











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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Green Product Showcase




Exhibitors of Car Care World Expo 2009 are invited to participate in the International Carwash Association's Green Product Showcase. The Green Product Showcase will be featured inside of the Green Pavilion. If you have a product that saves water or energy, or reduces a car wash's environmental footprint, promote your product in our Green Product Showcase. Participate by simply submitting your product information [here](#).

Green products are those that are environmentally sound and contribute to the mission of creating a healthy sustainable environment. Examples of green products are those that are:

-  Less toxic
-  Minimally polluting
-  More energy efficient
-  Safer and healthier for customers, employees and the environment

Green Product Showcase, continued

Participants of the Green Product Showcase will receive the following:

-  Signage in your booth indicating you have a green product
-  Green Product Showcase Icon in the Car Care World Expo 2009 Onsite Pocket Program.
-  Opportunity to place literature in the Green Pavilion

This is a **FREE** marketing opportunity! Submit your information by **February 1, 2009** to be eligible to participate in this program.

 [Click here](#) to download the Green Product Showcase form



Exhibitor Education

This is part three 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: January 14, 2009

All You Need to Know from Freeman

About the Webinar: Dave Dolan and Chuck McGee with Freeman will be talking about effective ways to save money shipping booth freight and machinery. Attending this Webinar will save your company money and time. It will include tips on labeling your freight, cost savings on target time shipments and will include a question and answer opportunity.

The International Carwash Association is committed to enhance the Car Care World Expo 2009 exhibitor's ROI at the show. Our focus is to help you expand your business and save you money. As a part of our commitment to exhibitor education the International Carwash Association will have a Webinar on January 14th focused on how best to save money on material handling at this year show. The Webinar will feature a material handling expert from The Freeman Companies who will be on-site at the show along with newly created position of a material handling concierge staff who will highlight the following:

- The International Carwash Association negotiated a new graduated scale for crated freight. The more an exhibitor ships during their targeted freight time the less the exhibitor will pay in material handling.
- How best to save money when shipping machinery by labeling crates in advance.
- We will also explain how machinery rates have been negotiated to stay flat from the previous two year shows.
- Exhibitors will eliminate surprises on their material handling bill for shipments sent on their targeted time. Exhibitors can better estimate their total material handling expenses by following these tips.
- International Carwash Association material handling concierge staff will send out material handling communication and tips on how best to save money when shipping to the show.

Register now at www.carwash.org.



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.



Show Special Coupon Book

For the first time, the Association will be helping exhibitors to promote their show specials in a coupon book provided to all attendees. Please contact Scott Narug (snarug@carwash.org) for more information.



Exhibitor Registration Information

Exhibitor registration is live! As an exhibitor attending Car Care World Expo 2009, you should have received an email from Showcare containing instructions on how to register your booth personnel. Click here to register now. If you have any questions please feel free to contact Kimberly Arnold at karnold@carwash.org or visit www.carwash.org for detailed registration instructions.

If you need additional assistance registering, you may view the attached detailed instructions on using the new Exhibitor Registration process for 2009.

 [Click here](#) for detailed registration instructions.

Exhibitor Service Kit Update

The Exhibitor Service Kit will be in your mailboxes before the end of the month. Please make sure to take a look at the "New this Year" tab to find more information on the new programs available to you at Car Care World Expo 2009. Also included will be all the necessary forms to help you set up your booth and prepare for the upcoming show!

Look for your manual to arrive in your mailbox soon.

Housing and Travel

[Information is now available online](#). To hold your space, reserve your hotel rooms today. In addition, The International Carwash Association in conjunction with its travel partner, Apollo Travel, have negotiated airline and car rental discounts for Car Care World Expo attendees. Contact Julia Toader (jtoader@carwash.org) with any questions and for more information on reserving suites at the hotel.

IMPORTANT NOTICE

Please be aware of housing companies saying they are the official housing bureau for Car Care World Expo 2009. The above link is the **only official** hotel reservation partner contracted by The International Car Wash Association. Your reservations or rates will not be guaranteed unless the above link is used to book your hotel rooms.



Product of the Year Competition

Returning for 2009 will be the New Product of the Year competition. Attendees will have the ability to vote for their favorite new product amongst those who participate in the New Product Showcase program. Information on this program is included in the service kit.

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.

