



AMSOIL Latin American/Caribbean Distributor Conference (Las Vegas, Nevada, USA – Nov. 2, 2017)

LAS VEGAS, NEVADA, USA (Nov. 2, 2017) – Due to the success of the ASEAN Countries Distributor Conference AMSOIL INC. hosted in July 2017, the company hosted a second Distributor conference Nov. 2 during the SEMA Show in Las Vegas. This time, Latin American and Caribbean AMSOIL International Distributors were invited. The schedule and location allowed Distributors time to attend the conference while taking in the sights and sounds of the world-famous SEMA show, including the AMSOIL corporate tradeshow booth. In all, nine attendees participated from four AMSOIL Distributors in the following countries: Mexico, Trinidad and Tobago, Panama and Guatemala. Lucy Ibanez, AMSOIL International



Distributors checking out the AMSOIL booth at SEMA.

Account Manager of Latin America, and Amber Gurske, AMSOIL International Marketing Specialist, co-hosted the conference and they were both very happy that Distributors were able to get together to learn and share ideas.

The purpose of the conference was to enable Distributors to not only learn from AMSOIL representatives but also from each other. In the first half of the conference, Ibanez and Gurske covered new developments at AMSOIL corporate headquarters, global lubricant market trends, technical training and marketing insights. In the second half of the day, the spotlight was on the Distributors as each gave presentations about their companies, which included information about their specific markets, tips and tricks that have worked for them and successes and struggles they have encountered.



Lucy Ibanez presenting on global market trends.



Amber Gurske presenting on new AMSOIL products.

The conference was a huge success for Distributors. AMSOIL representatives thought it was wonderful to see some of the Distributors who have been around for several years encouraging the newer



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Distributors and providing advice on everything from adaptation of social media to how to handle the issue of gray goods. The newer Distributors also provided fresh ideas, such as creating catalogs specific to each Distributor's market and product offerings to simplify choices for customers and not overwhelm and confuse them by showing the entire AMSOIL product line. Attendees described the conference as very helpful. Jorge Araba, of Thunder Lube Solutions in Panama, stated:

"It was a pleasure to meet all of (you) my friends from other countries at the conference. We must keep in touch to share the ideas that have worked in each country. We have to increase our sales of AMSOIL international purchase together, such as some Distributors have done in other markets"

Jason and Brandon Alcantara, or Prolube Limited in Trinidad and Tobago, stated:

"Firstly it was truly a pleasure meeting the AMSOIL team that has always provided unfailing support to us at Prolube. The opportunity was most welcome to share with our Latin American colleagues distributing experiences and strategies that proved successful in each of our territories."



Attendees enjoying dinner after a day of collaboration.

Based on the success of this event, Ibanez and Gurske hope to host more conferences in the future. When Distributors work together, they grow stronger, gain experience and have a better chance of increasing their sales.