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FOR IMMEDIATE RELEASE

ICA gains WCA as trade show co-sponsor

International Carwash Association and Western Carwash Associations reach co-sponsorship agreement for future trade shows

CHICAGO, Ill., February 18, 2014 - International Carwash Association (ICA) today announced that, beginning in 2015, Western Carwash Association will become a co-sponsor and participant in The Car Wash Show. The Car Wash Show is the world's largest car wash convention and trade show.

ICA and WCA determined that their members, exhibitors and other attendees can be better served by cosponsoring The Car Wash Show, commencing with The Car Wash Show to be held in 2015.

"We are extremely excited to welcome WCA as a co-sponsor of The Car Wash Show," said ICA CEO Eric Wulf. "WCA has been a valued participant in our WaterSavers program since 2009, and this step further strengthens the relationship between our organizations. We look forward to working with the Western Car Wash Association. Their participation and co-sponsorship will continue to serve the needs of their members and enhance The Car Wash Show in 2015."

Western Carwash Association President Brad Hooper explained that this decision is about more than just trade shows, but part of a larger strategic transformation. "This decision provides our members with an even larger show, and allows the WCA to focus on core benefits to our members. WCA is most impactful at the regional and local level, helping operators with networking, advocacy and learning opportunities," said Hooper. "Entering into this agreement with ICA allows us to participate financially in The Car Wash Show, which gives us additional opportunities to expand our focus locally and bring new added value to our members."

Specifically, WCA plans to expand its number of regional members meetings, road shows and networking events throughout the 12 Western States.

Wulf also discussed the ramifications of this decision for industry suppliers and exhibitors. "Trade shows are a significant undertaking, requiring serious resources from the vendor community. By WCA and ICA co-sponsoring The Car Wash Show, we can hopefully increase the number of attendees and provide a better ROI for the exhibitors. We appreciate the substantial investment our exhibitors make in the form of marketing, planning, freight, drayage, travel,



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entertainment and exhibit space fees – not to mention the soft costs such as organizational planning and mindshare,” Wulf said. “Our new relationship with WCA further solidifies The Car Wash Show as the most important event in the professional car wash industry.”

ICA President Gary Dennis shared his enthusiasm as well. “We are thrilled about this new relationship with WCA, and we are eager to help advance their exciting new plans,” Dennis said. “This differentiation allows WCA to improve its value to car wash operators and suppliers in the Western States, and for ICA to improve the value of its trade show offering, particularly for suppliers. The decision represents a refreshing and much-needed paradigm shift for car wash associations, and one that we believe is scalable in the future.”

About International Carwash Association

International Carwash Association® (ICA) is the world’s leading organization for car wash professionals, with retailer and supplier members in nearly 30 countries. ICA is a nonprofit organization, with a board of directors comprised of car wash operators, manufacturers and distributors. The Association produces The Car Wash Show, The Car Wash Show Europe, WaterSavers, *CAR WASH Magazine*, Wash Count and other programs for the benefit of the professional car wash industry. Learn more at www.carwash.org.

About Western Carwash Association

Western Carwash Association (WCA) was formed in 1983 and is one of the largest regional car wash associations in the United States, representing operators and suppliers in 12 Western States. WCA’s membership includes full serve, conveyor, express, self-serve and detailers. As a non-profit trade organization, WCA provides tools such as carwash-specific employee manual and safety manuals, ongoing information (b-monthly EXPRESS newsletter), environmental benefits consumer information and car wash insurance program through WCIA (WCA co-owns with Wells Fargo Insurance Services).

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