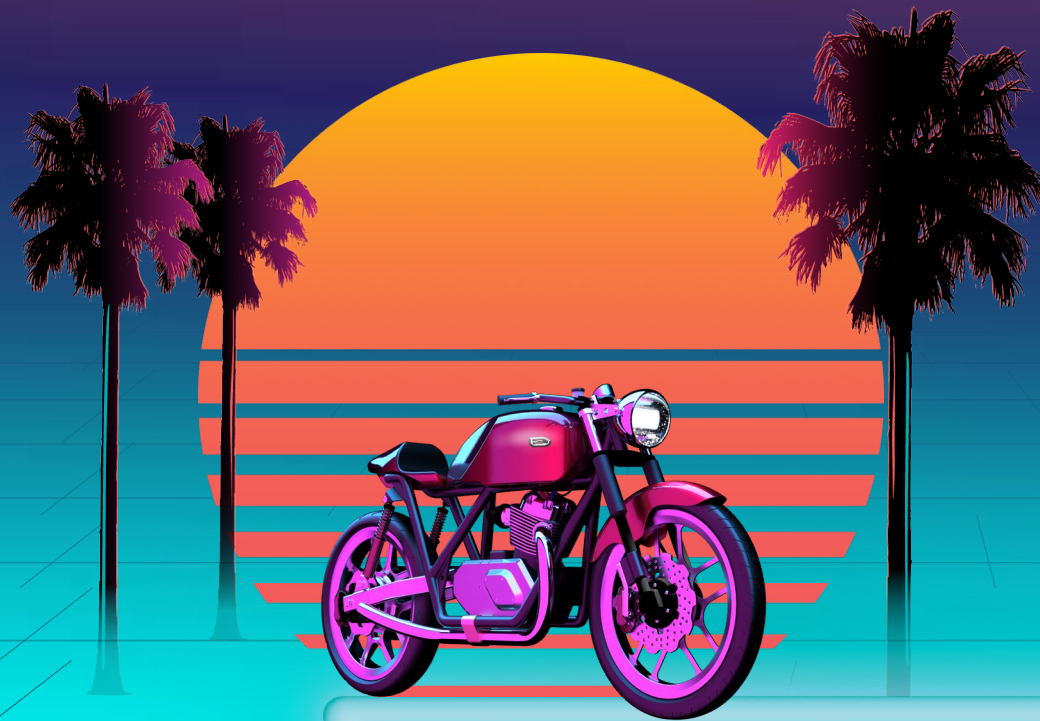


# AIMEXPO

*POWERSPORTS TRADESHOW / MC • ATV • SXS*

***ANAHEIM, CA / JAN 7-9, 2026***

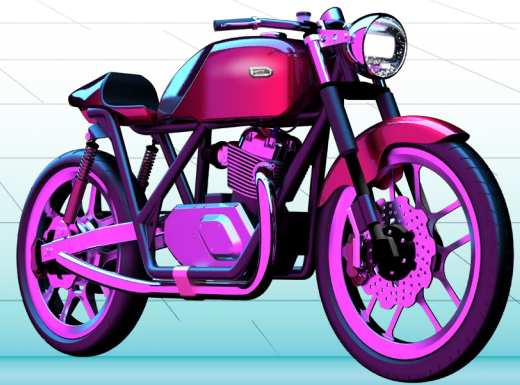


# **THE FLOW:**

## **SHOW & FEATURES OVERVIEW**

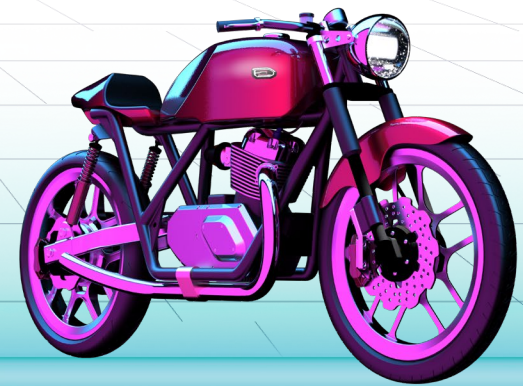
### **STAFF PLAN/SCHEDULE**

### **THE NUTS & BOLTS**



MOTORCYCLE  
INDUSTRY  
COUNCIL

# SHOW OVERVIEW



MOTORCYCLE  
INDUSTRY  
COUNCIL

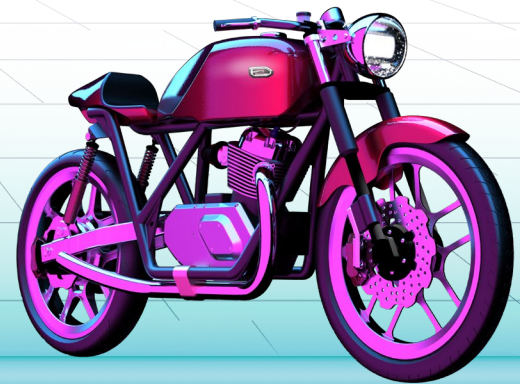


# AIMEXPO MISSION STATEMENT

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

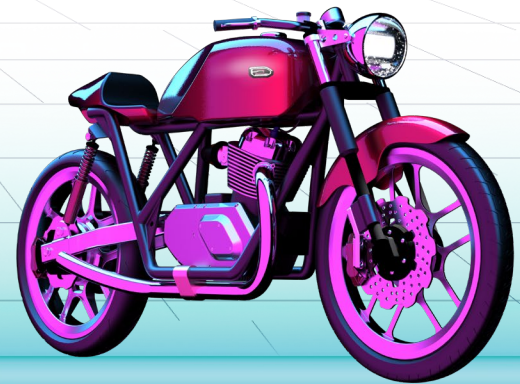




# AIMEXPO 2026

- // NEW CITY
- // NEW TIMING
- // WHY MOVE? LVCC CONSTRUCTION
- // WHY ANAHEIM?

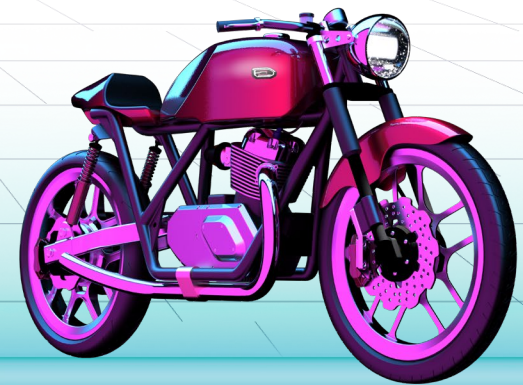
## / A1 SUPERCROSS



# 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  
INDUSTRY  
COUNCIL





# ***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*



# **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.)



MOTORCYCLE  
INDUSTRY  
COUNCIL

# ***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:**

|               |                         |
|---------------|-------------------------|
| <b>BRP</b>    | <b>Vanderhall</b>       |
| <b>Beta</b>   | <b>Yamaha</b>           |
| <b>Honda</b>  | <b>Yamaha Golf Cars</b> |
| <b>Norton</b> |                         |
- / Ride With Us & MSF Hosted Media Lunch**
- / Potential Feld 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**

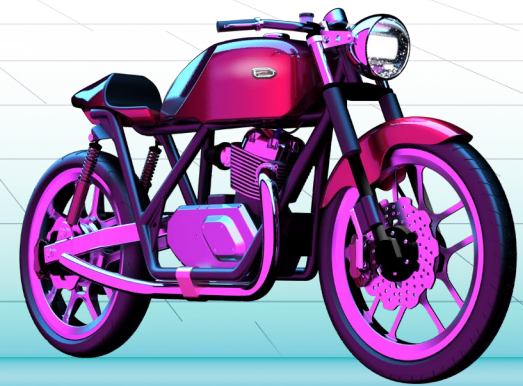
**5pm – 8pm (ish)**

**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

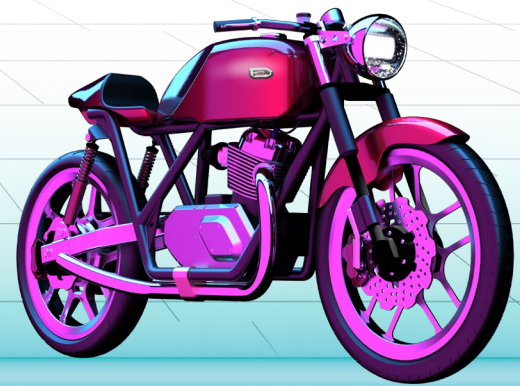


MOTORCYCLE  
INDUSTRY  
COUNCIL

# THE TEAM: ALL THE ALL

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

# THE NUTS & BOLTS THE SHOW



MOTORCYCLE  
INDUSTRY  
COUNCIL





# 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

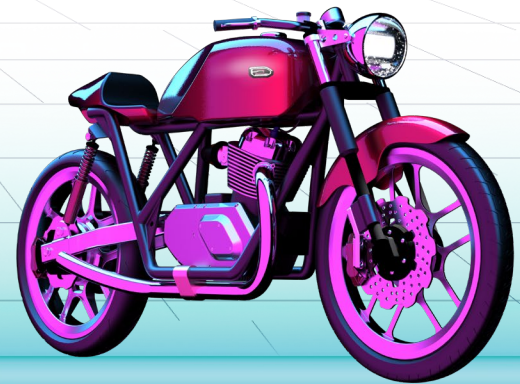


# FYI STUFF

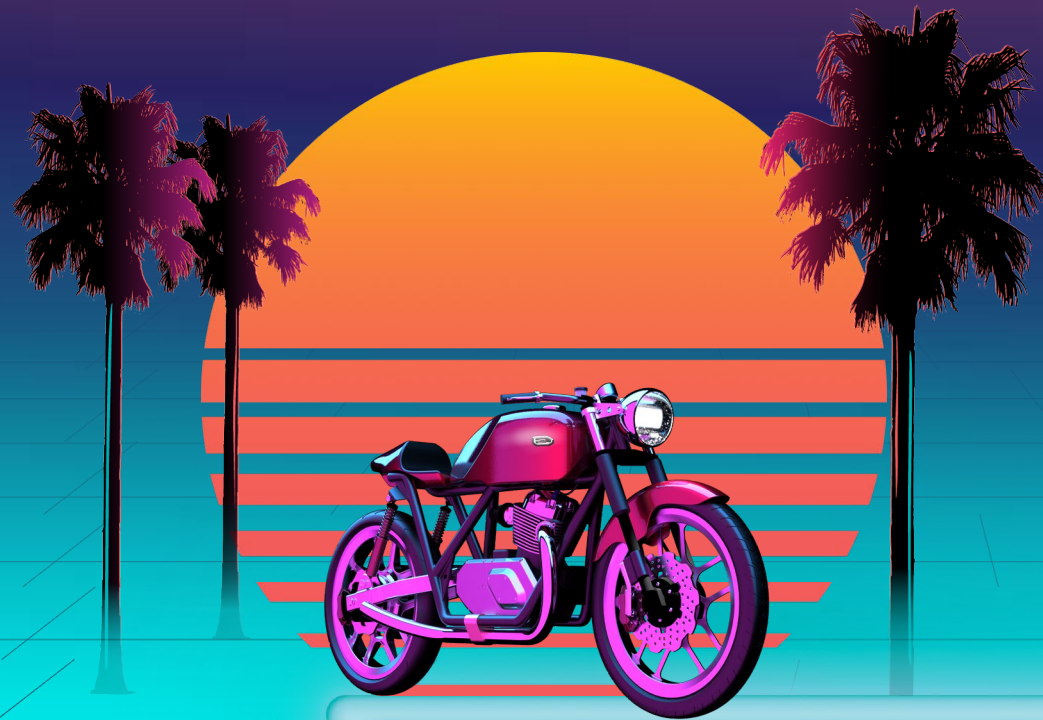
- **INTERNAL STAFF WEBPAGE ONLINE BY END OF THIS WEEK**
- **HOTEL CONFIRMATIONS – AFTER CHRISTMAS**
- **BOTH HOTELS OFFER VALET AND SELF-PARKING  
(HILTON \$47 SELF; \$59 VALET | SHERATON (\$34 SELF; \$40 VALET))**
- **IF YOU ARE PLANNING TO DRIVE EACH DAY, RECOMMEND PARKING AT HILTON VALET**



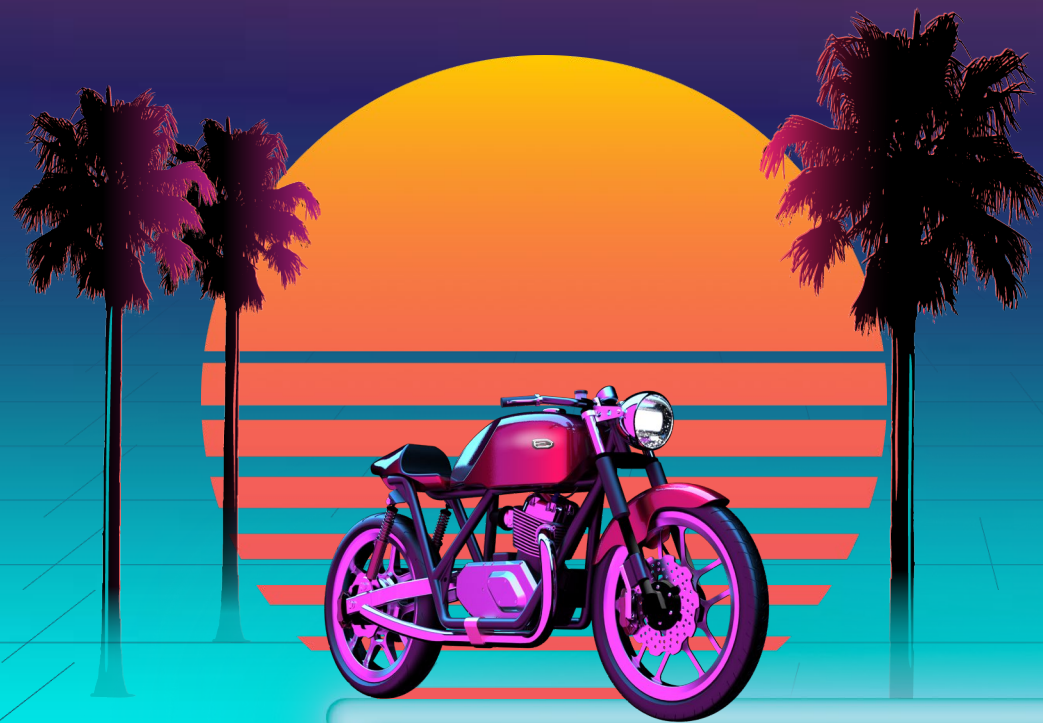
# SHOW APP



# QUESTIONS?



# WHAT'S NEXT





*See you in*



***March 3-5, 2027'***

**Orange County Convention Center**

**Ahead of Daytona Bike Week  
Aligns with Daytona Supercross**