

2018 Sponsorship



*Leave your mark, make the **success**
of the aftermarket **your business***



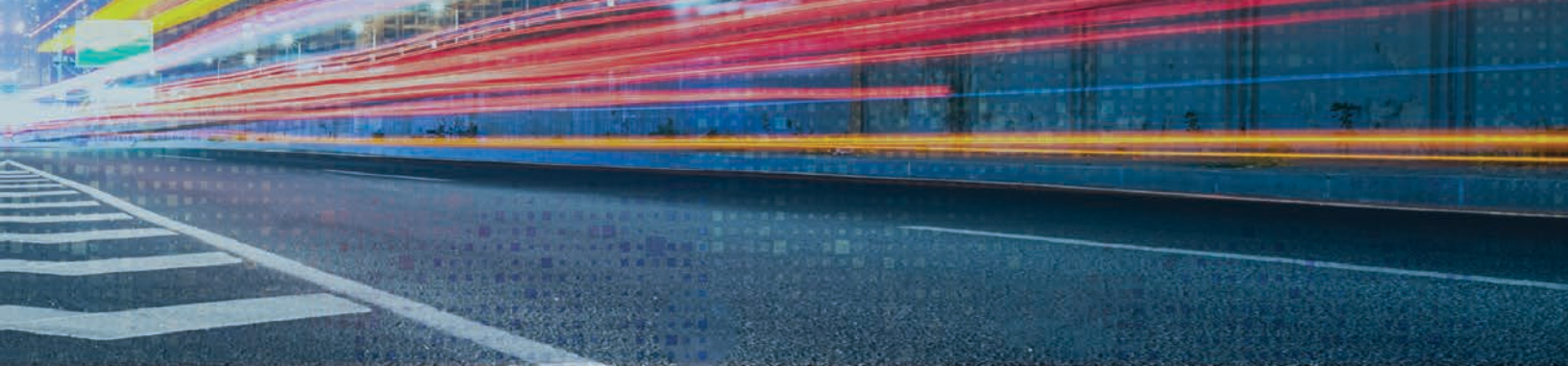
Maple Leaf Sponsorship - For Members Who Care About the Future of the Industry

AIA Canada's Maple Leaf program is an elite sponsorship level for member companies looking to make a recognizable impact on the sustainability of the industry. Maple Leaf Sponsors are industry leaders who show:

- A commitment to ensuring future profitability and growth of a changing and diverse industry
- Leadership in supporting research, business intelligence and knowledge that will help the industry address industry disruptors and opportunities
- An understanding that networking with industry professionals and other important stakeholders only enhances industry growth opportunities and can influence policy development with governments
- Interest in being seen and heard by consumers and government as companies who care about the economy, consumer rights, and the future workforce

Maple Leaf Sponsorship Benefits

- Receive advanced copies of research reports prior to publication
- Logo placement and special recognition on publications
- Logo placement and /or company profile featured on AIA's digital communications targeting governmental audiences
- Logo placement in dedicated printed publications
- Invitation to lobbying activities
- Two free tickets to AIA events
- Special pricing for event sponsorship



WD / Retailer Maple Leaf Package

\$23,000



Event	Maple Leaf	A La Carte	Non Member
Quebec Grand Forum	\$ 2,000.00	\$ 2,000.00	×
Knowledge Exchange Series (4 events across Canada)	\$ 6,000.00	\$ 8,000.00	\$ 2,000.00 per event
CEO Event / ACE Conference	\$ 5,000.00	\$ 7,000.00	×
North American AWAKE Conference	\$ 4,000.00	\$ 5,000.00	×
AWAKE - Mentoring Program	Included	\$ 1,000.00	×
YES Conference / Workshop	\$ 3,000.00	\$ 3,000.00	×
YES Networking Event	\$ 1,500.00	\$ 2,000.00	×
Student Aftermarket Day	\$ 1,500.00	\$ 2,000.00	×
Total	\$ 23,000.00	\$ 30,000.00	



Supplier Maple Leaf Package

\$25,000

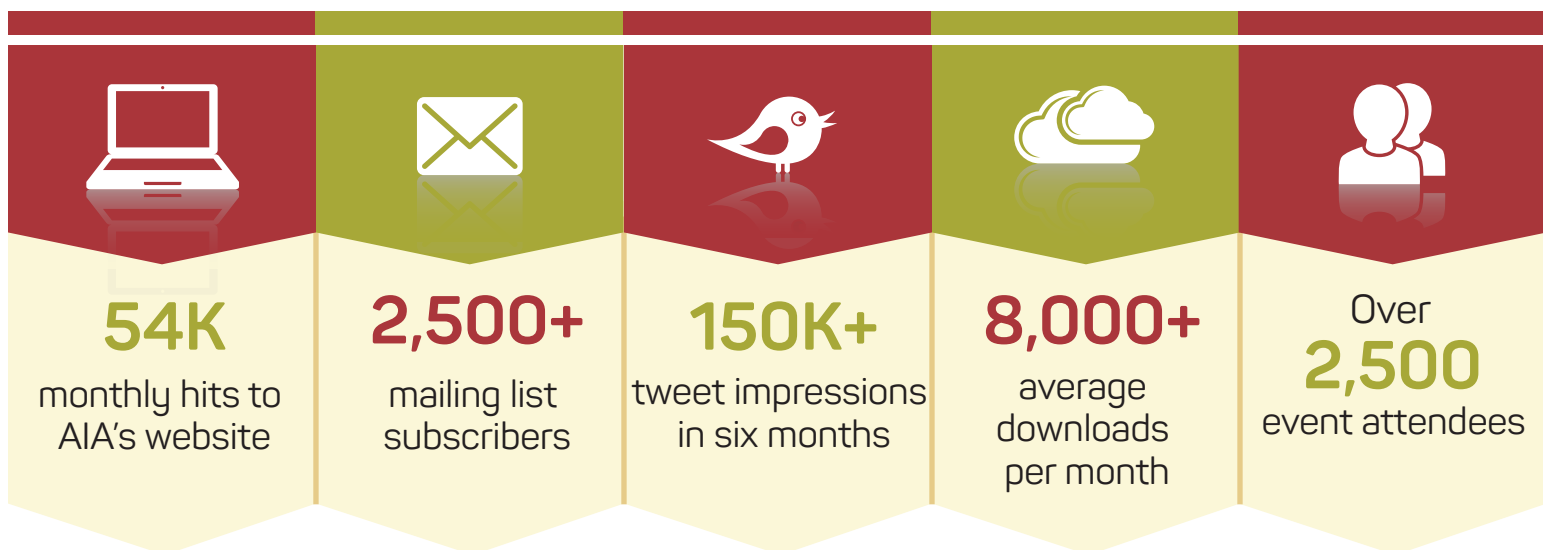
Event	Maple Leaf	A La Carte	Non Member
Quebec Grand Forum	\$ 2,000.00	\$ 2,000.00	×
Knowledge Exchange Series (4 events across Canada)	\$ 6,000.00	\$ 8,000.00	\$ 2,000.00 per event
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YES Conference / Workshop	\$ 3,000.00	\$ 3,000.00	×
YES Networking Event	\$ 1,500.00	\$ 2,000.00	×
Student Aftermarket Day	\$ 1,500.00	\$ 2,000.00	×
Canada Night	\$ 2,000.00	\$ 2,000.00	\$ 2,500.00
Total	\$ 25,000.00	\$ 32,000.00	



Event Sponsorship Opportunities

AIA Canada is renowned for its ability to bring together top executives and thought leaders to debate industry issues, collaborate on solutions, and define best practices. Your event sponsorship investment represents incredible value, because it capitalizes on AIA Canada's national representation as the voice and resource for the industry, organizational strengths, and respected brand, while enabling you to focus on your communications and marketing objectives for the event.

Our Impact



Sponsorship Benefits

- All sponsorship packages include logo recognition in all event marketing, including web, e-mail, social media, and direct and on-site marketing. As well, all sponsoring companies will be profiled by logo on-site at the event, and will receive two complimentary registrations to be used for your staff or customers*.



THE AFTERMARKET CONFERENCE FOR EXECUTIVES (ACE) / CEO ROUNDTABLE

Bringing together industry leaders and senior aftermarket executives to explore synergies and solutions to ensure the Canadian aftermarket remains a strong and vibrant industry.

ADVANCING WOMEN IN AUTOMOTIVE KNOWLEDGE EXCHANGE (AWAKE)

NEW! North American AWAKE Conference

Partnering with the Auto Care Association in the United States to connect women from across Canada and the US for a two day conference.

KNOWLEDGE EXCHANGE SERIES

Four regional events, held across Canada, addressing the latest issues impacting the automotive service providers.

AFTERMARKET STUDENT CONFERENCE

Organized in partnership with the Automotive Business School of Canada at Georgian College, this conference promotes career opportunities to students in unique automotive programs that include aftermarket courses.

Additional Sponsor Benefits

- Booth space (depending on space availability)
- Door prize and company information to attendees; and
- Speaker, panel moderator or panel member participation when appropriate.



QUEBEC GRAND FORUM

The largest gathering of industry and related stakeholders in Quebec targeting three objectives: refining the image, offering solutions to manpower shortage and increasing technology knowledge.

CANADA NIGHT

Your Canada proud moment. This iconic annual event is a must attend during Industry Week in Las Vegas. The perfect opportunity for Canadian suppliers to network with their colleagues and customers.

Additional Sponsor Benefits

- Three (3) host badges;
- Individual logo banner on display;
- Company acknowledgement in the Canada Night invitation; and
- Complimentary invitations sent on your behalf to your customers.



For more information about AIA Canada's Sponsorship Program, please contact:
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