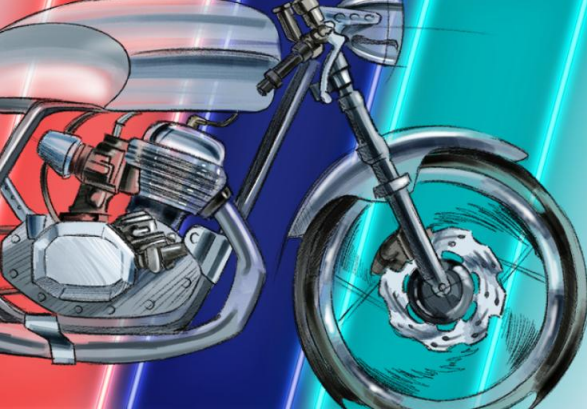
- It will be cool in Vegas (it can drop to 40 degrees at night); if you choose to wear a shirt under your AIMExpo show shirt, it should be white or black.
- Non-branded, professional sweatshirt/hoodie/jackets may be worn during move-in if needed.
- Move-in and Show shirts will be provided on showsite at the MIC Business Center (location subject to change). Please plan to return your shirts at the end of the show.

## **Radio Etiquette**

Show radios are used for short, efficient communications throughout the show. Radios should be signed in and out each day at the MIC Business Center.

- Radios must be signed in and out from the business center each day
- Do listen before pressing the button to speak to ensure you aren't "walking" over an existing conversation
- Do hold the button for a second before speaking; there is a lag between pressing and transmitting
- Do ALWAYS be professional; exhibitors, attendees, staff, and VIP's can hear the radio
- Do **NOT** broadcast an emergency
- If you need something provided by the building, Shepard, the show contractor, AV, Catering, etc, please direct all requests through Kurt or Cinnamon
- If you turn your radio volume down, please remember to turn it back up 😊





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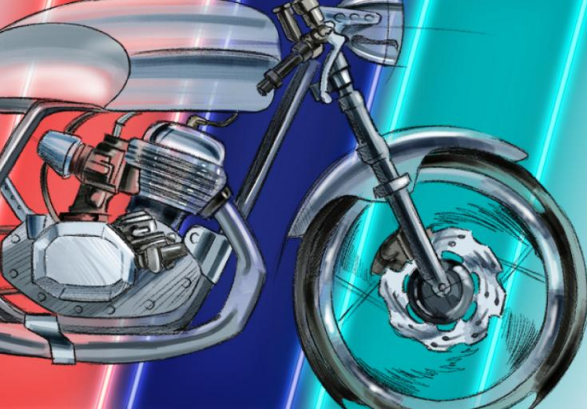
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## 2025 AIMExpo On-Site Staffing Contact List

<b>Overall Show Management</b>	Cinnamon Kernes	Vice President	714-307-9395
	Andre Albert	Marketing	949-280-7254
	Kurt Whittington	Operations	714-615-0575
<b>AIMExpo Sales</b>	Adam Schelor	Account Manager	206-310-5636
	Ivan Carranza	Account Manager	562-781-1208
<b>Floor Manager</b>	Stephanie Webster	Floor Manager	949-212-1727
	Tony Espinoza	Floor Manager	702-776-0884
	Paul Lacassagne	Dock Manager	504-650-1333
<b>MIC Business Center</b>	Bonni Finer	AIMExpo Sales & Membership	949-517-7503
	Alex Ibarra	Membership	714-943-0068
<b>Operations</b>	Deanne Metz	General Operations	949-229-1534
	Diana Sanchez	General Operations	714-600-2590
	Annette Castanon	General Operations	714-865-9883
	Ann Visan	General Operations	714-925-9858
	Lester Catanghal	IT	714-269-3673
	Chris Carter	Starting Line	720-273-2816
	Neiko DeBernardo	Back Yard Features	949-300-8228
	Marcin Wasicki	NPP Spkrs, Features	443-562-4477
<b>Education</b>	Lee Durlach	Education Stage Manager	949-701-5632
	Lindsay Scheltema	Dealer Excel Spkr	616-706-9203
<b>Registration</b>	Darlene Durlach	Registration Mgr	831-521-8046
<b>Media &amp; PR</b>	Andria Yu	PR	410-299-4228
	Joe Borden	Media	931-996-8085
<b>New Product Ambassador / PA Announcements</b>	Kevin Dunworth	Stage & Show MC	443-497-7479



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## 2025 AIMExpo Vendor Contact List

***This list is provided for informational purposes only; please direct any and all questions/requests through Kurt, Cinnamon or Andre.***

General Contractor   Shepard   Leah Polke   702-245-0428

*Manages docks, move-in/out, all equipment on exhibit hall floor, show management offices, forklift drivers, aisle cleaning, freight, booth set-up*

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Registration   CSI   Laura Makropoulos   847-361-1373

*Manages online registration platform and onsite registration area*

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Facility   Las Vegas   Megan Kelly   702-428-2774

*Issues with facilities (HVAC, restrooms, trash removal, locked doors, lighting, PA System etc.)*

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CVB   LVCVA   Lisa Phelps   702-892-2922

*Helps with general issues with the facility, city, and overall show experience*

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Catering   Sodexo   Autumn Naffah   702-943-6755

Concessions   Sodexo   Lyndsey Ingold   702-271-8578

*Catering is F&B ordered in exhibitor booths, meeting rooms and for show mgmt.; concessions are retail F&B sales (purchased by an attendee)*

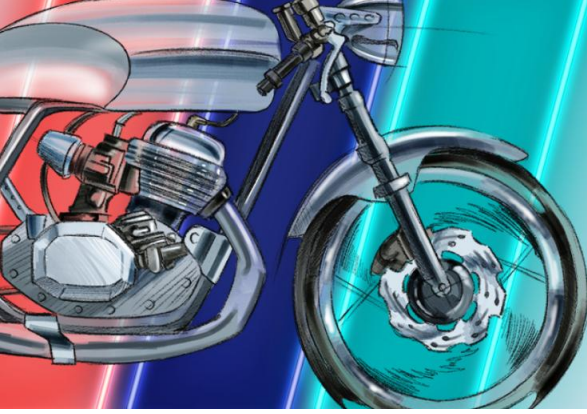
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Security   Allied Universal   Brett Lasky   407-717-4112

*Contracted security for show floor; controls access to the exhibit hall*

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AV   Shepard AV   Corey Souza   702-204-6234



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Internet/WiFi	Cox Internet	Patrice Anderson	702-972-0121
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Electric	Edlen	Briana Gilbert	702-201-7796
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*Manages ALL electric requirements in meeting rooms, show offices and show floor*

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Staffing Agency	Buckalew Hospitality		407-810-6596
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*Provides temp staff for registration*

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