




**AIA CANADA  
PUTS YOU IN THE  
FAST LANE**

**SPONSORSHIP 20  
OPPORTUNITIES 20**



## Facing the shocking speed of disruption as a unified voice for the aftermarket

New technologies and constant disruption can be difficult for any industry to navigate. **This is why AIA Canada is even more relevant today than years gone by.**

From parts manufacturers, to warehouse distributors, to wholesalers, and now with the inclusion of ASPs, AIA Canada is the unified voice for the aftermarket. We welcome ASPs to the fold and into our programs as they are at the frontline and are most affected by the technological advancements in the aftermarket.

Informing our members of new trends and technologies, ensuring access to vehicle data, providing tools to assist with human resource needs and labour shortages, keeping an eye on new regulations and revised legislation are some of the important roles that make AIA Canada vital to the industry.

AIA Canada continues to be there for your business as new technologies change the face of the aftermarket once again. Learn to embrace innovation with our knowledge sharing events and stay ahead with our industry research.

Ensuring that the aftermarket stays up to speed to meet the demands of today and tomorrow is why your commitment as a sponsor is important.



## Primary sponsorship at a glance

### Brand marketing opportunities

- Recognition as a primary sponsor on distinctive signage at all events and conferences, both in print and/or digital

### Thought leadership and knowledge sharing

- First glance of knowledge products (research, publications, white papers, etc.)
- Access to our thought leadership webinars
- A preferred seat at the table of our Communities of Practice

### Advocacy

- One-on-one advocacy consulting sessions on key topics
- Exclusive updates and meetings, webinars, and visits
- Invite to participate at meetings

### Digital advertising opportunities

- Logo recognition on AIA Canada's website – sponsors page with click-through
- Logo recognition on e-communications where sponsors are identified
- Logo on the AIA Canada's website home page

### AIA Canada National Conference\*

- Featured guest speaker
- Annual general meeting
- CEO round-table meetings
- Industry updates and networking opportunities

\*Additional sponsorship opportunities for this event will be communicated separately.

**Sign up to become a primary sponsor today!**



**AVAILABLE TO  
MEMBERS ONLY**

**Event Sponsorship & Digital Marketing**

**\$15,000**

- Logos at events
- Logo recognition in newsletter
- Exclusive sponsorship (intro, pitch, additional opportunities available)
  - National conference
  - Women in Leadership
  - Young Professionals in the Aftermarket (YPA) events
  - Grand Forum
  - Aftermarket Student Day and career fairs

**Market Data, Intelligence & Research**

**\$10,000**

- Outlook Study logo recognition
- Preview of new publications
- Consumer Behaviours logo recognition
- Community of Practice (seat at the table)

**Right to Repair, Access to Vehicle Data & Advocacy**

**\$7,000**

- YourCarYourData
- Support advocacy efforts
- Invite to participate at meetings
- Exclusive updates and meetings, webinars, visits
- Government Relations Toolkit

**Canada Night Sponsorship**

**\$2,500**

- Details to follow



**Pick all 4, become a primary sponsor and save!  
Total Package = \$30,000**

# AFFILIATE PACKAGE



## **Event Sponsorship & Digital Marketing**

**\$25,000**

- Logos at Events
- Logo recognition in newsletter
- Exclusive Sponsorship (intro, pitch, additional opportunities available)
  - National conference
  - Women in Leadership
  - Young Professionals in the Aftermarket events
  - Grand Forum

## **Canada Night Sponsorship**

**\$5,000**

- Details to follow

**Total Package = \$30,000**

## Event Sponsorship - à la carte

Sponsoring AIA Canada events is an investment that elevates your brand and provides an invaluable opportunity to contribute to the discussion of our sector's top issues and priorities.

### **Sponsors receive:**

- Sponsor logo displayed throughout the event, both in print and/or digital
- Sponsor ad or "give away" opportunity at the event

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## **AIA Canada National Conference**

**NEW - \$6,000**

This two day, can't-miss event will be jammed packed with knowledge sessions, closed round-table meetings, and a featured guest speaker. Walk away with insight and tools to help drive your business forward in a rapidly evolving industry where disruption is inevitable. The national conference provides the largest networking opportunity for those involved in the Canadian aftermarket industry.

The National Conference will also host AIA Canada's Annual General Meeting.

### **Additional Sponsor Benefits**

- Opportunities will be communicated at a later date.

## **Young Professionals in the Aftermarket (YPA)**

**\$4,000**

The Young Professionals in the Aftermarket (formerly known as the Young Executive Society) provides opportunities for young professionals to meet, network, and learn valuable insights on leadership with others in the automotive aftermarket industry.

By supporting YPA, sponsors are recognized as businesses that believe in building tomorrow's industry leaders and decision makers to ensure the future growth and prosperity of the aftermarket.

## **Women's Leadership Conference**

**\$5,000**

AIA Canada will once again host an annual leadership conference created for women in the automotive aftermarket. This two day event brings women from across Canada together to empower, inspire and learn from each other. Investing in the advancement and development of women's careers in the industry is a smart business decision and this conference provides subject content geared towards success, as well as networking opportunities to help women in the industry raise their profile by creating meaningful professional connections.

## Quebec Grand Forum

**\$3,000**

An annual event dedicated to the aftermarket stakeholders in Quebec, specifically the ASPs. This anticipated event focuses on important topics like: refining the image of the aftermarket, identifying solutions to labour shortages, and understanding current vehicle technologies.

## Aftermarket Student Day

**\$3,000**

This one-day conference is a great venue to promote career opportunities to students in unique automotive programs that include aftermarket courses. Network with up-and-coming professionals in the industry and take your business to the next level with refreshing insights from young minds.

### Additional Sponsor Benefits

- Booth space;
- Door prize and company information to attendees; and,
- Speaker, panel moderator or panel member participation where appropriate.

## Canada Night

**\$2,500 member/\$5,000 affiliate**

One of the most anticipated evenings of the year. Tickets to Canada Night during Industry Week in Las Vegas are a sought-after commodity! This event is the perfect opportunity for the Canadian aftermarket to network with their peers, build relationships with potential customers and demonstrate their appreciation to their current customers.

### Additional Sponsor Benefits

- Sponsor logo on display,
- Sponsor acknowledgment in the Canada Night invitation; and,
- Sponsor video ad on display.



180 Elgin Street, Suite 1400  
Ottawa, ON | K2P 2K3

• T: 800.808.2920 • E: [info@aiacanada.com](mailto:info@aiacanada.com)  
• [www.aiacanada.com](http://www.aiacanada.com)