

Booth Space Rates Per Square Foot for The Car Wash Show[™] 2021

	BEFORE JULY 1, 2020	JULY 1, 2020 AND AFTER
Up to 499 sq. ft.	\$26.50	\$27.75
500-1,999 sq. ft.	\$25.50	\$26.75
2,000+ sq. ft.	\$24.50	\$25.75

NOTE THE FOLLOWING UPCHARGES

\$1,000 Hardwall Premium Charge per 10' x 10' for booths reserved in hardwall area designated on the floor plan.

\$2,500 Subsidiary Naming Fee per alternately named booth, for a maximum of three names.

**Contiguous Island Booths Opportunity Fee - please read in more detail on page 6.*

Rules Regarding Mergers, Acquisitions, and Booth Naming

- If companies merge or acquire one another, only the higher Priority Point total of the two companies will be used for purpose of space selection.
- Only one company (the “parent company”) can accumulate Priority Points for space selection, not its subsidiaries or divisions.
- Parent companies may opt to have some or all of their selected space titled in the name of their subsidiaries, divisions, or trademarks for a fee of \$2,500 per alternately named booth—up to a maximum of three displayed names per parent company.

Value-Adds Included in ALL Booth Purchases

- Complimentary allotment of Basic Passes for booth personnel
- Company listing in the online floor plan, pocket guide, and mobile app
- Access to the pre- and post-show attendee list with contact, company, city, and state (additional demographic information available for purchase)
- Registration for The Car Wash Show 2021 Boot Camp (1 Priority Point for your attendance)