



PREVENTATIVE AUTOMOTIVE MAINTENANCE ASSOCIATION

iFLEX at AAPEX

SPONSORSHIP PACKET



The International Fast Lube Expo, now at AAPEX

Connect with quick lube and preventive automotive maintenance operators and vendors from across the industry.

Preventative Automotive Maintenance Association

3305 Steck Ave., Suite 200 • Austin, TX 78757
916.329.1888 • www.automaintenance.org

Why Sponsor iFLEX at AAPEX?

PAMA is bringing iFLEX to AAPEX, giving vendor members a bigger stage to connect, grow, and do business. Through the new iFLEX Pavilion, PAMA is expanding its presence at one of the automotive industry's most influential events, with exhibitor and sponsorship opportunities built for operator and vendor members alike.

As quick lube operators expand into more preventive automotive maintenance services, iFLEX's move to AAPEX places the event in a stronger aftermarket environment for education, networking, and business growth — and puts your brand in front of an engaged, decision-making audience.

The opportunities below are organized into three categories: Signature Event Sponsorships, On-Site Branding, and Digital & Content Sponsorships. Select one, or combine several, to build a presence that fits your goals and budget.

SIGNATURE EVENT SPONSORSHIPS

OPPORTUNITY	DESCRIPTION	INVESTMENT
Booth Crawl	Boost traffic during the afternoon lull. We'll deliver sweets to your booth to draw attendees in for a quick pick-me-up, driving foot traffic straight to your space.	\$2,550.00
Bay Talk	20-minute, TED Talk-style format. Great ideas deserve an audience — if you've developed tools or techniques that make work easier and faster, share them with attendees on stage.	\$2,500.00
Lounge Sponsor	Lounge Package: Entrance Structure Branding; Visibility & Promotion; Lunch Sponsor; Bay Talk Spotighting; Plus More	SOLD OUT
President's Reception	Receive top recognition, including the chance to welcome attendees with brief opening remarks and prominent brand placement at the entrance.	SOLD OUT
Member Lunch Sponsor	Fuel connections where they matter. As the exclusive Member Lunch Sponsor, your organization provides a midday break for PAMA members and gains prominent visibility throughout the meal.	SOLD OUT

ON-SITE BRANDING

OPPORTUNITY	DESCRIPTION	INVESTMENT
Floor Decals (52" W x 84" H)	Floor decals make a big impression as attendees walk the floor. Place them in the iFLEX aisles to direct attendees straight to your booth.	\$1,700.00
Rock & Relax Lounge	Sponsor a rocking chair in the iFLEX Lounge and give tired attendees a place to recharge. We'll create a custom pillow featuring your branding.	\$500.00
Column Cling — One Side (17" W x 60" H)	Make an unmissable impression. Your brand clings to a prominent structural column in the iFLEX at AAPEX exhibit hall, capturing attention as attendees pass by.	SOLD OUT
Lanyards Sponsor	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.	SOLD OUT
Tote Bag Sponsor	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.	SOLD OUT

DIGITAL & CONTENT SPONSORSHIPS

OPPORTUNITY	DESCRIPTION	INVESTMENT
PAMA iFLEX Webpage Banner (10 Months)	Scrolling banner on PAMA's event page, including a 600 x 200 px banner (.jpg or .png) with impression and click tracking.	\$4,500.00
PAMA iFLEX Webpage Banner (6 Months)	Scrolling banner on PAMA's event page, including a 600 x 200 px banner (.jpg or .png) with impression and click tracking.	\$3,375.00
PAMA iFLEX Webpage Banner (3 Months)	Scrolling banner on PAMA's event page, including a 600 x 200 px banner (.jpg or .png) with impression and click tracking.	\$1,650.00
"You Auto Know" News Sponsored Content	Featured content in PAMA's monthly newsletter, "You Auto Know." Includes an image and one article of approved content (up to 500 words).	\$1,000.00
PAMA iFLEX Webpage Banner (1 Month)	Scrolling banner on PAMA's event page, including a 600 x 200 px banner (.jpg or .png) with impression and click tracking.	\$600.00

Ready to Reserve Your Sponsorship?

Sponsorships are offered on a first-come, first-served basis and availability is limited. To reserve a sponsorship, request a custom package, or ask about additional opportunities, contact Marilyn Ellis mellis@automaintenance.org.



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