**SHORT COPY BLURBS**

[I’m/We’re] excited to be heading to AAPEX 2024, and [I/we] can’t wait to see you there! Nothing brings the automotive aftermarket industry together like AAPEX, where market challenges meet solutions — and thousands of shop owners, technicians, and industry insiders meet peers and future partners. From hands-on technical training and demos in Joe’s Garage to aisles filled with new products and innovations, [I/we] attend to find everything my/our business needs to succeed. Join [me/us] in Las Vegas, Nov. 5-7.<https://www.aapexshow.com/attendee-portal/>

OR

[I’ll/We’ll] be at AAPEX 2024 in Las Vegas! Join [me/us] at the only automotive aftermarket industry event where you can meet your global peers, train hands on with the latest technical advances in a real-world shop setup, source new products, and get key industry updates. [I/We] can’t wait to connect this fall!<https://www.aapexshow.com/attendee-portal/>

**SAMPLE SOCIAL MEDIA POSTS**

**LinkedIn**

Join [me/us] at #AAPEX24, Nov. 5-7, in Las Vegas — the must-attend event for shop owners, technicians, and everyone in the automotive aftermarket sector to train hands-on, make key connections, see the latest products from global suppliers, and get critical updates about the future of our industry. #AAPEX24 <https://www.aapexshow.com/attendee-portal/>

**Facebook**

Can’t wait for #AAPEX24 in Las Vegas, Nov. 5-7! Join [me/us] at North America’s largest automotive aftermarket event to network, train hands-on in a real-world shop setup right on the show floor, and check out the newest products from around the world. See you there!<https://www.aapexshow.com/attendee-portal/>

OR

[I’ll/We’ll] be @AAPEX Show Nov. 5-7. Join me at the event that unites our global industry. #AAPEX24<https://www.aapexshow.com/attendee-portal/>

**X/Twitter**

Why are/am we/I looking forward to #AAPEX24 in Las Vegas? It delivers the automotive aftermarket industry’s best networking, new products, hands-on training, and insights — all in one place. Join me/us, and thousands of shop owners, technicians, distributors, suppliers, and industry pros, Nov. 5-7. Hope to see you there!<https://www.aapexshow.com/attendee-portal/>

OR

I’ll/We’ll be @aapexshow in Las Vegas with thousands of our automotive aftermarket peers. Have you registered yet? Join me/us! #AAPEX24

**Instagram**

Las Vegas, here I/we come! Nothing brings our industry together like @aapexshow. I’ll/We’ll be there to see the latest products up close, train hands-on with industry experts and friends, and get ready for the road ahead. It’s going to be a big one — hope to see you there! #AAPEX24

OR

Counting down the days to #AAPEX24! Join me/us and thousands of automotive aftermarket industry pros in Las Vegas Nov.5-7, to expand your network, stay updated on our global business landscape, and get hands on with the latest tech in Joe’s Garage — a real-world shop setup right on the show floor!

**All Platforms**

Tagging Others Version

[tag another participant with @XXX], will we see you at #AAPEX24? It’s a great chance to connect with industry experts and peers, explore cutting-edge products, and gain valuable insights. See you there!

OR

@aapexshow 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].

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

Stop by booth #[booth #], where [celebrity/guest] will be joining us for all the excitement of #AAPEX24, the event that brings the industry 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 Options**

 I/We Hope to See You at AAPEX 2024

Will I/We See You at AAPEX?

**Copy:**

Hi [First Name],

I’m/We’re excited to share that I’ll/we’ll be at AAPEX 2024 — the automotive aftermarket industry’s premier event — November 5-7 in Las Vegas, and I’d/we’d love for you to join me/us.

AAPEX will bring together thousands of shop owners, technicians, distributors, suppliers, and industry pros from around the world to the Venetian Expo and Caesars Forum for three days of hands-on training, networking, product showcases, and important conversations about the future of our business.

If you ask me/us, AAPEX always delivers. This year, there are even more valuable opportunities to connect with industry leaders, explore new products and innovations, and gain insights that can impact your bottom line. (And if you’ve yet to experience Joe’s Garage — a real-world shop setup right on the show floor — wait until you see it firsthand.)

Last year, over 136,000 people in our industry attended AAPEX. So, if you haven’t already registered, you won’t want to wait much longer: [insert website link].

Hope to see you there!

[insert company name, or contact name]