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Aftermarket eForum™ Undergoes Strategic Change
With Innovative Virtual Event Scheduled for September

2009 event will be conducted completely via the Internet with new features and advantages

BETHESDA, MD – The 2009 Aftermarket eForum™ will be an innovative virtual conference. Tentatively scheduled for September, the Aftermarket eForum™ will be conducted completely via the Internet, according to the planning committee.

“We decided to present the eForum online because we strongly feel that business technology and e-commerce are more important topics now than ever before,” said Scott Luckett, chairman, eForum Planning Committee. “The current financial and business climate demands that companies employ information technology for reduced costs and greater productivity. By ‘going virtual’ with the conference, we’ve made it possible for a greater number of people to participate. We’ve also saved each participant a couple thousand dollars in travel, hotel and meal expenses.”

The Virtual Aftermarket eForum™ will include many of the same elements that have characterized the face-to-face version of the event, including general sessions with keynote presenters and panel discussions; breakout sessions and audience interaction; vendor exhibits; and peer-to-peer networking. Luckett, vice president, technology standards and solutions, Automotive Aftermarket Industry Association (AAIA), believes conducting the conference online can add a number of unique advantages and that 2009 is the right time to leverage the latest available Web technology to make this happen.

“More people are able to attend a virtual event because the financial and geographic constraints are removed,” Luckett said. “Presenters can conduct real-time polls and surveys and content can be recorded for playback at a later time.”

Vendor exhibitors will continue to be an important part of the Aftermarket eForum™. A virtual booth show will allow eForum exhibitors to keep their booths open for weeks instead of a few hours. In addition, visitors to the online exhibits can download presentations, video clips, brochures and handouts into their virtual event bag. Exhibitors will receive detailed information about the people who visited their virtual booth and what they were interested in. Plus, at any time, attendees and exhibitors can start an online discussion or schedule a call or visit.

Since it started in 2000, the Aftermarket eForum™ has grown to become the single-industry event where the aftermarket can learn best practices and innovations in business technology and e-commerce. For more information on the 2009 Aftermarket eForum™, visit www.aftermarketforum.com.

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About The Aftermarket eForum™

Now in its ninth year, the Aftermarket eForum™ is produced by the Automotive Aftermarket Industry Association (AAIA), in conjunction with Automotive Aftermarket Suppliers Association (AASA), Automotive Industries Association (AIA) of Canada, Automotive Warehouse Distributors Association (AWDA), Motor & Equipment Manufacturers Association (MEMA), and Specialty Equipment Market Association (SEMA) to provide an educational and business development symposium dedicated to e-commerce and supply chain technology solutions in the vehicle aftermarket.