



YOUR PROMOTIONAL CHECKLIST

Make the most of your experience at The Car Wash Show™ 2021. After so much time apart, this year's event is a great opportunity to reconnect to your biggest customers and diversify your audience. We've created a personalized marketing toolkit for you to customize and use to drive traffic to your booth, communicate with buyers and boost revenue. Please let us know if there is anything else you need to reach your current and future clientele.

PRE-SHOW

Invite current and prospective customers to engage at TCWS 2021.

Add a "See us at The Car Wash Show 2021 at Booth [XXXX]" email signature to your outgoing emails. Include The Car Wash Show 2021 logos and your booth number in advertisements and promotional materials.

Leverage social media and follow @carwash.org for easily shareable and customizable content. Share the social posts we'll provide, customize them or create your own to communicate to your customers that you look forward to connecting at TCWS.

Add one of the banners to your website and link it to:
www.TheCarWashShow.com.

Consider sponsorship opportunities at the Show to raise your on-site visibility.
Contact Carrie North, VP of Partnerships at cnorth@carwash.org for more information.

POST-SHOW

Send follow-up emails to new leads and contacts you made at The Car Wash Show and include any relevant product materials.

Send product information to editors and media contacts who attended the Show for inclusion in their post-Show news articles and summaries.

Logo and Name Do's and Don'ts:

- The event's name is The Car Wash Show. The "T" is capitalized and Car Wash is two words.
- Do keep logo scaling proportional.
- Do keep space clear around the logo.
- Don't tint, truncate or angle the logo.
- Don't add effects, outlines or new colors.
- Don't share the logo with anyone else.