



Promotional Checklist for Exhibitors

To help you maximize your ROI at The Car Wash Show™ 2019, we've created strategically designed resources you can apply to your promotion plan to help drive traffic to your booth and increase sales. As your partner, we succeed when you do.

PRE-SHOW

Customize and send your email invitation to current and prospective customers.

Add a "See us at The Car Wash Show 2019" signature to your outgoing email and encourage your colleagues to do the same.

Include The Car Wash Show 2019 logos and your booth number in advertisements and other promotional materials.

Incorporate social media into your Car Wash Show promotional plan and follow us on social media for easily shareable and customizable content. Share the sample posts included in this toolkit as well.

Add the banner to your website and link it to www.TheCarWashShow.com.

POST-SHOW

Send the customizable follow-up email to new leads and contacts you met with at The Car Wash Show 2019, and include any relevant follow-up materials.

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