

Presented by the

INTERNATIONAL CARWASH ASSOCIATION™



Bringing the Buyers Directly to You

May 2-4, 2011

Sands Expo Center

Las Vegas, Nevada



ACT NOW – More than three-quarters of the trade show floor is already taken!

The only show that has it all.

Car Wash Owners | Car Wash Operators | Car Wash Site Managers
Car Wash Category Managers | Convenience Store Owners
New Investors | Petroleum Marketers & Retailers | Fast Lube Owners

... representing 6,000 retail car wash locations

Every year, Car Care World Expo™ brings together the largest collection of car wash equipment and service buyers, vendors and industry professionals than any other show in the world. This year, Car Care World Expo™ 2011 is your best opportunity to interact with your customers, meet prospects and learn from industry leaders – all in support of reaching your sales goal.

- Attendees representing more than **6,000** retail car wash locations
- Approximately **6,000** car wash equipment buyers and sellers
- Average operator attendee represents **3 car wash sites**
- **84%** of attendees make or influence purchase decisions
- **1500** first-time attendees
- **125,000+** net square feet of exhibit floor space
- **300+** exhibiting companies
- **75%** of show floor already sold out

Make your plans to exhibit at the largest car wash trade show in the world.

NEW LOCATION IN 2011

Car Care World Expo 2011 moves from the Las Vegas Convention Center to the **Sands Expo Center**, with nearly 75% of the trade show floor already sold out! The Sands Expo Center is host to 10 of the largest trade shows in the United States, and we're excited to add Car Care World Expo 2011 to that list.

PLAN TO HAVE AN EFFECTIVE EXHIBITOR EXPERIENCE

Car Care World Expo 2011 provides you the opportunity to:

- Build your brand
- Introduce new products
- Cultivate customer relations
- Generate sales
- Directly reach your target audience

Car Care World Expo 2011 can help you reach your business objectives and stand out from your competition through **Sponsorship Opportunities for an Effective Exhibitor Experience**. Contact Steve Rabeor at 312-673-5883 or srabeor@carwash.org for a customized assessment of sponsorship opportunities.

SUCCESSFUL SALES TECHNIQUES

Learn how to successfully sell your products and market your company to Expo attendees. Doug MacLean, trade show management expert with years of Car Care World Expo experience, is returning this year to help the 2011 Expo be your most successful trade show yet. As a 2011 Expo exhibitor, you have the opportunity to engage with Doug MacLean and attend training meetings and sessions offered for CEOs, trade show managers and booth personnel.

ACCESS TO A VARIETY OF BUYERS

The International Carwash Association™ recognizes that the car wash industry is composed of different types of operators. Through programs such as the New Investor Seminar and the Petroleum Marketer Seminar, the International Carwash Association is attracting qualified buyers to Car Care World Expo, including individuals from the following segments:

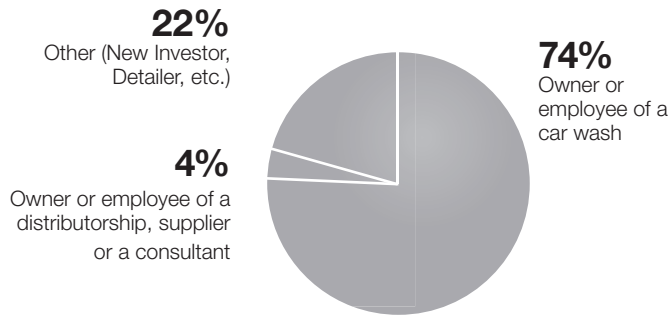
- C-Store
- Car Wash Owners & Operators
- Hypermarket
- Municipalities
- New Car Wash Investors
- Petroleum Marketers
- Retail Gasoline

69% OF ATTENDEES SPENT 7 OR MORE HOURS ON THE TRADE SHOW FLOOR

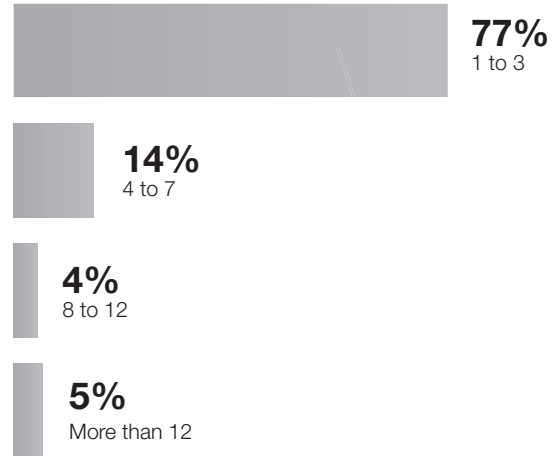
The show buyers attend.

And the one show you need to attend.

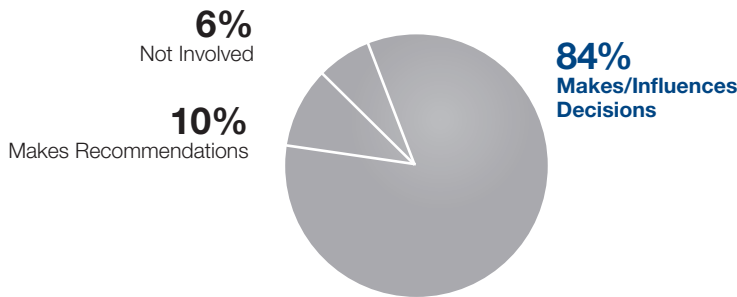
ATTENDEE PROFILE



NUMBER OF CAR WASH LOCATIONS



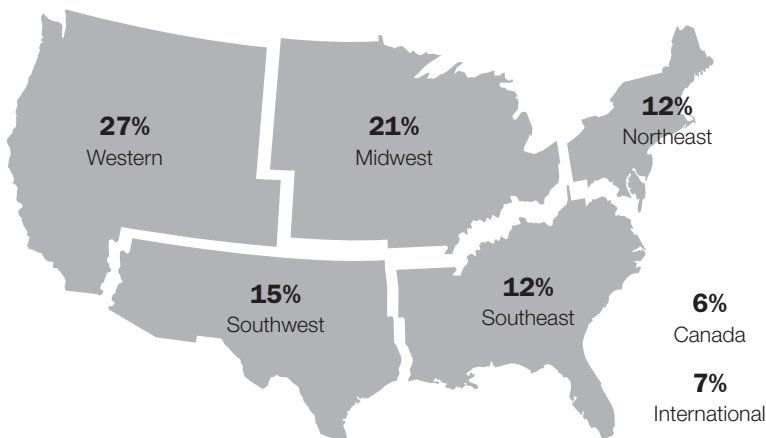
ATTENDEE PURCHASE DECISION MAKING POWER



ATTENDEE PROFIT CENTERS

13%	Full Service
10%	Exterior
12%	In-bay Automatic
16%	Self-Service
8%	Express Exterior
5%	Flex Service
13%	Detailing
7%	Fast Lube/Oil Change
8%	Convenience Store/Petroleum Marketer
8%	Other

ATTENDEE GEOGRAPHIC DISTRIBUTION



OPERATOR ATTENDEES VALUE VENDORS THAT EXHIBIT AT CAR CARE WORLD EXPO

- More than 90% state they are more likely to do business with an Expo vendor
- More than 90% have purchased a product/service from the vendor, visited the vendor's Web site or requested more information to follow-up

EXHIBIT HALL HOURS

Monday, May 2	11:00 a.m. – 5:00 p.m.
Tuesday, May 3	11:00 a.m. – 5:00 p.m.
Wednesday, May 4	8:00 a.m. – 12:00 p.m.

Hours subject to change.

EXHIBIT FEES

ICA members	\$19.25 for the first 100 sq. ft.
Non-ICA members	\$24.25 per sq. ft.

YOUR EXPO EXHIBITING PACKAGE INCLUDES:

- Hands-on marketing training for exhibit managers and staff taught by Doug MacLean, trade show management expert
- Listing in the International Carwash Association's Car Wash Supplier Guide on www.carwash.org
- Company description and product listing on online floor plan
- Pre- and post-Expo attendee lists
- Promotion on pre-Expo communication, onsite materials and Expo signage
- Exposure to hundreds of industry distributors

DID YOU KNOW?

- Offered exclusively to members of the International Carwash Association, WaterSavers™ is the industry's premier recognition program for professional car washes to promote their environmentally responsible businesses. Becoming a **WaterSavers Partner** can enhance your sales efforts and offer you additional opportunities to engage with your customers—many of your customers' car wash locations meet the program's requirements and are eligible to participate. Visit www.icawatersavers.org for more information or e-mail info@carwash.org to express your interest in becoming a WaterSavers Partner.
- At the 2009 International Carwash Association Leadership Summit, we heard the need of our vendor members to have access to industry data and information to gauge the health of their businesses as well as the overall industry. Therefore, in 2010 the International Carwash Association partnered with 11 leading manufactures: Jim Coleman Company, D&S Car Wash Equipment Company, Istobal USA, MacNeil Wash Systems, Mark VII Equipment, Inc., Motor City Wash Works, Inc, Oasis Car Wash Systems, PECO Car Wash Systems, Ryko Manufacturing Company, Sonny's Enterprises, Inc. and A.V.W. Equipment Co., Inc., to release the first annual **Equipment Sales Report**. Results from 2007-2009 have been shared, along with information that is beneficial for your business' growth. The Association intends to release this report annually. If you are interested in participating, contact International Carwash Association headquarters at info@carwash.org.

Car Care World Expo attendees said the **number one reason for attending the Expo** is to purchase or investigate a particular product.

FOR EXHIBIT AND SALES INQUIRIES:

Steve Rabeor, Car Care World Expo Sales

Phone: 312-673-5883

Fax: 312-644-0575

FOR CURRENT EXHIBITOR SERVICE REQUESTS:

Colleen Campbell, Car Care World Expo Exhibitor Liaison

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