



2020



SCWA IS HEADED TO
Fort Worth Convention Center
January 29-31, 2020

BE A PART OF THE NEW SCWA EXPERIENCE
EXHIBITOR PROSPECTUS

Reserve Your Space & Sponsorships Today!

www.swcarwash.org



FIRST LARGE CAR WASH EXPO OF 2020

EXPERIENCE SCWA 2020

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 just want to network with your current customers - this is your event. Last year the SCWA EXPO hosted car wash owners and managers from more than 30 states.



"SCWA made it easy - First class show!"

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.

Please remember online pre-registration prior to Friday, January 17, 2020 is required for all comp EXPO hours passes. SCWA is not able to accept any comp EXPO hours passes onsite. Regular paid onsite registration will be available.



BE A PART OF THE NEW 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

INDUSTRY INNOVATIONS | BUSINESS SOLUTIONS | UNPARALLELED HOSPITALITY

SPONSORSHIP OPPORTUNITIES



All Official 2020 Convention & EXPO Sponsors will Receive Recognition through:

- The 2020 SCWA Convention & EXPO Guide
- Onsite Convention Signage & Banners
- Advantage Magazine Post Convention Issue
- SCWA Website Home Page Recognition

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 2020 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 for **ONE** of the four Convention Hotels.

\$2000

Company Personalized Hotel Key Cards for **ALL FOUR** of the Convention Hotels.

\$5000

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.

SCWA-Headed to the Rodeo Event

\$3500

The 2020 SCWA Thursday Night Celebrate event will be a night at the World Famous Fort Worth Stock Show & Rodeo. Have your company receive special recognition as part of this historic first time that the Rodeo will be held in new Dickies Arena.

EXPO RECEPTIONS

**\$3000
(each)**

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

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

FRIDAY LUNCHEON SPONSORS

\$2500

DIGITAL ADVERTISING

\$2000

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

EXPO CLOSING GRAND PRIZE

**\$2000
(each)**

One EXPO Grand Prize Sponsorship available for:

- ☐ Wednesday
- ☐ Thursday

THURSDAY BREAKFAST SPONSORS

\$2000

FRIDAY BREAKFAST SPONSORS

\$2000

HAMPTON HAPPY HOUR

**\$1500
(each)**

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

REFRESHMENT BREAK SPONSORS

\$1500

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.
(800) 440-0644 • www.swcarwash.org

2020 EXPO PLANNING GUIDE



Preliminary Schedule

TUESDAY, JANUARY 28

7:00 – Noon Large Booth Set Up
(20'x20' booths or larger Only)

Noon – 6:00 pm ALL BOOTHS EXPO Set Up

WEDNESDAY, JANUARY 29

7:00 am – Noon EXPO Setup Continues

12:30 pm CEO Forum

2:00 – 6:30 pm EXPO Hours

5:00 – 6:30 pm Reception in EXPO Hall

THURSDAY, JANUARY 30

8:00 am – Noon Idea Exchange, Keynote
Address, Awards Ceremony

THURSDAY, JANUARY 30 – continued

Noon Attendee Lunch with Exhibitors

1:00 – 5:00 pm EXPO Hours
(EXPO Area available for
teardown after 5:00 pm only!)

6:00 – 10:00 pm SCWA Headed To The
Rodeo Event

FRIDAY, JANUARY 31

7:00 – 10:00 am EXPO Teardown Continues

8:00 am – Noon SCWA **CAR WASH ACADEMY**

Noon Closing Luncheon

1:00 pm Adjourn



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 Complimentary EXPO Show Floor Passes is dependent on the Exhibitor distributing passes to their customers well ahead of the required online registration deadline of Friday, January 17, 2020.
*** 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 booth space will include "exhibitor registration" for three (3) company representatives. Two booth spaces 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 Rodeo Special Event & Friday Lunch must be purchased separately as add on events.

Reminder: No exhibitor badges will be produced during EXPO Show Hours.

- 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 Confirmation Packet.

- 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.

For your Records: Reservation Mailed To: SCWA, 4600 Spicewood Springs Road, Suite 103, Austin, TX 78759.

Date Mailed _____ No. of 10' x 10' Booths _____ Amount \$ _____ Check # _____

QUESTIONS? CALL (800) 440-0644 WWW.SWCARWASH.ORG