

Event Series Overview Messaging

HEADLINE:

Start Your Journey to Increased Profitability

COPY:

In the car wash industry, change doesn't stop — and neither can you. ROADMAP provides an efficient way for wash owners, CEO, operators and executives to set their course for future growth by focusing on core elements of their businesses.

Presented by the International Car Wash Association (ICA), the most trusted name in car washing, this new winter event series delivers practical insights to inform your HR and marketing strategies, first access to products with the power to transform your operations and data-fueled conversations about market trends.

Each of the three days centers on a different topic, so you can align your participation with your objectives or join for the full experience. No matter how you attend, you'll leave with a clear route to lasting success.

ADDITIONAL HEADLINES:

Get Future Ready at ROADMAP
Your Path to Greater Profitability
Set Your Course for Future Growth
Helping Car Wash Leaders Navigate Market Shifts
Find Your Route to Lasting Success
Accelerate Your Growth
Choose Your Destination. Start Your Journey.

CTAs/SHORT PHRASES:

- Three destinations, three elements of your car wash business. Choose what you need for your journey, or join us for the full, three-day experience.
- Make sure you're equipped to drive your car wash business forward — not just along for the ride. Register today.
- Choose your path (and your pass). One-, two- and three-day options are now available.
- ROADMAP is all about the journey ... and the destinations. Choose the pass option that aligns with your objectives.

- Find your path to new partnerships with our exhibit and sponsorship options. *(Exhibitor prospects)*
- Choose your route, then get ready to connect with car wash leaders in a different way. View exhibit options at carwashroadmap.com. *(Exhibitor prospects)*

Day/Destination Overview Messaging

Destination 1: People

What do all car wash businesses have in common? They need people. That's why the first day of ROADMAP focuses exclusively on insights for attracting customers and retaining your crew. As part of the first marketing and HR event made for car wash professionals, you'll do more than listen — you'll build an action plan you can implement right away, and engage with companies offering state-of-the-art solutions tailored to your needs.

Destination 2: Products

The second day of ROADMAP provides unique opportunities to do more than see the latest innovations on the market. Part new solution showcase, part launchpad and filled with immersive experiences, this is your chance to discover how the best new products (and those debuting soon) can impact your bottom line. You won't find everything in car washing here — instead, you'll find a curated selection of solutions you've never seen before and conversations that create possibilities for your operation.

Destination 3: Projections

Staying on top of car wash industry trends takes time — time that wash owners, CEOs, operators and executives don't have. Day three of ROADMAP provides useful, data-backed information about market shifts that helps you see the big picture (not just big ideas). Dig into proprietary research from ICA, the nonprofit organization behind the industry's leading resources, and discuss the consumer, market and consolidation insights that it reveals with other car wash leaders. It's the most efficient way to build the knowledge necessary for future-proofing your operation — and maintaining your competitive edge.