



AUTOMOTIVE INDUSTRIES ASSOCIATION OF CANADA



P

R

N

D

# 2010 Marketing Opportunities



In today's competitive marketplace, sponsorship is a vital component of an effective marketing strategy. With over 1,800 member locations and branches belonging to the Automotive Industries Association of Canada (AIA Canada), there are more than 7,000 automotive service and repair outlets directly affiliated with our members. AIA Canada is pleased to provide a marketing program that offers companies the unique opportunity to target these aftermarket decision makers and users.

With access to such a comprehensive number of senior decision makers and users of your company's products and/or services, AIA Canada sponsorship lets you maintain brand awareness with your existing customers while at the same time build relationships with potential new customers.

In the current economic climate, building awareness of your brand and/or products is even more essential to achieve market growth.

The 2010 Marketing Program is event-based and sponsors can decide where and how they would like to apply their resources which allows for flexibility, choices and value for your sponsorship dollars

In addition, AIA Canada is pleased to offer bonus opportunities to companies who make an extensive sponsorship commitment to the Association.

By becoming an AIA Canada sponsor, your company is leveraging the AIA Canada brand - *the voice and the resource for the automotive aftermarket industry in Canada*. You are also demonstrating your commitment to the Association and to the aftermarket industry in Canada.



# networking opportunities

## BONUS SPONSORSHIP PROFILE ACTIVITIES

AIA Canada members that meet or exceed a total sponsorship value of \$30,000 will receive the following bonus sponsorship profile, *free of charge*:

- ✦ Sponsor name and logo on all Market Research reports and studies.
- ✦ Sponsor logo featured in AIA's enewsletter "The Resource" linked to your company website.
- ✦ Sponsor name and logo in introductory section of AIA Canada's Membership Directory (PDF) and sponsor logo with the member listing in the directory.
- ✦ Sponsor logo on the Sponsorship section of the AIA Canada website with a brief company description (200 words maximum) linked to your company website.
- ✦ Special sponsorship recognition advertisement in trade press magazines.
- ✦ Sponsor logo in AIA Annual Report.

## **AUTOMOTIVE AFTERMARKET FORUMS (ONTARIO, QUEBEC & WESTERN CANADA)**

Technical skills are essential at many levels of the aftermarket – but the key to profitability is having equally strong business management abilities. AIA Canada (in cooperation with industry partners) is pleased to offer members a unique opportunity for learning and networking between peers, suppliers and customers. These Forums are designed to be a valuable resource for aftermarketers at every level – providing you with information and ideas for your business and your employees. Join hundreds of industry leaders and entrepreneurs at these regional Forums.

### **Sponsor Benefits:**

- \* Two (2) complimentary registrations for the forum(s).
- \* Sponsor logo featured in forum brochure(s) and registration form.
- \* Sponsorship signage prominently displayed at event (registration desk, coffee break area).
- \* Sponsor logo on event banner.
- \* Sponsor recognition in script at the event.
- \* Sponsor logos in PowerPoint presentation as attendees are entering and exiting.
- \* Tent cards featuring all sponsors on all meal tables.
- \* Sponsor featured in on-site Forum at a Glance program.
- \* Sponsor one-page promotional piece inserted into forum welcome kits.
- \* Sponsor name/link on event web page.

**SPONSORSHIP INVESTMENT: \$5,000 PER FORUM**

## **YOUNG EXECUTIVE SOCIETY (YES) COMMITTEE WORKSHOP**

For 2010, the YES Committee will again focus on professional development and contributing to the advancement of the industry. With that in mind, the YES Committee is pleased to hold a workshop dealing with these issues. By sponsoring the workshop, your company is brought to the forefront of every attendee's workshop experience, ensuring you are remembered long after the event for your strong support of future leaders in the automotive aftermarket industry.

### **Sponsor Benefits:**

- \* Two (2) complimentary registrations for the workshop.
- \* Sponsor logo featured on the workshop event brochure and registration form.
- \* Sponsorship signage prominently displayed at event (registration desk, coffee break area).
- \* Sponsor logo on event banner.
- \* Sponsorship recognition in scripts at the event.
- \* Sponsor logos in PowerPoint presentation as attendees are entering and exiting.
- \* Tent cards featuring all sponsors on all meal tables.
- \* Sponsor logo/link on event web page.

**SPONSORSHIP INVESTMENT: \$1,500**

professional  
development

## **AFTERMARKET CONFERENCE FOR EXECUTIVES**

The Aftermarket Conference for Executives (ACE) is designed for senior aftermarket executives and their senior staff and features high-level keynote speakers. With the high calibre of speakers, the content of presentations and the networking opportunities available, this conference consistently ranks extremely high with AIA members. The 7th Annual ACE will once again provide an opportunity for senior management to meet and network with other senior management from the supplier, retailer, WD and wholesaler community. Sponsors will receive these great benefits:

- \* Two (2) complimentary registrations for the conference.
- \* Sponsor logo featured in conference brochure and registration form.
- \* Sponsorship signage prominently displayed at event (registration desk, coffee break area).
- \* Sponsor logo on event banner.
- \* Sponsorship recognition in scripts at the event.
- \* Sponsor logos in PowerPoint presentation as attendees are entering and exiting.
- \* Tent cards featuring all sponsors on all meal tables.
- \* Sponsorship featured in on-site Conference At A Glance program.
- \* Sponsor one-page promotional piece inserted into conference welcome kits.
- \* Sponsor logo/link on event web page.

**SPONSORSHIP INVESTMENT: \$8,000**

## CANADIAN COLLISION REPAIR NIGHT

The International Autobody Congress & Exposition (NACE) is held during Industry Week in Las Vegas. It is a great success, with many Canadian exhibitors and attendees finding great value in the event, especially since it is combined with other automotive activities. During this trade show, the collision repair industry will once again host the Canadian Collision Repair Night reception for Canadian attendees at Caesars Palace in Las Vegas on Friday, November 5, 2010.

### Sponsor Benefits:

- \* Twelve (12) invitations for your customers.
- \* Sponsor logo displayed electronically in dynamic Powerpoint presentation at the reception.
- \* Complimentary invitations sent on behalf of all sponsors to your customers.
- \* Sponsor acknowledgement in the invitation.
- \* Tent cards featuring all sponsor logos on cocktail reception tables.
- \* Sponsor name/link on event web page.

### SPONSORSHIP INVESTMENT:

**1st PACKAGE: \$2,000**  
**2nd PACKAGE OR MORE: \$1,700**

## AFTERMARKET STUDENT CONFERENCE

The Association is constantly striving to promote aftermarket career opportunities and the industry to youth in Canada. The Canadian Automotive Institute (CAI) at Georgian College offers a unique program for automotive students that includes aftermarket courses. Join students from sales, marketing and other related programs for a one-day conference that provides a great opportunity to discuss the aftermarket as well as network with potential new employees.

### Sponsor Benefits:

- \* Sponsor signage at event.
- \* Recognition in the welcome script.
- \* Booth space (number of booths available will be dependent on location of conference).
- \* Option to provide door prize and company information.
- \* Opportunity to participate in the event as a speaker, panel moderator or panel participant.

**SPONSORSHIP INVESTMENT: \$1,500**

## CANADA NIGHT

Canada Night is one of the most anticipated events at Industry Week in Las Vegas. Close to 1,000 aftermarketers attend this annual event. Canada Night will be held at Caesars Palace in Las Vegas in 2010 on Tuesday, November 2. It is a superb opportunity for Canadian suppliers to network with existing and potential new customers.

### Sponsor Benefits:

- \* Three (3) host badges.
- \* Large sponsor banner on display during Canada Night.
- \* Sponsor acknowledgement in the Canada Night invitation.
- \* Complimentary invitations sent on behalf of all sponsors to your customers.
- \* Tent cards featuring all sponsor logos on cocktail reception tables.
- \* Sponsor name/link on event web page.

**SPONSORSHIP INVESTMENT: \$1,500**

## ASP ASSOCIATION COUNCIL

AIA Canada strongly believes there is a need to create close ties between the Automotive Service Provider (ASP) community and AIA and its members. The service provider community is the core of the aftermarket and a vibrant, informed installer base strengthens the whole industry. With an AIA membership category for ASP Associations and through the work of the ASPA Council, AIA will increase awareness in the ASP network ensuring clear communication on how the Association is working on behalf of the whole industry. Your sponsorship allows ASP Associations from across Canada, who would otherwise not have the resources, to participate in the Council's biannual (2) roundtable meetings. In addition to your logo being prominently displayed on site, your sponsorship will also be recognized in a special sponsor acknowledgement notice included in all meeting packages.

**SPONSORSHIP INVESTMENT: \$1,000**



Target **YOUR** customers



The Be Car Care Aware consumer education campaign was launched in Canada in 2004. The goal of the campaign is to educate consumers about the benefits of regular vehicle care, maintenance and repair. Reversing underperformed maintenance will increase profitability in the aftermarket, conserve energy, improve highway safety and benefit the environment. The campaign is built around three key message areas of safety, the environment and protecting your vehicle investment and is designed to represent and engage all segments of the aftermarket industry.

With an average of over 20,000 unique visitors per month, Be Car Care website exposure has grown in value. The increase in website traffic is in part due to over 10% of the Canadian population now recognizing the Be Car Care Aware brand – and this number keeps growing!

The success and the environmental messaging of the program helped to attract additional financial support from Natural Resources Canada in excess of \$1.0 million over a three-year period. This has allowed for significant growth in the program with participation in more consumer shows, advertising opportunities, product discounts, incentive programs and the development of tools offered to participating shops to help grow their business.

Industry support is key for the Be Car Care Aware program to remain effective and to continue to educate consumers on the benefits of regular vehicle care, maintenance and repair.

#### **Sponsor Benefits:**

- \* Participation on the Be Car Care Aware Advisory Committee.
- \* Your shops listed on the shop finder feature of the Be Car Care Aware website (if applicable).
- \* Use of the Be Car Care Aware logo and messaging on all your organization's marketing material.
- \* Your company logo appears in Be Car Care Aware trade press advertising.
- \* First right-of-refusal and preferred advertising rates with strategic media partners.
- \* Significant discount rate for Point-of-Sale materials.
- \* Looped sponsor logo on the Be Car Care Aware website.
- \* Opportunity to submit subject matter/content for downloadable Car Care Articles.
- \* Opportunity to submit product for contest winners (with proper recognition on the Be Car Care Aware website and newsletters).
- \* Opportunity to provide "give aways" at consumer shows and car check events.
- \* Preferred rate for Kelly Williams/Jean-Francois Veilleux appearances (Be Car Care Aware spokespersons).

**SPONSORSHIP INVESTMENT: \$5,000**

Show your support  
for the aftermarket.

AIA Canada sponsorship provides you with excellent  
**value** for **your** marketing dollars.

**PACKAGE A ..... \$30,000**

(value: \$33,500)

- Ontario, Quebec & Western Canada Forums .....\$15,000 (3 @ \$5,000 each)
- Aftermarket Conference for Executives (ACE) .....\$8,000
- Be Car Care Aware Program .....\$5,000
- Young Executive Society (YES) Workshop .....\$1,500
- Aftermarket Student Conference .....\$1,500
- Canada Night .....\$1,500
- Automotive Service Provider Association (ASPA) Council .....\$1,000

**BONUS VALUE:**

- Corporate logos on all AIA Market Research reports, AIA Annual Report, website and enewsletter
- Special sponsor recognition advertisement in trade press magazines

**PACKAGE B (choice of B1 or B2)..... \$25,000**

(value: B1: \$28,500 / B2: \$29,500)

- Ontario, Quebec & Western Canada Forums .....\$15,000 (3 @ \$5,000 each)
- Aftermarket Conference for Executives (ACE) .....\$8,000
- Young Executive Society (YES) Workshop .....\$1,500

- B1 • Aftermarket Student Conference .....\$1,500
  - Canada Night.....\$1,500
  - Automotive Service Provider Association (ASPA) Council .....\$1,000

- B2 • Be Car Care Aware Program.....\$5,000

**PACKAGE C ..... \$20,000**

(value: \$25,500)

- Ontario, Quebec & Western Canada Forums .....\$15,000 (3 @ \$5,000 each)
- Be Car Care Aware Program .....\$5,000
- Young Executive Society (YES) Workshop .....\$1,500
- Aftermarket Student Conference .....\$1,500
- Canada Night .....\$1,500
- Automotive Service Provider Association (ASPA) Council .....\$1,000

**PACKAGE D ..... \$15,000**

(value: \$19,000)

- Choice of 2 Forums (Ontario, Quebec or Western Canada) .....\$10,000 (2 @ \$5,000 each)
- Be Car Care Aware Program .....\$5,000
- Young Executive Society (YES) Workshop .....\$1,500
- Aftermarket Student Conference .....\$1,500
- Automotive Service Provider Association (ASPA) Council .....\$1,000

**PBE PACKAGE..... \$20,000**

(value: \$26,500)

- Ontario, Quebec & Western Canada Forums .....\$15,000 (3 @ \$5,000 each)
- Aftermarket Conference for Executives (ACE) .....\$8,000
- Canadian Collision Repair Night .....\$2,000
- Aftermarket Student Conference .....\$1,500

**For more information about AIA Canada's Marketing Opportunities, please contact  
 Patty Kettles, Manager, Marketing & Communications at 800.808.2920 ext 221 or patty.kettles@aiacanada.com.**



# 2010 AIA Canada Marketing Opportunities Contract

Automotive Industries Association of Canada, 1272 Wellington Street West, Ottawa, ON K1Y 3A7 Tel: (800) 808-2920 Fax: (613) 728-6021 Email: info.aia@aiacanada.com



### Please read carefully

- Please type or print information
- Please remember to sign and date contract.
- Carefully read disclaimer on reverse.
- Please return original signed contract to AIA.

### CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## A. Marketing Opportunities

Please select the events/activities that you would like to sponsor.

### PACKAGES (see 2010 Marketing Opportunities brochure for package details)

- Package A (\$30,000)
- Package B (please select B1 or B2) (\$25,000)
  - B1
  - B2
- Package C (\$20,000)
- Package D (\$15,000)
- PBE Package (\$20,000)

### INDIVIDUAL EVENTS

- Aftermarket Conference for Executives (\$8,000)
- Be Car Care Aware (\$5,000)
- Automotive Aftermarket Forum (Ontario) (\$5,000)
- Automotive Aftermarket Forum (Ontario) (\$5,000)
- Automotive Aftermarket Forum (Quebec) (\$5,000)
- Canadian Collision Repair Night (1st package) (\$2,000)
- Canadian Collision Repair Night (2nd or more) (\$1,700)
- Canada Night (\$1,500)
- YES Workshop (\$1,500)
- Aftermarket Student Conference (\$1,500)
- ASP Association Council (\$1,000)

**Total:** = \$ \_\_\_\_\_

### INVOICE

I would like the Sponsorship invoiced in the following manner:

- 1 payment of total sponsorship amount (payable January 31, 2010)
- 2 equal payments of total sponsorship amount (payable January 31, 2010 and July 1, 2010)
- 4 equal payments of total sponsorship amount (payable January 31, April 1, July 1 and October 1, 2010)

### PAYMENT

I would like to pay for the Sponsorship in the following manner:

- Visa  Amex  Mastercard
- Cheque (made payable to AIA Canada)

Card # \_\_\_\_\_

Expiration \_\_\_\_\_

Signature \_\_\_\_\_

IN WITNESS OF THE FOREGOING, the parties have caused the Agreement to be signed by an authorized representative as of the Effective Date set forth below.

Signature: \_\_\_\_\_

Signature of AIA Representative: \_\_\_\_\_

Date: \_\_\_\_\_

For office use only		
Invoice #: _____	Amount: _____	Date: _____
_____	_____	_____
_____	_____	_____
_____	_____	_____

## **Warranty Disclaimer**

Neither party makes any representation or warranty express or implied with respect to any matter whatsoever, including without limitation, network failures, third-party difficulties, web hosting address failures, services provided hereunder, or any output or results thereof and each party specifically disclaims any implied warranty of merchantability or fitness for a particular purpose.

## **Limitation of Liability**

Company's sole remedy and AIA's total liability arising out of this Agreement or the services provided hereunder, whether based on contract, tort or otherwise, shall not exceed said fees paid/payable to AIA. Company recognizes that fees hereunder are based in part on the Warranty Disclaimer, limitation of liability and exclusion of damage contained in this agreement.

## **Exclusion of Damages**

In no event shall either party be liable to the other party for special, indirect, incidental, or consequential damages, arising out of, but not limited to, loss of data, loss of use, or loss of profits arising hereunder or from the provision of services, the foregoing limitations shall not apply to indemnification or intentional misconduct.

## **Term and Termination**

This Agreement shall be for the calendar year 2010.

## **Miscellaneous**

- ◆ Nothing in this Agreement shall be deemed to create a partnership or joint venture between the parties and neither Company nor AIA shall hold itself out as the agent of the other.
- ◆ Neither party shall be liable to the other for delays or failures in performance resulting from causes beyond the reasonable control of that party.
- ◆ Any notice required or permitted to be given by either party under this Agreement shall be in writing.
- ◆ Failure by either party to enforce any provision of this Agreement shall not be deemed a waiver of future enforcement of that or any other provision.
- ◆ Any waiver, amendment or other modification of any provision of this Agreement shall be effective only if in writing and signed by the parties.
- ◆ This Agreement shall be interpreted under the laws of the Province of Ontario, Canada.
- ◆ This Agreement shall be binding on successors and assigns.
- ◆ This Agreement, including all attachments that are incorporated herein by reference, constitutes the entire agreement between the parties with respect to the subject matter hereof, and supersedes and replaces all prior and contemporaneous understandings or agreements, written or oral, regarding such subject matter.

