



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.

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.

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Exhibitor Education

The first of four exhibitor training programs occurred last month. 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: December 10, 2008

[Keeping the Audience in Mind: What Car Care World Expo Attendees Really Want](#)

About the Webinar: Your trade show results are sure to improve if you understand the point of view of an attendee. Using research from Car Care World Expo, as well as information gathered at hundreds of national and regional trade shows, Webinar leader Doug MacLean will give you insights, tips and ideas that will help you develop look of your exhibit, and the content and delivery of your product message.



Exhibitor Education, *continued*

About the Speaker

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](http://www.carwash.org) at www.carwash.org.

Service Kit Update

Please watch your mail for the service kits, which include important information about your participate at Car Care World Expo 2009, scheduled to arrive this December. If you have any questions regarding this information, please contact Julia Toader (jtoader@carwash.org).

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.

Exhibitor Registration

In an effort to help exhibitors receive the most comprehensive contact information for all of our attendees, each registered participant will be required to have a unique email address to confirm their registration. The Association has redesigned its exhibitor, distributor and invited customer registration processes in order to capture business demographic and decision making status for every registrant (attendees, exhibitors, distributors and customers). The show's attendance report will also be audited by a third-party firm prior to release.

To make this process easier, please begin to compile your exhibit personnel, distributors and customers contact information today. More information on registration will be coming soon. Please contact Julia Toader (jtoader@carwash.org) with any questions.

Material Handling Rates and Options

The Association has negotiated a sliding scale for *both* crated *and* machinery rates. Thus, the more an exhibitor brings to the trade show floor the more they will save in a volume discount. More information will be available in your service kit as well as online shortly.



Drayage Concierge Program

To help avoid any confusion with material handling rates, the Car Care World Expo exhibit team in conjunction with our general contractor, Freeman, will be available to offer any questions you have regarding your shipments. Watch out for a future Exhibitor Education Webinar focused on drayage cost saving ideas. Contact Julia Toader (jtoader@carwash.org) with any questions.



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.



Green Product Display Area

Car Care World Expo 2009 exhibitors will have the opportunity to promote their “green” product and service technologies through a new dedicated display area on the trade show floor. Look for more information coming in your exhibitor services manual.



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.



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.

