**SHORT COPY BLURBS**

[Insert company name] will be exhibiting at AAPEX 2024 in Las Vegas, November 5-7! We can’t wait to share our new [products/technology] with the global automotive aftermarket industry. Join us and take advantage of hands-on training, live demos, networking with thousands of your peers, critical business insights, and the latest products in every category. Visit us at booth #{insert booth number}!

<https://www.aapexshow.com/attendee-portal/>

**SAMPLE SOCIAL MEDIA POSTS**

**LinkedIn**

We’re thrilled to showcase our new [products/technology/services] at #AAPEX24 in Las Vegas, Nov. 5-7! Come see us at booth # {insert booth #} and take advantage of everything North America’s largest automotive aftermarket event has to offer: hands-on training, live demos, networking, business insights, and more. See you there! <https://www.aapexshow.com/attendee-portal/>

**Facebook**

Hey [shop owners/technicians/type of customer/supplier]: We’re exhibiting at #AAPEX24, Nov. 5-7, and want to see you there! Drop a 👍🏼 if you’re also Vegas bound — and tell us what you’re looking forward to most. (Other than visiting us at booth #{insert booth #}!) <https://www.aapexshow.com/attendee-portal/>

**Twitter**

Will you be at #AAPEX24 in Las Vegas? Be among the first to see our new [products/tech/services] for [category] in booth #[booth #]. <https://www.aapexshow.com/attendee-portal/>

**Instagram**

It doesn’t get bigger than this! We’re exhibiting at #AAPEX24 in Las Vegas., Nov. 5-7! Come by booth #[booth #] to check out our new [products/tech/services] — and while you’re there, take advantage of all the hands-on training and demos at Joe’s Garage. You won’t want to miss this one!

**All Platforms**

**Tagging Others Version**

[tag another participant with @XXX], will we see you at #AAPEX24? Don’t miss the hands-on training, education, and industry connections.

OR

AAPEX/(tag AAPEX) brings our industry together, and we look forward to connecting with [tag another participant with @XXX] this year. We’ll see you there!

**Notable Guest/Special Prizes Version**

We’re giving away [prize name] at #AAPEX24, so be sure to visit us at booth #[booth number] for your chance to win and to see our new [products/tech/services].

Want to get a [prize name]? We’ll be giving them away at #AAPEX24 in booth#[booth #]. Join us at the event where the automotive aftermarket industry unites!

Stop by booth #[booth #], where [celebrity/guest] will be joining us for all the excitement of #AAPEX24, the event that brings the automotive aftermarket together.

Meet [celebrity/guest] at #AAPEX24, the automotive aftermarket event where you can connect with your industry peers while getting hands-on training and discovering the trends. Stop by booth #[booth #]!

**SAMPLE EMAIL INVITE**

**Subject Line/Preheader Option**

Will We See You at AAPEX 2024?

We’ll be in Las Vegas for the industry’s big event!

Vegas, Here We Come

AAPEX? We wouldn’t miss it.

**Headline (if needed):**

Let’s Connect in Las Vegas

**Copy:**

Hi [First Name],

[Company Name] will be at AAPEX 2024 in Las Vegas, November 5-7, and we hope to see you there! We can’t wait to share our new innovations in [category] with you — but there’s so many reasons you won’t want to miss this year’s event. North America’s largest automotive aftermarket gathering is your chance to talk face to face with shop owners, technicians, distributors, suppliers, and industry insiders from around the world, while finding everything you need to thrive in this business.

From hands-on training and demos in Joe’s Garage, to crucial conversations about the future of the industry, to miles of new products and solutions — no event in North America has more dedicated to our success.

Stop by **booth #[booth # on Level [#]**, where we’ll be showing some of our newest [products/technology/services], including [product name] and demonstrating how it [insert benefit to attendees].

If you still need to register, visit[aapexshow.com](http://aapexshow.com) to secure your spot. And if you’d like to schedule time to meet in Vegas, don’t hesitate to reach out!

We look forward to seeing you there,

[insert company name, or contact name]