



NEWS RELEASE
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GAAS 2010 Brochure Now Available

Includes no registration fee increase and lower hotel rate for May 18-19 event at Hyatt Regency O'Hare

CHICAGO, IL – February 24, 2010 – Highlighting the nearly 30 speakers and panelists who will address the [Global Automotive Aftermarket Symposium](#) (GAAS), the 2010 GAAS brochure is now available for download at www.globalsymposium.org. GAAS 2010 will be held Tuesday, May 18 and Wednesday, May 19 at the [Hyatt Regency](#) near Chicago. The eight page brochure highlights the GAAS 2010 theme of “**Aftermarket Next: Insights on a New Generation of Customers and Employees,**” and includes a fax back registration form.

“Reflecting the tough economic times our industry has weathered, we have not raised our registration rates the past three years,” said [Dave Caracci](#), GAAS chairman. “In addition, we were able to lower the hotel rate by nearly 10 percent compared to 2009 rates. With all the information presented each year and the opportunity to network with the leaders of our industry, GAAS continues to be one of the best investments a company can make in their employees and their strategies for the future.”

Members of the associations that sponsor GAAS are eligible for discounted registration fees of \$200 off regular rates when they register by April 1, 2010. A complete list of registration fees are available at <http://www.globalsymposium.org/registration.shtml>.

GAAS 2010 room rates at the Hyatt Regency O'Hare are \$168 (single or double) and are guaranteed at this rate through April 16. Reservations can be made by phone at (800) 233-1234, or (847) 696-1234. Be sure to mention the Global Automotive Aftermarket Symposium to obtain the discounted group rate.

The annual two-day Global Automotive Aftermarket Symposium brings together industry leaders and experts to examine the issues and trends affecting the automotive aftermarket and influencing its future. For more information on GAAS 2010, visit www.globalsymposium.org or phone (301) 654-6664. You can also connect with GAAS 2010 through [Facebook](#), [YouTube](#), [LinkedIn](#), and [Twitter](#).

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About the Global Automotive Aftermarket Symposium

Founded in 1996, the Global Automotive Aftermarket Symposium (GAAS) has become the premier industry conference for senior-level aftermarket executives. The net proceeds from the event go toward funding industry scholarships. In 2009, 75 students who plan careers in the automotive aftermarket received GAAS Scholarships to help get their industry careers started. In the thirteen years of the program, more than 1,400 students have received aid totaling more than \$1,400,000. Details about the GAAS scholarship program are available at www.automotivescholarships.com.

The GAAS program is a joint professional education effort of the of the Alliance of State Automotive Aftermarket Associations (ASAAA), Automotive Aftermarket Industry Association (AAIA), Automotive Aftermarket Suppliers Association (AASA), Automotive Industries Association (AIA) of Canada, Automotive Parts Remanufacturers Association (APRA), Automotive Service Association (ASA), Automotive Warehouse Distributors Association (AWDA), Motorist Assurance Program (MAP), Motor & Equipment Manufacturers Association (MEMA), Specialty Equipment Market Association (SEMA), Tire Industry Association (TIA) and University of the Aftermarket. R. L. Polk & Co. is the corporate sponsor of the Global Automotive Aftermarket Symposium. For more information, visit www.globalsymposium.org.



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