

Booth Space Rates Per Square Foot for The Car Wash Show 2020

	BEFORE 9/3/19	9/4/19 - 1/9/20	1/10/20 OR AFTER
Up to 499 sq. ft.	\$26.50	\$27.50	\$28.50
500-1,999 sq. ft.	\$25.50	\$26.50	\$27.50
2,000+ sq. ft.	\$24.50	\$25.50	\$26.50

NOTE THE FOLLOWING UPCHARGES

\$250 In-Line Premium charge per 10' x 10' for In-Line booths in reserved 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 - 25% of the total net square foot cost of shared aisle space between contiguous island booths.

Rules Regarding Mergers, Acquisitions and Booth Naming

- If companies merge or acquire one another, only the higher point total of the two companies will be used for purpose of space selection.
- Only one company (the “parent company”) can accumulate 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 2020 Boot Camp held in San Antonio on Dec. 3 (1 Priority Point for your attendance)
- Complimentary 10' x 10' carpet included for 100-square-foot exhibitors