

AAPEX 2014 SERVICE MANUAL

AAPEXedu: November 3 - 6, 2014
Exhibit Hall: November 4 - 6, 2014
Sands Expo, Las Vegas, NV



**YOU WILL
GROW
YOUR BUSINESS**



Register Today at aapexshow.com/brochure

HOW TO GROW YOUR BUSINESS BY ATTENDING AAPEX

BEFORE AAPEX

- **REGISTER** for AAPEX **today** at aapexshow.com/brochure
- Study the rest of this Manual
- Plan travel
- Determine your **objectives**
- Download the 2014 AAPEX app Sponsored by ZF Services
- Research exhibitors (*over 2,400 available*)
 - List those you should see
- Research educational sessions (*more than 60 to choose from including the AVI Conference*)
 - Identify challenges you need to solve
 - Select sessions that will help you

AT AAPEX

- Visit the New Product & Packaging Showcase
 - Vote for your favorites
- Walk the exhibit floor
 - Visit exhibitors important to you
 - Ask questions - solve challenges & problems
 - See what's *NEW*
 - Put your hands on products
 - Watch engine rebuilding demos
- Attend AAPEXedu
 - Sit up front
 - Take good notes
- See Steve Forbes at *NEW AAPEX General Session*
- Meet *new* people
- Make *new* contacts
- Have some fun (*but not too much*)

AFTER AAPEX

- Study everything you learned
- Follow-up with contacts
- Develop post-AAPEX action plan
- **Grow Your Business**



AAPEX is truly one of the most important events our industry has and everybody in our industry needs to be a part of it.

Robert Roos; XL Parts, Houston, TX



AAPEX FOR EVERYONE

What keeps you awake at night? Are you concerned about finding and keeping good employees? Business growth? Competitive pressures? Maybe just keeping up with all the new technology?

AAPEX 2014 offers you the opportunity to see current suppliers and seek out NEW ones over just three days. Thousands of NEW products in every category. NEW research, NEW trends, and NEW education specifically compiled and developed to help you grow your business. All under one roof!

NEW FOR 2014!

- *NEW Product & New Packaging Showcase in Hall D+ Vote for best NEW product!*
- *NEW Service Professionals Program*
- *NEW Conference Within A Conference Program*
 - *Recruiting & Retaining Conference*
 - *Remanufacturing Conference*
 - *Telematics Conference*
 - *Young Professionals Conference*
 - *Global Market Series*
- *NEW AAPEX General Session* featuring Steve Forbes, chairman and editor-in-chief of Forbes Media, and author of a new book, *Money: How the Destruction of the Dollar Threatens the Global Economy and What We Can Do About it.*
- *NEW Repair Shop Roundtables*
- *NEW Auto Parts & PTEN Tool & Equipment Demonstrations*

POPULAR PROGRAMS RETURNING

- The 2014 AVI Conference
- NATSF General Meeting
- Aftermarket Outlook 2015
- Live engine rebuilding demonstrations by Hendrick Motorsports technicians
- Continuing Education Unit (CEU). All AAPEXedu education sessions are accredited by the University of the Aftermarket toward the AAP and MAAP professional designations.
- Ask Joe! Questions onsite? Just look for our friendly "Joes!"

SPECIAL SECTIONS ON THE SHOW FLOOR

- AIA
- AWDA
- The AAPEX Global Marketplace
- NARSA
- Paint, Body & Equipment
- Remanufacturing
- Tool & Equipment

AAPEX FOR SERVICE PROFESSIONALS

What will grow your business most? Stronger marketing? Keeping up-to-date with new technology in vehicles? Staying current on best repair practices? This is what auto repair shop owners and managers are telling us! Based on this, AAPEX will offer the most targeted AAPEXedu program to date that specifically addresses these pain points to help you grow your business!

THE ALL NEW, 2014 AAPEX SERVICE PROFESSIONALS PROGRAM, SPONSORED BY MAHLE, INCLUDES:

- **(FREE)** Expanded AAPEXedu education track sessions including:
 - Branding, mobile apps, and relationship and digital marketing
 - Management training to increase repair shop profits
 - Best practices for mobile diagnostics in the shop and diagnostics for the connected car
- **(FREE)** Recruiting and Retaining Conference
- **(FREE)** Facilitated roundtable discussions with your peers:
 - Dialogues on common challenges and best practices
 - Networking and peer problem solving
- **(FREE)** In-booth technical demonstrations on the AAPEX exhibit floor that will focus on new products, diagnostics and new vehicle technologies.
- Shop owners and managers also will have the opportunity to attend unique events hosted by leading aftermarket companies and network with the industry's leaders during AAPEX.
- The 2014 AVI Technical Training Conference featuring more than 20 high-end technical and management classes on Monday and Tuesday, November 3 - 4. *Separate registration required.*

IN ADDITION, CHOOSE FROM:

- Nine separate Marketing Education Sessions
- Technical Training by Manufacturers
- NATSF General Meeting

sponsored by:

MAHLE
Service Solutions

AAPEX FOR WDS



WDs are unique! You are the behind-the-scenes process that magically makes parts available to auto repair shops, jobber stores, and auto parts stores. In a speech at last year's AWDA Annual Business Conference, Dick Fairbanks, 2013-2014 AWDA Chairman said, *"The distributor members of AWDA are the ones that take the inventory risk, perform the daily logistical miracles, and sometimes personally guarantee the debt."*

Because you are unique, your needs are, too. This year AAPEX offers the most targeted, FREE educational program ever, specifically addressing your biggest pain points and growth concerns, including:

- A Recruiting & Retaining Conference focusing on finding and keeping good employees
- Motivating millennials
- Repair shop diagnostics for WDs
- CRM for distribution
- Telematics and the connected car
- Consumer-driven vehicle technologies (like "wink-and-nod" functionality)
- How to create a world-class organization
- And more!

2,400+ exhibitors will present thousands of new products and technology (many featured in the **NEW** *New Product & Packaging Showcase*), the 2015 *Aftermarket Outlook*, *Five Trends in Five Minutes*, *Aftermarket Dynamics Part 2* focusing on trends key to a WD's success. AND learn the results of the *Industry E-tailing Study* covering the effect of e-tailing on buying behaviors, digital content and analytics, brands and channel changes. Of course, network with hundreds of your fellow WDs while sharing ideas and best practices in the awesome Las Vegas environment!



... If you want to further
your place in the industry,
this is the place to be.

Jeff Scobie; R & R Hoist Repair, Prince George, B.C., Canada



1st
Time
Attendee

AAPEX FOR RETAILERS

AAPEX IS THE PLACE WHERE BUSINESS GETS DONE.

There is NOWHERE ELSE you can invest just 3-4 days touching what's NEW, learning from the smartest, sharing with your peers, and engaging with your industry!

- Need help understanding and motivating Millennials? There's a session for that.
- What's coming down the road regarding NHSTA safety and regulatory plans? There's a session for that.
- What about import parts? Are you getting your share of this exploding area? There's a session for that.
- Want a better understanding of the Cloud, mobile technology, aftermarket telematics, finding and retaining good employees, or the connected car? There are sessions for those, too.

At AAPEX 2014 you'll get hands on hundreds of NEW suppliers from around the world joining more than 2,400 exhibitors in more than 5,000 booths displaying thousands of NEW products in every category. NEW research, NEW trends, and NEW education specifically compiled and developed to help you grow your business.



“
There are so many suppliers, you have your pick of the crop to find quality products.”

Cody Meed; My Supply People; Santa Maria, CA



AAPEX FAQs

I'M COMING TO AAPEX! HOW DO I REGISTER?

It's easy. Just go to aapexshow.com/brochure. Instructions will guide you.

DOES IT COST TO ATTEND?

Yes, but you can save if you register before October 18! Here are the fees:

Online (through October 18) for \$25

Fax or Mail (through October 18) for \$50

On-site (starting October 19) for \$75

Nonexhibiting Manufacturers/
Suppliers/Importers/Exporters for \$200

WHAT IS THE SHOW AND EDUCATION SCHEDULE?

AAPEX Exhibit Floor:

Tuesday, November 4 thru Thursday, November 6 from 9 a.m. - 5 p.m.

AAPEXedu Sessions:

Monday, November 3 from 8 a.m. - 5 p.m.

Tuesday, November 4 from 7:30 a.m. - 5 p.m.

Wednesday, November 5 from 7:30 a.m. - 5 p.m.

Thursday, November 6 from 7:30 a.m. - 2 p.m.

WHAT ABOUT HOUSING?

AAPEX endorses Travel Planners Inc. as our Official Housing Company.

Once registered, go to aapexshow.com/housing

WHAT IF I HAVE OTHER QUESTIONS?

1. Before AAPEX, most questions can be answered at the aapexshow.com website
2. Download the AAPEX app. Find it on this page: aapexshow.com/app
3. You can also call 708-226-1300
4. Questions onsite? Just look for our friendly "Joes" located throughout the show floor!

