

2011 AIA IMPORT PRODUCT AND MARKETING AWARDS



Discover a top value at AAPEX 2011. Gain great exposure and recognition for your new product and marketing programs for import nameplate cars or trucks by participating in the **2011 AIA Import Product and Marketing Awards Program**.

ENTER TODAY!

Now in its 23rd year, the AIA Import Product and Marketing Awards have recognized many prestigious brands and companies in the past decade including recent winners from:

AISIN World Corp. of America
Centric Parts/StopTech
DENSO Sales California, Inc.
DSS CV Axles

KYB America LLC
MPA-Motorcar Parts of America, Inc.
Nitoma, Inc.
NWD USA Inc.
OEM-Original Engine Management

Robert Bosch LLC
SKF USA Inc.
Valeo Wiper Systems
Walker Products, Inc.



2010 AIA Import Product and Marketing Award Winners

- Seven categories feature a variety of products for buyers to view in newly-expanded to six high-profile AIA showcases during the AAPEX Show.
- AIA Import Product Awards Showcases located in the high-traffic, display area near entrance to Sands Expo Center Upper Lobby from the Venetian, adjacent to the AAPEX Product Showcases.
- Year-long exposure for all entries, product photo to be showcased on the AIA website at www.aiaglobal.org with links to companies' website.
- Pre-show publicity in the October issues of *ImportCar* and *Counterman* for entries received by Wednesday, Sept. 14.
- Customized showcase signage for each entry.

2011 WINNING ENTRIES WILL RECEIVE:

- **Award trophy presented at a special AAPEX press ceremony, Tuesday, Nov. 1, 2011.**
- **Recognition at the popular AIA Luncheon/Awards program; each category winner receives two tickets to the luncheon.**
- **Full-page post-AAPEX *ImportCar* ad saluting 2011 award winners.**
- **2011 award winners product photo will be highlighted with year-long exposure on the AIA website.**

ENTER TODAY!

Complete the entry form; submit by Friday, Oct. 14 to avoid late fee!



2011 AIA IMPORT PRODUCT AND MARKETING AWARDS JUDGING CRITERIA

CRITERIA USED BY AN EXPERT JUDGING PANEL WILL INCLUDE:

BEST OVERALL IMPORT AFTERMARKET PRODUCT

Commercial success record, widely distributed ▪ Quality reputation ▪ Market demand ▪ Profit potential for the distribution chain ▪ Presentation, packaging, support material, etc. ▪ Product must be applicable to fit an import nameplate

BEST NEW* PRODUCT FOR IMPORT CARS OR TRUCKS **

Innovation and ingenuity in design ▪ Market need and appeal ▪ Quality reputation ▪ Impact on market

BEST NEW* PERFORMANCE PRODUCT OR ACCESSORY FOR IMPORT CARS OR TRUCKS

Innovation and ingenuity in design ▪ Consumer appeal/cool factor ▪ Impact on market, anticipated commercial success ▪ Functionality ▪ Quality reputation

BEST MERCHANDISING/ADVERTISING OF A PRODUCT FOR IMPORT CARS OR TRUCKS

Impact and effectiveness on the market ▪ Concept is innovative ▪ Design and presentation ▪ Message relevance ▪ Information delivery, professional and clear to the audience

BEST NEW* PACKAGING OF A PRODUCT FOR IMPORT CARS OR TRUCKS

Design and presentation/merchandising strength ▪ Ease of use ▪ Good retail display and ease to verify package contents, ease to open and reclose packaging ▪ Packaging quality, sufficient strength to protect product and prevent package degradation ▪ Product identification and labeling

BEST NEW * CATALOG OF A PRODUCT LINE FOR IMPORT CARS OR TRUCKS

Cover design and overall appeal ▪ Overall layout and organization ▪ Ease of use ▪ Readability ▪ Comprehensiveness

BEST WEBSITE PRESENTATION OF A PRODUCT LINE FOR IMPORT CARS OR TRUCKS

Concept & Impact ▪ Design & Presentation ▪ Relevance of message ▪ Navigation ease ▪ Functionality ▪ Parts look up, ordering product, photos, technical information

* All Entries in these categories must have launched no earlier than Aug. 1, 2010

** For Best New Product for Import Car or Trucks entries, both new products and product line extensions (new applications) are eligible.



IMPORTANT INFORMATION:

- Companies entering products must be an AAPEX 2011 Exhibitor.
- More than one entry per category is welcomed; multiple categories can be entered per product.
- All entries to be brought to the AIA Import Product Showcase at the Sands Expo Center, Upper Lobby, Monday, Oct. 31 by 1 p.m. for judging.
- Entries submitted after 1 p.m. will be displayed but not be eligible for judging.
- EXCEPTION: all catalogs/websites must be submitted in advance for pre-AAPEX judging (shipping info to be sent with confirmation).
- Showcase dimensions: Entries must not exceed 24"H x 24" W x 18"D; 75 pound maximum.
- If products exceed the above dimensions/weight, submit smaller model or photo in lieu of product.
- OPTIONAL: Freeman Shipping/Delivery Service is available; to use this service, entries must be shipped to arrive in Las Vegas by 10/25/2011 for delivery to the AIA Showcase for Monday judging.
- AIA HQ to send confirmation receipt of entry(s) along with photo/signage specifications; catalog/CD shipping/date/requirements for pre-AAPEX judging; drop-off/pick-up instructions; and Freeman shipping/delivery service (optional) to AIA Showcases.

ENTER TODAY! Complete the entry form; submit by Friday, Oct. 14 to avoid late fee!

QUESTIONS? CONTACT ROSEMARY PERRY AT 301-654-6664; ROSEMARY.PERRY@AFTERMARKET.ORG; WWW.AIAGLOBAL.ORG; FAX 301-654-3299.

2011 AIA IMPORT PRODUCT AND MARKETING AWARDS ENTRY FORM



DEADLINE: Submit entries by Friday, Oct. 14 to avoid late fee.

More than one entry per category is welcomed; products may be entered in multiple categories. One entry per form (if more than one entry, please copy form.).

Award Category:

- Best Overall Import Aftermarket Product
- Best New* Product for Import Cars or Trucks ** (Date Market Entry ____ / ____ / ____)
- Best New* Performance Product or Accessory for Import Cars/Trucks (Date Market Entry ____ / ____ / ____)
- Best Merchandising/Advertising of a Product for Import Cars/Trucks
- Best New* Packaging of a Product for Import Cars/Trucks (Date Market Entry ____ / ____ / ____)
- Best New* Catalog of a Product Line for Import Cars/Trucks (Date Market Entry ____ / ____ / ____)
- Best Website Presentation of a Product Line for Import Cars/Trucks

* Date of Market Entry: In order to be judged as 'new' at this year's show, the product/catalog/packaging must have a date of market entry no earlier than Aug. 1, 2010.
 ** For 'Best New Product for Import Cars/Trucks' entries, both new products and product line extensions (new applications) are eligible.

Important: Please complete form as information should appear on printed materials.

Product Entry Name (as it should appear on printed materials):

Product Entry Description: Refer to judging criteria on flyer. (Describe entry in 25 words or less)

Packaging/Merchandising/Advertising Entry Description: Describe the attributes of the packaging, merchandising or advertising entries, not the product. Refer to judging criteria on flyer. (Describe entry in 25 words or less)

Company Name: _____ Contact Person: _____
 Street, City, State, Zip, Country: _____
 Work Phone: _____ Cell Phone: _____
 E-Mail: _____ Website: _____
 AAPEX Booth # _____ SEMA Booth # _____

Entry Fees for the 2011 AIA Import Product and Marketing Awards Program (one fee per entry, per category):

Special Fee for 2011 AIA Sponsors - 20% OFF regular AIA Segment Fee!	\$160
AIA/AAIA Segment Members Fee	\$200
Non-AIA/AAIA Segment Members Fee	\$250
Late Entry Fee*** (after 10/14/11)	\$300
Shipping/Delivery Freeman Service Fee (optional)	\$ 25/box

*** Late entry fee, entries submitted after 10/14/2011; this includes ALL entries, including sponsors. NO EXCEPTIONS.

Please check one: Payable in U.S. funds

Check enclosed (payable to Automotive Aftermarket Industry Association) Visa MasterCard AmEx

AIA Event sponsors ONLY	Number of entries _____ X \$160 = _____
AIA member segment fee	Number of entries _____ X \$200 = _____
Non-AIA segment member fee	Number of entries _____ X \$250 = _____
Late Entries, after 10/14/2011	Number of entries _____ X \$300 = _____
Optional: Freeman shipping/delivery service	Number of Boxes _____ X \$25/box = _____

Total entries _____ \$ _____

Credit Card # _____ Expiration Date _____
 Cardholder's Name _____ Signature _____

ENTER TODAY! Complete the entry form; submit by Friday, Oct. 14 to avoid late fee!