



**2023**

**Annual Trade Show  
October 4th - 6th, 2023**

**Show Registration & Show Sponsorship  
Training Seminars & Other Show Details**

**Print**

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# Aim Wholesale 21st Annual Trade Show

We are excited to invite you to our  
21st Annual Distributor to Dealer Trade Show.

New this year, Upgraded Event Venue with an Easy To Navigate,  
Blended Event Space, Evening Show Floor Preview and Reception in  
the Courtyard with Live Entertainment, Themed Open Bars and many  
Great Sales and Networking Opportunities.



**Wednesday, October 4th, 2023**

Evening Welcome Reception

**Thursday, October 5th, 2023**

All Day Technical Training Seminars, Evening Trade Show Preview, Food,  
Drinks & Entertainment

**Friday, October 6th, 2023**

Full Day Trade Show & Closing Reception Dinner

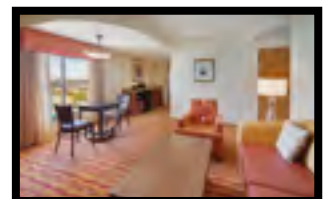
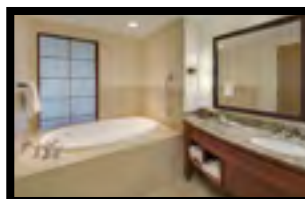
Looking forward to seeing you in October!

**RENAISSANCE PHOENIX GLENDALE HOTEL & SPA - Glendale, Arizona**

**9495 Entertainment Blvd, Glendale, AZ 85305**

**623-937-3700**

Charming, authentic, and anything but ordinary, Renaissance Phoenix Glendale Hotel & Spa is a short walk from attractions, including Gila River Arena, State Farm Stadium, home of the Arizona Cardinals, Tanger Outlet, and buzz-worthy Westgate Entertainment District. Distinctive rooms and suites with sweeping views. On-site restaurants and bars, outdoor and indoor lap pool, fitness center and spa. Expansive indoor and outdoor venues for our special event.



# Aim Wholesale 21st Annual Trade Show Registration

Exhibitor Name \_\_\_\_\_ Date \_\_\_\_\_

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Phone# \_\_\_\_\_ Email \_\_\_\_\_

Will you be attending the Show? Yes \_\_\_ No \_\_\_ # of Booths \_\_\_\_\_

**Booth Fees: \$3,000 per Booth**

All booths are 10' x 10' and include Pipe and Drape, one 6' skirted table, 2 chairs, and wastebasket. Additional fixtures are available for an added charge.

**Early Registration Booth Fees: \$2,750 per Booth**

**Must submit completed registration and pay in full by August 11th, 2023 to qualify.**

Electrical Required at Booth? (\$75 additional fee) Yes \_\_\_ No \_\_\_

Payment Method: Credit Memo \_\_\_ Check \_\_\_ Product \_\_\_

Total Due \$ \_\_\_\_\_ (Please include Sponsorship Fees from next page)

**Show Discounts and Buying Terms:** In order to support all our customers and their seasonality differences, we request that the Show Discount be honored for a minimum of 3 orders (One pre and post order for October Trade Show and additional Show Discount January 1, 2024-February 28, 2024 to support Winter Warmup Show for Utah and Denver Territory. Winter Warmup Show is held electronically and gives our dealers in colder climates opportunity to stock up and prepare for their upcoming season.

Show Discount Offered: 5% \_\_\_ 7% \_\_\_ 10% \_\_\_ 15% \_\_\_ Other \_\_\_\_\_

Terms: 1/3-30/60/90 Days \_\_\_ Net 60 Days \_\_\_ Net 90 Days \_\_\_ Other \_\_\_\_\_

Show Order Type: Pre and Post \_\_\_ Pre or Post Buy Only \_\_\_ Other \_\_\_\_\_

Terms for Winter Warmup Show: Same as above \_\_\_ Other \_\_\_\_\_

Is your company represented by a Rep Agency? If so, who? \_\_\_\_\_

**Show Representatives that will be in attendance:**

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Special Booth Requests or Placement \_\_\_\_\_



# Aim Wholesale 21st Annual Trade Show Registration

**Hot Buy Special:** Every vendor participating in our show is asked to select an exceptionally great Hot Buy. For this special, we encourage your creativity to design your own incentive. Ideas for your incentive program may include a select number of items that would receive a very significant discount (20% or greater). This discount will be passed on to our dealers for a spectacular price! Or, if you prefer, a free goods offering or baker's dozen special. We welcome any ideas you may come up with. All Exhibitors are required to have a minimum of one Hot Buy Special. Multiple specials are to be submitted on [Aim Wholesale Promotional Items Template](#).

**Hot Buy Item(s)** \_\_\_\_\_  
**Hot Buy Discount or Special Incentive** \_\_\_\_\_

**Booth Drawings:** You set the rules. Bring an item of your choice, and set your criteria for entry into the drawing. Tickets and raffle boxes will be provided for drawing to be held at your booth.

**Booth Drawing Item** \_\_\_\_\_ **Criteria for Entry** \_\_\_\_\_

**Dealer Training:** Take advantage of this opportunity to further the dealer's technical knowledge of your product line. This is an excellent opportunity to share your expertise with a large audience at a minimal expense. All training classes MUST BE TECHNICAL TRAINING CONDUCTED BY EXPERTS WITH YOUR PRODUCTS, NOT SALES FOCUSED, and will be approved by AIM Wholesale based on dealer benefits and value added. Dealer training seminars will be held on Thursday, October 5, 2023 from 8:00 am to 6:00 pm. Training rooms will be provided at no charge. Audio Visual equipment will be an additional charge. Meals and refreshments will be provided throughout the day.

Do you wish to participate in our Dealer Technical Training Day? Yes \_\_\_\_\_ No \_\_\_\_\_  
Products/Topics to be covered \_\_\_\_\_  
Length of Time Requested \_\_\_\_\_ Will you need a projector provided(\$150 Fee) Yes \_\_\_ No \_\_\_  
Will your Training Qualify for Certification Credits RVIA \_\_\_ RVDA \_\_\_ Other \_\_\_\_\_ No \_\_\_  
Trainer/Instructor Name \_\_\_\_\_  
Trainer/Instructor Email \_\_\_\_\_ Trainer/Instructor Phone# \_\_\_\_\_

**TradeWyz Electronic Ordering:** We are excited to once again partner with TradeWyz for Electronic Ordering at the Show. To ensure pricing accuracy, and include all non-stocked items for ordering, please email your complete price file in Excel RVIA format to: [LReid@aimwholesale.com](mailto:LReid@aimwholesale.com).

**Plan-O-Grams, Displays, Starter Packs and Merchandisers:** Any products sold as a grouping of items, must also be submitted in an Excel file with breakdown of items and quantities included.

**New Products:** Any new products to be displayed at the show should be provided in advance, using the [Aim Wholesale New Product Template](#).

**Date of next anticipated price changes** \_\_\_\_\_



# AIM Wholesale 2023 Show Sponsorship

| Sponsorship Type                 | Sponsorship Details  | Cost                             | Total |
|----------------------------------|--|----------------------------------|-------|
| Special Event Host               | Sponsorship for Thursday Night Show<br>Kickoff Event - Live Band, Food and Beverage<br>Exclusive Solo Sponsorship available for \$20,000 | \$7,500                          |       |
| Special Event Sponsor            | Dealer Trip/Resort Package Giveaway or Bloody Mary and Mimosas Bar   | \$3,000                          |       |
| Diamond                          | General sponsorship for food and beverage during Show Event  | \$1,500                          |       |
| Platinum                         | General sponsorship for food and beverage during Show Event  | \$1,000                          |       |
| Gold                             | General sponsorship for food and beverage during Show Event  | \$750                            |       |
| Silver                           | General sponsorship for food and beverage during Show Event  | \$500                            |       |
| Bronze                           | General sponsorship for food and beverage during Show Event  | \$350                            |       |
| Grand Prize Drawing              | Item To Be Determined  | \$1,000                          |       |
| 2nd Place Prize Drawing          | Item To Be Determined  | \$750                            |       |
| 3rd Place Prize Drawing          | Item To Be Determined  | \$500                            |       |
| Show Bags                        | Will include your company logo   | \$2,000                          |       |
| Hats                             | Will include your company logo   | \$2,500                          |       |
| T Shirts                         | Will include your company logo   | \$2,500                          |       |
| Lanyards                         | Will include your company logo   | \$650                            |       |
| Tumblers/Mugs                    | Will include your company logo   | \$800                            |       |
| Order Pads                       | Will include your company logo   | \$500                            |       |
| Pens                             | Will include your company logo   | \$750                            |       |
| Mousepads                        | Will include your company logo   | \$1,000                          |       |
| Messenger Bag or Deluxe Backpack | Will include your company logo   | \$1,000                          |       |
| Soft Side Cooler Bags            | Will include your company logo   | \$400                            |       |
| Gift Cards                       | Quantity of Cards _____  | \$50                             |       |
|                                  |  | <b>Total Due for Sponsorship</b> | \$    |

Please submit a vector image of your company logo to [LReid@aimwholesale.com](mailto:LReid@aimwholesale.com)

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Your Name (Printed) \_\_\_\_\_ Signature \_\_\_\_\_

Email \_\_\_\_\_ Phone# \_\_\_\_\_



# AIM Wholesale 2023 Show Reservations and Shipping

## Guest Room Group Discount

Renaissance Phoenix Glendale Hotel & Spa 9495 Entertainment Blvd, Glendale, AZ 85305

Standard guest rooms can be reserved at our discounted group rate of \$179 per night, plus tax. There are a limited number of rooms available at the discounted rate and will be reserved on a first come basis. Eligible dates are Wednesday, October 4th through Saturday, October 7th. To receive the discounted rate, reservation must be made no later than **Friday, September 8th**.

Our online reservation link:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1685141573344&key=GRP&app=resvlink>

or you may call 623-937-3700 and inform them it is part of the AIM 21st Annual Distributor Dealer Show to receive the group rate.

## On Site Parking Fee

There will be a discounted parking fee of \$10 per night, per vehicle.

## Shipping

All inbound shipments are to arrive no sooner than Friday, September 29th. Any shipments arriving early will be subject to handling and storage fees. **All packages/shipments are to be shipped to:**

**Renaissance Phoenix Glendale Hotel & Spa  
9495 Entertainment Blvd, Glendale, AZ 85305  
623-937-3700**

## All packages must be labeled as follows:

Your Company Name/Rep Name  
Aim Wholesale Show  
Hold for Arrival Date of 10/4/2023

At the conclusion of the event, all items to be shipped back must be properly packaged for shipping, and labeled with all shipping information. Pick ups with Freight Carriers can be scheduled for Monday, October 9th or no later than Tuesday, October 10th.



# 2023 Show Vendor Schedule of Events

## Wednesday, October 4th - Welcome Reception

**5:30pm-7:15pm Cocktail & Hors d'oeuvres** - Outdoor Courtyard

## Thursday, October 5th - Dealer Trainings/Setup

**7:00am-8:00am Breakfast Buffet** - Solana Ballroom Foyer

**7:00am-5:30pm Dealer Trainings** - Cira Ballroom A, B, & C

**12:15pm-1:15pm Lunch Buffet** - Solana Ballroom A,B,C & D

**10:00am-4:00pm Vendor Check In and Booth Set Up** - Solana Ballroom E,F,G,H & I  
Main Exhibit Hall can be open at 6:00am. If you require additional set up time, please notify us in advance to make special arrangements. Booth must be fully set up and representation ready for Show Opening at 5pm on Thursday, October 5th. (Pipe and drape is being set up 6:00am-10:00am)

## Thursday, October 5th - Show Opening and Entertainment

**5:00pm-7:00pm Exhibit Show Floor Opens to Dealers** - Solana Ballroom E,F,G,H & I  
Orders will be written and accepted.

**5:00pm-7:00pm Welcome Reception/Dinner** - Solana Ballroom A,B,C & D

**6:00pm-9:00pm Mix and Mingle in the Courtyard**, Live Band, Cocktails, Fun and Games

## Friday, October 6th - Trade Show

**7:00am-9:00am Breakfast Buffet** - Solana Ballroom A,B,C & D

**7:30am-4:00pm Trade Show** - Solana Ballroom E,F,G,H & I

**12:00pm-1:00pm Lunch Buffet** - Solana Ballroom A,B,C & D

**4:00pm-8:00pm Tear Down** - Solana Ballroom E,F,G,H & I

**4:15pm-4:30 Grand Prize Drawings** - Solana Ballroom A,B,C & D

**5:00pm-7:00pm Appreciation Dinner** - Solana Ballroom A,B,C & D



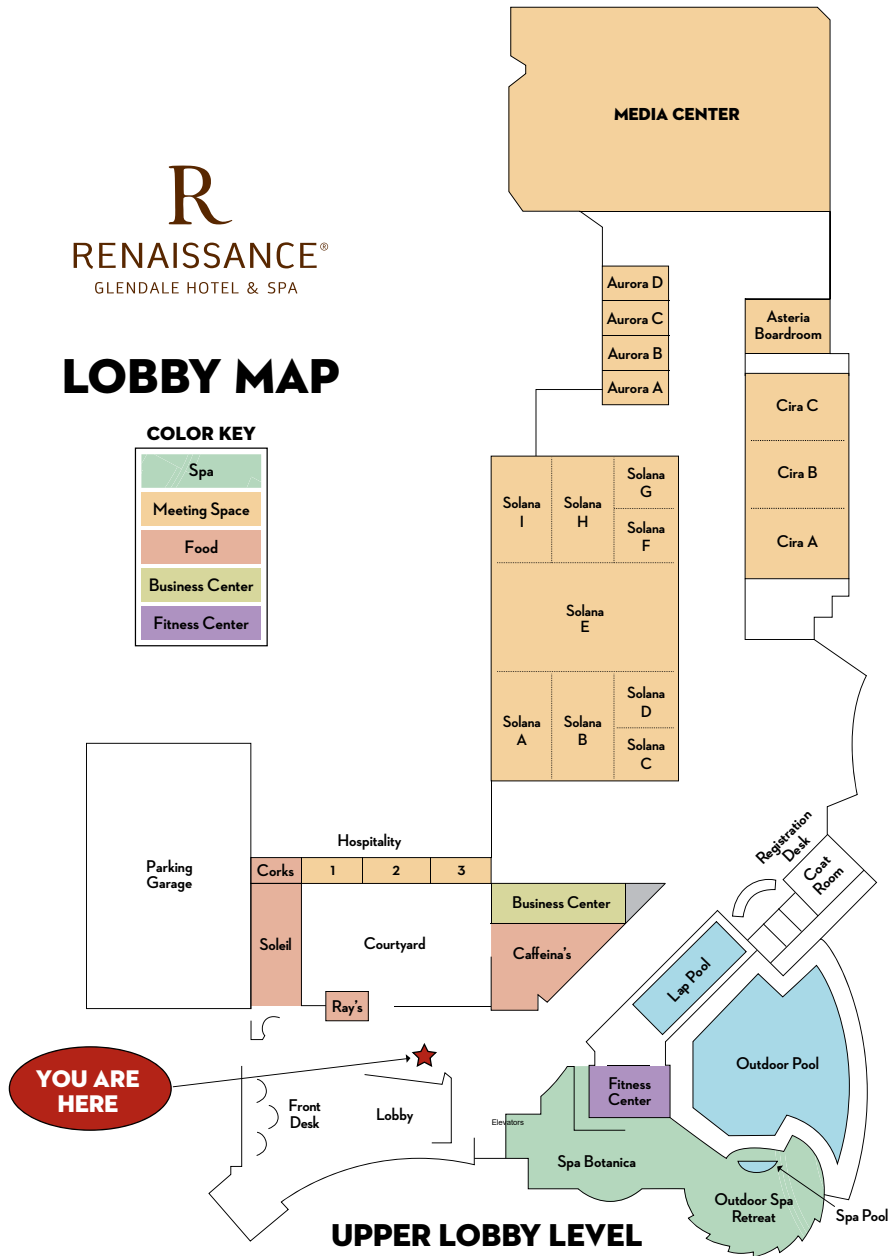
# Aim Wholesale 2023 Show Venue Map

**R**  
**RENAISSANCE®**  
 GLENDALE HOTEL & SPA

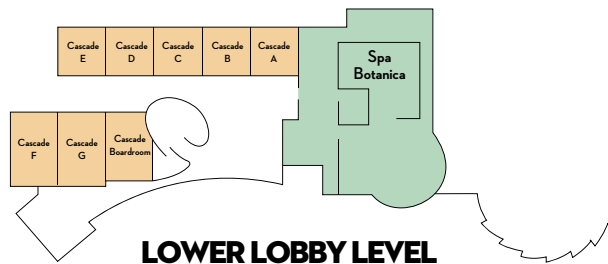
## LOBBY MAP

### COLOR KEY

|                 |
|-----------------|
| Spa             |
| Meeting Space   |
| Food            |
| Business Center |
| Fitness Center  |



### UPPER LOBBY LEVEL



### LOWER LOBBY LEVEL

