



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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Car Care World Expo Safety Policy

If you have not filled out this form, please do so by clicking [here](#). Forms can be emailed or faxed into Kimberly Arnold. Remember, all machinery must be equipped with stop devices.

Update Your Virtual Booth

Take a moment to update your company information and upload brochures and press releases. 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](#) to update your booth NOW!

Click [here](#) for specific instructions on how to update your Virtual Booth.

Don't forget to select the categories that correspond to your company's products and services so that attendees can easily find you on the Expo floor!

Exhibitor Registration

To acquire more accurate attendee data for your records, the International Carwash Association has updated its registration process. Don't forget to register your booth personal and invite your customers to the show! The site will close March 27, 2009 so any registration after this date must be done onsite at the Las Vegas Convention Center. If you have questions regarding your pending registrations and how to complete them, please do not hesitate to contact us.



The [registration](#) site will close March 27, 2009 so any registration after this date must be done onsite at the Las Vegas Convention Center.

Exhibitor Education

This is the last part of a five part series of training programs. 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: March 18, 2009

"Getting the Most of your Car Care World Expo Experience"

Speaker: Doug MacLean

About the Webinar: This webinar will focus on plans you can make before the show that will help you better succeed at the show. Pre-show plans include improved information gathering, better involved and motivated staffers, and more. Further ideas will be discussed so you can learn more about how to make at-show improvements as well - all leading to better and more measurable show results.

The recording from the most recent webinar, "Do-it Yourself Pre-show Training" is now available online [here](#).

Attendees Choice New Product Competition

Attendees will have the ability to vote for their favorite new product amongst those who participate in the New Product Showcase program. Don't miss out on this opportunity and contact Scott Narug if you are interested in purchasing a New Product Showcase.



Private Trade Show Hours

Give your best customers the "VIP" treatment by meeting with them in your booth during non-public trade show hours. For those exhibitors that choose to purchase this opportunity, we are providing access to the show for up to 10 of your customers with light breakfast in your booth. Contact Scott Narug (snarug@carwash.org) to sign up for this opportunity.

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](#)

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.

