

Car Care World Expo 2009 | Exhibitor Marketing Contract

LAS VEGAS CONVENTION CENTER • LAS VEGAS, NEVADA • APRIL 1-4, 2009

1. COMPANY INFORMATION

Please complete and send with full payment. Detailed specifications and instructions are on the reverse side. Please keep a copy for your records.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: _____ Ext: _____ Fax: _____

E-mail: _____ Web site: _____

2. Sponsorship Opportunities

Please check the opportunity you would like to sponsor. See reverse for deadlines and specifications.

Packages

- Build Your Brand – Gold Package: \$12,000
- Build Your Brand – Silver Package: \$6,000
- Introduce a New Product – Gold Package: \$7,000
- Introduce a New Product – Silver Package: \$3,500
- Increase Booth Traffic – Gold Package: \$4,500
- Increase Booth Traffic – Silver Package: \$3,000
- NEW!** The Works: \$5,000
- Keynote Sponsorship – \$10,000** (Exclusive)
- Tote Bags – \$4,500 per tote bag** (Available: 2)

Badge Holders – per segment (Available: Exclusive by segment)

*Deadline: October 15, 2008

- Full-Service/\$4,000
- Self-Service/\$4,000
- Exterior Only/\$2,000
- In-Bay Automatic/\$2,000
- Detail Shop/\$675
- Fast Lube/Oil Change/\$675
- Petroleum Marketer/Jobber/\$675
- Convenience Store/\$675
- Car Wash Investor/\$675
- Show Floor Lounge – \$3,500 per lounge** (Available: 4)
- Skywalk Posters – \$500 per poster** (Available: 12)
- New Product Showcase – per package** (Available: 30)
 - Premium Package: \$1,500 per case
 - Basic Plus Package: \$1,300 per case
 - Basic Package: \$1,000 per case
- Pocket Schedule – \$2,000** (Exclusive)
- Floor Signs – \$600 per sign** (Available: 10)
- Pens – \$3,500** (Exclusive)

30-Second Infomercial

- \$1,000** each for videos already finished
- \$2,500** each for videos filmed at the Expo (Available: 5)
- Badge Mailing Sponsorship – \$3,000** (Available: 3)
- Door Decals – \$1,750 per decal** (Available: 10)
- Concessions Coupon – \$7,500 per day** (3 days)
- Show Special Coupon Book – \$1,000**

All sponsors must submit a logo with signed contract. See back for details.

3. Advertising Opportunities

Car Care Today – the official publication of Car Care World Expo 2009. All prices include 4-color. Please indicate which day and what size you would like to reserve. Front and back covers will be reserved on a "first-come, first-served" basis. **Save 25% – advertise in all three issues!**

	Tuesday	Wednesday	Thursday
Back cover	<input type="checkbox"/> \$3,550	<input type="checkbox"/> \$3,550	<input type="checkbox"/> \$3,550
Inside front cover	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$2,650	<input type="checkbox"/> \$2,650
Inside back cover	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,400
Full-page ad	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,750
Half-page ad	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100

Education Handout Book

- \$1,500 back cover** (Exclusive)
- \$750 per interior ad** (Available: 7)

4. Exclusive Trade Show Hours

Give your best customers the VIP treatment they deserve by meeting with them at your booth during non-public hours.

- \$350** (1 opportunity per Exhibitor)

5. Payment Information

Total Amount (USD): \$ _____

*Non-refundable. Payment is due in full with signed contract.

- Check (payable to the International Carwash Association)
- Visa MasterCard AMEX

By submitting this credit card, you authorize the International Carwash Association to charge your card for following payments if not received by the stated payment schedule.

Card Number: _____ Exp: _____

Name on Card: _____

Signature: _____

MAIL WITH CHECK OR FAX WITH CREDIT CARD INFORMATION TO:

International Carwash Association
1229 Paysphere Circle
Chicago, IL USA 60674
Attention: Scott Narug
Phone: 312-673-6575
Fax: 312-644-0575

Questions?
Visit www.carwash.org or
call Car Care World Expo Hotline
888-ICA-8422
E-mail: sales@carwash.org

Car Care World Expo 2009 | Exhibitor Marketing & Sponsorship Specifications

KEYNOTE SPONSORSHIP

Please Supply: Pre-printed for chair drop
Quantity: 1,500
Materials Deadline: Advance (by March 20) (ship to) Car Care World Expo 2009 Show Management c/o Freeman 6675 West Sunset Road (Interstate 215 & Rainbow) Las Vegas, NV 89118

(ship to) **Direct to Show Site** Car Care World Expo 2009 Show Management c/o Freeman Las Vegas Convention Center 3150 Paradise Rd. Las Vegas, NV 89109

BADGE HOLDERS

Imprint Area: Sponsor logo approximately 3 1/4" x 1 1/4"
Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi; please state color choice.

Materials Deadline: October 15, 2008
E-mail to: hhaas@carwash.org

EDUCATION HANDOUT BOOK

Dimensions: 3 3/8" x 2 1/8"
Live Area: 7 1/2" x 9 3/4"
Non-Bleed: 8" x 10 1/4"
Trim Size: 8 1/2" x 10 3/4"
File: Logo and ad must be on disk, Mac environment, Quark preferred. Must be collected for output (include all supporting files, art, fonts, etc.)

Color: B/W or 4-color process (non Pantones unless they are cmyk-converted)

Materials Deadline: February 18, 2009
Ship to: Hunter Haas International Carwash Association 401 N. Michigan Avenue, Chicago, IL 60611 Phone: 312-673-5800 hhaas@carwash.org

FLOOR SIGNS

Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi; please state color choice.

Materials Deadline: March 1, 2009
E-mail to: hhaas@carwash.org

POCKET SCHEDULE

Dimensions: 4" x 20" (folds to 3" x 4")
Please Supply: Company name or logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi; please state color choice.

Materials Deadline: February 2, 2009
E-mail to: hhaas@carwash.org

PENS

Please Supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi; please state color choice.

Materials Deadline: February 29, 2009
E-mail to: hhaas@carwash.org

SKYWALK POSTERS

Dimensions: Posters may be up to 28" x 44" high x 1/4" deep

Please Supply: Complete printed piece mounted on 1/4" foam core

Materials Deadline: Advance (by March 20) (ship to) Car Care World Expo 2009 Show Management c/o Freeman 6675 West Sunset Road (Interstate 215 & Rainbow) Las Vegas, NV 89118

(ship to) **Direct to Show Site** Car Care World Expo 2009 Show Management c/o Freeman Las Vegas Convention Center 3150 Paradise Rd. Las Vegas, NV 89109

NEW PRODUCT SHOWCASE

Dimensions: 3' x 3' x 3'
Please Supply: Your product display, as well as a 50 word product description

Materials Deadline: Advance (by March 20) (ship to) Car Care World Expo 2009 Show Management c/o Freeman 6675 West Sunset Road (Interstate 215 & Rainbow) Las Vegas, NV 89118

(ship to) **Direct to Show Site** Car Care World Expo 2009 Show Management c/o Freeman Las Vegas Convention Center 3150 Paradise Rd. Las Vegas, NV 89109

Set-Up Hours: Sun., April 6, 2008 8:00am – 5:00pm
Mon., April 7, 2008 8:00am – 10:00am

Showcase Installation: Ship with booth materials.
E-mail Description to: hhaas@carwash.org

SHOW FLOOR LOUNGE – THE MEETING SPOT AND INTERNET PAVILION ALL IN ONE!

Please Supply: Company logo/artwork in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi; please state color choice.

Materials Deadline: Advance (by March 20) (ship to) Car Care World Expo 2009 Show Management c/o Freeman 6675 West Sunset Road (Interstate 215 & Rainbow) Las Vegas, NV 89118

(ship to) **Direct to Show Site** Car Care World Expo 2009 Show Management c/o Freeman Las Vegas Convention Center 3150 Paradise Rd. Las Vegas, NV 89109
E-mail to: hhaas@carwash.org

TOTE BAGS

Please supply: Company logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi.

Materials Deadline: February 2, 2009
E-mail to: hhaas@carwash.org

30-SECOND INFOMERCIALS

Please Supply: Pre-shot and/or edited footage may also be used for your infomercial if desired. Contact hunter Haas at hhaas@carwash.org for details.

Deadline: February 18, 2009
Ship to: Hunter Haas International Carwash Association 401 N. Michigan Avenue, Chicago, IL 60611 Phone: 312-673-5800 hhaas@carwash.org

CAR CARE TODAY ADVERTISING

Dimensions: Newsletter is tabloid size
Full page ad specs:
Bleed: 11 1/8" x 14 1/4"
Live Area: 10 3/8" x 13 1/2"
Non-Bleed: 10 3/8" x 13"
Trim Size: 10 7/8" x 14"
Half page ad specs (vertical): 4 3/4" x 13 1/2"
Half page ad specs (horizontal): 9 7/8" x 6 1/2"

File: Ads must be on disk; Mac environment, Quark preferred. Must be collected for output (include all supporting files, art, fonts, etc.)

Color: B/W or 4-color process (no Pantones unless they are cmyk-converted)

Proofs: Proofs furnished by company

Materials Deadline: February 16, 2009
Ship to: Hunter Haas International Carwash Association 401 N. Michigan Avenue, Chicago, IL 60611 Phone: 312-673-5800 hhaas@carwash.org

DOOR DECALS

Dimensions: 57 1/2" W x 59 3/4" H
Please supply: Company name or logo in an Adobe Illustrator EPS file with type converted to curves or camera ready art at a minimum of 300 dpi; please state color choice.

Materials Deadline: March 1, 2009
E-mail to: hhaas@carwash.org

CONCESSIONS COUPON SPONSORSHIP

Dimensions: Non-bleed: 3 5/8" x 2 7/8" in horizontal position, Black only 1/0
Please supply: Files must be high resolution (300 dpi or greater) with fonts embedded and either EPS, Adobe Illustrator (PDF) or .tiff files.

Materials Deadline: February 18, 2009
E-mail to: hhaas@carwash.org

SHOW SPECIAL COUPON BOOK

Dimensions: Non-bleed: 3 5/8" x 2 7/8" in horizontal position, Black only 1/0
Please supply: Files must be high resolution (300 dpi or greater) with fonts embedded and either EPS, Adobe Illustrator (PDF) or .tiff files.

Materials Deadline: February 18, 2009
E-mail to: hhaas@carwash.org

Note: Once confirmation letter is received, all sponsorships are considered final.