

## **SUBJ: NEW Exhibitor Registration Process this year!**

**Please read this email in its entirety to ensure a smooth registration process.**

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). This will provide you with the most comprehensive contact information for all of our attendees as each registered participant will be required to have a unique email address to confirm their registration. The show's attendance report will also be audited by a third-party firm prior to release.

As the main contact of your exhibiting company, you will be responsible for inviting employees (booth personnel), distributors (a representative from a different company working in your booth) and customers. Each person you invite to register must have a unique email address.

We have changed the Expo badge allotments this year to provide more flexibility in registering individuals you wish to attend Car Care World Expo. You will be able to use your Expo badge allotments for your employees, distributors and customers. Each Expo badge will allow access to the trade show floor for 3 days.

### **Instructions to register individuals:**

You will be required to submit the following information to start the registration for each individual you are inviting to attend Car Care World Expo:

- The Registration Type (Booth Personnel, Distributor, Customer)
- Name and email address (Note: Each registration requires a unique email.)
- Payment information (if applicable)

Once you submit the above information, an invitation will be sent to the individual (employee, distributor or customer) you registered. Once this invitation is received, your registrant will be required to complete their own registration in order to receive a badge.

- The individual will need to submit their full contact information and demographic information. They may have the option to add events or educational sessions for an additional fee.
- The registrant will complete their registration and receive an email confirmation.
- Badges will be mailed to each individual registered.

All steps must be followed in order for registrations to be confirmed, counted against your allotment and to receive a badge. All registrations will be marked 'Pending' in the exhibitor registration system until the individual completes their registration. Pending registrations will not be emailed or printed. You will be able to re-send invitations to remind your registrants to complete their registration.

### **Expo Badge Allotments:**

Each 10x10 booth purchased will receive 3 expo badges. Extra Expo badges (last year's "guest passes") will be given to each company per the increments listed below:

100 - 150 = 5 additional expo badges  
151 - 300 = 8 additional expo badges  
301 - 400 = 10 additional expo badges  
401 - 600 = 13 additional expo badges  
601 - 800 = 15 additional expo badges  
801 - 1000 = 20 additional expo badges  
1001 - 2500 = 25 additional expo badges  
2501+ = 45 additional expo badges

As a reminder, you may use the extra Expo Badge allotment as you please. By grouping the expo badge allotment together you will have more flexibility and the process for inviting distributors and guests is easy.

**REGISTRATION TIPS:**

- Confirm your individuals email addresses ahead of time.
- Let them know they will be getting a "Registration Invitation" to attend Car Care World Expo 2008.
- Let them know the Expo Badge allows access to the trade show floor for 3 days.

If you are not the main contact for your exhibiting company or have any questions regarding the new registration process, please contact Kimberly Arnold at [karnold@carwash.org](mailto:karnold@carwash.org).

The link to the online registration system and further instructions will be emailed to you on December 12, 2008.

- Car Care World Expo Show Management