

Car Care World Expo™ 2010

May 12 - 14, 2010 • Las Vegas, Nevada



Strategies for a Successful Exhibit Experience at Car Care World Expo™ 2010

The International Carwash Association™ is committed to partnering with every company exhibiting at Car Care World Expo to achieve our mutual trade show objectives. Consistent with that, every exhibitor should know what they can expect to receive from show management, as well as what practices they can employ to be most successful. It is in that spirit that International Carwash Association shares the following:

What Exhibiting Companies Can Expect:

1. The ability to state needs and requirements to show management (International Carwash Association staff and its authorized service providers), and to have someone truly listen and react or make recommendations accordingly.
2. A fair price for tradeshow offerings, including - but not limited to - exhibit space, sponsorship opportunities and drayage.
3. The ability to brand and market booths - and participation in the Expo - in the way that best communicates a company's offerings and capabilities.
4. Honesty, competency, professionalism and innovation from show management, including a continuing focus on maximizing return on investment for attendees and exhibitors.
5. Trust that information shared with show management will be kept in confidence when requested.
6. An appropriate event marketing plan that is developed and executed by show management.
7. An accurate invoice; the right to dispute incorrect charges; and, the right to expect that all errors will be corrected in a timely manner.
8. Timely and accurate data about all attendees.

How Exhibiting Companies Can Be Most Successful:

1. Effectively engage booth visitors by seeking to understand their needs, answer their questions and follow-up if necessary and train booth personnel to be ready to answer questions about the benefits and features of products and services.
2. Articulate, document and communicate your exhibiting objectives to all company participants, and measure results against those metrics.
3. Conduct effective pre- and post-show marketing plans that are designed to achieve your show objectives.
4. Properly register booth personnel and guests to ensure the accuracy of attendee data.
5. Execute an effective booth design by considering attendee and exhibitor needs and objectives.
6. Make payments to show management in a timely manner.
7. Be aware of, and in compliance with, show rules.
8. Bring complaints and suggestions to show management's attention in a timely manner, and allow management reasonable time to rectify or consider the information.
9. When utilizing distributors in your booth as sales representatives, make sure to arrange a pre-show meeting to highlight, educate and explain product benefits and overall show strategy.
10. Conduct a daily post show meeting with all booth staff to correct, change or enhance strategies that were set prior to that particular show day's activity.