









EXHIBITOR NEWSLETTER

Did You Know?

A Newsletter Exclusively for Car Care World Expo Exhibitors

Car Care World Expo is your best opportunity to influence the purchase decisions of car wash industry leaders from around the world. This year, the International Carwash Association is doing more than ever to enhance your return on investment.

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Important Expo News

NEW \$99 RATE AT LAS VEGAS HILTON

The International Carwash Association is excited to announce a new room rate of **\$99** per night at the Las Vegas Hilton. This price is a major reduction in the original cost of \$179 per night. This newly negotiated room rate of **\$99** goes into effect immediately and you can [reserve your hotel](#) online at www.carwash.org.

A Special Message from Lisa Lyons

Happy New Year! My name is Lisa Lyons and it is my pleasure to serve as the president of International Carwash Association for 2009. Your sixteen-member Board of Directors, comprised of operators and suppliers, is committed to Car Care World Expo's position as the world's largest *and most valuable* car wash convention and trade show. As a second generation car wash owner-operator, I understand the challenges being faced by our industry. I also believe that this year's event provides our attendees and exhibitors with their best opportunity of the year to address those challenges - to learn new ideas and technologies, evaluate and purchase products and services and build professional networks.



I'm also pleased to be working this year with our new Executive Director and Chief Executive Officer, Eric Wulf. Eric and his team are focused on maximizing your company's return on investment as a Car Care World Expo 2009 exhibitor. This includes our work over the past year to reduce drayage rates, provide online exhibition staff training and re-engineer our registration processes to provide you with more meaningful and accurate attendee information. If you have other ideas or comments, please share them with Eric.



I wish you and your company the very best this year, and I look forward to seeing you at Car Care World Expo 2009!

Sincerely,

Lisa Lyons
President
International Carwash Association

Exhibitor Marketing Resources

The International Carwash Association has provided you with all the tools necessary to market your presence at Car Care World Expo 2009. Help ensure that your trip to Las Vegas is a resounding success by spreading the word to your customers, co-workers, friends, partners and colleagues.

Whether you are already marketing for the Expo or you simply want to pass along some information to a potential attendee the marketing information included in this kit can be a great benefit to you. With theme artwork, Web links, the logo, promotional copy and emails, you now have a quick and easy way to enhance your marketing efforts.

➡ [View the Exhibitor Marketing Resources Section Online](#)

Exhibitor Education

The next Webinar is part four of a five part series of training programs specifically for Car Care World Expo 2009 exhibitors. These online educational opportunities are designed to give your event staff the tools they need before, during and after Car Care World Expo to maximize your return on investment. For more information or to register, visit www.carwash.org.

Next Webinar: February 18, 2009, 12:00 PM CT

Do It Yourself Pre-Show Training

This webinar will focus on how you can organize and deliver results-oriented training for your staffers prior to Car Care World Expo. You'll learn how to determine training goals, how to best prepare your people for this challenging retail sales environment, and implement ways to improve the effectiveness of even the most experienced people.



Speaker: Doug MacLean

Doug MacLean is an acknowledged leader in the field of trade show marketing. He has worked with hundreds of companies at more than 550 trade shows worldwide over the past 25 years, focusing his efforts on helping exhibit staffers succeed in presenting product information and helping to create measurable results. He is a regular speaker and workshop leader at industry meetings, and has been published in a variety of trade show industry magazines.

[Register Now!](#)

New Product Program

Promote your NEW products online for FREE on the 2009 Car Care World Expo Floor Plan all year long. The sooner you submit a product, the more exposure you will receive! Click here to view instructions on how to upgrade your Virtual Booth. Please note that although you can submit your NEW product online at any time, entries entered before February 1, 2009 will be listed in the Onsite Guide.

Get specific instructions on how to sign up by downloading this flyer.

➡ [NEW Products Kit Flyer](#)

New Product Showcase Sponsorship Opportunity

Put the spotlight on your new product by signing up for a glass-enclosed case located in the Expo lobby. Gain pre-Expo exposure in announcements and in onsite Expo materials, including a new product icon next to your company listing. Attendees will have the ability to vote for their favorite new product amongst those who participate in the New Product Showcase program. Click here to view more information.

Please contact Scott Narug (snarug@carwash.org) for more information.

➡ [ExhibitSmart Marketing Opportunities](#)

Update Your Virtual Booth

Take a moment to update your company information. Attendees and visitors to our website can simply click on your exhibit space to learn all about your company's offerings and research products and services before seeing you at the show. Click here for specific instructions on how to update your Virtual Booth.

Get detailed instructions on updating your profile by viewing this flyer.

➡ [Online Floor Plan Kit Flyer](#)



Exhibitor Registration

Register online for the badges allotted to your company. This site will close March 27, 2009. All registration after this date must be done onsite at the Las Vegas Convention Center. Click here to register now!

If you need additional assistance registering, you may view the attached detailed instructions on using the new Exhibitor Registration process for 2009. If you have any questions please feel free to contact Kimberly Arnold at karnold@carwash.org.

➡ [Detailed Registration Instructions](#)

Questions?

We are here to help! If you have any questions regarding Car Care World Expo 2009 or would like more information on exhibitor benefits or sponsorship opportunities contact Scott Narug, Car Care World Expo Sales Manager, at (312) 673-5974 or sales@carwash.org.

www.carwash.org

Visit the "[For Current Exhibitors](#)" tab in the Car Care World Expo section at www.carwash.org for everything you need as a Car Care World Expo 2009 exhibitor.

Did You Know is a newsletter exclusively for Car Care World Expo 2009 exhibitors and intended to communicate everything leading up to this year's event. Four issues of this newsletter will be delivered from November 2008 to March 2009 to company executives and trade show managers to explain new exhibitor benefits and offerings, important information and major deadlines.

We thank you for reading this issue of *Did You Know* and look forward to your feedback on how we can improve this newsletter. If you have any feedback or suggestion, please email jbyma@carwash.org.



