



Top 5 Reasons to Attend

1. Expand your Network of Peers

The Aftermarket eForum™ presents an ideal opportunity for you to connect with your peers -- those who are involved in the planning and implementation of automotive aftermarket technology initiatives. From casual networking events to breakout sessions, you'll have the chance to engage with peers experiencing similar challenges. Tap into their collective wisdom, share valuable insights and discuss innovative strategies at meals, between sessions, and beyond.

2. Gather Actionable Insights

The Aftermarket eForum™ provides relevant information and actionable strategies that you can put to use immediately. You'll get specific expertise to help streamline business processes, identify potential vendor solutions and innovate faster to keep pace with the growing demands of your business.

3. Roll up your Sleeves in a Workshop Setting

You'll have the opportunity to participate in a range of breakout workshops, designed to foster a collaborative problem-solving environment, where you and your colleagues can openly explore critical issues directly impacting your business. These solutions-focused breakout sessions will allow you to take a deeper dive into hot topics, discuss emerging trends and solve your toughest business and technology challenges in a relaxed, off-the-record setting.

4. Sharpen your Technology Understanding

Return to the office with a renewed sense of confidence in your understanding of technology and data standards. You'll have a greater understanding of where the future is heading and the path your company should take going forward.

5. Engage with Leading Vendors

You'll have ample opportunity to speak frankly with leading vendors who understand the automotive aftermarket and are serious about helping you make the smartest IT investments. Company representatives who attend the Aftermarket eForum™ are among their companies' top representatives and have the appropriate background to answer your questions about their technology solutions.