

2021



FEBRUARY 17-19, 2021 | FORT WORTH CONVENTION CENTER



BETTER TOGETHER

EXHIBITOR PROSPECTUS



RESERVE YOUR SPACE & SPONSORSHIPS TODAY!
www.swcarwash.org



FIRST LARGE CAR WASH EXPO OF 2021

EXPERIENCE SCWA 2021

This is your FIRST opportunity of the year to promote your company to the most successful car wash owners/operators across the Southwest and beyond.



WHO WILL YOU SEE?

All areas of the car wash, detail and lube industry including prospective car wash and lube owners. If you are looking for new customers - or ready to network with your current customers - this is your event. Last year the SCWA EXPO hosted car wash owners and managers from more than 37 states.

PLUS...

You have the opportunity to directly impact the traffic on the EXPO floor. Ten (10) COMPLIMENTARY EXPO HOURS PASSES per 10x10 booth are provided to you to distribute to customers and potential customers.

BE A PART OF THE SCWA EXPERIENCE

- Now An Even BIGGER EXPO!
- Premier Education & World Class Speakers
- Easy Walking to Restaurants & Entertainment
- Easy Rail Access from DFW Airport to Within Steps of our Hotels & Convention Center



“

You guys knocked it out of the park! I think this year's show was over the top and I loved the venue!

”



INDUSTRY INNOVATIONS | BUSINESS SOLUTIONS | UNPARALLELED HOSPITALITY



SPONSORSHIP OPPORTUNITIES

All Official 2021 Convention & EXPO Sponsors will Receive Recognition through:

- The 2021 SCWA Convention & EXPO Guide
- Onsite Convention Signage & Banners
- Advantage Magazine Pre & Post Convention Issue
- SCWA Website Home Page Recognition

DIAMOND PACKAGE \$8500

In addition the Sponsor(s) will receive a one year banner ad with company link on the SCWA website. One page ad in the 2021 EXPO Guide. Expo Foyer Digital Ad.

KEYNOTE ADDRESS \$7500

In addition the Sponsor(s) will receive a one year banner ad with company link on the SCWA website. One page ad in the 2021 EXPO Guide.

CEO FORUM \$3500

In addition the Sponsor(s) will receive a one year banner ad with company link on the SCWA website.

HOTEL KEY CARD

Company Personalized Hotel Key Cards \$2000
for ONE of the four Convention Hotels.

Company Personalized Hotel Key Cards \$5000
for ALL FOUR of the Convention Hotels.

CONVENTION BADGE HOLDER \$3500

Only ONE Convention Badge Holder Sponsorship Available

Printed company advertising insert for attendee badge holders. In addition the Sponsor will receive a one year banner ad with company link on the SCWA website.

CELEBRATE SCWA EVENT \$3500

The 2021 SCWA Thursday Night Celebrate SCWA Event will be a night at the world famous Fort Worth Stockyards National Historic District. Where the West Begins. The event will include a come & go reception throughout the night.

ATTENDEE BAG SPONSOR \$3500

Company logo on one side of bag distributed to every attendee at SCWA registration.

EXPO RECEPTIONS \$3000

In addition the Sponsor(s) will receive a one year banner ad with company link on the SCWA website.

- Wednesday Reception
- Thursday Reception

THURSDAY ATTENDEE

LUNCH WITH EXHIBITORS \$2500

FRIDAY LUNCHEON SPONSORS \$2500

HAMPTON HAPPY HOUR \$2500

Help welcome all attendees for a Happy Hour at the Hampton Hotel (located across the street from the Convention Center). Meet and relax before heading out for evening plans.

- Tuesday Night
- Wednesday Night

EXPO FOYER DIGITAL ADVERTISING \$2000

Have your company highlighted in digital ads on the large monitor located next to the Registration Desk. 10 second loops with logo; company name and booth number.

EXPO CLOSING GRAND PRIZE \$2000

One EXPO Grand Prize Sponsorship available for: (each)

- Wednesday
- Thursday

Prize will be drawn & awarded in sponsor's booth

THURSDAY BREAKFAST SPONSORS \$2000

FRIDAY BREAKFAST SPONSORS \$2000

REFRESHMENT BREAK SPONSORS \$1500

BAG STUFFER ITEM \$1500

Company sales brochure (4-pager max) or premium item inserted in attendee bag distributed at SCWA registration.

Sponsor responsible for production of item; Must be received by deadline for inclusion in bag.

EVENT SPONSORS \$1000

Sponsorship and Booth Spaces are assigned on a First Registered, First Paid basis. Reserve your sponsorship on your EXPO Reservation form. We will be happy to discuss additional ways to increase your sponsorship visibility.

John Moriarty, EXPO Manager • Phone: (347) 709-1503 • Fax: (888) 458-7424

Email: john.moriarty@candlewoodexpos.com • www.swcarwash.org

NOTE NEW CONTACT DETAILS



2021 EXPO PLANNING GUIDE

PRELIMINARY SCHEDULE

TUESDAY • FEBRUARY 16

7:00 - Noon Large Booth Setup
(20'x20' booth or larger only)
Noon - 6:00 All Booths Set Up
6:00 Happy Hour @ the Hampton

WEDNESDAY • FEBRUARY 17

7:00 - 11:00 EXPO Setup Continues
9:30 Pre-Convention Motivational Session
10:30 Opening Session (CEO Forum)
Noon Lunch on Your Own
1:00-6:00 EXPO Hours
4:30 Reception in EXPO Hall
7:00 Happy Hour @ the Hampton

THURSDAY • FEBRUARY 18

8:00 Continental Breakfast/Rapid Round
Tables/Idea Exchange
10:30 Keynote Address/Awards Presentation
Noon Lunch with Exhibitors
1:00-5:00 EXPO Hours
3:00 Reception in the EXPO Hall
6:30-10:00 Celebrate SCWA - Come & Go Network
Style Event at the Stockyards

FRIDAY • FEBRUARY 19

8:00 Continental Breakfast
8:00 - 11:00 Car Wash Academy
11:00 Closing General Session
Noon Annual Membership Meeting &
Closing Lunch



Visit www.swcarwash.org for reservation links for the Convention Hotel options. Reserve your hotel room as soon as possible to secure Group Rates.



YOUR AREA RESERVATION INCLUDES:

- Each 10x10 Booth Area will receive 10 Complimentary EXPO Show Floor Hours Passes to distribute to customers prior to the EXPO. The success of the Complimentary EXPO Show Floor Passes is dependent on the Exhibitor distributing passes to their customers ahead of the EXPO.

* Please note: Exhibitors will be billed for any passes provided to vendors, suppliers or booth representatives.

- One 6-foot draped table - Two Chairs - Pipe and drape dividers and backdrop - Company sign (approximately 7" x 44").
- One standard electrical outlet per total booth area if requested on provided confirmation form.
- One 10x10 booth will include "exhibitor registration" for three (3) company representatives. Two 10x10 booths will include "exhibitor registration" for five (5) company representatives. Larger booths will include "exhibitor registration" for up to eight (8) company representatives. If you need additional exhibitor

registrations the cost will be \$175 per additional representative.

- Exhibitor Registration includes: Admittance to all General Sessions, Workshops, Full-Serve or Self-Serve Idea Exchange, EXPO Receptions and Thursday Exhibitor Lunch & Friday Car Wash Academy. Please note: Tickets for Thursday Celebrate SCWA Special Event & Friday Lunch must be purchased separately as add on events.

* Capacity for food & education events may be limited due to CDC or Convention Center guidelines. Your company will be notified in advance of any limitations.

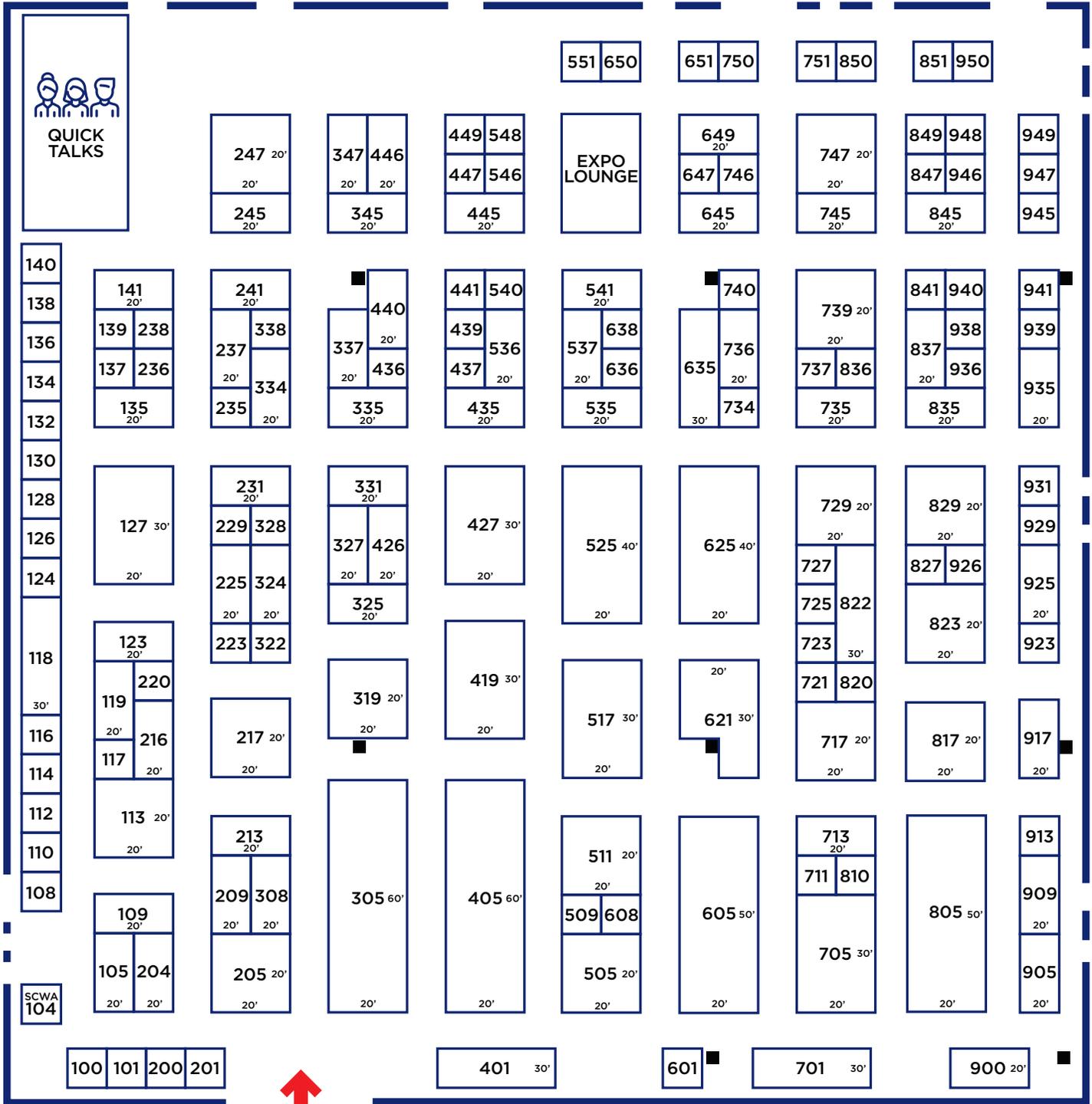
- If you desire additional decorating items for your booth (i.e., carpet, furniture) or need drapage services, the Service Company information will be provided in your Exhibitor Services Kit.
- Materials are to fit within the specific area purchased, and comply with all guidelines. Special backdrop height restrictions for End Caps and Peninsula 20'x20's apply.

QUESTIONS? John Moriarty, EXPO Manager • Phone: (347) 709-1503 • Fax: (888) 458-7424
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SCWA 2021 FLOOR PLAN



↑
MAIN
ENTRANCE


SCWA EXPO
REGISTRATION

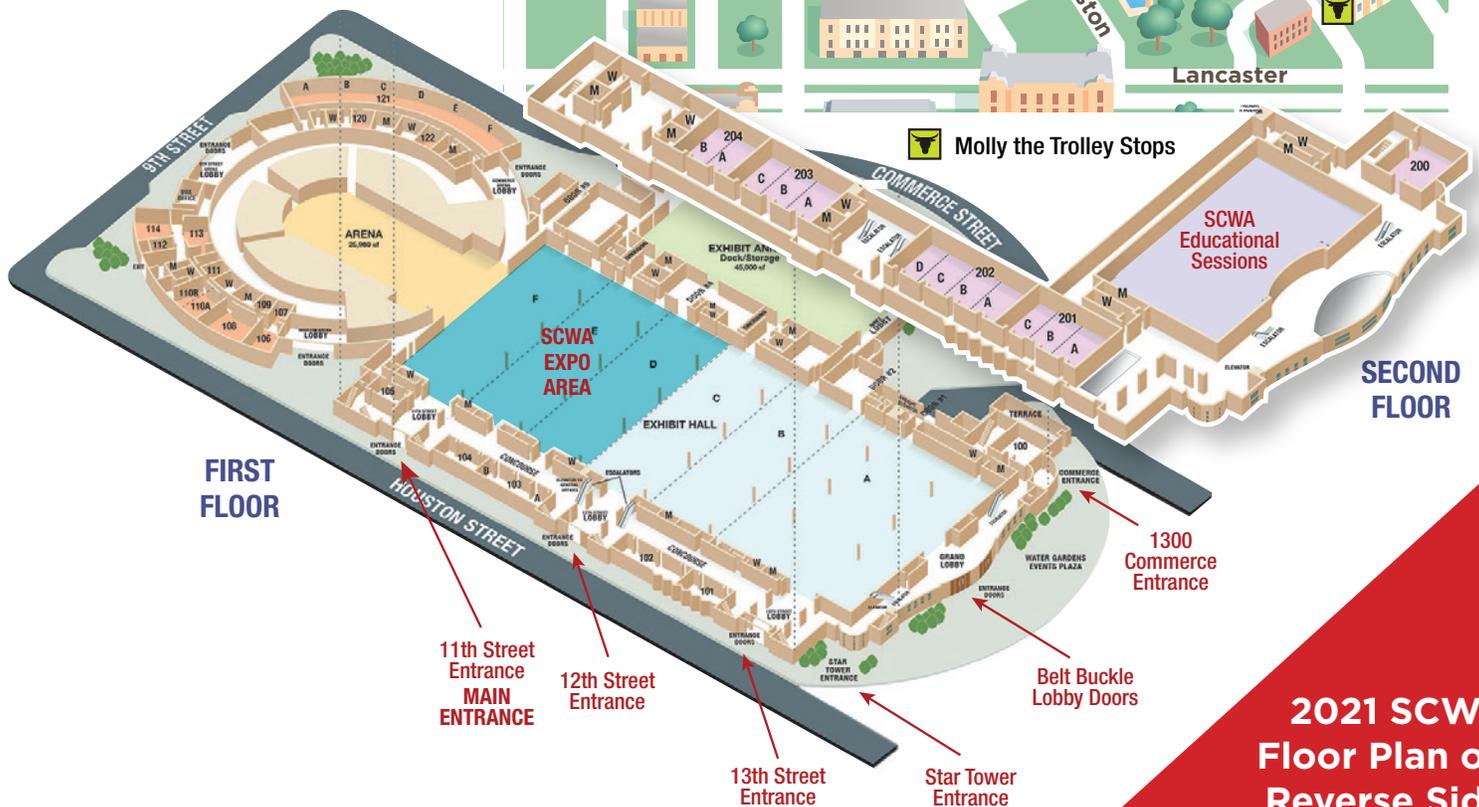
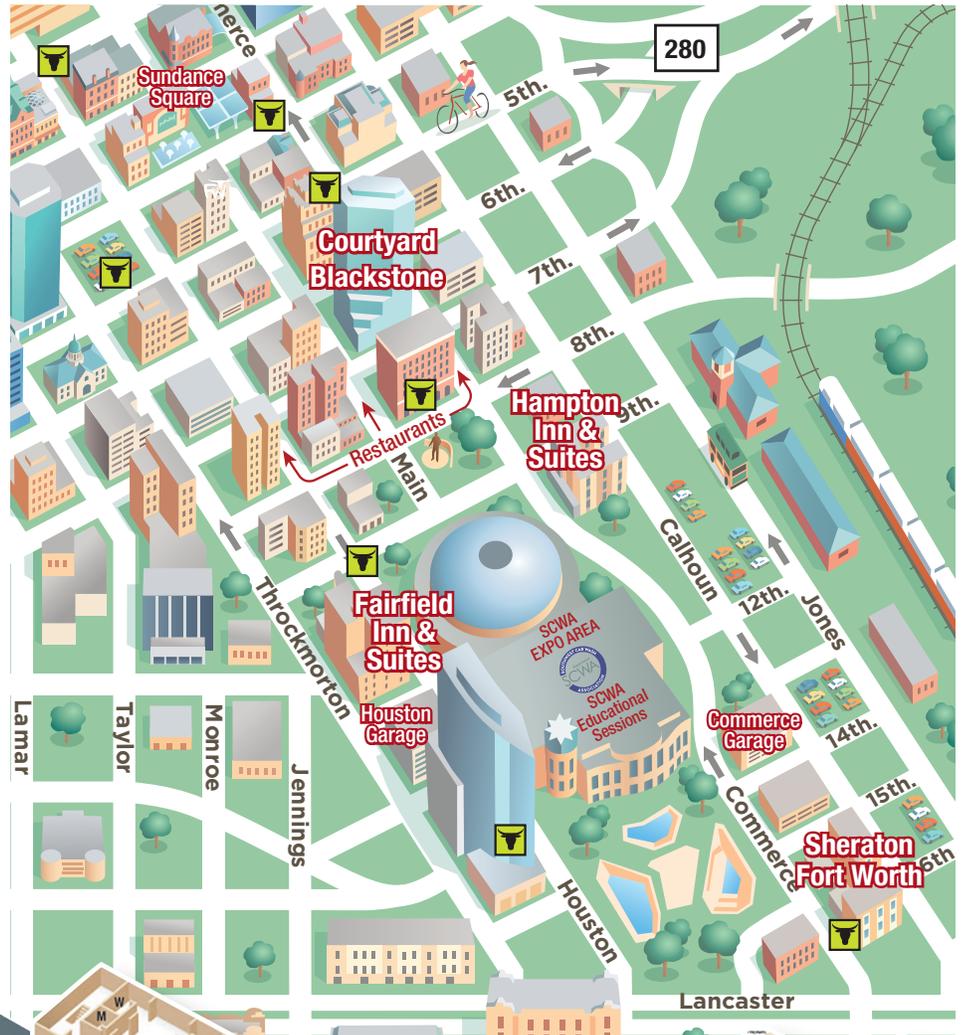


GROUP HOTELS & CONVENTION CENTER MAP

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Wonderful show, tremendous sessions. For someone like me who is a rookie in this industry, invaluable information and knowledge and networking. I appreciate everything very much and I look forward to continuing to be a member in your association.

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**2021 SCWA
Floor Plan on
Reverse Side**