





2027

EVENTS SPONSORSHIP PROSPECTUS

Put your brand where Canada's auto care sector connects, decides and moves forward.

National reach. Regional relevance. A finite number of opportunities to lead.

AIA Canada

Own the moments that move the industry

One event portfolio. Multiple audiences. Limited positions that matter.

AIA Canada's 2027 event portfolio gives partners a direct path to the people shaping Canada's auto care sector: owners, executives, sales leaders, collision professionals, regional decision-makers and next-generation talent. From national conference stages to regional relationship-building and student career discovery, every event creates a different reason to connect.

This is not a one-size-fits-all sponsorship menu. Choose the audience, environment and business objective that matter most to your organization, then secure the position that gives your brand a meaningful role in the experience.



VISIBILITY

Put your brand in a credible industry context, where the audience understands why you are there.

RELATIONSHIPS

Host customers, meet prospects and create time for conversations that are difficult to have in the normal course of business.

THOUGHT LEADERSHIP

Align with the issues and insights shaping the sector while AIA Canada protects editorial independence.

TALENT + COMMUNITY

Meet future employees and emerging leaders while supporting regional, charitable and workforce priorities that matter to the sector.

$43.9 billion
CANADIAN AUTO CARE SECTOR

20,000+
SOCIAL FOLLOWERS

200,000+
WEBSITE VISITS

12,000+
NEWSLETTER SUBSCRIBERS

Who you will reach

Reach the people who influence Canada's auto care sector

AIA Canada connects the full aftermarket supply chain, including manufacturers, distributors, service and repair businesses, collision organizations, educators and industry partners. That breadth gives sponsors access to audiences at different stages of the buying, partnership and talent journey.

51.2%

Owners and executive leadership plus sales and business-development professionals represent 51.2% of the audience profile.



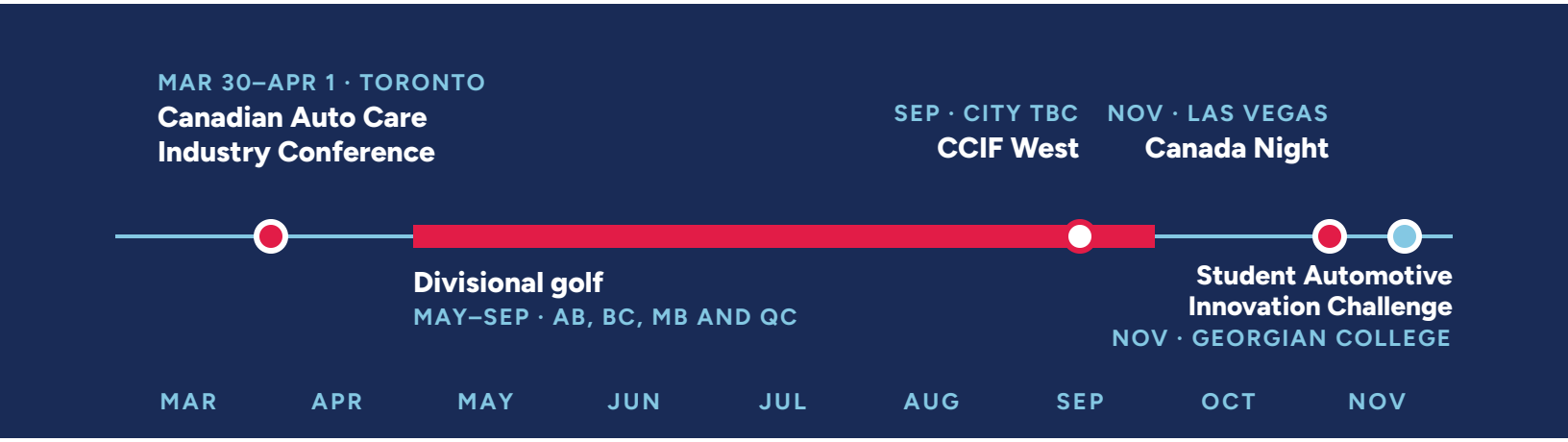
AUDIENCE PROFILE



A full year of sponsor-ready moments

Build one standout activation or connect a sequence across 2027.

From the national conference stage to regional hospitality and student career discovery, each event has a distinct job. Partners can select the audience and setting that best supports their growth priorities, or build a sequence of touchpoints across the year.



TIMING	EVENT AND LOCATION	WHY SPONSORS CHOOSE IT
March 30–April 1	**Canadian Auto Care Industry Conference** Toronto	Concentrated national visibility across mechanical, collision, leadership and talent audiences
May 2027–September 2027	**Divisional golf** AB, BC, MB and QC	Long-form regional hospitality with customers and peers
September 2027	**CCIF West** City TBC	Targeted collision-sector learning, dialogue and supplier discovery
November 2027	**Canada Night** Las Vegas	Premium Canadian client hosting during the industry's busiest week
November 2027	**Student Automotive Innovation Challenge** Automotive Business School of Canada, Georgian College	Early connection with students, educators and potential future employees

Have a customer, talent or market objective that does not fit the menu? We can co-design an activation around the audience you need to reach, the action you want to encourage and the evidence you want to receive afterward.



March 30 to April 1, 2027 | Toronto

CAIC brings the national conversation together

From March 30 to April 1, CAIC combines the AIA Canada National Conference and CCIF Toronto in one connected experience: two networking receptions, industry-wide programming, collision-focused content, leadership conversations, emerging-talent experiences and a Vendor Showcase.

LOCATION

Delta Hotels by Marriott Toronto Airport and Conference Centre, 655 Dixon Road, Toronto.

682
ATTENDEES

30
VENDOR SHOWCASE COMPANIES

Proven demand: AIA Canada's 2026 results reported 682 attendees and 30 Vendor Showcase companies.

PROGRAM FLOW

MARCH 30

National Conference networking reception

Arrival, reconnection and hosted conversations

MARCH 31

Industry-wide National Conference programming

Leadership, insight, talent, anniversary and networking

MARCH 31

CCIF Toronto networking reception

Collision-sector relationship building

APRIL 1

CCIF programming and Vendor Showcase

Collision insight, suppliers, innovation and discovery

Why sponsors choose CAIC

CAIC is the most concentrated sponsorship window in the 2027 calendar. Lead the conference, own a content moment, host the room, support emerging talent or deliver a service attendees will use. Most opportunities are exclusive, so first choice matters.

Most signature opportunities have one position available.

CAIC signature opportunities

Choose the moment you want your brand to own. These opportunities connect partners to leadership, insight, anniversary recognition, mentoring and student talent. **Confirm early to protect first choice.**



1 AVAILABLE

National Conference Lead Partner

MEMBER **$10,000** | NON-MEMBER/IEN $12,500

Be the lead brand across the March 30 reception and March 31 conference.

Four reception registrations; hosted connection table; welcome remarks; conversation map; swag (at partner's own cost); recognition; engagement report.

1 AVAILABLE

Industry Intelligence Platform Partner

MEMBER **$7,500** | NON-MEMBER/IEN $9,375

Anchor three linked insight moments.

Two full-event registrations; Leadership Roundtable, consumer-insight keynote and findings brief; one AIA-controlled pulse question; results debrief.

1 AVAILABLE

85th Anniversary and Awards Celebration Partner

MEMBER **$10,000** | NON-MEMBER/IEN $12,500

Secure the only partner position built around AIA Canada's 85th anniversary.

Three National Conference registrations; lunch and celebration recognition; stage acknowledgment; 85 Years Forward contribution wall; engagement summary.



CAIC signature opportunities

MARCH 30 TO APRIL 1, 2027 | TORONTO

1 AVAILABLE

YPA Mentoring Roundtable Partner

MEMBER	NON-MEMBER/IEN
$2,500	$3,125

Meet emerging professionals in a structured, useful setting.

Two full-event registrations; recognition; mentor participation; program signage; cohort and engagement report.

1 AVAILABLE

Shifting Gears Opening Keynote Partner

MEMBER	NON-MEMBER/IEN
$6,500	$8,125

Own the association with the conference's opening content moment.

Two National Conference registrations; 30-second introduction; session-screen, room, web and program recognition; reach summary.

1 AVAILABLE

SHSM Student Experience Partner – National Conference

MEMBER	NON-MEMBER/IEN
$5,000	$6,250

Show up early in the talent journey.

Two full-event registrations; mentor participation; student/program recognition; cohort and engagement report.

1 AVAILABLE

SHSM Student Experience Partner – CCIF Toronto

MEMBER	NON-MEMBER/IEN
$5,000	$6,250

Show up early in the talent journey.

Two full-event registrations; mentor participation; student/program recognition; cohort and engagement report.

High-frequency attendee touchpoints are limited.

CAIC experience opportunities

Own the moments attendees repeatedly see, use and remember. These placements create visibility through networking, credentials, content capture and the Vendor Showcase.

1 AVAILABLE

CCIF Networking Reception Partner

MEMBER **$5,000** | NON-MEMBER/IEN $6,250

Be the brand attached to the room's highest-touch relationship moment.

Four reception registrations; hosted connection table; welcome remarks; conversation map; giveaway; recognition; engagement report.

1 AVAILABLE

CAIC Badge and Lanyard Partner

MEMBER **$7,000** | NON-MEMBER/IEN $8,750

Maintain visibility across the full combined conference.

Two full-event registrations; logo on lanyard or badge area; CAIC and CCIF web/program recognition.

1 AVAILABLE

Voice of the Industry Studio

MEMBER **$10,000** | NON-MEMBER/IEN $12,500

Extend selected conference insight beyond the room.

Two full-event registrations; AIA-led short interviews; studio branding; acknowledgment on clips; performance summary.

1 AVAILABLE

CCIF Vendor Showcase Partner

MEMBER **$8,500** | NON-MEMBER/IEN $10,625

Guide attendees toward relevant solutions in the CCIF Vendor Showcase.

Two registrations; neutral discovery guide; challenge prompts; recognition; engagement report.



CAIC experience opportunities

MARCH 30 TO APRIL 1, 2027 | TORONTO

2 AVAILABLE

Capture the Moment

1 NATIONAL CONFERENCE
1 CCIF TORONTO

MEMBER	NON-MEMBER/IEN
$3,850	$4,815

Two registrations; customized logo placement at booth and prints; webpage and program; utilization report.

2 AVAILABLE

Networking Breakfast Partner

1 NATIONAL CONFERENCE
1 CCIF TORONTO

MEMBER	NON-MEMBER/IEN
$2,500	$3,125

Be present at the first connection point of the day.

One registration; breakfast-area recognition; verbal acknowledgment; table prompts; web/program recognition.

2 AVAILABLE

Networking Break Partner

1 NATIONAL CONFERENCE
1 CCIF TORONTO

MEMBER	NON-MEMBER/IEN
$2,500	$3,125

Own one of only two informal connection windows.

One registration; break-area recognition; host point where space permits; web/program recognition.

Paving the road for Canada's collision sector

CCIF partnership opportunities

The Canadian Collision Industry Forum (CCIF), a program of AIA Canada, convenes collision repairers, suppliers, insurers, original equipment manufacturers and educators around the issues shaping Canada's collision sector.

DIAMOND
$15,000
For national collision leaders seeking the highest level of visibility and thought leadership.

PLATINUM
$11,500
For established brands seeking digital presence, webinar opportunities and event visibility.

GOLD
$5,750
For growing organizations building awareness through content and Vendor Showcase opportunities.

SILVER
$3,000
For organizations establishing a visible collision-sector presence.

BENEFIT	DIAMOND	PLATINUM	GOLD	SILVER
BRAND AUTHORITY AND DIGITAL REACH				
Introduce a mainstage speaker/session at CCIF conferences	✓	–	–	–
30-second sponsor-provided commercial during plenary sessions	✓	–	–	–
Host one live or pre-recorded webinar promoted to the CCIF network	✓	✓	–	–
Priority access to AIA Canada collision and auto care research data	✓	✓	–	–
Sponsored thought-leadership articles on the CCIF blog	**3**	**2**	**1**	–
BRAND AUTHORITY AND DIGITAL REACH				
Dedicated LinkedIn visibility per CCIF conference	**3 posts**	**2 posts**	**1 post**	–
One digital sales/promotional resource in the online conference hub	✓	✓	✓	✓
Linked logo on ccif.ca, AIA Canada CCIF pages and event e-communications	✓	✓	✓	✓
EVENT PRESENCE AND ACCESS				
Complimentary CCIF Toronto registration	**3 tickets**	**2 tickets**	**1 ticket**	**10% discount**
Preferential CCIF Vendor Showcase pricing at CAIC	✓	✓	✓	✓
On-site logo recognition on prominent print/digital signage	✓	✓	✓	✓

✓ Included – Not included

Focused collision-sector reach

CCIF West

Take your brand west with a focused forum built for collision-sector learning, connection and supplier discovery.

September 2027 | City and venue to be confirmed. CCIF West takes the collision-sector conversation closer to western repairers, insurers, suppliers, OEMs, dealers and educators.



OPPORTUNITY	MEMBER	NON-MEMBER/IEN
Conference Lead Partner	**$10,000**	$12,500
Capture the Moment	**$4,500**	$5,625
Mainstage Session Presenting Partner	**$5,000**	$6,250
Repairer and Educator Access Partner	**$2,500**	$3,125
Networking Lunch Partner	**$2,500**	$3,125
Coffee and Conversation Partner	**$2,500**	$3,125

Four markets. One national opportunity to stay visible where industry relationships grow.

AIA Canada Divisional Golf Tournaments

AIA Canada's divisional golf tournaments bring the industry together in Alberta, British Columbia, Manitoba and Quebec for hours of uninterrupted relationship-building with customers, prospects and peers.

One national sponsorship gives your brand continuity across all four divisional tournaments, extending one investment into four regional markets.

2027 TIMING		RECENT ATTENDANCE BENCHMARK: 2026	
Quebec	**Alberta**	**British Columbia**	**Manitoba**
May 2027	August 2027	August 2027	September 2027
177 attendees	**68** attendees	**53** attendees	**67** attendees

Sponsor value: Informal customer time, hospitality, contests, awards and local community support

NATIONAL OPPORTUNITY	WHAT THE PARTNER RECEIVES
National Golf Series Presenting Partner **$8,000**	Lead partner recognition across all four tournaments; welcome acknowledgment; one foursome at each tournament; event-page and on-site recognition.
National Giveaway Partner **$6,000**	Exclusive branded giveaway at all four tournaments; event-page recognition; one registration at each event. Production and fulfillment to be confirmed with AIA Canada.
National Skills Challenge Partner **$3,000**	Exclusive featured skills challenge across the series; challenge-area recognition; prize acknowledgment where applicable; event-page recognition; one registration at each event.
National Hole-in-One Partner **$3,000**	Exclusive hole-in-one activation across the series, subject to course, prize, rules and insurance requirements; on-course and event-page recognition; one registration at each event.
National Corporate Hole Partner **$1,500**	Branded presence at a designated hole at all four tournaments, with on-course and event-page recognition.

National or individual tournament sponsorships: **Maude Giroux**, Manager, Regional Divisions, maude.giroux@aiacanada.com.



Own the room where Canada connects

Canada Night

A 50-plus-year tradition during AAPEX and SEMA.

Canada Night brings Canadian aftermarket leaders, customers, suppliers and partners together during one of the industry's busiest weeks. In 2025, the event welcomed 487 attendees. That concentration makes Canada Night a premium relationship-building environment for brands that want to host customers and stay visible with the Canadian market in Las Vegas.

50+
YEAR TRADITION

487
ATTENDEES IN 2025

Canada Night Presenting Partner

$10,000 member
$12,500 non-member/IEN

The lead event position, with premium hosting and prominent room recognition. 2 event tickets

Photo Experience Partner

$7,500 member
$9,375 non-member/IEN

Create a branded digital memory attendees can keep, with appropriate consent.

Signature Cocktail Partner

$5,000 member
$6,250 non-member/IEN

Exclusive association with a named hospitality feature.

Culinary Station Partner

$5,000 member
$6,250 non-member/IEN

Own a useful food experience with in-room recognition.

Premium Reserved High-Top Experience

$3,000 member
$3,750 non-member/IEN

A limited client-hosting position with priority placement.

Spotlight Wall Partner

$2,500 member
$3,000 non-member/IEN

High-frequency digital recognition in a fixed-capacity room.



Career exploration, employer connection and applied student innovation

Student Automotive Innovation Challenge

NOVEMBER 2027 | AUTOMOTIVE BUSINESS SCHOOL OF CANADA, GEORGIAN COLLEGE

The Student Automotive Innovation Challenge brings students, educators, employers and mentors together through industry speakers, interactive experiences, a Career Showcase and a team innovation challenge. **Sponsorship gives companies a credible way to meet future talent before those students enter the workforce.**

Challenge Presenting Partner

$7,500 member
$9,375 non-member/IEN

The only top event position, with opening acknowledgment.

Pit Stop Challenge Card Partner

$4,375 member
$5,470 non-member/IEN

Guide students through the full experience with an interactive exploration activity.

Student Hospitality Partner

$4,375 member
$5,470 non-member/IEN

Own the shared food-and-connection experience across breakfast and lunch, with hospitality-area recognition and event acknowledgment.

Student Welcome Kit Partner

$4,000 member
$4,500 non-member/IEN

Put useful branded materials in students' hands at arrival.

Professional Headshot Studio Partner

$3,750 member
$4,690 non-member/IEN

Deliver career-ready portraits students can use after the event, with utilization reporting.

Student Prize Partner

$1,500 member
$1,875 non-member/IEN

Support a confirmed prize without influence over judging.

A sponsorship menu is the starting point, not the limit.

Build an activation around your objective

Some of the strongest partnerships begin with a business objective rather than a pre-set package. If your organization wants to host a specific customer group, create a useful attendee experience, demonstrate expertise, support talent development or connect multiple events into one campaign, talk to us.

AIA Canada can work with partners to shape custom activations where the idea fits the audience, event environment and association standards. The goal is simple: create something useful enough for attendees to notice and relevant enough for your organization to value.

POSSIBLE OBJECTIVES

01
Customer and prospect hosting

02
Thought leadership and market intelligence

03
Brand visibility and product discovery

04
Talent attraction and workforce development

05
Regional relationship-building

06
Multi-event or year-round activation

Bring us the objective. We will help identify the event, audience and activation that fit.

AIA Canada

First choice goes to the partners who start the conversation early.

Secure your 2027 position

Choose the audience you want to reach, identify your first-choice opportunity and contact AIA Canada to confirm availability. Many signature opportunities are exclusive or deliberately limited. Early commitment gives partners more choice, more integration time and more opportunity to build an activation that works harder.

Ready to start?

Tell us what you want the sponsorship to accomplish. We will help match the objective to the right event and opportunity.

All content, recognition and activations are subject to AIA Canada approval.

EVENT SPONSORSHIP

Cathy Lam
Stakeholder Engagement Lead
cathy.lam@aiacanada.com

DIVISIONAL GOLF SPONSORSHIP

Maude Giroux
Manager, Regional Divisions
maude.giroux@aiacanada.com