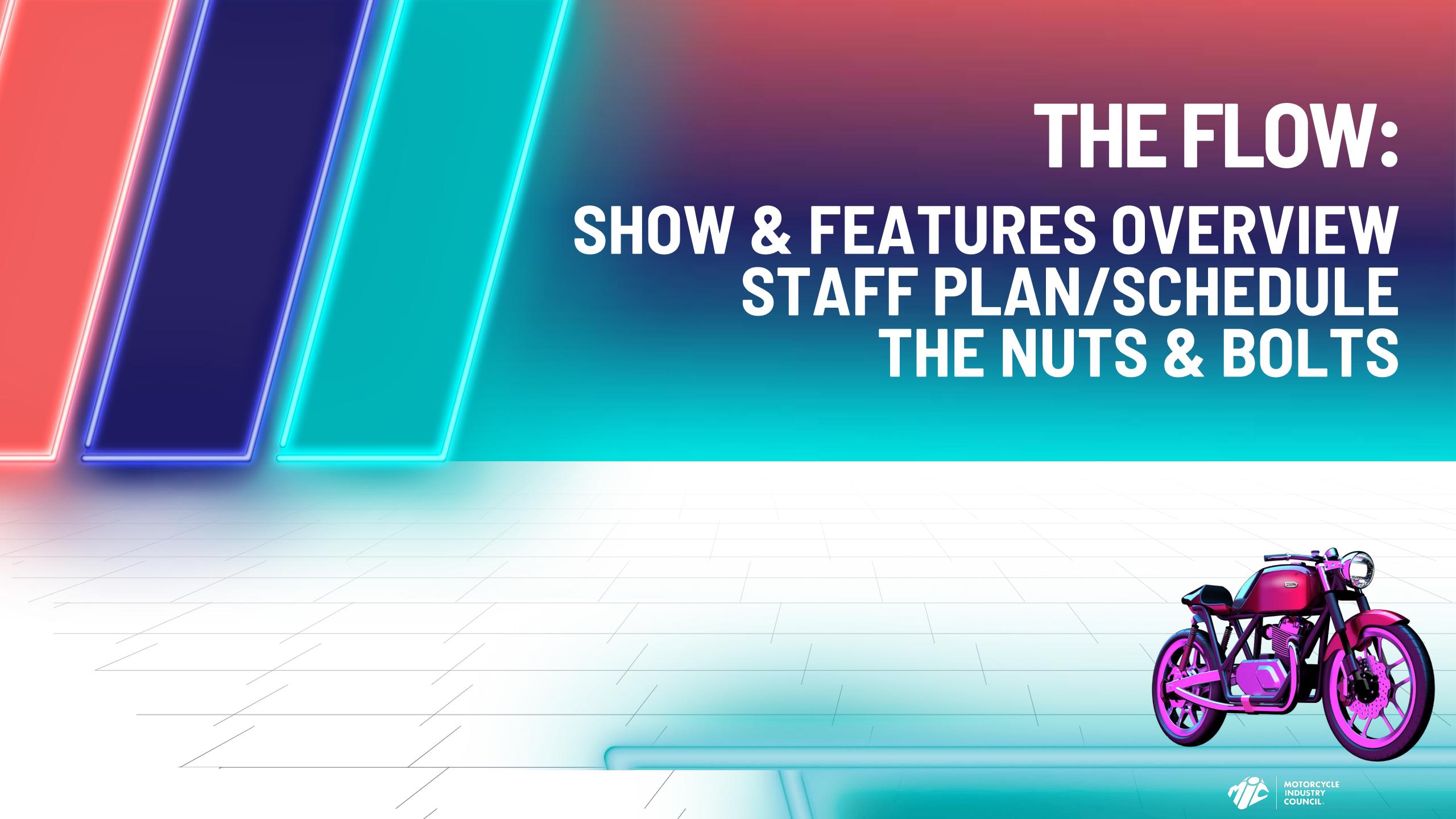


AIMEXPO

POWERSPORTS TRADESHOW | MC • ATV • SXS

ANAHEIM, CA / JAN 7-9, 2026





THE FLOW: SHOW & FEATURES OVERVIEW STAFF PLAN/SCHEDULE THE NUTS & BOLTS



MOTORCYCLE
INDUSTRY
COUNCIL

SHOW OVERVIEW



MOTORCYCLE
INDUSTRY
COUNCIL

AIMEXPO MISSION STATEMENT

AIMExpo is the premier Powersports Industry experiential event that connects, engages, and inspires our passionate community of brands, distributors, media, dealers, enthusiasts, and leaders to promote the future of the business through networking, training, education, and sharing of best practices.

AIMEXPO OBJECTIVES

- ✓ Training / Education
- ✓ Sharing of Best Practices
- ✓ Experiential
- ✓ Networking Opportunities



AIMEXPO 2026

NEW CITY

NEW TIMING

WHY MOVE? LVCC CONSTRUCTION

WHY ANAHEIM?

/ A1 SUPERCROSS



MOTORCYCLE
INDUSTRY
COUNCIL

AIMEXPO STATS – as of 12/17/25

- ✓ 293,176 Square Feet of Exhibit Space (291,000 sf in Las Vegas)
- ✓ 453 Exhibiting Brands (408 in 2025)
- ✓ 4,018 Attendees from 48 States and 51 Countries
- ✓ 1,701 Dealers | 960 OUTLETS
- ✓ 195 Media/Journalists
- ✓ 156 Affiliated Industry Professionals
- ✓ 502 Track Walk Tickets

FEATURES OVERVIEW



MOTORCYCLE
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MIC BUSINESS CENTER

OPEN: TUES 1pm through FRIDAY 1pm

FAMILIAR

- ✓ Member Lounge
- ✓ Workstations, Printers, WiFi
- ✓ Meeting Rooms
- ✓ Coffee Service, Breakfast
- ✓ Lunch & Learns

EVOLUTION

- ✓ Membership Promotion
- ✓ Free Luggage & Gear Check

Now located in lobby



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DEALER EVOLUTION

FAMILIAR

- / Show Floor
- / Thought Leadership
- / Symposium-inspired Content
- / Moderated by Laurette Nicoll
- / Garage Composites Track

EVOLUTION

- / Formerly known as “Disruptive Thinking”
- / Closer to Show Entrance
- / More Intimate Set-Up
- / Opening Keynote w/Follow-up Workshop
- / Lead Tracking



DEALER EXCELLENCE

FAMILIAR

- ✓ Show Floor
- ✓ MPN Partnership
- ✓ Day-to-day Business Best Practices

EVOLUTION

- ✓ Larger Footprint
- ✓ More AIMExpo Onsite Management
- ✓ Lead Tracking



DIGITAL & TECH SECTOR



TECH TALKS



DEALER TECH ZONE

POWERED BY



TRANSAX DIGITAL
RETAIL

FAMILIAR

- ✓ Centrally Located
- ✓ Tech Vibe (booths, carpet, signage)

EVOLUTION

- ✓ More Exhibitors
- ✓ More Prominent Tech Talks Stage
- ✓ Day-to-day Business Best Practices

STARTING LINE



FAMILIAR

- ✓ New Product Central
- ✓ Drag Specialties & Parts Unlimited Free Coffee
- ✓ Moto Trainer
- ✓ NPA Charity Auction Display
- ✓ Garage Composites Podcast
- ✓ REVIT Vehicle Display

EVOLUTION

- ✓ Info Counter
- ✓ "Member Bar"
- ✓ Podcast Stage (Tent.)



NEW PRODUCT CENTRAL

FAMILIAR

- ✓ Located in Starting Line
- ✓ OEM Media Tour
- ✓ New Product Showcases
- ✓ New Product Stage
- ✓ Turn 14 Powersports Thur AM Pre-Show Media Breakfast
- ✓ Media Center (Lounge)

EVOLUTION

- ✓ One Focused Media Day (Wed)
- ✓ Free Showcases for MIC Members
- ✓ NEW OEMs:

BRP	Vanderhall
Beta	Yamaha
Honda	Yamaha Golf Cars
Norton	
- ✓ Ride With Us & MSF Hosted Media Lunch
- ✓ Potential Field Announcement



FAMILIAR

- ✓ Backyard/"Outdoor" Vibe
- ✓ Great place to hangout
- ✓ Main Bar on Show Floor

EVOLUTION

- ✓ Name
- ✓ Monster Energy Sponsorship & Sampling



WEDNESDAY

5PM – 8PM (Bars open 4:30pm)

SHOW LOBBY

FAMILIAR

- ✓ Turn 14 Distribution Sponsored
- ✓ DJ Kayo
- ✓ Drink Tickets
- ✓ NPA Charity Auction

EVOLUTION

- ✓ Location
- ✓ Theme
- ✓ Charity Benefactors

**Malcolm Smith Foundation
Road 2 Recovery
Pediatric Brain Tumor Foundation**

WOMEN IN POWERSPORTS NETWORKING LUNCH

HOSTED BY



WEDNESDAY

12:15 - 1:15pm

Room 207D

FAMILIAR

- / Sponsored by Synchrony**
- / Over 100 Women Registered**
- / Focused on Leadership/Business Networking Opportunities**



FRIDAY
5pm – 8pm (ish)
ANGEL STADIUM

EVOLUTION

- / Brewery X Restaurant & Modelo Patio**
- / Limited Attendance (800 ppl)**
- / \$20/per person**
- / Shuttle Service Provided to/from Anaheim Hilton**
- / Celebrity Athletes Meet & Greet, Track Walk Escorts**

STAFF PLAN/ SCHEDULE



THE TEAM: ALL THE ALL

All the Things:	Cinn, Andre
Operations:	Alex S., Deanne
Catering:	Deanne
Sponsorships:	Deanne
Exhibitors:	Adam, Ivan (Acct Mgrs) Stephanie, Anthony (Flr Mgrs)
Marketing: (Videography, Photography, Social)	Andre, Rachel, Drive Media
Communications:	Andria, Joe
Registration:	Darlene Durlach
Membership:	Chanler, Daniel, Bonni
Education/AV:	Lee

THE NUTS & BOLTS THE SHOW



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ANAHEIM

- UNIONS ARE A DIFFERENT EXPERIENCE THAN LAS VEGAS
- HAND CARRY REGULATIONS WILL LIKELY BE ENFORCED
 - Not our job to enforce
- SHOW SERVICES HIGHER (No contractor increases for next 3 years)
- SERVICE DESK Back of Hall B, By Turn 14 Rig
- Invoice Issues – Give to Floor Managers



ANAHEIM

MOVE-IN

- **Self-Unloads in POVs Go Straight to Convention Center West Hall Docks**
- **ANYONE Using Shepard Services (Cartload or Drayage) Must Go to the Marshaling Yard**

OVERSIZED VEHICLE PARKING

- **Available at the marshaling yard**
- **\$500 Flat Fee**
- **No Residency**
- **No Security**



BOOTH RENEWALS

- **DAILY BOOTH DROPS WITH CONTRACT**
- **SHOW INCENTIVES**

NO RATE INCREASE FROM 2025

PRIORITY BOOTH SELECTION

REDUCED CORNER FEES (\$150 vs. \$250)



GENERAL

- **FLOOR MANAGERS: HALL A STEPHANIE WEBSTER | HALL B TONY ESPINOZA**
- **NO OVERHEAD ANNOUNCEMENTS**
- **PHOTOGRAPHY REQUESTS - Text Andre; Will Do Our Best to Accommodate**
- **CONCESSIONS AVAILABLE ON SHOW FLOOR AND LOBBY**
- **BARS LOCATED AT PIT & PADDOCK AND STARTING LINE**
- **WE DO NOT HAVE ACCESS TO SUPERCROSS TICKETS**



CHARACTER & VALUES

AIMExpo has always been more than a tradeshow—it is the one moment each year when our industry comes together under one roof to share ideas, strengthen relationships, launch new products, and chart the future of powersports.

When we gather in the same place at the same time, powerful things happen. Challenges get solved. Opportunities are created. Partnerships are formed. And the energy we generate here carries our entire industry forward.



CHARACTER & VALUES

- Customer Service *to our external and internal customers*
- Do NOT under-estimate your impact on someone's day
- You are representing FOUR Associations, *and an entire industry*
- You are not expected to know it all
- Have *SITUATIONAL AWARENESS*; our attendees won't
- CELEBRATE RESPONSIBLY *We are on call 24/4*



DRESS CODE

Move-In Days

- Show T-Shirts
- Jeans – No Sunday Jeans
- Closed-Toe Shoes
- Black puffy jackets
- No shorts
- No leggings/yoga pants

Show Days

- Show Shirts
- Long sleeve shirts underneath should be white or black
- Closed-Toe Shoes
- Dark/Not-Faded Jeans



EXPENSE REPORTS

- Submit Expense Reports within 10 days after show
- Covered Expenses

Meals not provided on show site

\$50 per diem (dinner)

- Use the NetSuite App



STAFF WELLNESS & TEAM AMENITIES

SHOW OFFICE

- **Home Away from Home for the week**
- **Breakfast, Lunch, Snacks Monday – Friday**
- **Remember this is a Shared Space**
- **DRINK LOTS OF WATER**
- **2 permanent meeting rooms**
- **It's OK if you need a time-out**
(the only time this would be prohibited is Wed between 8:15am and 9:15am)
- **STAFF EVENT WED**



FYI STUFF

- INTERNAL STAFF WEBPAGE ONLINE BY END OF THIS WEEK
- HOTEL CONFIRMATIONS – AFTER CHRISTMAS
- BOTH HOTELS OFFER VALET AND SELF-PARKING
(HILTON \$47 SELF; \$59 VALET | SHERATON (\$34 SELF; \$40 VALET)
- IF YOU ARE PLANNING TO DRIVE EACH DAY, RECOMMEND PARKING AT HILTON VALET

SHOW APP



SHOW APP



MOTORCYCLE
INDUSTRY
COUNCIL

QUESTIONS?



WHAT'S NEXT



See you in

ORLANDO

The word "ORLANDO" is written in a bold, black, sans-serif font. Each letter of the word is a different colorful illustration. The 'O' on the left is a tropical beach scene with palm trees and a sunset. The 'R' features a pink flamingo in a lagoon. The 'A' shows a large alligator in water. The 'L' depicts a colorful Art Deco building. The 'A' on the right shows a sunset over a beach. The 'N' features a tropical forest. The 'D' shows a palm tree and a sunset. The 'O' on the far right shows a modern high-rise building.

March 3-5, 2027'

Orange County Convention Center

Ahead of Daytona Bike Week

Aligns with Daytona Supercross