

Car Care World Expo 2010 | Exhibitor Marketing Contract

LAS VEGAS CONVENTION CENTER • LAS VEGAS, NEVADA • MAY 12-14, 2010

1. COMPANY INFORMATION

Please complete and send with full payment. Detailed specifications and instructions are on the reverse side. Please keep a copy for your records.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: _____ Ext: _____ Fax: _____

E-mail: _____ Web site: _____

2. Sponsorship Opportunities

Please check the opportunity you would like to sponsor. See reverse for deadlines and specifications.

Packages

- Become an Industry Leader – Gold Package: \$7,500
- Become an Industry Leader – Silver Package: \$4,000
- Introduce a New Product – Gold Package: \$5,000
- Introduce a New Product – Silver Package: \$2,500
- Increase Traffic at Your Booth – Gold Package: \$3,500
- Increase Traffic at Your Booth – Silver Package: \$2,000
- Education Breakout Session – \$2,500 per session** (Availability: 8)

Badge Holders – per segment

 (Availability: Exclusive by segment)

*Deadline: November 15, 2009

- 100% of attendee/buyer badges – \$10,000
- 75% of attendee/buyer badges – \$7,500
- 50% of attendee/buyer badges – \$5,000
- 25% of attendee/buyer badges – \$2,500

New Product Showcases

- Premium Package: \$1,750 per case
- Basic Package: \$1,500 per case
- Concessions Coupon Sponsorship – \$7,500 per day** (3 days)
- Pocket Program – \$2,000** (Availability: Exclusive)
- Floor Signs – \$750 per sign** (Availability: 10)
- Pens – \$3,500** (Availability: Exclusive)
- Door Decals – \$1,750 per decal/door** (Availability: 10)
- Tote Bags – \$5,000 each** (Availability: 2)
- Skywalk Posters – \$600** (Availability: 12)
- Show Floor Lounge – \$3,500 each** (Available: 2)
- Business Appointment Center – Hourly Rates** (Please inquire)

All sponsors must submit a logo with signed contract. See back for details.

3. Advertising Opportunities

- Tote Bag Insert – \$1,500 per insert**
- Show Special Coupon Book – \$500 per coupon**
- Badge Printout Sponsorship – \$3,000** (Availability: 3)

4. Exclusive Trade Show Hours

Give your best customers the VIP treatment they deserve by meeting with them at your booth during non-public hours.

- \$200** (1 opportunity per Exhibitor)

5. Payment Information

Total Amount (USD): \$ _____

*Non-refundable. Payment is due in full with signed contract.

- Check (payable to the International Carwash Association)
- Visa MasterCard AMEX

By submitting this credit card, you authorize the International Carwash Association to charge your card for following payments if not received by the stated payment schedule.

Card Number: _____ Exp: _____

Name on Card: _____

Signature: _____

MAIL WITH CHECK OR FAX WITH CREDIT CARD INFORMATION TO:

International Carwash Association
1229 Paysphere Circle
Chicago, IL USA 60674
Attention: Scott Narug
Phone: 312.673.6575
Fax: 312.644.0575

Questions?
Visit www.carwash.org or call
Car Care World Expo Hotline
888.ICA.8422
E-mail: snarug@carwash.org

Car Care World Expo 2010 | Exhibitor Marketing & Sponsorship Specifications

EDUCATION BREAKOUT SESSION

Please Supply: Proposed topic, outline, speaker and speaker biography for review and approval by the International Carwash Association

E-mail to: dgarvey@carwash.org

BADGE HOLDERS

Imprint Area: Sponsor logo approximately 3 1/4" x 1 1/4"

Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: **November 15, 2009**

E-mail to: dgarvey@carwash.org

NEW PRODUCT SHOWCASE

Dimensions: 3' x 3' x 3'

Please Supply: Your product display, as well as a 50 word product description

Materials Deadline: Advance (by April 30) (ship to) Car Care World Expo 2010
Your Booth #
Your Company Name
c/o Freeman
6675 West Sunset Road
(Interstate 215 & Rainbow)
Las Vegas, NV 89118

(ship to) **Direct to Show Site (after May 9)**
Car Care World Expo 2010
Your Booth #
Your Company Name
c/o Freeman
Las Vegas Convention Center
3150 Paradise Rd.
Las Vegas, NV 89109

Showcase Installation: Ship with booth materials.

E-mail Description to: dgarvey@carwash.org

CONCESSIONS COUPON SPONSORSHIP

Dimensions: Non-bleed: 3 5/8" x 2 7/8" in horizontal position, Black only 1/0

Please Supply: Files must be high resolution (300 dpi or greater) with fonts embedded and either EPS, Adobe Illustrator (PDF) or .tiff files

Materials Deadline: **March 19, 2010**

E-mail to: dgarvey@carwash.org

POCKET PROGRAM

Dimensions: 4" x 20" (folds to 3" x 4")

Please Supply: Company name or logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: **March 15, 2010**

E-mail to: dgarvey@carwash.org

FLOOR SIGNS

Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: **April 9, 2010**

E-mail to: dgarvey@carwash.org

PENS

Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: **April 9, 2010**

E-mail to: dgarvey@carwash.org

DOOR DECALS

Dimensions: 57 1/2" W x 59 3/4" H"

Please Supply: Company name or logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: **April 9, 2010**

E-mail to: dgarvey@carwash.org

TOTE BAGS

Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: **December 19, 2010**

E-mail to: dgarvey@carwash.org

SHOW SPECIAL COUPON BOOK

Dimensions: Non-bleed: 3 5/8" x 2 7/8" in horizontal position, Black only 1/0

Please Supply: Files must be high resolution (300 dpi or greater) with fonts embedded and either EPS, Adobe Illustrator (PDF) or .tiff files

Materials Deadline: **March 19, 2010**

E-mail to: dgarvey@carwash.org

SKYWALK POSTERS

Dimensions: Posters may be up to 28" x 44" high x 1/4" deep

Please Supply: Complete printed piece mounted on 1/4" foam core

Materials Deadline: Advance (by April 30) (ship to) Car Care World Expo 2010
Show Management – Skywalk
c/o Freeman
6675 West Sunset Road
(Interstate 215 & Rainbow)
Las Vegas, NV 89118

(ship to) **Direct to Show Site (after May 9)**
Car Care World Expo 2010
Show Management – Skywalk
c/o Freeman
Las Vegas Convention Center
3150 Paradise Rd.
Las Vegas, NV 89109

SHOW FLOOR LOUNGE – THE MEETING SPOT AND INTERNET PAVILION ALL IN ONE!

Please Supply: Company logo/artwork in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: Advance (by April 30) (ship to) Car Care World Expo 2010
Show Management
c/o Freeman
6675 West Sunset Road
(Interstate 215 & Rainbow)
Las Vegas, NV 89118

(ship to) **Direct to Show Site (after May 9)**
Car Care World Expo 2010
Show Management
c/o Freeman
Las Vegas Convention Center
3150 Paradise Rd.
Las Vegas, NV 89109

E-mail to: dgarvey@carwash.org

BUSINESS APPOINTMENT CENTER

Please Contact: Scott Narug at snarug@carwash.org

TOTE BAG INSERT

Please Supply: Proposed marketing material for review and approval by the International Carwash Association

Materials Deadline: Advance + Direct to Show Site (label show management – reg. bags)

E-mail to: dgarvey@carwash.org

BADGE PRINTOUT SPONSORSHIP

Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi

Materials Deadline: **April 9, 2010**

E-mail to: dgarvey@carwash.org

EXCLUSIVE TRADE SHOW HOURS

Please Supply: List of 10 VIP Guests

E-mail to: dgarvey@carwash.org

Note: Once confirmation letter is received, all sponsorships are considered final and non-refundable.