

PRESENTED BY THE INTERNATIONAL CARWASH ASSOCIATION

Exhibitor Opportunities

Your
BEST
Investment of
the Year!



1/3
of Attendees
are first timers

1,835
Retail
Car Wash
Companies

95%
Come for
New Products,
Developments

72%
of Attendees
are Decision
Makers

5,887
Locations
Represented

May 11 – 14, 2010 • Las Vegas Convention Center • Las Vegas, Nevada

Join the Entire Car Wash World Under One Roof in Las Vegas!

Car Care World Expo attendees can evaluate more car wash products, discover more new technologies, and learn more proven ways to grow their businesses than at any other car wash event in the world.

At Car Care World Expo™ 2010 you'll find the largest collection of car wash equipment buyers in the world. Attendees include car wash owners and operators with multiple locations representing every part of the United States, Canada and countries throughout the world. More than **95%** of attendees come to see new products and services and learn about up-to-date industry trends and issues – be sure your company is in front of this captive audience!

Don't Miss Your Best Opportunity to Reach:

- Retail car wash companies
- Hundreds of additional profit center decision makers
- Investors and future prospects. More than 400 new investors have attended the Expo during the past three years.
- Petroleum retailers
- Distributors

“ You can't find a larger group of **car wash equipment buyers** in one location than at Car Care World Expo.

– Doreen Thorne, Marketing Manager, DRB Systems, Inc.

Reach Key Decision Makers – **72% of Car Care World Expo attendees make purchase decisions**



Get the Most Out of Your Marketing Dollars

Your Investment: As low as \$19.25 per sq. ft.

Gets You:

Access to the largest car wash trade show in the world, including:

- 5,887 Car wash locations
- 6,000 Attendees
- 72% of attendees are purchase decision makers

Source: Car Care World Expo 2009 Registration Data

Your Expo Investment Also Includes:

- Participation in the New Product and Green Product Program
- Access to exhibitor education and training before the Expo
- Basic listing in the Car Wash Supplier Guide at www.carwash.org
- Pre- and post-Expo attendance lists
- Corporate Meeting Planning Concierge
- Interaction with hundreds of industry distributors

And More:

The International Carwash Association is doing more to bring people to Las Vegas, through:

- A nationwide integrated marketing campaign targeting the car wash community
- The car wash industry's top educational programs
- New audience targeting including petroleum retailers, distributors and new investors
- Professional networking opportunities

The Bottom Line:

Car Care World Expo is your best investment opportunity of the year!

We Welcome First-Time Exhibitors!

New exhibitors are in good company as approximately 50 first-time exhibitors find success at Car Care World Expo every year!

New to Trade Shows?

Research continues to show that trade shows are an excellent investment.

How Decision-Makers Rate Exhibitions

- 89% say that exhibitions keep them up-to-date on the latest trends and developments in their industry
- 88% say that exhibitions save company time by bringing many vendors under one roof at the same time
- 86% say exhibitions help their company make decisions about what products/services to buy
- 84% say exhibitions provide an opportunity to discuss problems/ideas with professionals in their industry
- 83% say they rely on exhibitions to keep up on important trends and new developments

Source: Center for Exhibition Industry Research (CEIR) December 2008

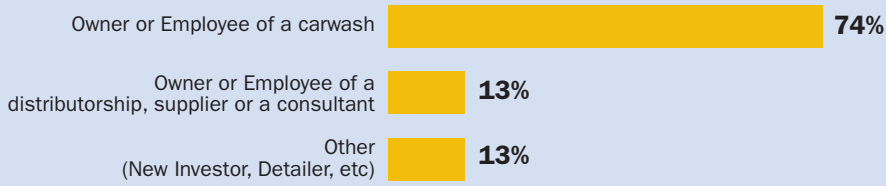
“ We always generate the best return on our **marketing investment dollars** at Car Care World Expo!

– Kevin J. Collette, President, Integrated Cleaning Systems, Intl., Inc.

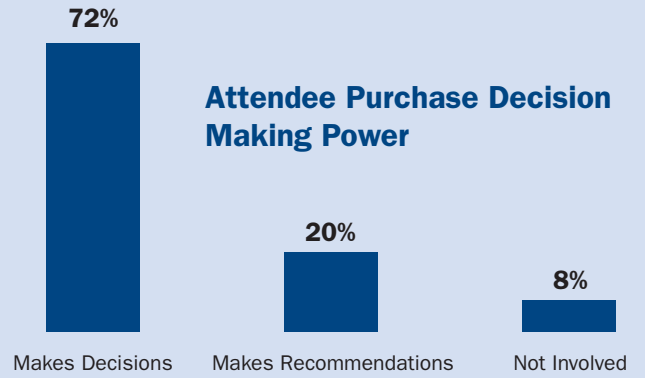
Act Right Now – **More Than 80% of the Exhibit Hall is Sold Out!**



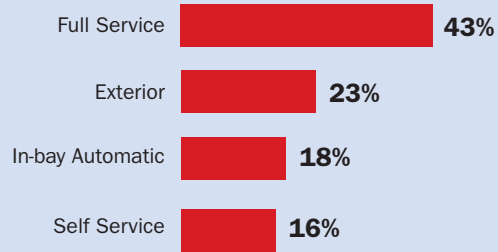
Attendee Profile



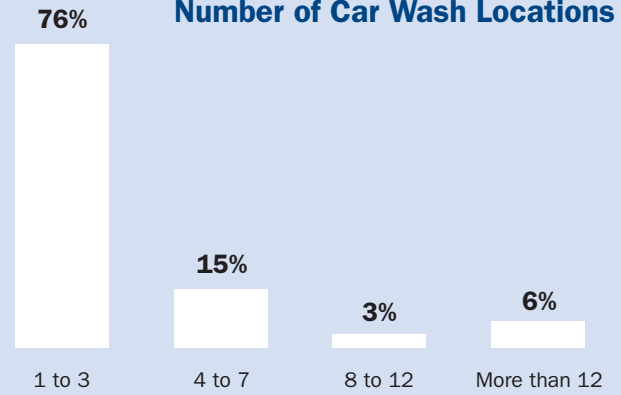
Attendee Purchase Decision Making Power



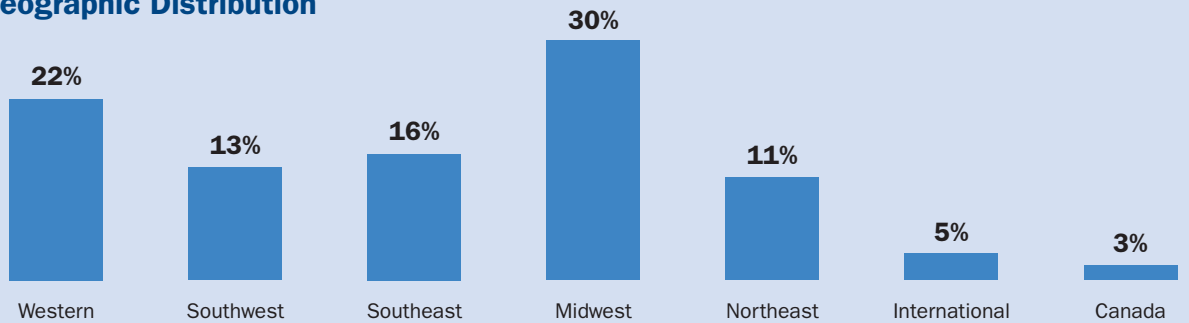
Attendee Car Wash Type



Number of Car Wash Locations



Attendee Geographic Distribution



Attendee Additional Profit Centers



At no other event can you reach more car wash professionals than at Car Care World Expo.



Car Care World Expo™ 2010

Dedicated Exhibit Hall Hours

- Tuesday, May 11** Education Only
Wednesday, May 12 12:00 p.m. – 6:00 p.m.
Thursday, May 13 12:00 p.m. – 6:00 p.m.
Friday, May 14 9:00 a.m. – 1:00 p.m.

Hours are subject to change.

Car Care World Expo 2010 Exhibit Fees

International Carwash Association members and first-time exhibitors:

- **\$22.75** per sq. ft. for the first 100 sq. ft. of space
- **\$19.25** per additional sq. ft.

Non-International Carwash Association members:

- **\$26.75** per sq. ft.

Contact the International Carwash Association™

For exhibit and sales inquiries contact:

Scott Narug

Car Care World Expo Senior Sales Manager

Phone: **312.673.5974**

E-mail: snarug@carwash.org

For current exhibitor service requests contact:

Kimberly Arnold, Convention and Trade Show Services Associate

Phone: 312.673.5956

E-mail: karnold@carwash.org

Car Care World Expo 2010 Maximizes Your Exposure

- Promotion on www.carwash.org
- Company description and product listing on our online floor plan
- Branding on pre-Expo announcements, onsite materials and Expo signage
- Access to both pre- and post-show attendee lists
- Exposure to New Investor Seminar Participants

To check membership status or become an International Carwash Association member, please call 888.422.8422.

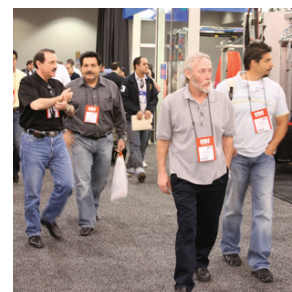
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– Richard Andreas, Vice President of Sales and Marketing, Washworld

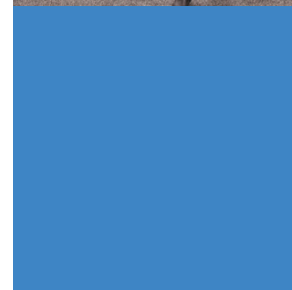
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www.carwash.org



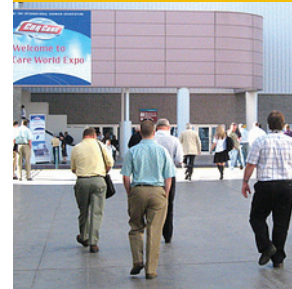
International Carwash Association™
Your Partner for Success



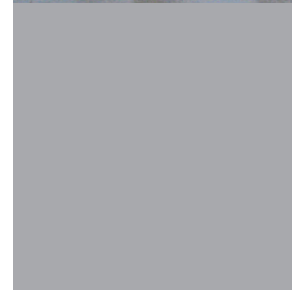
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Look for Details on Car Care World Expo™ 2010 Sponsorship Opportunities this Fall!