



THE **CAR WASH** **SHOW™ 2012**

May 7-9 | Sands Expo and Convention Center | Las Vegas

Sponsorship Opportunities

Expand your reach at the premier event for car wash owners and decision makers

www.TheCarWashShow.com

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International Carwash Association®

Join the conversation:



Mix and match to meet your needs!

Education & Networking Events

Keynote Address

\$25,000

The 2011 keynote address was standing-room only, with more than 650 audience members. This year, NFL Hall of Famer Mike Ditka will be the headliner. Sponsor this popular event to have your brand featured during the program and in advance promotional materials. The sponsor can also invite its customers to attend a meet-and-greet with Mike Ditka prior to the program!



Mike Ditka, former NFL player, coach, and ESPN analyst, will present the keynote address.

Education Sessions

\$4,000

Education sessions are well-attended by owners and operators looking for information and insights to optimize their businesses. These sessions come directly from you with a 60-minute education presentation and a chance to showcase your products and services to a highly interested audience. Your session, with company name recognition, will be promoted through printed materials and the show website, and you'll have the opportunity to distribute materials at the session. *Act now! Only a limited number of slots are available.*

Welcome Reception

New event on the trade show floor!

Overall Event Sponsor

\$15,000

The Welcome Reception is the premier event for attendees to unwind and network with their peers. This year, the opening-night event will be held on the trade show floor and is open to *all* attendees. Your branding will be featured throughout the exhibit hall, including the food stations, bars, and cocktail napkins. You will also receive recognition in pre-show communications and the show website. *Opportunities to provide entertainment or games are also available.*

Bar Sponsor

\$5,000

Sponsor a bar located in or near your booth space to increase your booth traffic and receive prominent recognition on your company's sponsored bar. *Limited availability!*

New Investor Seminar

\$3,000

Interest and investment in the car wash industry continues to increase. Give your brand a unique advantage by sponsoring this full-day seminar for new investors. Seminar attendees will meet with top industry experts to learn tips and tricks on being successful in the car wash industry. Sponsor benefits include logo placement on seminar signage and welcome slides, the opportunity to include an insert in seminar attendee tote bags, and a list of seminar attendees, provided after the show. You'll also be able to connect directly with attendees during an interactive roundtable discussion. *Limited availability per product/service category.*

Drive traffic to your booth!

Communications

Mobile App

Last year's hottest new feature!

More than 30% of attendees used this new feature during the 2011 show, and even more are expected to embrace this technology at The Car Wash Show 2012. The mobile app is available to attendees 24 hours a day, 365 days a year.

Gold Sponsor

\$8,000

As the exclusive gold sponsor, your brand can be front and center each time an attendee opens the app. Your company logo will be featured on the app's launch screen and as a watermark on the schedule page. In addition, your company will receive premium visibility in the exhibitor listing, its company logo on the interactive floor plan, a banner ad that rotates throughout the app, and a full-screen landing page with the option of a video profile.

Silver Sponsor

\$4,000

As one of only two silver sponsors, you'll receive enhanced visibility for your booth through a highlighted exhibitor listing, your company logo on the interactive floor plan, a rotating banner ad, and a full-screen landing page.

Also Available:

Alerts

\$2,500

Banner Ads

\$1,000

Leads Package

\$250

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Pocket Program

\$5,000

SOLD!

The pocket program is the essential printed piece helping attendees navigate their way around the show. Your logo will be featured prominently. This exclusive opportunity is available to just one sponsor.

Universal Sponsor Benefits

All sponsors receive recognition on:

- The Car Wash Show website
- In-booth signage designating your company as a sponsor

In addition, for every \$3,000 spent on sponsorships, your company receives one priority point to count toward the 2013 booth space selection.

Promote new products!

Show Features

New Product Gallery

New design, new location!

Ensure that your new product* gets the attention it deserves. The New Product Gallery is a highly visible opportunity to have attendees interact with your product and to gain new leads for your company. Receive special recognition in *CAR WASH* magazine, in an e-mail blast to all attendees about the gallery, and in your exhibitor listing. Your logo and product description will also appear in the new product section of The Car Wash Show website. Look for excitement onsite as we promote the most popular new products at The Car Wash Show 2012!



Premium Package

\$6,000

Secure maximum exposure for your new releases through an enhanced display area for up to three new products. You'll have the opportunity to show a video of your products and to schedule 15-minute live demonstrations in the New Product Gallery Demo Theater. You can also design a custom graphic panel for your display. Only four premium spaces are available – act now!

Basic Package

\$2,000

Display your new product with an informational plaque and, through a lead retrieval system, collect contact information from attendees who want to learn more.

A la Carte Demonstration

\$1,000

Give a 15-minute live demonstration of your new product in the New Product Gallery Demo Theatre.

Exhibitor Meeting Rooms

\$4,000

Reserve a private meeting room on the trade show floor for the duration of the show. Continue conversations with customers, gather groups for discussion, or provide a break room for your booth staff. The outside wall of your meeting room will feature your company branding. Rooms hold six to eight people. Upgrade to include audiovisual capabilities, internet, and food and beverage. *A limited number of hourly meeting room reservations are available upon request.*

Sponsorship Opportunities

*Please note: Showcased products must meet the New Product Program guidelines. The product must be one of the following:

- New Product: A new concept available for sale after the last Car Wash Show
- Existing Product Update: An updated product with a clearly differentiated or patented new feature, available for sale after the last Car Wash Show

Increase your brand presence!

Promotional Opportunities

Repetition is key to helping customers remember your brand. Sponsor these items to ensure that attendees come in contact with your brand all over the show.

Badge Holders

\$15,000

Your company logo and The Car Wash Show logo will adorn the lanyard worn by attendees every day of the show. Be in attendees' direct line of sight as they engage with their colleagues.

Floor Decal

\$2,000

Maximize your exposure through a strategically placed decal near the entrance of The Car Wash Show. The decal can feature your logo or other approved artwork.

Window Decal

\$2,000

As attendees enter the exhibit hall, they'll see your logo or other approved artwork on the windows of the convention center, near the entrance to the exhibit hall. Associate your company with the excitement of arriving at the show.

Tote Bags

\$5,000

Have your logo featured on the tote bag each attendee receives upon arrival at the show. This premium item is carried throughout The Car Wash Show – and long after.

Tote Bag Insert

\$1,250

Insert a promotional piece into the tote bags to reach every attendee!

Show Floor Giveaways

New for 2012!

From \$2,500

Create energy and gain visibility on the trade show floor with a giveaway outside your booth! From T-shirts and luggage tags to pens and sticky notes, get the chance to hand out goods during a pre-scheduled time. Your company logo will be featured on the giveaway and your company name featured in the mobile app alert.

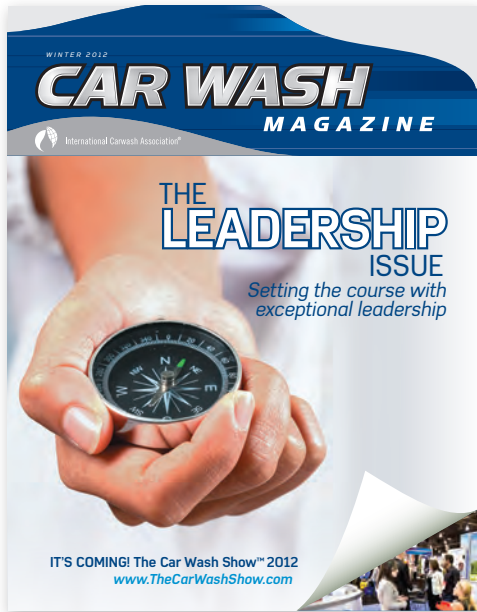
VIP Lounge

New sponsor benefit!

If your sponsorship package totals more than \$17,500 you'll receive 10 access passes to the VIP lounge. This exclusive lounge on the trade show floor is a quiet place to relax and meet with customers away from your booth.



Develop and strengthen customer relationships!



CAR WASH Magazine

New for 2012!

From \$370

This new publication will be in mailboxes one month before the show, allowing your advertising message to reach approximately 2,000 International Carwash Association members via print, and thousands more car wash owners and operators throughout the world via the digital edition. Whether you're promoting a new product or raising brand awareness, you can create an ad that inspires attendees to seek you out at the show.

Car Wash News

From \$2,700

More than 10,000 people subscribe to this weekly e-newsletter that shares important news and updates from the International Carwash Association and the entire car wash industry. Reach potential customers directly in their inboxes by advertising in this electronic format.

Show Deals

New for 2012!

\$1,000

Promote your products leading up to the show – and drive traffic to your booth at the show – by participating in our show deals. Pick the product you want to feature, set the discount amount and quantity, and we'll promote the deal to attendees through e-mail and the deal website. To redeem the deal, attendees will have to visit your booth during the show. With this program, you can book sales before setting foot on the trade show floor, adding more value to your show bottom line!

Contact Carrie to discuss your goals and budget today.

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