

Sponsorship Opportunities for an Effective Exhibitor Experience

Presented by the **INTERNATIONAL CARWASH ASSOCIATION™**



Car Wash Owners

Convenience Store Owners

Car Wash Operators

New Investors

Car Wash Site Managers

Petroleum Marketers
& Retailers

Car Wash Category Managers

Fast Lube Owners

My business objectives for
Car Care World Expo 2011 are to....

Showcase my knowledge

Showcase my product

Showcase my brand

Connect with operators

Connect with distributors

Stay connected after the Expo

Contact Steve Rabeor
for customized sponsorship opportunities
to achieve my business goals at
Car Care World Expo 2011!

For customized assessment of
sponsorship opportunities right
for your company, contact
Steve Rabeor at 312-673-5883 or
srabeor@carwash.org.

Our sponsorships are designed to provide a variety of opportunities to help your company achieve your sales and marketing objectives for an effective exhibitor experience. **ACT NOW** – Sponsorships are available on a first-come, first-served basis!

Are You a Vendor Looking to . . .

Showcase Your Knowledge



EDUCATION BREAKOUT SESSION

Last year, Car Care World Expo™ set a new record for the number of operators attending educational sessions. Particularly in this economy, car wash operators want to learn and are turning to vendors for help.

Demonstrate your thought leadership and present a 60-minute showcase to this expanding audience on a topic of your choice. Up to four sessions will be available each day.

Showcase Your Product



NEW PRODUCT SHOWCASE

Spotlight your new product in a glass-enclosed case displayed in the Expo lobby—a location that every attendee must walk through to get to the trade show floor. Showcased products must meet the New Product Program guidelines (see www.carwash.org) to be eligible.

Premium Package includes the Basic Package with a 30-second video product demonstration on www.carwash.org for 24/7/365 exposure. Video must be supplied by sponsor.

Basic Package includes electricity, company ID sign, booth number, product description sign, lead retrieval for attendees who visit your showcase, booth signage and a new product icon on www.carwash.org.

SHOW SPECIAL COUPON BOOK

Highlight your company's coupon (can be Expo-specific specials or other deals offered throughout the year) in a book that is handed to every attendee alongside the Pocket Program.

Showcase Your Brand



NEW INVESTOR SEMINAR

Position your company in front of eager new investors in the car wash business. Attendees will meet with top industry experts for a full-day seminar to learn the secrets for jump-starting their way into a successful car wash career.

WELCOME CELEBRATION

Open to all attendees and exhibitors, the Welcome Celebration is the premier networking event offered at Car Care World Expo. This exclusive opportunity will help you deliver your message directly to thousands of operators at the onset of the Expo.

WINDOW DECALS

Generate eye level exposure of your company's logo in a high traffic area with a strategically placed decal on the windows directly outside of the exhibit hall.

POCKET PROGRAM

The one print piece every single attendee will be handed in Las Vegas and it's exclusive to just one exhibitor! Used daily to locate exhibitor booths, access the education sessions schedule and learn more about Expo events, your one-color company logo within this program will grab the attention of attendees every time they refer to it.

NEW! EXPO MOBILE APP

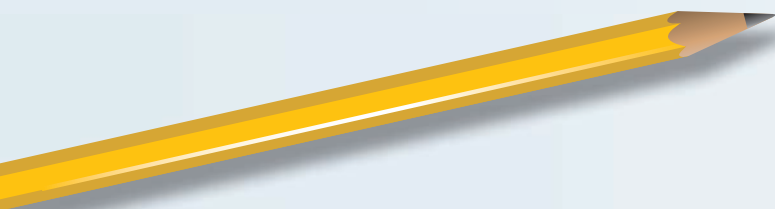
This year, attendees will be able to access Expo information on their Smartphone through the new Expo mobile app. Amplify your presence at Expo and generate greater exposure to this unique audience by being a sponsor of this technology.

NEW! GOLF OUTING

Looking to conduct your business meeting outside? This event is guaranteed to be one of the most popular ones surrounding Expo. Set your business apart from the competition by being recognized as the sponsor of this event.

NEW! KEYNOTE

Being a sponsor of the Car Care World Expo™ 2011 Keynote offers you an excellent opportunity to be associated with a quality speaker discussing the most important and relevant topics in the industry.



Connect with Operators



NEW! TRADE SHOW FLOOR TOURS

At this year's Expo, attendees will have the opportunity to schedule a tour of the trade show floor to familiarize themselves with the location of chemical suppliers, equipment manufacturers, water regulators, etc. Ensure your exhibit space is one of the stops during the tour for maximum exposure.

NEW! ICA BUSINESS CONNECTION

Make your plans to be a part of this new concept that puts you face-to-face with a variety of interested operators. This sponsorship allows you to meet, network and determine whether there is a business connection to pursue between you and an operator. A brief time commitment with each attendee provides you an opportunity to meet and assess a number of different operators.

NEW! HOSPITALITY SUITES

Designate hours to host meetings, make presentations, negotiate deals or meet one-on-one with potential customers. Access rooms before, during and after Expo floor hours to maximize your time at Car Care World Expo.

EXCLUSIVE TRADE SHOW HOURS

Invite your customers to an experience at your booth during non-public hours. Your guests (max 10) will receive access to the trade show floor and VIP badges so that your customers can receive one-on-one quality time with your sales representative.

Connect with Distributors



NEW! ICA BUSINESS CONNECTION

Similar to the Operator Business Connection, this concept allows you to interact directly with prominent distributors within the industry. Don't miss your opportunity to meet, network and establish a business connection with a variety of influential distributors.

Stay Connected After the Expo



NEW! CUSTOMER DEMOGRAPHICS

Demographic information of operators within the industry is just as crucial to us as it is to you. Through your sponsorship of this attendee demographic survey, you will be helping us help you while also generating awareness of your business to every operator that attended Expo.

NEW! INVESTOR WEBINARS

Build on the investor relationships you formed at Expo and continue to generate awareness about your business or brand by sponsoring an Investor Webinar. These educational events will be attended by interested decision-makers and your sponsorship will put you at the forefront of this attentive audience.



Act Now Before It's Too Late

Car Care World Expo is your opportunity to reach your target buying audience. Contact Steve Rabeor at 312-673-5883 or srabeor@carwash.org to customize a sponsorship package that's right for you.

FOR SALES INQUIRES CONTACT:

Steve Rabeor

Car Care World Expo Sales

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ACT NOW –

Sponsorships are available on a first-come, first-served basis and are limited in quantity!



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