



NEWS RELEASE
For Immediate Release
Sept. 16, 2008

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networkNow! Maximizes AAPEX Experience

Orland Park, IL – The new “networkNow!” online matchmaking and scheduling tool connects buyers and exhibitors before, during and after the Automotive Aftermarket Products Expo (AAPEX). This free service, available on the AAPEX Web site, www.AAPEXShow.com, helps show attendees to maximize the benefits of participating in the world’s largest automotive trade event. AAPEX will be held Tuesday, Nov. 4, through Thursday, Nov. 6, at the Sands Expo Center, in Las Vegas, Nevada, USA.

networkNow! automatically matches and selects the best possible connections for buyers and exhibitors based on the information they provide on registration forms and exhibit applications. With the service, users can use start networking before AAPEX begins, schedule meetings in advance of the event, search for products and sessions, and create a personalized, printable show floor plan.

“networkNow! helps buyers and exhibitors get the most out of AAPEX by giving them the opportunity to establish business connections and relationships before

the show starts. By doing advance networking and planning, buyers and exhibitors can also be more productive and efficient while at AAPEX,” said Bill Glasgow, Sr., AAPEX show manager.

networkNow! combines search-driven matchmaking between buyers and exhibitors with a completely integrated seminar and event schedule. Buyers and exhibitors can update their match criteria at any time, allowing them to conduct multiple searches. They can also leave a search running and networkNow! will inform them as new buyers and exhibitors who match their criteria are added.

The system is fully integrated into the AAPEXShow.com schedule of events, which allows users to add seminars and other events to their personal schedules within networkNow! The schedule can be downloaded into Microsoft Outlook or a PDA.

AAPEX is the annual business-to-business trade show representing the \$270 billion global automotive aftermarket and features more than 2,000 exhibitors. AAPEX is jointly sponsored by the Motor & Equipment Manufacturers Association (MEMA) and the Automotive Aftermarket Industry Association (AAIA). For more information, visit www.AAPEXShow.com.

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