

The background of the slide is a photograph of a desert landscape. A paved road with yellow and white markings winds through the foreground and middle ground. In the distance, the iconic 'Welcome to Fabulous Las Vegas' sign stands on a hill. The sky is blue with some light clouds, and the overall scene is bright and clear.

GAIN
AFTERMARKET

Roadshow Roadmap

Insights and Tactics for AAPEX 2022

The Basics - Avoiding the phrase, “I thought you took care of that.”

- **Is your booth space confirmed and fully paid for?**
- **If you are re-using a display booth:**
 - Did it survive the last show complete and undamaged?
 - Is there embarrassingly obsolete information in the graphics?
 - Are you sure it's the right size and layout if your location on the show floor has changed?
- **Does the world know you'll be exhibiting?**
 - Have you issued press releases?
 - Have you invited customers, prospects and media?



- **Does the world know why they should visit your booth?**

- Does your advertising include an invitation to the booth?
- Does your company home page have a prominent area that promotes your booth with a booth number? Post this about 6 weeks prior.
- Add an article in the news section of your company website about your exhibit and related activities at the upcoming show.
- Make sure all social media channels carry news about your show participation before, during and after the show.
- Add a line with booth number on all relevant employees' email signature about 4 weeks prior to the show.
- Is there exciting news in products or programs?
- Is there a promotion that they should not miss out on?
- Is there a demonstration or celebrity to gain their attention?



- **Has your list of company attendees been completed?**
 - Is everyone you want at the show aware of it?
 - Are there people who “assume” they’ll attend when, in fact, you really don’t need them badly enough to justify their travel expense?
 - Do you need to plan to accommodate executives or others from your company who might make a last minute decision to attend?
- **Does your show staff have all the necessary hotel and travel reservations?**
- **Are your basic booth preparations in place?**
 - Booth structure and graphics, whether all-new or just cleaning and touch-up
 - Two-way booth transportation
 - Booth contents – displays, samples, literature, handouts and more
- **Are all your show services arranged?**
- **Will your booth layout, graphic design, A/V, demos, literature, and handouts properly present an impactful marketing message?**



Beyond The Basics - When your boss asks, “Why are we spending all this money?”

- **Can you precisely determine ROI from your booth?**
 - Although technology has brought us closer to an answer, the only thing we know for sure is that, “It depends.”
 - It depends first on what your goals are. You’ll never know if you’ve achieved your goals if they were never set.
- **What kind of goals should we set?**
 - Use metrics wherever applicable:
 - New leads
 - New accounts
 - Related website hits
 - Social media engagement
 - Also set goals that are more qualitative than quantitative
 - Are there new products, programs, promotions or themes that get high priority?
 - Did you attract the type of visitors you wanted?
 - Get as much feedback as possible.
 - How are your messages received by visitors?

Make it Happen – “I love it when a plan comes together.”

- **Start planning early and make sure you support company or departmental objectives.**
- **Get the appropriate people involved at each step, a pretty straightforward situation in a small business but more complicated in a large organization.**
- **In larger companies, establish a planning process with defined participation, milestones and reporting.**
 - Assign a coordinator if possible.
 - If appropriate, a CRM system or shared network can be the home base for tracking progress.
 - Set the administrative rights in a manner that works best for your organization.
 - Be certain that the company's show preparation schedule is compatible with the show organizer's planning calendar and deadlines. (For example, AAPEX provides exhibitors with a very comprehensive checklist with deadlines.)



The Nuts & Bolts – Make your booth a “finely tuned machine.”

- **Review all show regulations to ensure booth and signage compliance.**
- **Review and submit contracts for all show services.**
Here are a few frequently overlooked items:
 - Audio/Visual services even if company employees coordinate or provide devices
 - WiFi and internet connections
 - Booth photography
 - Proof of insurance
 - Rigging of hanging signs
 - Catering/Snacks & Drinks
 - Approving third party agents
 - Rules for demonstrations and vehicles
 - Media and press conference rules

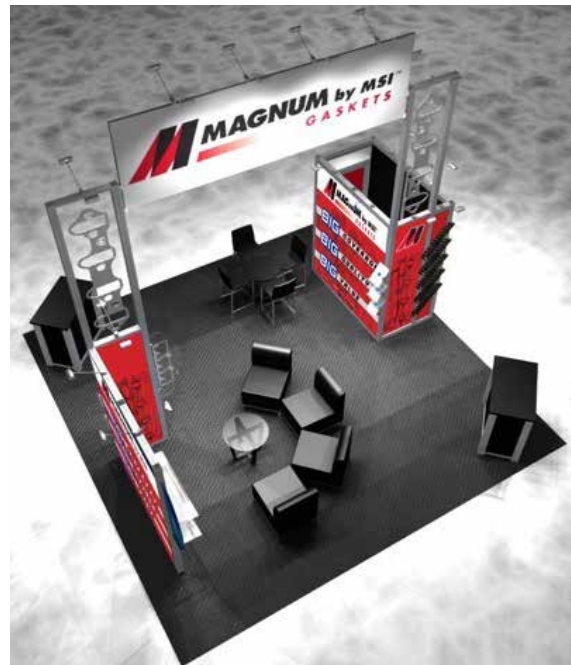
- **Is your booth design inviting for the desired purpose?**

- If your product has a wide audience and a simple message, design your booth to maximize traffic flow and encourage short visits.
- If your product has a narrower audience and a complex message, design your booth to maximize the time and attention visitors expend at your booth. Private or semi-private meeting areas may be beneficial.



Making the Most of Your Presence – “There’s no business like show business.”

- **Do your booth graphics deliver the important messages and create the environment you seek?**
- **Are there opportunities for displays outside of your booth in new product showcases, special market areas, outdoor and vehicle displays?**
- **Are you cost-effectively communicating through show signage, show TV, show directory and special show events?**



- **You'll never have a better opportunity to communicate directly with your customers, prospects, salesforce, reps, and trade media.**
 - Schedule meetings with individuals or groups, inside your booth or in available conference rooms.
 - Schedule breakfast, lunch, dinner and after-hours meetings and presentations.
 - In busy cities such as Las Vegas, make restaurant and entertainment reservations well in advance and check their cancellation policies. Prime times book up early and cancellation penalties are usually modest.
- **Schedule press conferences for announcing important news.**
- **You'll never have a better opportunity to see your competitors' strategies, so be sure to walk the show.**
- **If you have a large booth presence, schedule a pre-show prep session so that everyone is on message and understands their show responsibilities.**
- **Be sure to plan a post-show discussion about what worked and what didn't, and assign responsibility to revise and improve the next show booth accordingly.**





Roadshow Roadmap

Drive Traffic to your AAPEX Booth

AAPEX Show Management offers an outstanding selection of advertising, promotional and sponsorship opportunities to meet your marketing goals and budget. Many are available individually or in discounted packages. These include:

On-site Displays

- Banners in Multiple Locations and Sizes
- Column Wraps
- Escalator Railing Displays
- Floor Decals
- Wall Panels
- Free-standing Billboards
- Taxi Area Signage
- Car Placements

Digital Marketing Opportunities

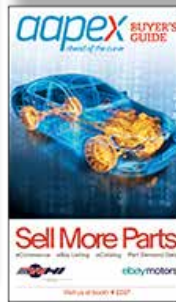
- AAPEX Attendee eNewsletters
- AAPEX Mobile App
- AAPEX Social Media Marketing
- AAPEX Twitter Feed
- AAPEX Website Banner Ads
- Exhibitor Outreach Program

Sponsorship Opportunities

- AAPEX International Buyer Center
- AAPEX Media Center
- AAPEX Opening Reception
- AAPEX TV
- Ask Joe
- Hospitality Sponsorships
- Training Session Theater
- Tool & Equipment Demo Area
- Joe's Garage
- Remanufacturing Sponsorship Opportunities

Get more details on these and other AAPEX promotional opportunities at:

<https://www.aapexshow.com/exhibitor-portal/sponsor/>



AAPEX Show Advertising

“How do I get the word out?”

Babcox Media, the licensed provider of advertising vehicles for AAPEX, has revamped their suite of titles for 2022 and includes the 3 following options:

- **The AAPEX Pre-Show Magazine** is the official magazine designed to build excitement, drive registration and motivate the all-important repair shop and parts distribution audience that will be making final show preparations. This special issue will be distributed 30 days before the show and will feature show maps, seminar information and enhancements to “Joe’s Garage”. It will be polybagged with the September issues of Shop Owner and AMN/Counterman. Total circulation is 112,000.
- **AAPEX Live** is the only official daily news source covering AAPEX. A total of 15 eNewsletters provide advertisers the opportunity to stay connected with buyers before, during and after the show. The eNewsletters will be sent to all registered attendees of the 2022 show, as well as registered buyers from the 2021 show. AAPEX Live reaches 100,000 attendees and buyers with each send.
- **The AAPEX New Product Plus & Show Guide** provides attendees with all the details and the latest products AAPEX has to offer, including the New Product Showcase and the New Packaging Showcase. Also included is the official event directory for all AAPEX attendees. It contains the most complete listing of all AAPEX exhibitors, along with valuable information about show services, registration, hours, events, as well as training and educational opportunities. All the listings will be listed alphabetically as well as by sections to easily locate exhibitors. It is distributed throughout the show and in kiosks in all the major lobbies.

AAPEX Show Public Relations

GAIN Aftermarket has a complete media list of automotive aftermarket editors and publishers. Most of the titles (digital and print) associated with automotive parts distribution will publish press releases for AAPEX exhibitors. Publicizing your booth number/location, company news and product developments are a few of the topics that editors are looking for. GAIN can write, edit and distribute your release at a fraction of the cost of a paid ad.

Tradeshow Follow-up – “I’m too busy to check on all those leads... NOT!”

- **If you can’t follow up on the show leads, then don’t waste your money exhibiting.**
- **Follow-up isn’t a once-and-done process.**
- **Depending on the size and complexity of your organization, you may need a formal process to ensure that leads are prioritized and properly recorded for current and future handling.**





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