



SPECIAL ANNOUNCEMENT
March 20, 2009

Dear Exhibitor:

As I have written to you previously, and I hope you have seen in our actions, International Carwash Association is committed to making Car Care World Expo 2009 your company's best marketing investment. Over the past year, we have implemented several programs to add even more value to the world's largest car wash trade show and convention, for exhibitors as well as attendees. We know that this economy is challenging our members and customers, and International Carwash Association is doing all it can to provide additional support when it is needed most.

Our commitment to being our members' most important partner does not end with this year's Expo. In her upcoming *State of the Industry* address, President Lisa Lyons will be announcing two new investments in our buyer-seller marketplace. The first is *WashWeek*, a week of half-day seminars in selected cities that will bring together suppliers and operators to share knowledge and build networks. The seminars will occur this summer, and participation will be free to members. The second is the *Leadership Summit*, a gathering of car wash industry thought leaders for the purpose of scanning our evolving landscape and identifying trends important to suppliers and operators. This will be an invitation-only event, but the results of the meeting will be published and available to all members.

In addition, today I am pleased to announce that the Board of Directors has approved **Investment Pricing** for exhibit space purchased at the Car Care World Expo 2010 space selection, to be held April 3rd and 4th, 2009. Members who maintain or increase their booth space from 2009 will benefit from investment pricing below our standard member rates.

Details on this offering follows, along with further information about an additional payment schedule option for members and limited availability of additional Expo passes. As always, if you have any questions, please do not hesitate to contact me. Our staff will also be available prior to and during space selection to address your questions.

Best wishes in your final preparations, and I look forward to seeing you in Las Vegas.

Sincerely,

Eric P. Wulf, CAE
Executive Director and Chief Executive Officer
International Carwash Association

Car Care World Expo 2010 Investment Pricing

25% credit on all space purchased *above* what was purchased in 2009.

10% credit on all space purchased *equal to* what was purchased in 2009.

- Investment Prices are only available to members during space selection, April 3rd and 4th, 2009.
- Investment Prices may be later forfeited if payments are not received in accordance with the payment schedule, or if membership dues are not received by December 31, 2009. (Forfeits result in a return to standard member pricing.)
- Space reserved that is less than what was purchased in 2009 will be charged the standard member rates already reflected in the Car Care World Expo contract for exhibit space.
- Except as modified herein, all terms and conditions, rules and regulations of the Contract for Exhibit Space control.

Exhibit Space Payment Schedules

In addition to the standard payment schedule, we have added an alternative payment schedule option for members only:

<u>Standard Schedule</u>	20% due with contract for exhibit space 40% due by November 13, 2009 40% due by March 1, 2010
<u>Member Alternate Schedule (NEW)</u>	10% due with contract for exhibit space 30% due by August 13, 2009 30% due by November 13, 2009 30% due by March 1, 2010

Each late payment remains subject to a 5% penalty on total value of the booth space at standard member rates.

Expo Passes

For exhibitors who have already exhausted their allotment, a limited number of additional Expo passes are available for customers and guests. Requests may be made to registration@carwash.org. Fulfillment will be made as equitably as possible at the discretion of show management.