



BEYOND THE BOX

DEALER CONFERENCE & EXPO

PROSPECTUS

AUGUST 18–22, 2025

Venue: JW Marriott Hotel, Indianapolis, IN



Inspiring
Keynote
Speakers



Network
With Industry
Leaders



Education
Sessions



Interactive
Breakout
Discussions



Vendor
Fair



This year, we focus on strengthening our partnerships and driving shared success, going **BEYOND THE BOX!**

• 500+ Dealers, Countless Choices

Over 500 dealer representatives will navigate a variety of breakout sessions at the 2025 Beyond the Box Conference & Expo. Each session offers valuable insights, making it a challenge to choose—but every choice will be rewarding.

• New Format and Enhanced Engagement for 2025

The 2025 event introduces back-to-back events, allowing for more focused interactions with key decision makers. Refreshments and fewer announcements in the expo hall will create a more immersive experience.

• Focused Business Opportunities

This year's event emphasizes strengthening partnerships. Engage directly with dealers, showcase products, and gain insights to drive success. Let's make this event productive and rewarding.

• Unforgettable Surprises Await

Aurora Parts promises dynamic networking and entertainment at the 2025 Beyond the Box Conference & Expo. Expect surprises that will make this event truly memorable.



For More Info

Contact Angie Effinger at **317-626-0311**
or angie.effinger@auroraparts.com

Highly Focused Business Opportunities

Lead Generation

- Actively engage with industry professionals
- Strengthen connections with customers



Brand Awareness

- Enhance your industry standing
- Reach specific demographics and increase brand visibility



Networking

- Strengthen bonds and build valuable relationships with Aurora Parts and its dealers
- Gain insights into industry trends, challenges, and innovations from experts and peers.





Sponsorship Opportunities

Sign up for your preferred sponsorship:

https://share.hsforms.com/1X49njg-pS_6hkB44rvwftwqf58n

Suppliers will choose their booth locations on specific dates depending on chosen sponsorship level, with selections occurring in early 2025.

**** Make sure you sign up for our 2025 Marketing Partner Program to receive additional discounts.**
Marketing Partners receive a \$1,000 discount off sponsorship level pricing (ex. Bronze level = \$7,000).



| | | | | | |
|---|---|---------------------------|------------------|--------------------|-------------------|
| | | Platinum \$25,000 | Gold \$20,000 | Silver \$15,000 | Bronze \$8,000 |
| ** Make sure you sign up for our 2025 Marketing Partner Program to receive additional discounts. Marketing Partners receive a \$1,000 discount off sponsorship level pricing (ex. Bronze level = \$7,000). | | | | | |
| Brand Awareness Examples | | Conference Communications | | | |
|  | Logo & website link on web landing page | ✓ | ✓ | ✓ | |
| | Company description on event web landing page | 150 words | 100 words | 75 words | logo only |
| | Logo & company description on event app | ✓ | ✓ | ✓ | |
| | Logo included on pre-meeting emails to attendees | ✓ | ✓ | ✓ | |
| | Conference mobile app banner | ✓ | ✓ | | |
| | Logo on post-event email | ✓ | | | |
| | Conference Attendance | | | | |
| Full meeting registration (includes all sessions & meals) | 4 passes | 3 passes | 2 passes | 1 pass | |
| Ability to reserve rooms in host hotel at discounted rate | ✓ | ✓ | ✓ | ✓ | |
| Ability to purchase additional passes (\$1,500/ea) | up to 6 | up to 4 | up to 2 | up to 2 | |
| Preferred reserved seating at awards night dinner | ✓ | | | | |
| Brand Awareness | | | | | |
|  | 18 hours of vendor showcase over a 4-day period | 10' x 20' | 10' x 20' | 10' x 10' | 10' x 10' |
| | Logo in conference experience guide | ✓ | ✓ | | |
| | Logo on registration area ribbon banner (see image A) | ✓ | ✓ | ✓ | |
| | Logo on reception area window (see image B) | ✓ | | | |
| | Team Sponsorship at Lucas Oil Event including team hats | ✓ | | | |
| | Name on Lucas Oil Stadium Ribbon Board | ✓ | ✓ | ✓ | |

Image A

Image B



Image A



Image B

À La Carte Sponsorships

Only one opportunity of each listing is available, unless otherwise marked.

ONSITE SIGNAGE

Floor Map (on wall) **\$5,000**

Logo on wayfinder map of hotel

Conference Agenda (on wall) **\$5,000**

Logo on conference agenda (see image A)

Floor Decals **\$600**

Eight available. Logo on 2 floor decals

Registration Wall **\$6,000**

Logo on Registration wall

GIVEAWAYS

Tile Trackers **\$10,000**

Three available (see image B) **Two left!**

Room Keycards **\$6,000**

Logo on room keycards for all attendees

Notepads **\$6,000**

Logo on notepads given to all dealers

Pens **\$1,000**

Logo on pens given to all dealers

Drinkware **\$6,500**

Logo on reusable water bottle given to all dealers; water stations are available throughout the hotel

Lanyard **\$2,500**

Logo on badge lanyards given to all dealers

Survival Kit **\$3,000**

Logo on survival kit given to all dealers. Includes lip balm, pain-reliever, liquid IV, and hand sanitizer.

EVENT: LUCAS OIL STADIUM

Electronic Scoreboard **\$4,000**

Five available **Three left!**

Team Sponsorship with Hats **\$2,000**

Twenty-four available



Schedule of Events

The 2025 event introduces back-to-back events, allowing for more focused interactions with key decision makers. Please note that the schedule is subject to change.

| | Monday | | Tuesday | | Wednesday | | Thursday | | Friday | | |
|-------|------------------------|------------------------|-----------------------------------|----------------------|-------------------------|--------------------------------|----------------------|-----------------------------------|--------|----------------------|--|
| | Group 1 | | | | | Group 2 | | | | | |
| 8 AM | Vendor Set-up | Arrival & Registration | Keynote Speaker | | Breakfast | | | Keynote Speaker | | Educational Sessions | |
| 9 AM | | | Educational Sessions | | Lucas Oil Event & Lunch | | Educational Sessions | | Expo | | |
| 10 AM | | | Commercial Vehicle Aftmkt Outlook | | | Group 2 Arrival & Registration | | Commercial Vehicle Aftmkt Outlook | | | |
| 11 AM | | Lunch | Expo & Walking Lunch | | | Lunch | | Expo & Walking Lunch | | Box Lunch | |
| 12 PM | | Aurora Welcome | | | Group 1 Departure | Aurora Welcome | | Expo & Walking Lunch | | | |
| 1 PM | | Edu. Sessions | Keynote Speaker | | | Keynote Speaker | | Keynote Speaker | | | |
| 2 PM | | Educational Sessions | | Educational Sessions | | Lucas Oil Event | | Educational Sessions | | | |
| 3 PM | Expo & Expo Happy Hour | | Expo & Reception | | | | | Expo & Reception | | | |
| 4 PM | Casino Night | | Appreciation Dinner | | | Casino Night | | Appreciation Dinner | | | |
| 5 PM | | | Entertainment: Magician | | | | | Entertainment: Magician | | | |
| 6 PM | | | | | | | | | | | |
| 7 PM | | | | | | | | | | | |
| 8 PM | | | | | | | | | | | |
| 9 PM | | | | | | | | | | | |
| 10 PM | | | | | | | | | | | |



Tradeshow Floor Plan

New This Year

Suppliers will select booth location with designated dates for each sponsorship level for selection to take place in first quarter 2025.

The Trade Show will be a four-day event and is the perfect place to speak one-on-one with dealers and share information about new products. Door prizes will be given out each day of the show to keep everyone in attendance as long as possible.

Booth selection is currently underway for those who have paid for their sponsorship. Please reach out to angie.effinger@auroraparts.com if you have questions.

Booth Equipment

Silver & Bronze Sponsorships

Booth Size: 10 ft. x 10 ft.

Includes:

- 8 ft. pipe & drape
- 3 ft. pipe & drape
- ID sign
- (1) 6 ft. x 30 in. skirted table
- (2) folding chairs
- (1) wastebasket

Platinum & Gold Sponsorships

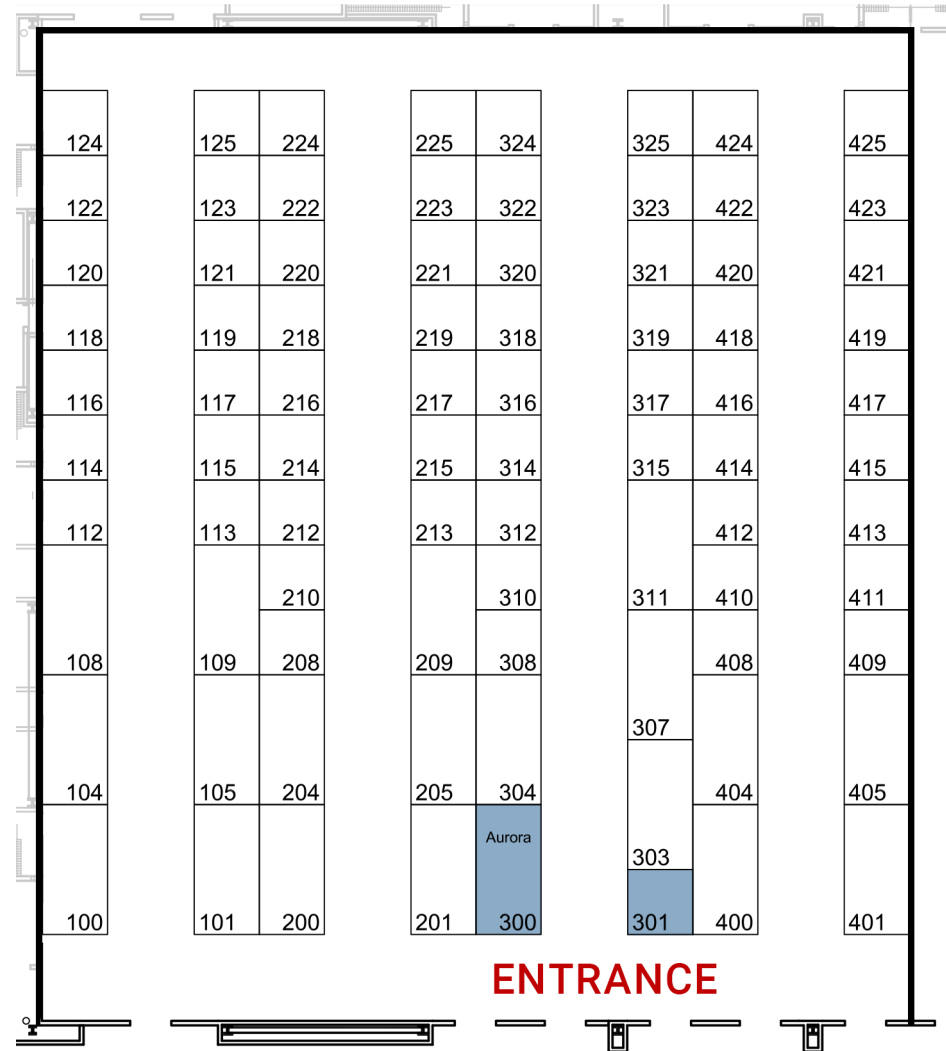
Booth Size: 10 ft. x 20 ft.

Includes:

- 8 ft. pipe & drape
- 3 ft. pipe & drape
- ID sign
- (2) 6 ft. x 30 in. skirted table
- (4) folding chairs
- (2) wastebasket

Official Service Contractor: AGS Expo is the official service contractor for the 2025 Aurora Parts Dealer Conference & Expo. They will handle all decorating, exhibit furniture, and shipping services.

Show Guide has been emailed to you and is available for download at <https://info.auroraparts.com/beyond-the-box-sponsors>





Testimonials & Feedback

2023 Dealer Conference & Expo

"I enjoyed all the industry analytics."

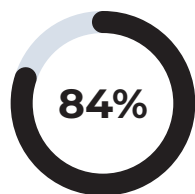
"The event was well planned and gave a lot of opportunity for dealers to see (or be reminded of) product offerings. Networking with others in our industry, both suppliers/vendors and other dealer personnel was excellent. Overall a great event."

"I want to grow my business, and there is no better way than to meet and network with others in the business."

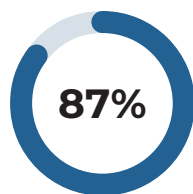
"It was a very good conference; it was very informative, and the trade show was really good too."

"Amazing. The entire event perfectly planned and coordinated."

"I like the trade show on both days. Being able to talk to the vendors that we use and ask questions and see what new product is coming out. Its nice when the part numbers are on them so a person can take a picture of them and the part and have all the information for when you get back to the shop or your room and can make a note."



Satisfaction of Networking Opportunities



Overall satisfaction of 2023 Dealer Conference & Expo

