

# THE CAR WASH SHOW

April 26-28, 2018 • Las Vegas Convention Center • Las Vegas, NV



## Connect with Your Target Audience

### PRESIDENTS RECEPTION + MEMBER MEETING

**\$17,500**

Be the first to welcome oil and lube attendees to the Show by displaying your brand during the premier event for AOCA! Attendees will network while enjoying beer, wine and light refreshments courtesy of your company's sponsorship. This opportunity includes pre-event and onsite branding recognition.

### FRIDAY BOOTH CRAWL

**\$2,500 3 Available in the Fast Lube Pavilion**

Drive potential customers your way by placing a bar (with bartender) in your booth during Friday evening's Booth Crawl. Your company and booth number will be included on marketing materials so attendees know where to find you!

*Note: There is a limit on the amount of beer provided to each booth.*

## Opportunities to Stand Out

### ~~OIL AND LUBE BADGE HOLDER~~

**- SOLD OUT -**

Ensure your company is top of mind with the oil and lube attendees. Your company logo will be highly visible on the badges worn by attendees every day of the Show.

### FLOOR DECAL

**\$2,500 3 Available in Fast Lube Pavilion**

Strategically placed (3 ft x 3 ft) decal on the floor with a directional to your booth or logo placement.

### ~~TOTE BAG FOR OIL CHANGE ATTENDEES~~

**- SOLD OUT -**

Brand your own tote back for oil and lube attendees. This premium item is carried throughout The Car Wash Show and is adorned with your company logo.

### DIGITAL ADVERTISING WALL

**\$1,250 Per eight-second spot;**

**\$2,500 Per 16-second spot**

Advertise your brand during an eight- or 16-second spot to direct attendees to your booth on large digital screens located outside the trade show floor.

## Share Your Expertise

### QUICK HITS

**\$2,500 2 Available**

Introduce your latest product or solutions during a 20-minute presentation in the theater on the trade show floor. We will handle the logistics and promote your presentation to attendees in the Pocket Guide and on signage.

### iFLEX TOPIC NAMING RIGHTS

**\$10,000**

Name the room and be the go-to room associated with the iFLEX education topic.