



Industry Service Partner Membership Benefits & Services

The Automotive Aftermarket Suppliers Association (AASA) is viewed by its member companies as a trusted resource for information and services. Given the strategic access AASA has to the automotive supplier industry, this creates a unique opportunity for you to reach automotive aftermarket suppliers – your potential customers.

AASA background

- AASA exclusively represents and serves North American automotive aftermarket manufacturers of:
 - motor vehicle components
 - tools and equipment
 - automotive chemicals and related products used in the production, repair and maintenance of passenger vehicles
- Membership is comprised of more than 220 aftermarket manufacturer companies representing 80-90 percent of the total U.S. market for automotive aftermarket products
- The majority of AASA member representatives/contacts are executive level company/division presidents, vice presidents of sales, finance, operations or marketing executives.
- Core AASA member services are:
 - Legislative and regulatory advocacy
 - Industry analysis, market research and industry trends
 - Global intelligence on the motor vehicle supplier industry
 - Best practices and business solutions
 - Industry insight through a variety of communications
 - International business support
 - Industry networking and trade events
 - Peer councils and working groups
 - Technology and data leadership/resources

Affiliate/Associate membership overview

AASA can provide targeted exposure and access to the automotive supplier industry and primary decision makers through a blend of offerings customized to meet your needs.

How we can work together:

- We will work with you to expand your reach and navigate the automotive aftermarket supplier industry.
- We can help you communicate your message to executive-level decision makers.
- We will work with you to maximize your marketing budget and ROI.

Eligibility for membership

Affiliate membership: Any company with more than five employees that engages in the automotive aftermarket and/or provides products and services to the automotive aftermarket industry.

Associate membership: Any publishing/media company or an industry affiliate group, educational institution or small company/consulting practice with five or fewer employees that engages in the automotive aftermarket and/or provides products and services to the automotive aftermarket industry.



Contact AASA to become a member today.

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Affiliate/Associate member benefits allow you to:

- **Be recognized as a preferred vendor by AASA members**
- **Build relationships with AASA member-company executives**
- **Increase your brand awareness among automotive aftermarket suppliers**
- **Promote your company's brand and services through target offerings**

Web site: Your company will be added to the AASA web site as a featured industry partner where members can access a link to your web site throughout the year.

E-mail: Your company, products and/or services will be introduced to the AASA membership in the *AASA Aftermarket Supplier Insight* e-newsletter. This monthly communication includes reports from councils, updates on events, analysis of the trends affecting the industry, summaries of the latest AASA publications and more. You will receive the *Supplier Insight* newsletter plus:

News @ AASA – a weekly e-mail blast with the latest aftermarket industry news and details on association programs and services.

Washington Insider – a twice weekly update on the latest happenings in federal and state legislation and regulations.

MEMA Industry News – a daily summary of the aftermarket, heavy duty and original equipment market segments.

We encourage you to send your press releases to AASA at media@mema.org. We cannot guarantee positioning in our e-mail communication, but as space is available we will feature your company.

Membership Directory: Your company will be featured in the printed membership directory appearing in the *Annual Report* and on the AASA web site. Your company name, contact information and products and/or services will be featured in the listings.

Face-to-face opportunities: Build relationships with AASA members at industry events including VisCon— our annual members-only conference — and AAPEX — the Automotive Aftermarket Products Expo. As an affiliate or associate member you also have the opportunity to meet with the AASA team at our office in Research Triangle Park, N.C., to help you understand and navigate the automotive aftermarket.

Thought Leadership: You will have the opportunity to be recognized as the subject matter expert by providing research or data contributions in your area of expertise. This information will be shared with AASA supplier members through special reports, studies, or presentations.

Industry Analysis: You will receive AASA publications and data published throughout the year including the new *Aftermarket Outlook 2020* report, produced in conjunction with Booz & Co. This report provides a realistic depiction of what the aftermarket will look like in 10 years. Other publications include the *Automotive Aftermarket Status Report*, the *Top 100 Aftermarket Suppliers* list and more.

Additional Strategic Opportunities

Sponsorships & Advertising: A wide offering of event sponsorships, publication sponsorships and advertising opportunities are available throughout the year.

The Solution Partner Program: Join the Solution Partner Program to offer exclusive, customized and/or discounted services for AASA members. This opportunity is only available to affiliate members of AASA.