

2019 AASA Technology Conference

Sep. 29 – Oct. 1

Boca Raton Resort | Boca Raton, Florida

Digitizing the Aftermarket

Join the Conversation: #AASATech

Sunday, September 29

1:00 p.m. – 5:00 p.m.	Technology Conference Registration	
3:00 p.m. – 5:00 p.m.	Heavy Duty Business System Vendors Summit <i>Hosted by Pricedex Software</i>	<i>Exclusive – By Invite Only</i>
3:00 p.m. – 5:30 p.m.	ATC Board Meeting	<i>ATC Board Members Only</i>
6:00 p.m. – 7:30 p.m.	Welcome Reception	

Monday, September 30

7:15 a.m. – 5:00 p.m.	Technology Conference Registration	
7:15 a.m. – 8:00 a.m.	Continental Breakfast	
7:45 a.m. – 8:30 a.m.	ATC Fall Meeting <ul style="list-style-type: none">• AASA & ATC Updates• Aftermarket Technology Roadmap• New Initiatives	<i>Manufacturers Only</i>
8:00 a.m. – 10:00 a.m.	Technology Provider Meeting	<i>Technology & Solution Providers</i>
8:30 a.m. – 10:00 a.m.	Channel Partner – Supplier Technology Roundtables	<i>Resellers & Manufacturers Only</i>
10:00 a.m. – 10:30 a.m.	Networking Break	
10:30 a.m. – 10:45 a.m.	Welcome Chris Gardner, Vice President, AASA <i>Executive Director, AASA Technology Council</i>	
10:45 a.m. – 11:30 a.m.	Future: IoT and Everything Digital	
11:30 a.m. – 12:00 p.m.	Data Privacy Will Change Your Business Lisa Henkel, former Global Sales Effectiveness Manager for Gates and current CEO of LMY CRM IIc Learn how GDPR and future U.S. data privacy regulations will directly impact your CRM and marketing activities.	
12:00 p.m. – 12:15 p.m.	Why the ATC and Industry Participation is Vital AASA	
12:15 p.m. - 1:15 p.m.	Networking Luncheon	
1:15 p.m. – 3:00 p.m.	Sponsor Time: Experience new technologies at displays	

3:00 p.m. – 3:30 p.m.	Member Spotlight: Standard Motor Products Hear how a traditional parts supplier is basing its future success on embedding technology in all areas of business.
3:30 p.m. – 4:00 p.m.	Channel Partner Spotlight
4:00 p.m. – 4:30 p.m.	5G Will Speed Things Alone, But When?
4:30 p.m. – 5:05 p.m.	Developing Digital Aftermarket Products Charles Vaillant, CTO, Mann+Hummel How does a traditional aftermarket supplier develop a culture that develops the next generation of automotive parts?
6:00 p.m. – 8:00 p.m.	Evening Event

Tuesday, October 1

7:30 a.m. – 8:00 a.m.	Continental Breakfast
8:00 a.m. – 12:15 p.m.	Heavy Duty Technology Track
8:00 a.m. – 12:15 p.m.	Marketing Technology Track <ul style="list-style-type: none"> • Effective B2B E-commerce Strategies Influenced by B2C • Integrating with Online Marketplace Platforms • OtO Strategies
8:00 a.m. – 12:15 p.m.	Information Technology Track <ul style="list-style-type: none"> • Regulations and Business Processes: Intersection of Prop 65 and IT • Cybersecurity Rules and Strategies Continue to Evolve
12:15 p.m. – 1:30 p.m.	Lunch Break & Attendee Networking Take time to network with your peers & set-up meetings with customers & technology providers.
1:30 p.m. – 2:00 p.m.	Bridging OE and Aftermarket Technology Developments Advancements in the management of digital data from multiple sources will drive new aftermarket applications.
2:00 p.m. – 2:30 p.m.	AI and Machine Learning: A Case Study with Real Benefits Ben Johnson, Director, Product Management, Mitchell1 Finally, there is a real-life example of the use of artificial intelligence used to generate insights to repair trends for various makes/models.
2:30 p.m. – 3:15 p.m.	Shop of the Future: Innovative Models for Using Vehicle Data Moderator: Donny Seyfer, NASTF Panel Discussion: Tilak Kasturi, Predii The emergence of IoT, sophisticated data analytics and free-flow of data is creating significant efficiencies and new opportunities for the aftermarket.
3:15 p.m. – 3:30 p.m.	Conference Wrap – Tomorrow’s Technology Today AASA
3:30 p.m. – 5:30 p.m.	Live Technology Demonstrations

- Robotics & 3D Printing
- Retrofit ADAS
- AR/VR
- Telematics

6:15 p.m. – 6 :45 p.m.

Reception

6:45 p.m. – 9:00 p.m.

Technology Banquet

Wednesday, October 2

8:00 a.m. – 2:30 p.m.

Mobility Innovation Conference

Separate Registration Required

The Mobility Technology Council (MTC) will host a conference focused on a new breed of aftermarket suppliers, which includes providers of telematics, predictive analytics, mobile apps, plug-in devices (dongles), sensors, ECUs, smart parts, vehicle data platforms and ADAS. The event is open to all industry players, including traditional parts suppliers, mobility/technology suppliers and aftermarket channel partners.

3:00 p.m. – 5:00 p.m.

AASA Board Meeting

AASA Board Members Only

6:00 p.m. – 9:00 p.m.

AASA Board Dinner

AASA Board Members Only

Thursday, October 3

8:00 a.m. – 1:00 p.m.

AASA Board Meeting

AASA Board Members Only

Access More AASA Technology Conference Details at aasatech.com