



# THIS IS THE CAR WASH SHOW

# Exhibit & Sponsorship

Information



## The Car Wash Show™

May 7–9, 2012

Sands Expo and Convention Center  
Las Vegas, Nevada

**Secure Your Spot Today**  
**75% of the Trade Show Floor Is Already Sold!**

# Greetings!



My name is Carrie North and I am the new Director of Sales for **THE CAR WASH SHOW**, the world's largest trade event for the car wash industry. I am very excited to be a part of this innovative and exciting industry — and I am here to support your business needs and create a successful exhibitor experience.

In 2011, The Car Wash Show found considerable growth in the buying power represented by our attendees. Our goal for 2012 is to continue this trend and bring you leaders and decision makers from businesses around the world. We are creating new ways for you to increase brand awareness, showcase products and network with your community of customers. We anticipate The Car Wash Show will exceed your expectations for success.

And we cannot do it without **YOU!** Our exhibitors are our most valuable asset at The Car Wash Show — and our partners in driving collaboration, innovation and growth in the car wash industry. We understand the significant investment of time and money that goes into making a business successful. The Car Wash Show provides the format for your company to further develop and strengthen customer relationships in addition to educating new customers about your product offerings.

So **JOIN US** at The Car Wash Show! We have exhibit space available and plenty of sponsorship levels to help you increase your brand presence and drive traffic to your booth. Reach out to me at **+1 312.673.5724** or **cnorth@carwash.org** with any questions related to space or sponsorship opportunities.

Thank you for your support and investment in The Car Wash Show. We look forward to seeing you in Las Vegas in May!

Sincerely,

A handwritten signature in black ink that reads "Carrie North".

**Carrie North**

*Director of Sales*

*International Carwash Association*

“We anticipate  
The Car Wash  
Show will  
exceed your  
expectations for  
success.”

## About the International Carwash Association®

### Your Partner for Success

The International Carwash Association® is the non-profit trade group representing the retail and supply segments of the professional car wash and vehicle care industry across North America and around the globe. The Association's member companies represent more than 15,000 car washes in nearly two dozen countries.

The Association produces The Car Wash Show™, formerly Car Care World Expo®, the world's largest car wash trade show and convention; administers the WaterSavers® program, the industry's leading environmental recognition program; and publishes *CAR WASH* magazine, the preferred source of information for the car wash business leader.

The Association is the voice of the professional car wash industry, serving as the industry's spokesperson to business and consumer media, investors, government agencies, allied associations and related industries. As part of this role, the Association produces the industry's leading research in the areas of consumer habits and preferences, the environmental attributes of professional car washing and industry equipment sales.

For more information, visit [www.carwash.org](http://www.carwash.org) or call +1 888.422.8422.

# THE INDUSTRY'S KEY DECISION MAKERS

## ALL UNDER ONE ROOF



**Car Wash Owner-Operators**

**Car Wash Category Managers**

**Convenience Store Owners**

**Petroleum Marketers**

**Fast Lube Owners**

**The Car Wash Show** is the world's largest car wash convention and trade show. In 2011, it was the only event where you could find 5,500 attendees representing more than 8,000 car wash locations from more than 35 countries.

No other event brings you The Car Wash Show's...



### BUYING POWER

**8,000** locations purchasing equipment, chemicals, supplies and services



### DECISION MAKERS

**89%** of attendees make recommendations or have final decision making authority for purchases



### DIVERSITY

**19%** of attendees identify themselves as full-service car wash operators

**20%** as exterior/flex/express operators

**22%** as in-bay automatic operators

**22%** as self-service operators

### The People and Organizations That Matter

**The Car Wash Show** brings together the leaders of the professional car wash industry — the owners and decision makers from the world's largest car wash organizations. Some of the companies that attended in 2011 include:

**7-Eleven**

**Autobell Car Wash, Inc.**

**Brown Bear Car Wash**

**Canadian Tire Petroleum**

**Casey's General Stores**

**Cefco Wash**

**Circle K**

**Emirates Petroleum Products Co.**

**Exxon Mobil Fuels Marketing**

**Giant Eagle**

**Holiday Companies**

**Imo Car Wash Group Limited**

**Kwik Trip Inc.**

**Mike's Carwash**

**Mister Car Wash**

**Mister Wash**

**Sam's Club**

**Sheetz Inc.**

**Suncor Energy Products Partnership**

**Susser Holdings**

**Terrible Herbst Oil Company**

**The Pantry, Inc.**

**Wash Depot Holdings Inc.**

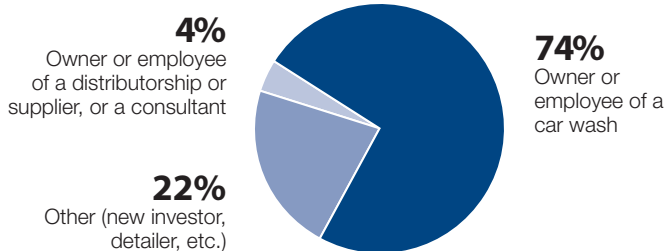
# Key Show Statistics

## Interactions at **The Car Wash Show** influence operator attendee purchasing decisions

**93%** of attendees say they are more likely to do business with a show vendor.

**87%** of attendees purchase a product/service from a show vendor, visit a vendor's website or request more information to follow up.

### ATTENDEE PROFILE

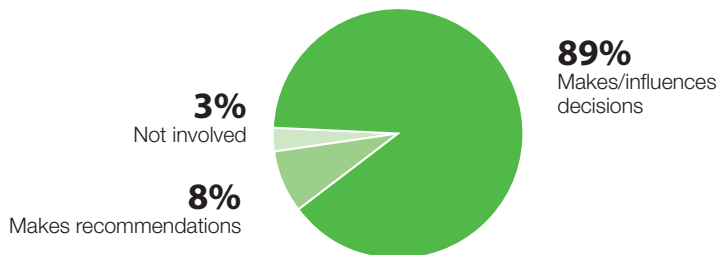


### ATTENDEE PURCHASING BUDGETS

EQUIPMENT SALES	Percent
\$100,000 +	25%
\$25,000 – \$100,000	33%
\$0 – \$25,000	42%

PARTS & SUPPLIES	Percent
\$10,000 +	35%
\$5,000 – \$10,000	47%
\$0 – \$5,000	18%

### ATTENDEE PURCHASE DECISION MAKING



CHEMICALS	Percent
\$25,000 +	41%
\$10,000 – \$25,000	37%
\$0 – \$10,000	22%



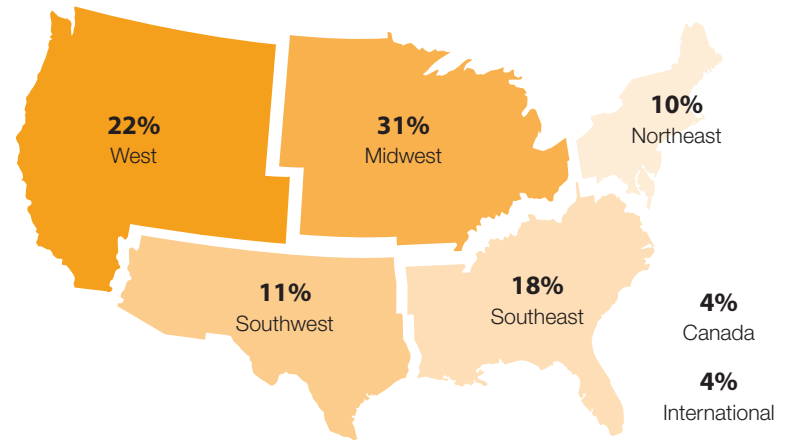
**Did you know?**

**The Car Wash Show** is the best value for attendees as well. It is the only show that provides ICA members with free access to the trade show floor!

## NUMBER OF CAR WASH LOCATIONS

LOCATIONS	Percent
1 – 5 sites	84%
6 – 10 sites	7%
11 – 20 sites	2%
21 – 100 sites	5%
100 or more sites	2%

## ATTENDEE GEOGRAPHIC DISTRIBUTION



## ATTENDEE GEOGRAPHIC LOCATIONS

**The Car Wash Show** has a unique global reach, attracting people from more than 35 countries around the world.



# Sponsorship Opportunities

## *Expand your reach!*

Get the most out of The Car Wash Show with valuable sponsorships that extend your visibility well beyond the trade show floor.

The Car Wash Show offers a number of ways for you to connect with the largest buying audience in the car wash industry.

Choose from sponsorships of educational opportunities, networking events and communications to help you:

- **Drive traffic to your booth**
- **Promote new products**
- **Build your brand**
- **Develop and strengthen customer relationships**

*The Car Wash Show offers many more exciting ways to maximize your ROI and connect with customers. Contact Carrie today!*

## Sponsorship Highlights

### Education Breakout Sessions

Education sessions are our most popular opportunities and are well-attended by owners and operators who are looking for information and insights to optimize their business. These sessions come directly from you with a 60-minute education presentation and a chance to showcase your products and services. Only a limited number of slots are available. Act now!

### Introduction to the Car Wash Business — A New Investor Seminar

Interest and investment in the car wash industry continues to increase. Give your brand a unique advantage by sponsoring this full-day seminar for new investors. Seminar attendees will meet with top industry experts to learn tips and tricks on being successful in the car wash industry.

### Mobile App

Approximately 30% of attendees used this new feature during the 2011 show, and even more are expected to embrace this technology at The Car Wash Show 2012. The mobile app is available to attendees 24 hours a day, 365 days a year, and with multiple sponsorship levels from ads to alerts, your brand can be front and center each time an attendee launches the app.

### Keynote Address

This dynamic event attracts hundreds of attendees and stimulates conversation long after the presentation ends. Sponsor this key opportunity to have people remembering your brand and thanking you for great insights and information.

### Welcome Reception

The Welcome Reception, on the show's opening night, is the premier event for attendees to unwind and network with their peers. Through this sponsorship, you can connect your brand to a great memory and deliver your message to thousands of operators early on at the show.

### New Product Showcase

Ensure that your new product gets the attention it deserves; have it featured in the New Product Showcase at The Car Wash Show. The showcase is a highly visible opportunity to give attendees valuable information about your product. Showcased products must meet the New Product Program guidelines to be eligible. (Visit [www.carwash.org](http://www.carwash.org) for more details.)

### Pocket Program

The pocket program is the essential printed piece helping attendees navigate their way around the show. Not only will your one-color logo be featured prominently, it's the only logo that will appear on the program. This exclusive opportunity is available to just one sponsor.

### Promotional Opportunities

Repetition is the key to help customers remember your brand. With our wide range of promotional opportunities, it has never been easier. Sponsor items such as badge holders, tote bags, and floor and window decals to ensure that attendees come in contact with your brand all over the show.

# Advertising Opportunities

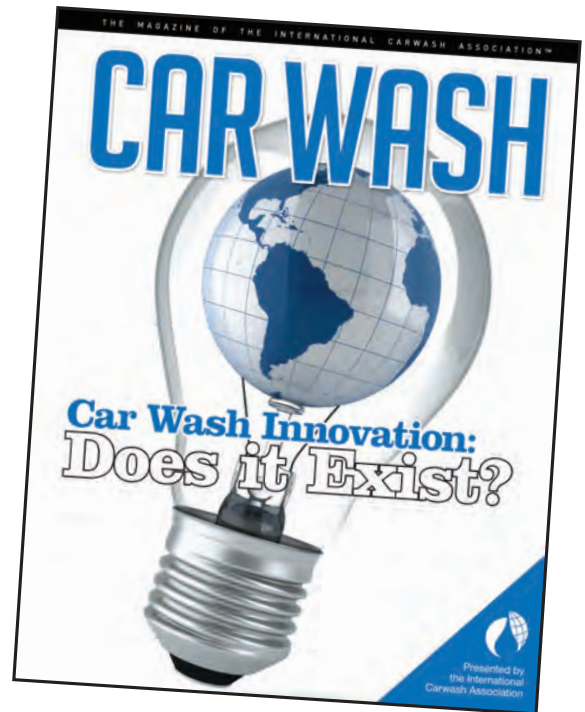
*Reach new and existing customers. Reinforce your message before, during and after the show.*

## **CAR WASH Magazine** **NEW!**

This new quarterly publication will be in mailboxes one month before the show, allowing your advertising message to reach approximately 2,000 ICA members via print and thousands more through the digital edition. Whether you're promoting a new product or raising brand awareness, you can create an ad that inspires attendees to seek you out at the show.

## **ICA Newsletter**

More than 12,000 people subscribe to this weekly newsletter that shares important news and updates from the ICA and the entire car wash industry. Reach potential customers directly in their inboxes by advertising your brand in this electronic format.



**Customized sponsorship packages also available!**

We have sponsorship opportunities to meet your needs and fit your budget! Contact Carrie to discuss your goals today.

phone: +1 312.673.5724 | cell: +1 312.375.1314 | e-mail: [cnorth@carwash.org](mailto:cnorth@carwash.org)



International Carwash Association®  
Your Partner for Success

401 N. Michigan Ave., Ste. 2200  
Chicago, IL 60611-4267 USA

phone: +1 888.422.8422  
fax: +1 312.245.1085  
e-mail: info@carwash.org  
www.carwash.org

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## EXHIBITOR FEES

International Carwash Association® Members

<b>On or before September 30, 2011:</b>	\$19.25 per sq. ft.	<b>EARLY-BIRD PRICING</b>
<b>October 1, 2011, to February 29, 2012:</b>	\$19.75 per sq. ft.	
<b>March 1, 2012, and after:</b>	\$20.25 per sq. ft.	

Non-members

<b>On or before September 30, 2011:</b>	\$24.95 per sq. ft.	<b>EARLY-BIRD PRICING</b>
<b>October 1, 2011, to February 29, 2012:</b>	\$25.45 per sq. ft.	
<b>March 1, 2012, and after:</b>	\$25.95 per sq. ft.	

## VALUE ADDS included in all booth purchases:

- Hands-on marketing training for exhibit managers and staff
- Listing in the Car Wash Supplier Guide on [www.carwash.org](http://www.carwash.org)
- Company contact listing on the online floor plan and mobile app
- Pre- and post-show attendee lists
- Promotion on pre-show communications, onsite materials and show signage

## Exhibit Hall Hours\*

Monday, May 7, 2012	11:30am – 5:30pm
Tuesday, May 8, 2012	11:30am – 5:30pm
Wednesday, May 9, 2012	8:00am – 12:00pm

\*Hours are subject to change.



**For exhibit and sales inquiries, contact Carrie North.**

phone: +1 312.673.5724 | cell: +1 312.375.1314 | e-mail: [cnorth@carwash.org](mailto:cnorth@carwash.org)