

THE **CAR WASH SHOW**™  
NOV. 15-17, 2021 • LAS VEGAS CONVENTION CENTER • LAS VEGAS, NV

# THE CAR WASH SHOW™ 2021 SPONSORSHIP GUIDE



**AUTOMOTIVE  
OIL CHANGE  
ASSOCIATION**  
SINCE 1987



**INTERNATIONAL  
CARWASH  
ASSOCIATION**  
SINCE 1987

**MCA**  
MIDWEST CARWASH ASSOCIATION



**WESTERN  
CARWASH**

# THE BEST FOR YOUR BUSINESS

It's not just about being seen. It's about creating a presence. Sponsoring the biggest event of the year maximizes your brand exposure and positions you as an industry advocate and trusted name your customers can turn to for their biggest challenges. Leverage multiple platforms from our educational programming to in-your-face signage to effectively reach interested — and invested — customers.

We are here to match your goals and budget with a sponsorship package built just for you.

# CONNECT ON EVERY LEVEL

Be the thought leader.

## **Annual Membership Meeting Broadcast**

*\$15,000 — Exclusive*

Be the first name they see as you welcome guests to the State of the Industry Address broadcast Wednesday morning. Receive premier recognition in pre-show marketing, an exclusive commercial spot and premier logo placement.

## **Meet the Market - A Program for New Investors**

*\$10,000 — Multiple Opportunities*

*\*\$7,500 — CC Exclusive Pricing*

Reach the industry's newest investors and guide them through savvy strategies with programming built by you and presented by you. Enable them to make the best decisions and take advantage of our growing market.

## **Partner Solution Session**

*\$6,500 — 12 Available*

*\*\$5,000 — CC Exclusive Pricing*

Prepare and present a customized, 60-minute education session addressing business challenges, enhancements and how your innovations are advancing the industry. A selection process will determine the topics presented. Our team will handle all the logistics and promotion to attendees in the Pocket Guide and on signage.

## **Premium Education Content Paths**

*\$12,500 — 4 available*

*\*\$10,000 — CC Exclusive Pricing*

Align your brand with one of the four education paths for Premium pass holders: Technology, Marketing, Talent Management or Business Strategy. Choose the one that best aligns with your company's goals. Sponsoring organizations receive brand recognition before and during the event, as well as the chance to introduce the speaker.

## **PITCH Sessions**

*\$2,000 for 15 minutes or \$3,000 for 30 minutes*

*\*\$1,000 for 15 minutes or \$2,000 for 30 minutes — CC Exclusive Pricing*

Select between 15- and 30-minute opportunities to showcase your innovation, case study or solutions in the PITCH Theater on the show floor.

# BROADCAST YOUR BRAND

Amplify your position via  
Car Wash Magazine LIVE™  
at The Car Wash Show.

## **LIVE from Your Booth**

*\$3,000 – 8 available*

Showcase your unique offerings with a 2-3 minute, pre-recorded or live interview at your booth. Also, count on viewers to sneak peaks throughout the day as B-roll footage is shared between segments. Your customers will experience a personal connection to your products and the people behind your brand.

## **Commercial**

*\$1,500 – 10 available*

Snag a 30-45 second video advertisement played at least once a day during programming on Car Wash Magazine LIVE.

## **Extended Commercial**

*\$3,000 – 5 available*

Go the distance with 2-3 minute extended commercials on Car Wash Magazine LIVE.

## **Sponsor the Day**

*\$5,000 – 2 available or \$10,000 Exclusive  
three days*

Splash your name on a day of programming. Includes a logo ticker, shout-out as sponsor of the day and ad placement at the top of the program.

## **Build the Excitement Contest**

*\$7,500 – 1 available*

LIVE is the tool to broadcast your brand and build excitement with a contest that drives attendees to the studio space and your booth.

# BE THE CENTER OF ATTENTION

Create a lasting impression. It's more than what you say; it's about how you make them feel. Stand out from your competition by giving your customers an experience that lingers long after the event ends.

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## HOTEL ROOM HANGERS

Stay top of mind with a door hanger for each guest, and ensure your name is the last one they see at the end of the day. Choose from one or all of the hotels.

Pricing varies based on hotel:

- Renaissance Las Vegas
- Sahara Las Vegas
- Westgate Las Vegas

### **Booth Crawl**

*\$2,750 — 10 available*

Host a bar near your booth on Tuesday at the end of the day, and interact with attendees in a relaxed atmosphere.

### **Lively Lobby**

We're back, and it's time to celebrate! Position your brand in the center of the excitement with our supercharged lobby. This year, event-goers will enjoy custom VR experiences, speed sketches, poetry, puppies — YES, puppies — and more!

### **Green Screen Photos**

*\$5,000 — 3 available*

Capture the moment. Be the hit of the lobby with a green screen photo experience your guests will take home with them.

### **Speed Sketches**

*\$3,500 — 1 available per day*

Gone in 60 seconds. Artists will draw 60-second sketches per person. Bring on the anticipation and fun.

### **Party Poetry**

*\$3,500 — 1 available per day*

The ultimate keepsake for The Car Wash Show is a personalized haiku. Attendees give a topic to a poet, and in 30-90 seconds they have a perfect verse. Make sure your name is included in the experience.

### **Live Music**

*\$5,000 — 1 available*

Connect your brand to the fun atmosphere you create when you sponsor live music on Monday and Tuesday.

### **Puppies!**

*\$3,000 — 3 available*

You make your customers happy. Puppies make everything happier. Bring the joy with your brand.

# LEAVE YOUR MARK

Ensure your brand is synonymous with The Car Wash Show by emerging across their event experience — and after the show is over.

## FIRST TIME EXHIBITOR PACKAGE

*\$1,500 — 5 available*

Start out strong. Secure your name on a reusable tote bag insert, feature your organization on a highlighted listing in the Pocket Guide and seal the deal with a branded decal on the exhibit hall floor.

*\*Only available to first-time exhibitors.*

## Reach TCWS Guests Across their Journey

As guests prepare for their The Car Wash Show experience, they'll see your organization's name every step of the way.

### Pre Show Marketing Email Banner Ad

*\$2,000 — 2 available*

Prominently display your logo on banner ad placements in pre-show marketing materials.

### Official Registration Sponsor - Landing Page

*\$7,500 — Exclusive*

Mark the start of their journey. Feature your logo on the landing page of The Car Wash Show's registration portal.

### Onsite Registration Package

*\$20,000 — Exclusive*

Make sure your name is the first they see on-site with branded lanyards, on-site signage in the registration area and more.

### Tote Bag Insert

*\$1,000 — 10 available*

Including anything from marketing inserts to fun swag — and leave the work of filling bags to us!

### Pocket Guide

*\$8,500 — Exclusive*

Prominently display your logo on this highly visible printed piece attendees carry with them throughout the show. Sponsorship also includes your personalized ad in the guide.

### Hotel Key Cards - Sahara

*\$6,000 — 1 available*

Attendees will see your logo several times a day when it's on their Sahara Las Vegas Keycards.

# LEAVE YOUR MARK

Ensure your brand is synonymous with The Car Wash Show by emerging across their event experience — and after the show is over.

## Reach for the Essentials

Make an impression that lasts when you feature your name on timely and traditional essentials your customers will use long after the Show!

### Official Pens of TCWS

*\$2,500 — Exclusive*

Leave your mark on every important business decision with your name on an official show pen.

### Tote Bag

*\$5,000 Per Side — 2 available*

With your logo on the reusable official TCWS tote, you won't just be carrying what you need, you'll go where they go. Includes one insert.

### PPE Kit

*\$7,500 — 5 available*

Make the most of this year by highlighting your brand on a Personal Safety Kit that includes hand sanitizer, disinfecting wipes and three personal face masks.

### Hand Sanitizer: Mini

*\$4,000 — 1 available*

Everyone needs one. You've got them covered. Ensure your name is front and center on a mini-hand sanitizer they will use over and over again.

### Facemasks

*\$10,000 — Exclusive*

You know everyone will be sporting them. Make yours stand out with a custom brand or logo that guarantees a bit of bonding over this unique time.

## Reach Those on the Go

Whether they're adding new contacts, listening to Car Wash Magazine LIVE episodes or using TCWS app, you'll make a splash every time they are on their phones.

### Mobile App Banner Ad

*\$2,500 — 4 available*

Make an impression when event-goers log into the mobile app. *Banner ads are accepted in 455x80 pixels or 600x80 pixels.*

### Mobile App Premier Sponsor

*\$10,000 — 1 available*

Your logo will be prominently placed on pre-show marketing materials, dedicated mobile app promotional tools, banner ad placements and up to three push notifications — with the opportunity to encounter one per day.

# THE SIGN YOU'VE BEEN LOOKING FOR

Make an impact with strategically placed signage that highlights your brand in front of thousands of attendees throughout the entrance and show floor.

## Major Banners

Entryway Saddle Banner – Central Entrance .....	\$10,000 – 2 Available
Hanging Banner – Left Escalator .....	\$7,500 – 1 Available
Hanging Banner – Right Escalator.....	\$7,500 – 1 Available
Taxi Stand Banners.....	\$8,000 Exclusive for 3 Banners

## Stepping Signage

Exterior Floor Cling – Extra Large.....	\$10,000 – 1 Available
Floor Decal – Large.....	\$4,000 – 1 Available
Floor Decal – Medium.....	\$3,000 – 1 Available
Floor Decal – Small.....	\$1,500 – 1 Available
Foot Prints .....	\$4,000 – 2 Available

## Window and Glass

Door Decals – North Hall 4 Entrance.....	\$1,250 – 2 Available
Door Decals – North Hall 3 Entrance.....	\$1,250 – 5 Available
Door Decals – Central Hall Entrance.....	\$1,250 – 2 Available
Main Exterior Window Cling (WC01).....	\$7,500 – 1 Available
Main Entrance Window Cling (WC04).....	\$15,000 – 1 Available
Mirror Clings – Restrooms .....	\$2,500 – 1 Available
Exterior Entrance – West Doors (WC05-WC06).....	\$10,000 – 1 Available
Interior Window Cling (WC02).....	\$8,500 – 1 Available

## Wraps, walls, and structures

Pedway Light Box.....	\$3,500 – 3 Available
Bridge Wall Cling.....	\$3,000 – 2 Available
Pedway Wall Clings (per 2).....	\$6,000 – 2 Available
Park Benches – Exterior Space (per 4) .....	\$10,000 – 5 Available
Interior Column Wraps (per 5).....	\$10,000 – 5 Available
Rotating Graphic Tower .....	\$4,000 – 4 Available
Taxi Stand Column Wraps .....	\$8,500 – 3 Available
Wall Graphic – Escalator Side.....	\$7,500 – 1 Available
Wall Graphic – Stair Side .....	\$6,500 – 1 Available



# SCHEDULE OF

# EVENTS

## SUNDAY – NOVEMBER 14

Management Fundamentals Course.....9:00 a.m. – 5:00 p.m.  
Meet the Market.....2:00 p.m. – 4:30 p.m.

## MONDAY – NOVEMBER 15

Premium Education Sessions.....8:00 a.m. – 10:15 a.m.  
Partner Solution Sessions.....8:00 a.m. – 10:15 a.m.  
Trade Show Floor.....10:00 a.m. – 6:00 p.m.  
Pitch Theater.....12:30 p.m. – 5:00 p.m.

## TUESDAY – NOVEMBER 16

Premium Education Sessions.....8:00 a.m. – 10:15 a.m.  
Partner Solution Sessions.....8:00 a.m. – 10:15 a.m.  
Trade Show Floor.....10:00 a.m. – 6:00 p.m.  
Pitch Theater.....12:30 p.m. – 5:00 p.m.  
Trade Show Floor: Booth Crawl.....5:00 p.m. – 6:00 p.m.

## WEDNESDAY – NOVEMBER 17

State of the Industry Broadcast..... TBD  
Trade Show Floor.....9:30 a.m. – 1:00 p.m.  
Quick Hits.....10:00 a.m. – 12:00 p.m.

## BUSINESS APPOINTMENT CENTERS

Need a small meeting space on or adjacent to the Show Floor? Business Appointment Centers are available for exhibitors to host meetings, make presentations, negotiate contracts and anything else that maximizes time at the show. Contact Carrie North for additional details on pricing based on size and needs.



# MARK YOUR RETURN

**RESERVE YOUR  
SPONSORSHIP TODAY.**

Contact Carrie to customize a  
package that meets your needs:

**Carrie North**

ICA VP of Partnerships

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