



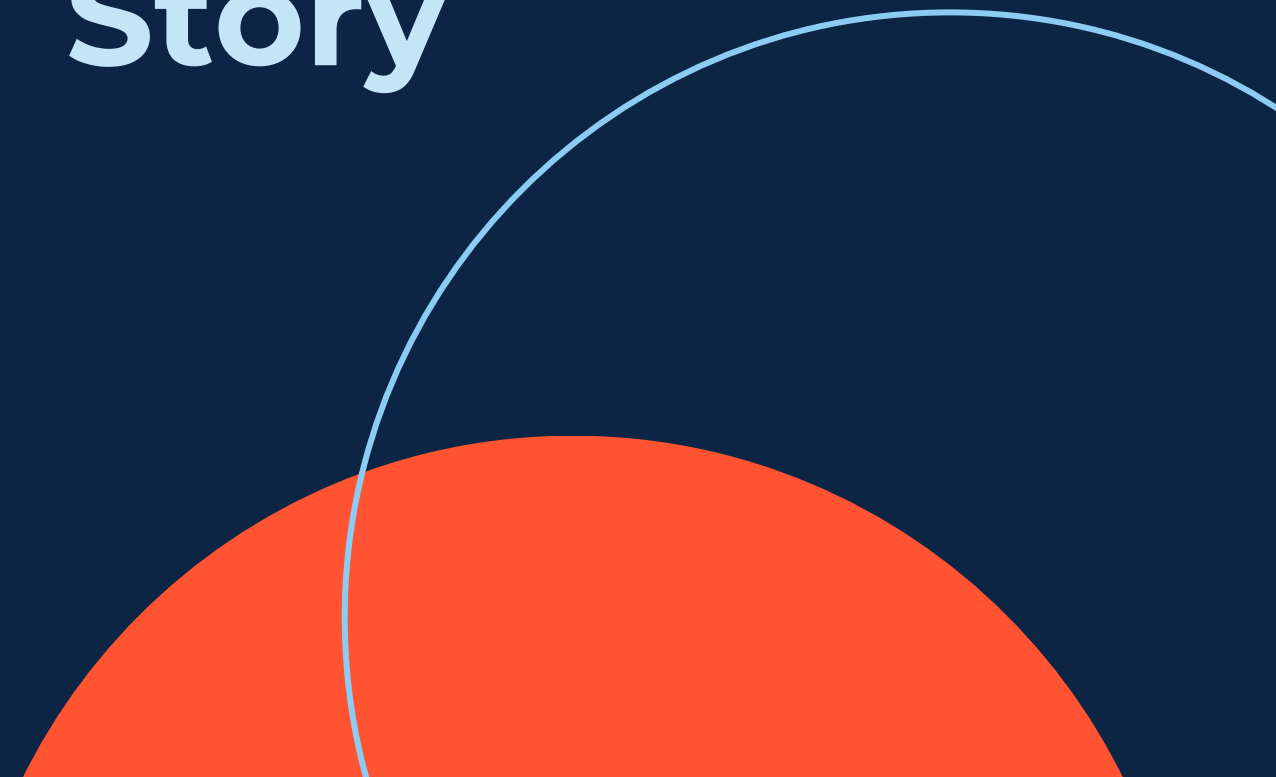
From Loved to Essential

Rebuilding The Car Wash Show™ Story

Lippman Connects

Attendee Acquisition Roundtable

July 30, 2026



THE CAR WASH



2024 Mood: Sky is the Limit



Record Registration



93% CP100 Attendance



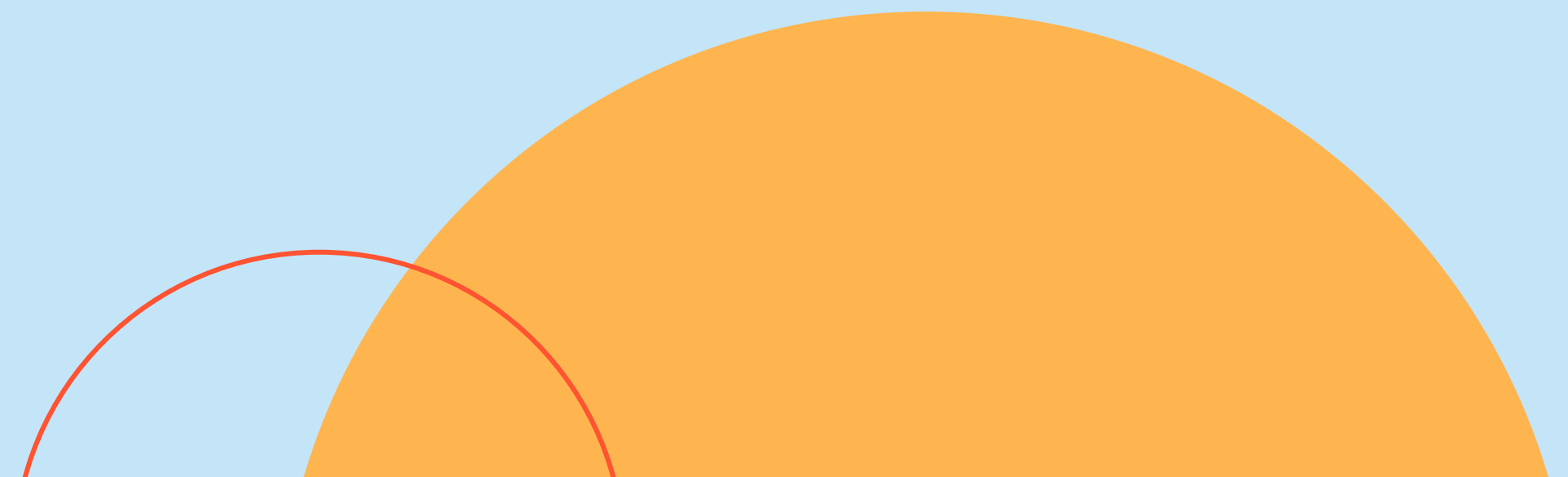
Sold Out Show Floor





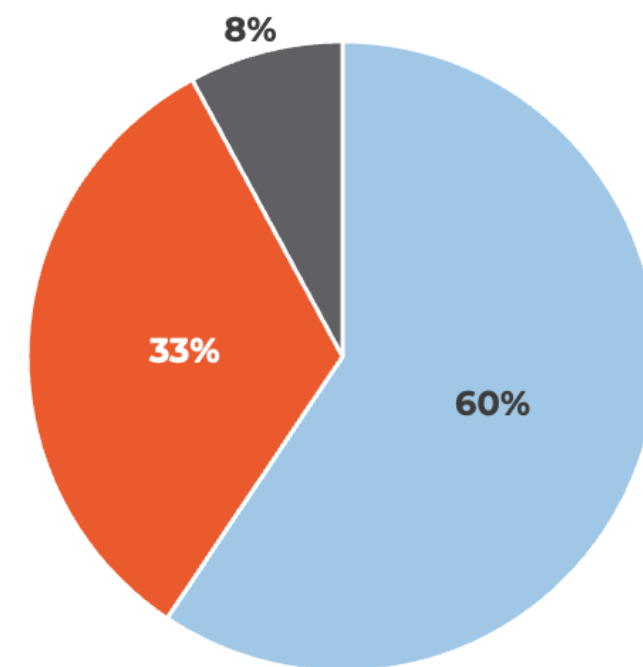
Don't Assume

**LOVE + SATISFACTION =
ESSENTIAL EXPERIENCE**

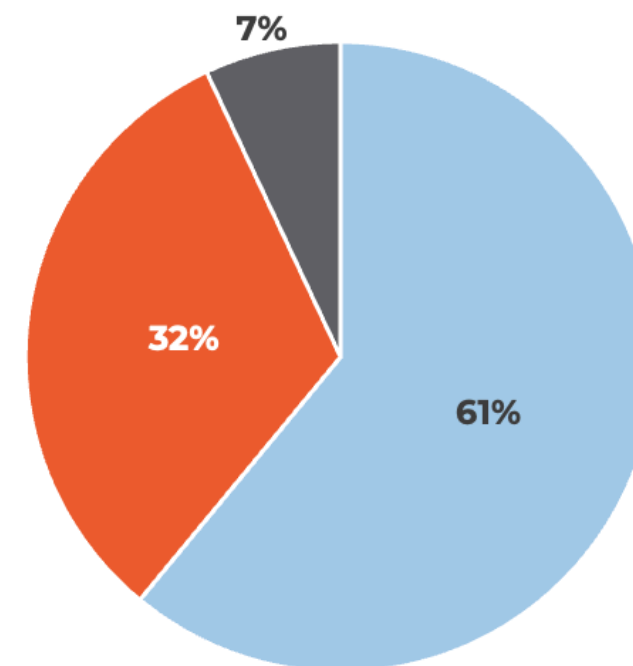


The scores looked fine. *That was the trap.*

Attendee NPS = +52



Exhibitor NPS = +55



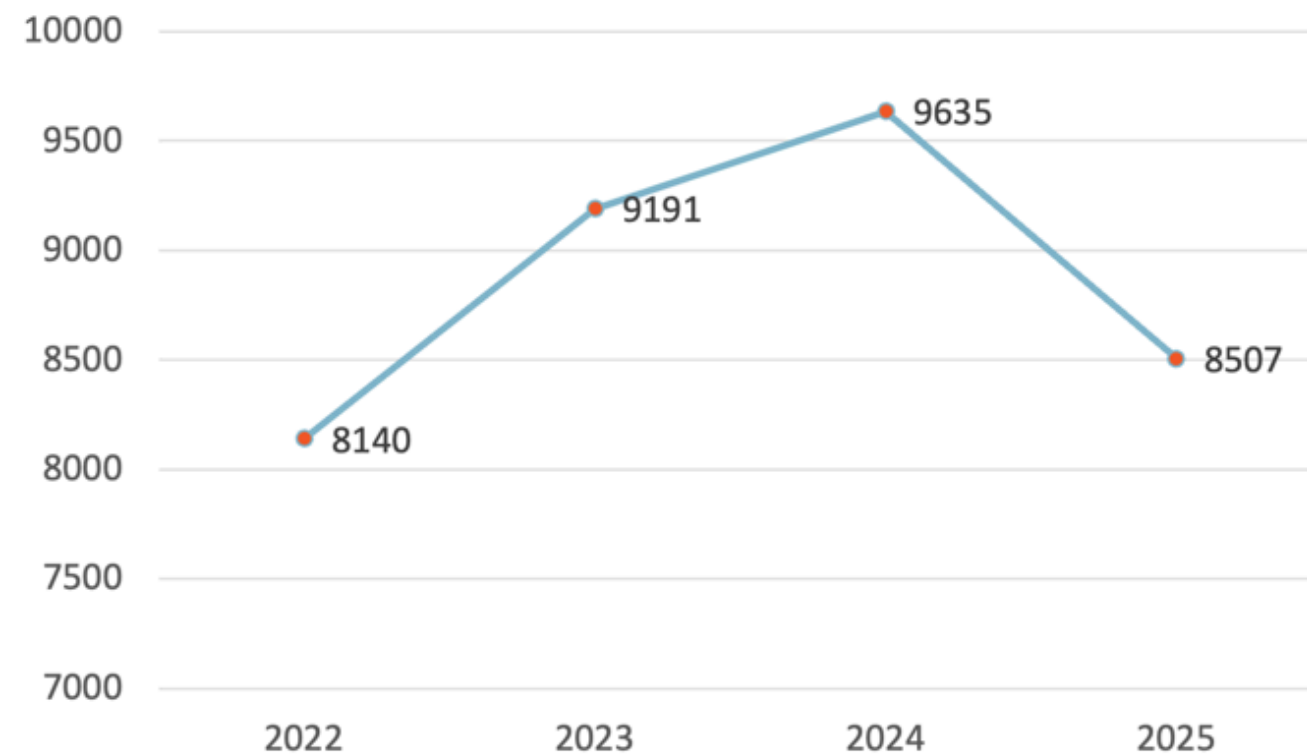
■ Promoters ■ Passives ■ Detractors

2023: +56
2024: +48

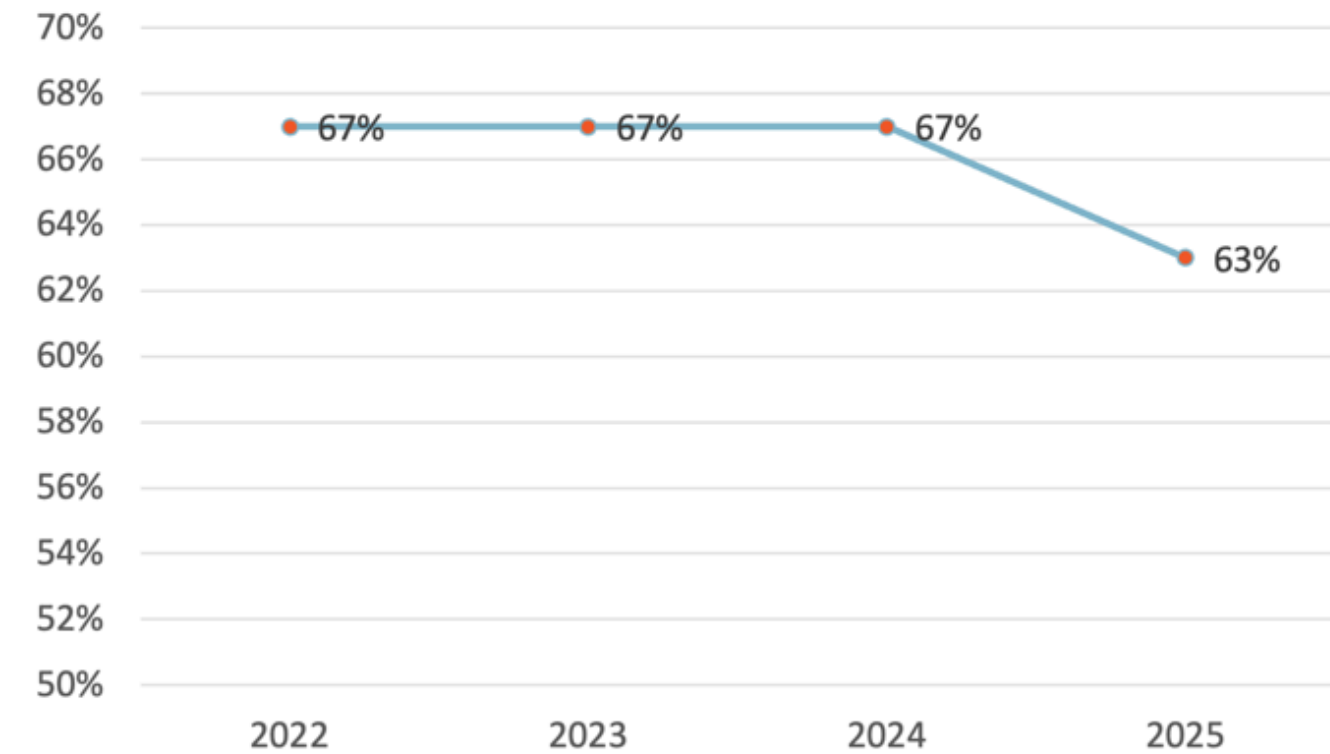
2023: +34
2024: +41*

The dip we *didn't* see coming.

TOTAL ATTENDANCE



BUYER PERCENTAGE



How We Earned Our Way Back

Three plays, one goal:
stop being the show they
liked, and start being the
show they can't miss.



Win Back the Lapsed

*The audience we'd taken
for granted*



Run Acquisition Like Sales

*1:1 automated outreach,
by audience*



Redesign the Experience

*Programming built on what
attendees actually want*



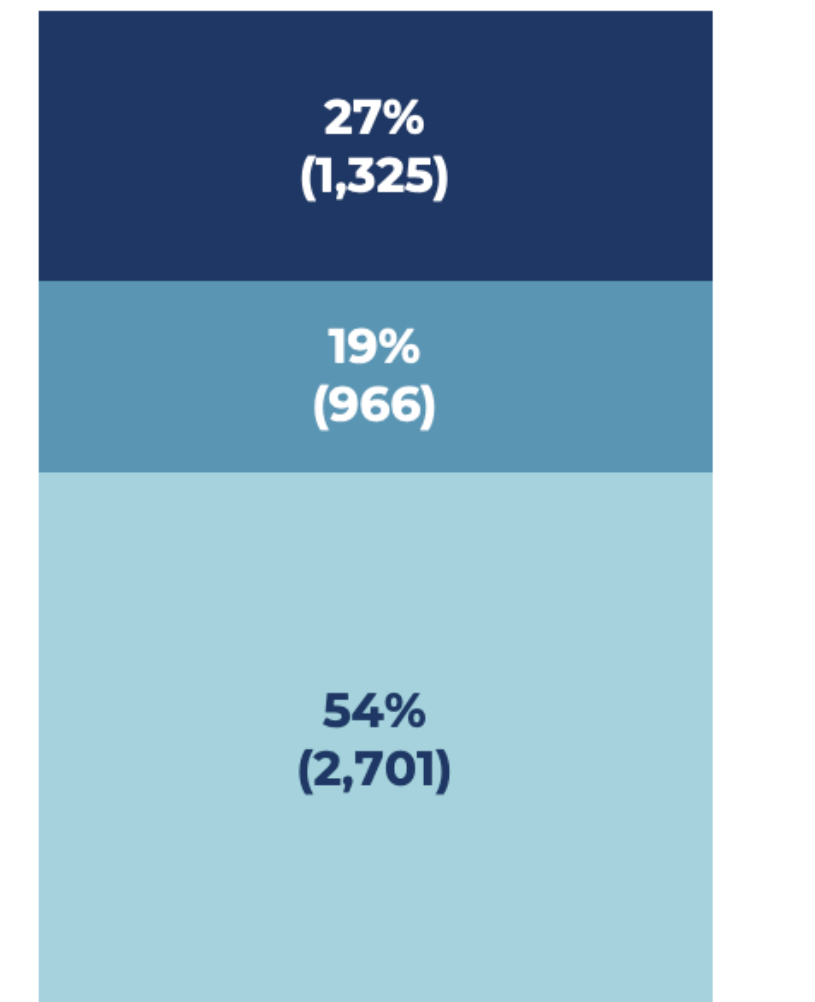
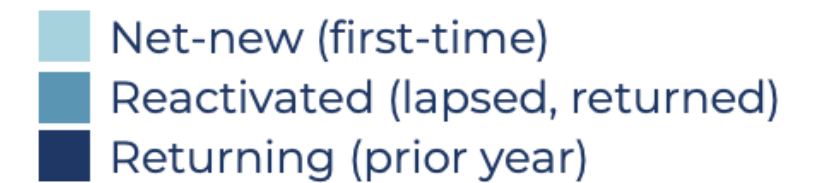
Win Back

A Lapsed Attendee Isn't Gone. They're a Lead.

- **VIP early access:** exclusive early registration with specific, timed offers built for urgency.
- **A personal nudge:** direct, human outreach on the things they genuinely can't miss.
- **A reason that matters:** what's new for 2026 — framed around their business, not our agenda.
- **Additional flash sales** at key decision windows.

ROOM QUESTION

If your best attendee asked 'why do I need to be there again?' — how confident is your answer?



2026



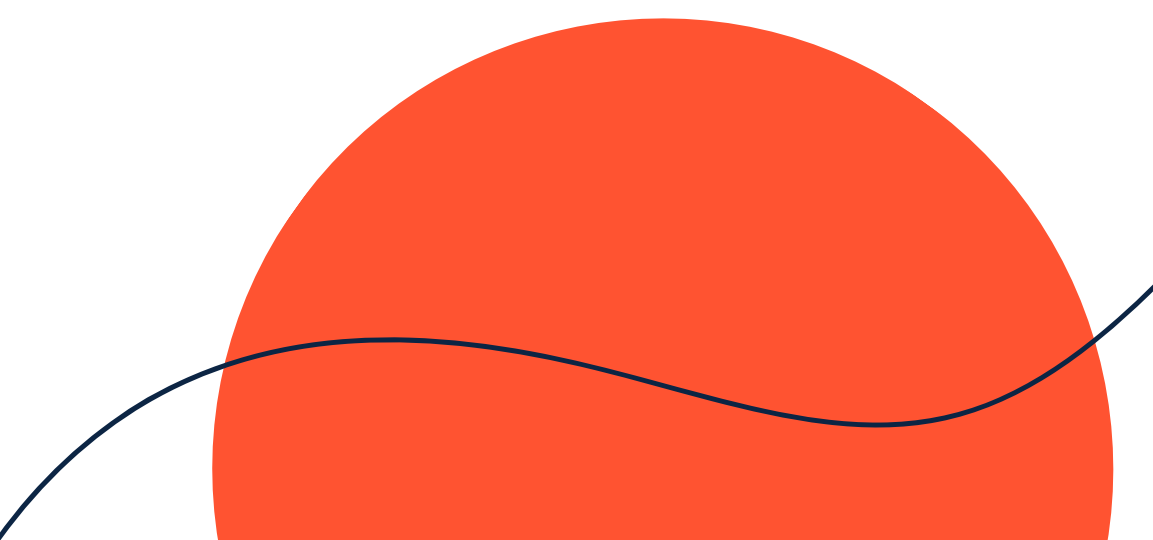
Sales Mindset

We Stopped Blasting. We Started Selling.

- **Four 1:1 sequences, one per audience:** Lapsed Attendees, ICA Members, CP100 VIP reg, and behavior-triggered web/social visitors.
- **Email + phone steps**, triggered by real behavior and tuned in real time as segments converted.
 - Aligned to paid media sprints
 - White glove concierge service for priority operations
- **Segmented beat broad, every time:** the right message to the right operator.

ROOM QUESTION

Which of your audiences deserves its own conversation — and isn't getting one yet?





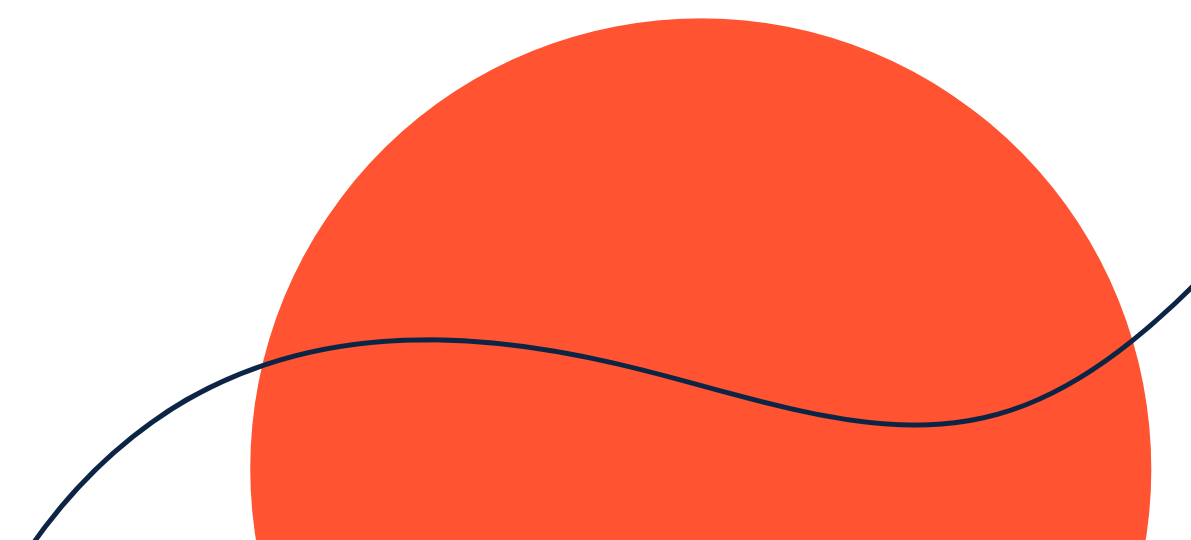
Value Driven

Education Was Our #1 Complaint — and Our #1 Opportunity

- **The cut:** removed paid, pay-to-play education from the core program.
- **The build:** operator-led, value-first sessions plus a first-ever maintenance professional track.
- **The expansion:** Grew New Company Pavilion and New Product Showcase participation - making 'inside look' focal point of marketing campaign.

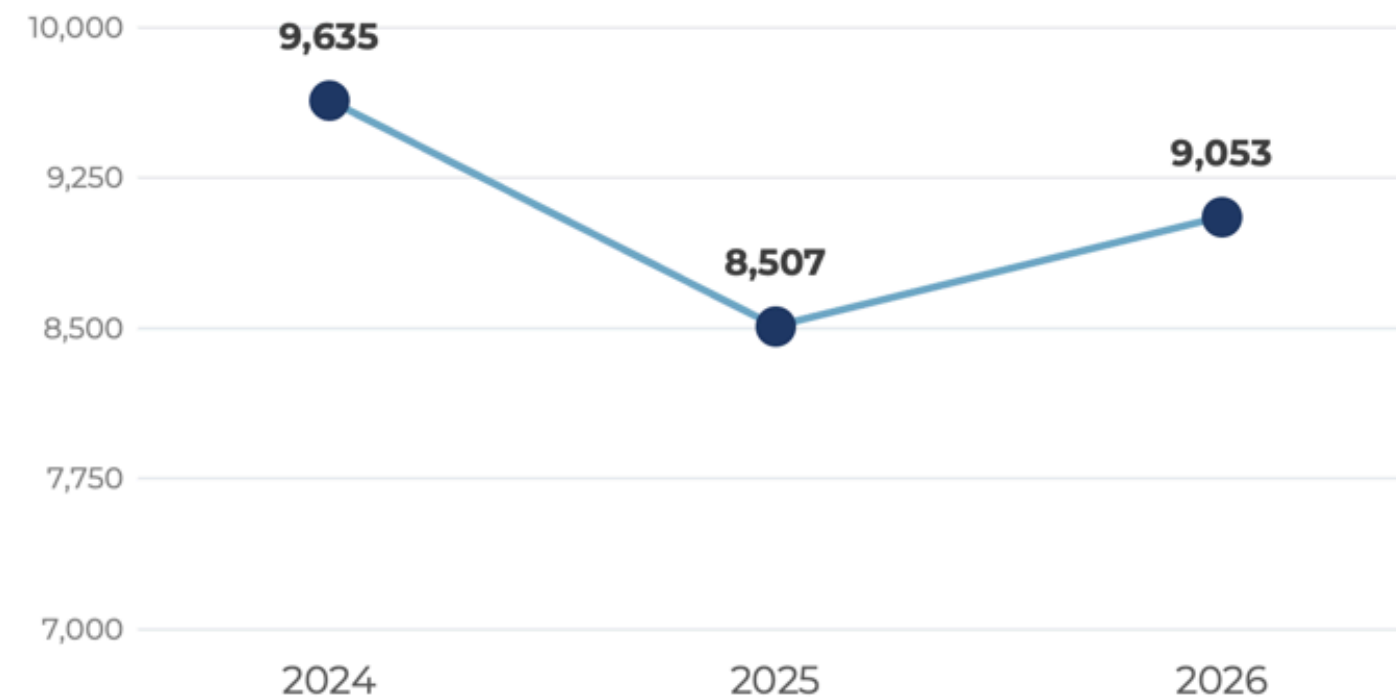
ROOM QUESTION

What can only happen in your room — that an attendee can't get from a webinar, a Slack thread, or a phone call?

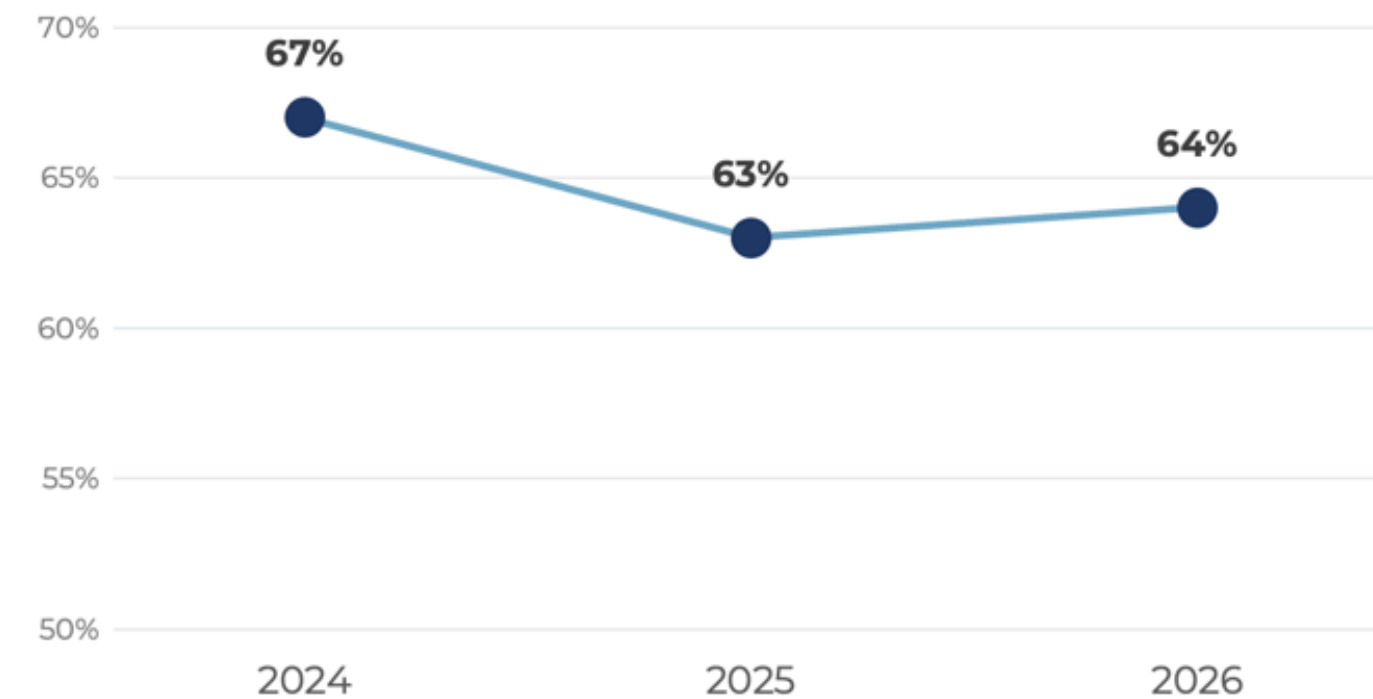


The Rebound

TOTAL ATTENDANCE



BUYER PERCENTAGE

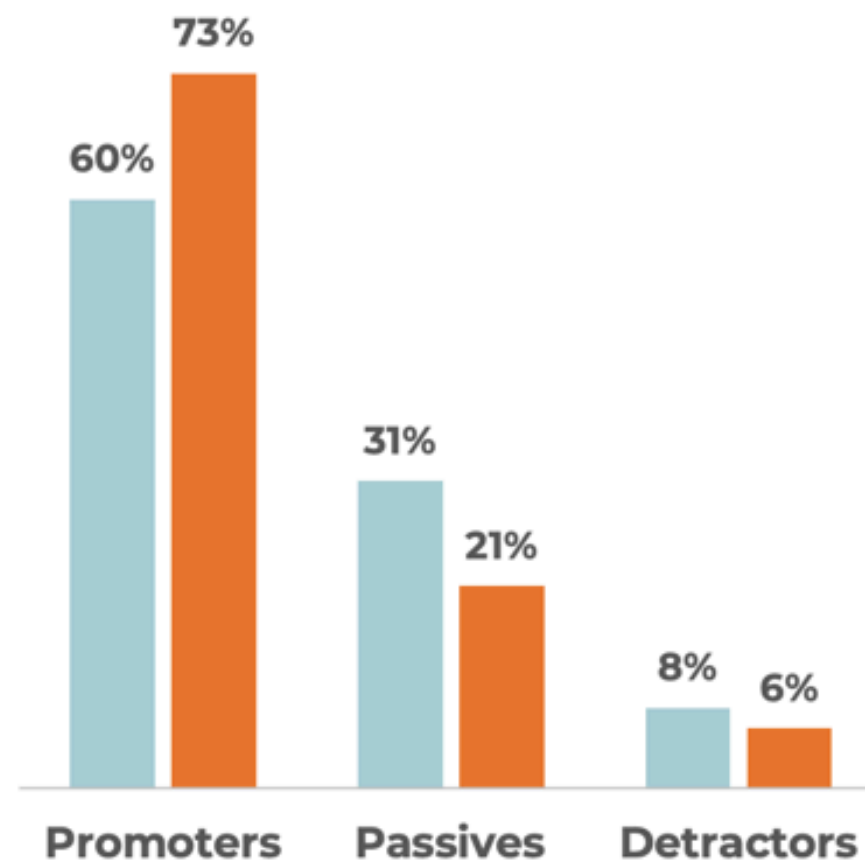


BEHIND THE NUMBERS

Gaps persist with international and dissolved partner audiences.

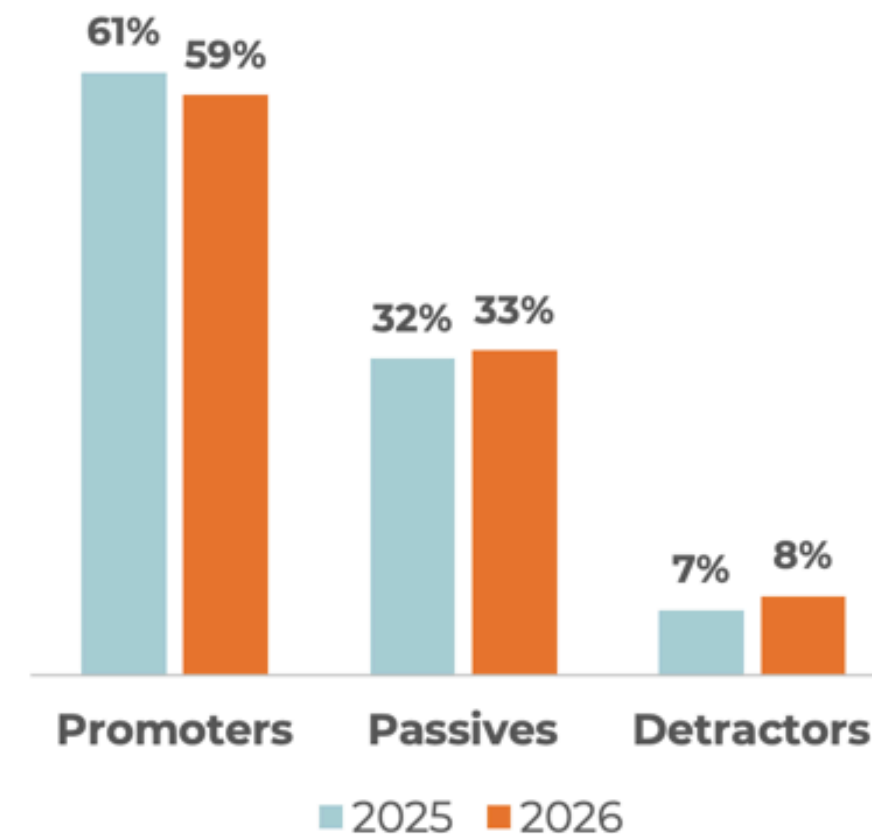
Satisfaction*

Attendee NPS: +52 → +67



2024: +48
2025: +52
2026: +67

Exhibitor NPS: +55 → +51



2024: +41
2025: +55
2026: +51



KONG

KONG

SYNERGY
SOLUTIONS



From Rebound to Rhythm: The 2027 Plan

1

Named-account management for the CP100

Assign owners to the 14 lapsed-since-2024 operators and the 7 never-engaged top-100; target 90+ represented in 2027.

2

Build an enterprise / multi-site operator track

Group registration, meeting space and roll-up/M&A programming so consolidating platforms send larger delegations.

3

Rebuild entry-level, self-serve & IBA education

Operator-led, non-sales sessions, roundtables and a labeled “basics” track — the #1 survey theme.

4

Give international its own year-round program

Target Canada (~51%), Germany, Netherlands, Australia with visa support and pavilions — not a host-city bet.

5

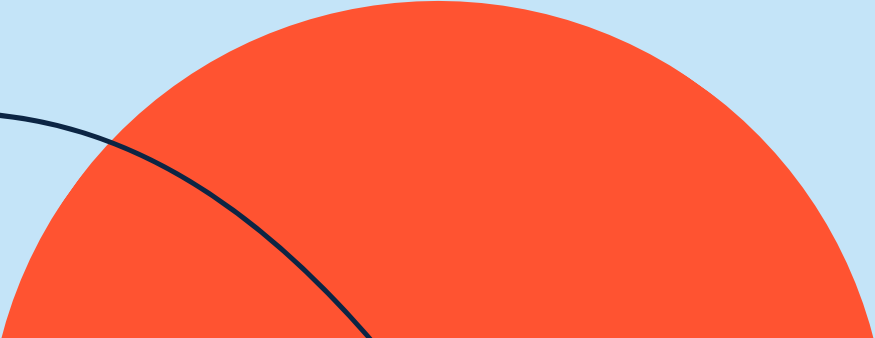
Identify and implement new strategic partnerships

Accelerate secondary markets with formal partnerships and programming to attract detailing, convenience, and fast lube.

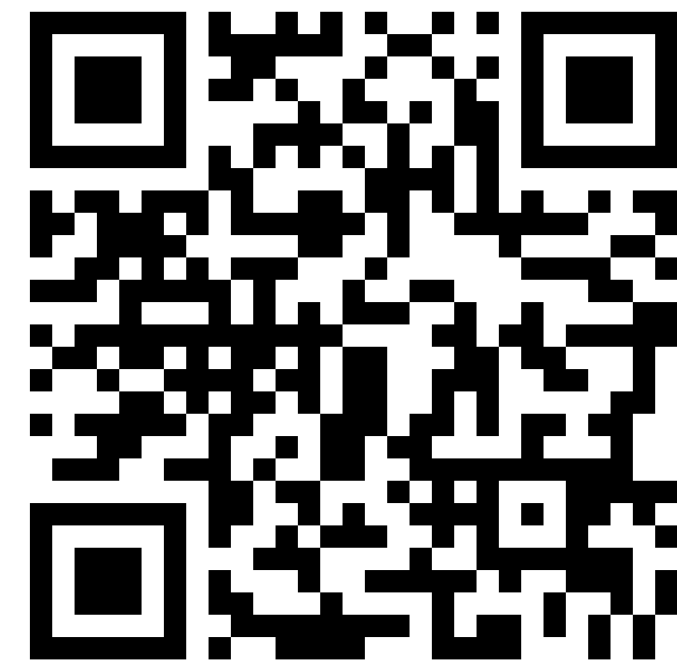
6

Expand show experience and value to new markets

Expand on initial maintenance track efforts to create targeted experiences that address the unique interests and needs of key growth markets.



**Let's turn your next
show into your
biggest one yet.**



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