



# 2026 Sponsorship Prospectus



***November 3–5, 2026 | Las Vegas, NV  
Venetian Expo & Caesar's Forum  
[www.automaintenance.org](http://www.automaintenance.org)***

# Event Overview



**LAUNCH**  
new products and services

**COLLECT**  
high-quality sales leads

**BUILD**  
brand awareness

**CULTIVATE**  
customer relationships

## What is iFLEX at AAPEX?

iFLEX at AAPEX marks a powerful new partnership between PAMA and North America's premier automotive aftermarket trade show. Together, they elevate the AAPEX Oil & Lube section into the industry's most comprehensive showcase of preventive maintenance. For the first time, quick lube operators, preventive maintenance professionals, and the broader aftermarket community come together to expand access to suppliers, education and networking.

## A Case for iFLEX at AAPEX

The U.S. automotive aftermarket totaled \$435B in 2025 and is projected to surpass \$500B by 2028. With the average vehicle age at 12.8 years across 291M cars and light trucks, demand for preventive maintenance—and quick lube services—continues to accelerate. AAPEX 2025 drew 45,000+ qualified buyers and 2,500+ exhibitors, and iFLEX at AAPEX 2026 builds on that momentum by connecting brands directly with quick lube decision-makers representing thousands of service bays and recurring purchasing needs.

## Why Exhibit at iFlex at AAPEX?

Targeted Access	High Volume Buyers
Connect with hundreds of decision-makers, managers, and technicians representing thousands of quick-lube and preventative maintenance service bays.	Reach operators with purchasing authority who buy regularly, delivering shorter sales cycles and higher conversion.
Industry Growth	Competitive Difference
With vehicles on the road longer and preventative maintenance demand rising, the quick lube sector is a thriving growth market.	Stand out by showcasing your products and solutions in a dedicated environment built for the quick lube and preventative maintenance segment.

# The iFLEX Advantage

## When You Sponsor Through PAMA

You're not just another booth.

- ⊗ You're the brand that supported their community
- ⊗ You're top-of-mind when they're comparing suppliers
- ⊗ You're the first call when they're ready to buy

## The Situation:

Picture this: A shop owner walks into AAPEX managing multiple locations and ready to make purchasing decisions on the spot. They need partners they can trust.

## The Advantage:

PAMA members aren't passive browsers—they're high-volume buyers running thousands of service bays nationwide. Your sponsorship puts your brand directly in their path at the exact moment they're evaluating partners.

**RELATIONSHIPS = REVENUE**

In this tight-knit community, your investment shows you understand their business and you're committed to their success.

**RECOGNITION → TRUST → LONG-TERM PARTNERSHIPS THAT DRIVE YOUR REVENUE!**

Ready to become the partner  
quick lube operators remember?  
Let's talk sponsorship.

# Customize your sponsorship package.

## CONNECT WITH YOUR AUDIENCE

### President's Reception

**SOLD OUT**

Be part of the launch of the new PAMA-AAPEX partnership as attendees gather to celebrate. Enjoy an evening of food, drinks, and live music that brings the PAMA community together. As the exclusive reception sponsor, you'll receive top recognition, including the chance to welcome attendees with brief opening remarks and prominent brand placement at the entrance. You may also select a signature cocktail served throughout the event, with custom signage recognizing your sponsorship and highlighting the featured drink.

### Member Lunch Sponsor

**\$7,500 (Exclusive)**

Fuel connections where they matter. As the exclusive Member Lunch Sponsor, your organization provides a midday break for PAMA members on the iFLEX show floor. While attendees recharge, your brand becomes associated with hospitality and community, creating a natural gathering spot for meaningful conversations. It's more than lunch; it supports the connections that move our industry forward, with your company at the center.

### Booth Crawl

**\$2,550 (3 Available)**

Boost traffic during the afternoon lull. We'll deliver sweets to your booth to draw attendees in for a quick pick-me-up. With attendee communications and clear sponsor recognition, you'll stand out on the show floor when energy, and foot traffic, typically dip.

## SHARE YOUR EXPERTISE

### Bay Talk

**\$2,500 (Multiple Available)**

20 minute (Ted Talk-style format): Great ideas deserve an audience. If you've developed tools or techniques that make work easier, faster or better—this is your moment to share them and make an impact. (All sessions will require prior approval)

# More customizable opportunities.

## BRAND EXPOSURE

### Tote Bag for PAMA Attendees

**SOLD OUT**

Put your brand in the hands of oil and lube professionals. Your logo will appear on the back of the official iFLEX at AAPEX tote bag, a high-visibility item attendees carry throughout the show and beyond. You can also include your own branded materials, ensuring your message is seen as soon as they open the bag.

### "iFLEX at AAPEX" Lanyard

**SOLD OUT**

Help PAMA members stand out and connect. As the exclusive lanyard sponsor, you'll be recognized for making it easy to spot fellow PAMA members on a busy show floor. Lanyards will feature iFLEX branding for a unified look, and your sponsorship will be highlighted through event signage, announcements, and promotional materials—positioning your company as a supporter of the PAMA community.

### Column Signage Wrap

**\$4,000 (Exclusive)**

Make an unmissable impression. Your branded banner will wrap a prominent structural column in the Rock and Relax Lounge within the iFLEX at AAPEX exhibit hall—capturing attention when attendees are most receptive as they take a break and recharge.

### Rock & Relax Lounge

**\$500 (Many Available)**

Sponsor a rocking chair in the iFLEX Lounge and give tired attendees a place to recharge. We'll create a custom pillow featuring your logo, turning a moment of comfort into lasting brand recognition.

## More options on the next page!



## EXTEND YOUR REACH DIGITALLY

### PAMA iFLEX Webpage Banner

Varies

Cost: \$600/month | \$1,650 (3 Months) | \$3,375 (6 Months) | \$4,500 (10 Months)

Description: Scrolling banner on PAMA's event page that includes: 600 x 200 px banner (.jpg or .png), banner tracking (impressions and clicks). *The purchaser must supply assets.*

### "You Auto Know" News Sponsored Content

**\$1,000 (7 available)**

Featured content in PAMA's monthly newsletter, "You Auto Know." This will include image, one article of approved content (up to 500 words), optional embedded YouTube video, will be amplified on PAMA social media outlets. *The purchaser must supply assets.*

## Why Sponsor as a PAMA Partner?

PAMA sponsorship provides direct, cost-effective access to the decision-makers who matter most. While AAPEX reaches the broader aftermarket, PAMA connects you with quick lube and preventative maintenance operators running thousands of service bays and actively buying your products. Your dollars go further by reaching qualified leads without paying to reach distributors, manufacturers, or audiences outside your target. Show your commitment to the quick lube sector and build stronger relationships in this high-value community.

## What You'll Experience

- ✔ Face-to-face meetings with qualified buyers, shop owners, and franchise operators
- ✔ Connection with service professionals and technicians who use your products
- ✔ Added exposure to over 45,000 attendees in the automotive industry
- ✔ Exclusive networking events and PAMA member receptions
- ✔ Dedicated PAMA pavilion highlighting the specialty segment of preventative maintenance

## RESERVE YOUR SPACE TODAY

**Don't miss this opportunity to position your brand in front of the fastest growing segment of the automotive aftermarket.**

For exhibitor and sponsorship information, contact PAMA at [mellis@automaintenance.org](mailto:mellis@automaintenance.org)