

Far from Rinse and Repeat

How The Car Wash Show™ Taps into Sparkling New Ideas to Attract Attendees

Attendee Acquisition Roundtable
July 18, 2024



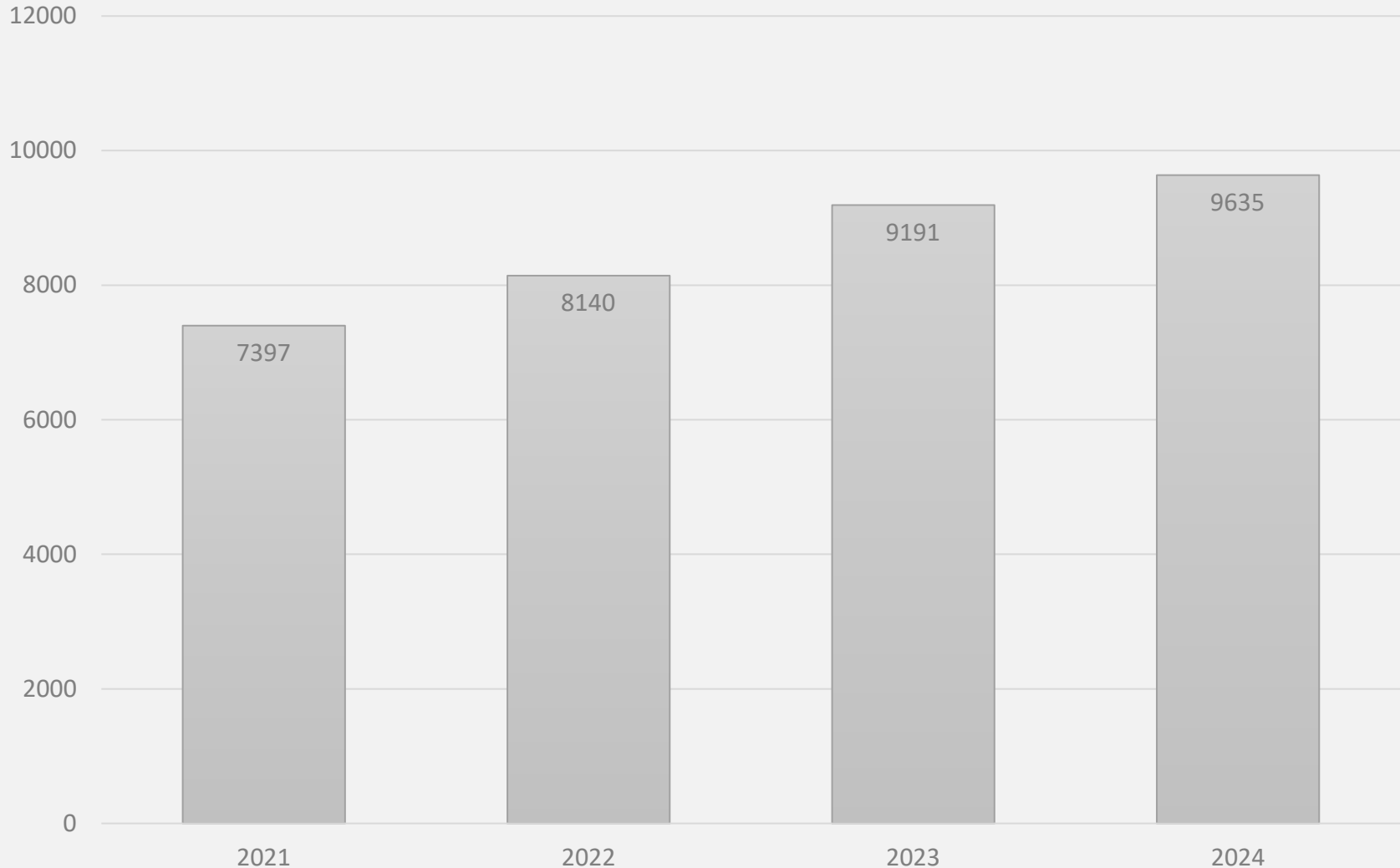
A Freeman Company

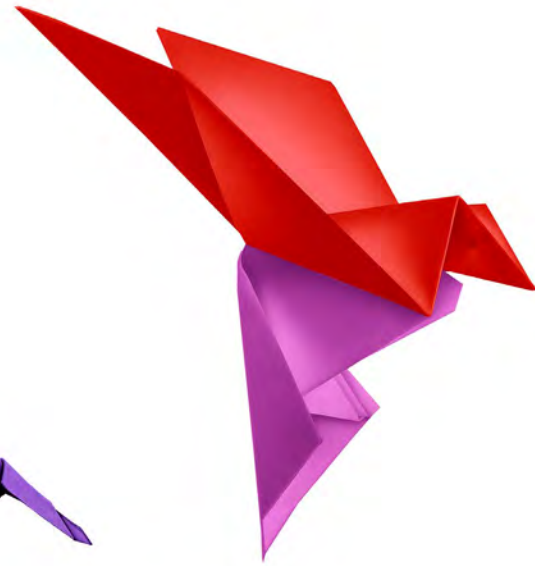
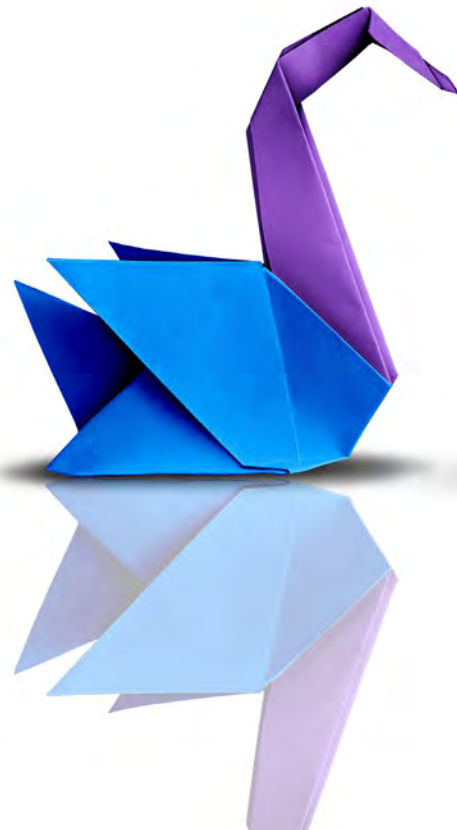
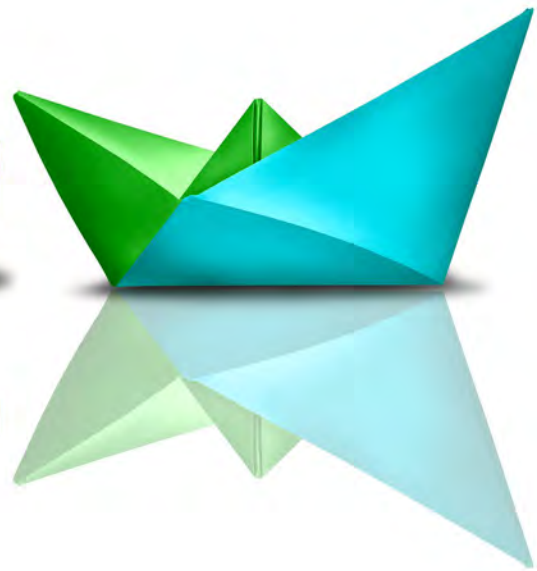




2024 = All-Time Record

6% YoY Growth







BLENDCO

FEDERAL CAR LEASE PROGRAM

EXIT

MODERN WASH

MODERN WASH

N

BLACK

FRAMING

TEXTURE

WWW.KINGCOBRASVEYORS.COM

RISE UP TO





CHALLENGE

Maintain the show's position as **the source** for cutting edge technology.



Innovation Alley



Car Washing Made Simple

Innovation Alley

Innovation Alley

Innovation Alley

Innovation Alley

Innovation Alley

Innovation Alley

Innovation Alley

Innovation Alley

Innovation Alley

← Hall C
↑ Hall D
8th Avenue

WASH SHOW

SPONSORS:

- AG
- TAKA
- ARB
- LAGUNA
- DELTA
- Grissled
- SONNY'S



INTRODUCING

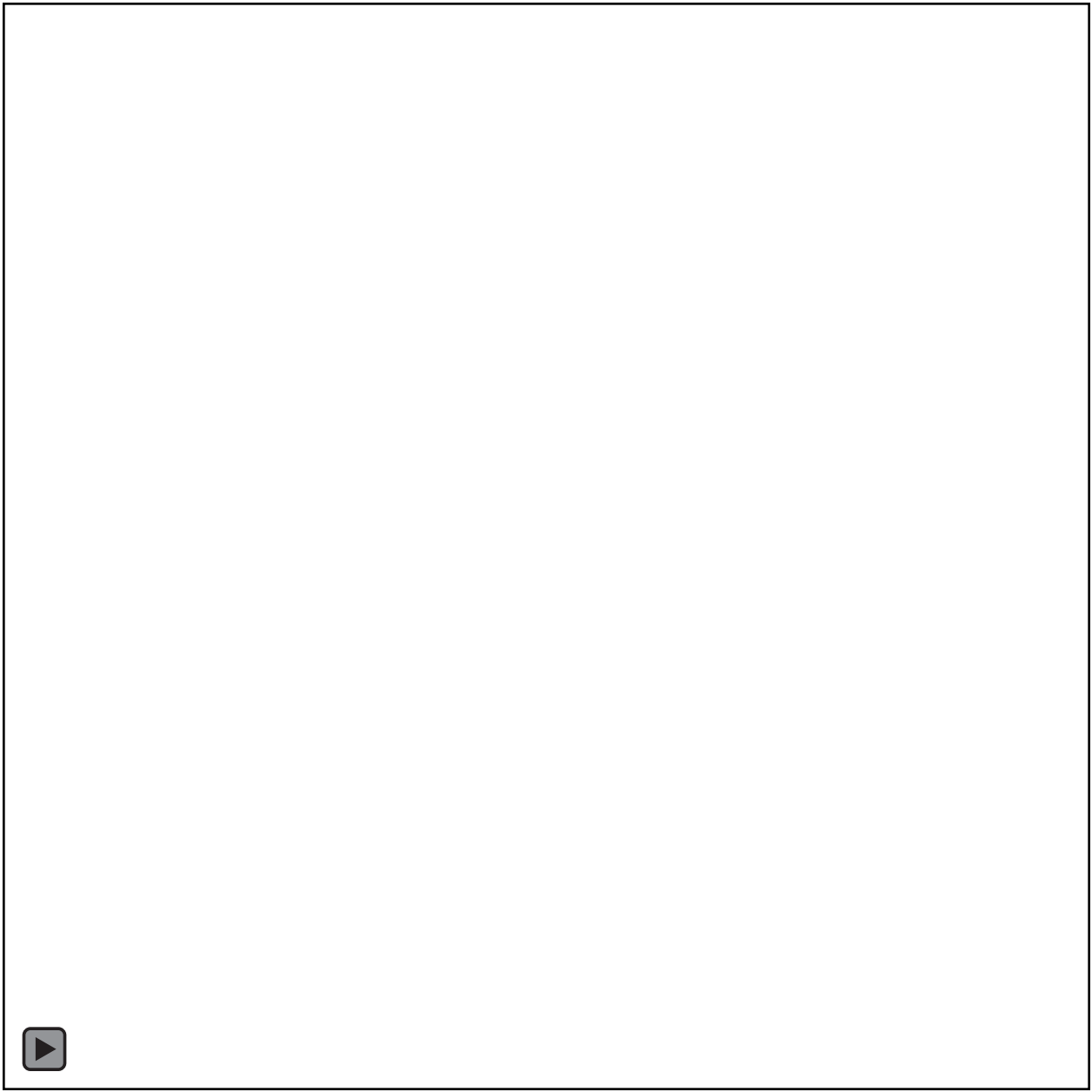
WASH ME

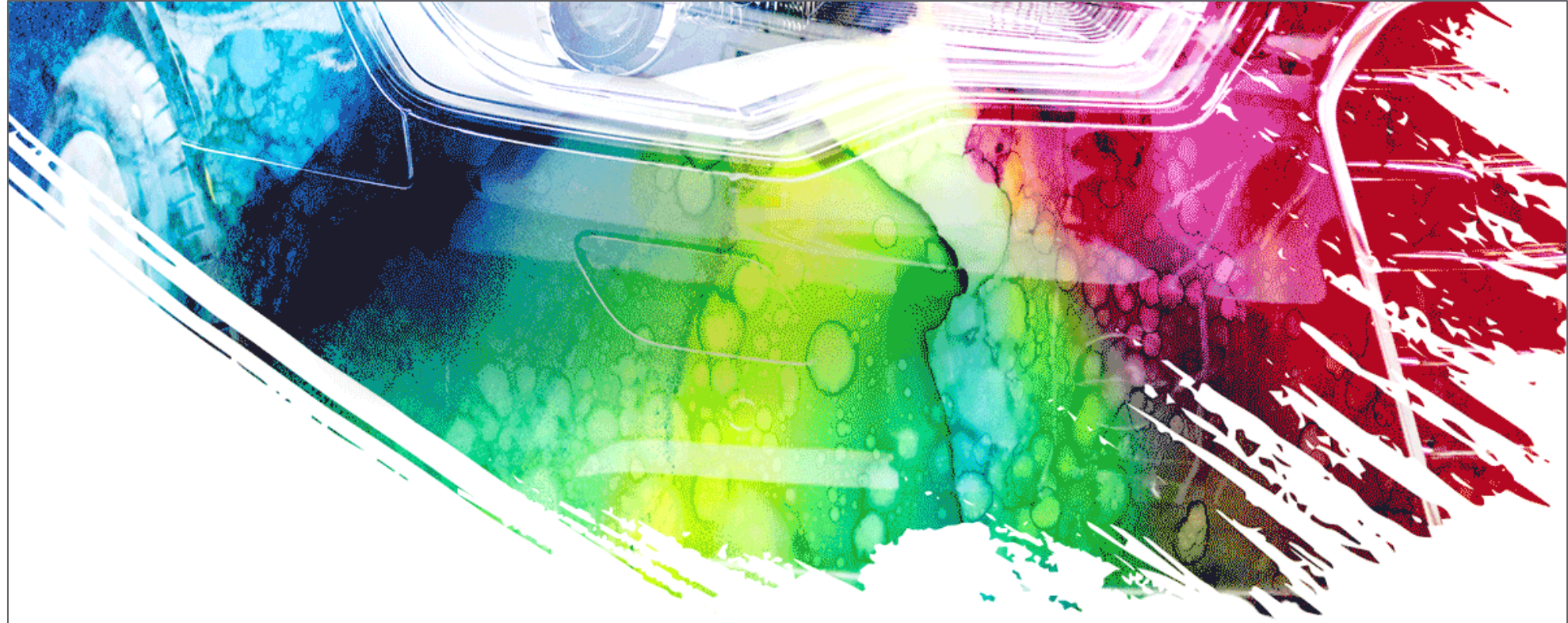
PARTNER WASH BENEFITS

WASH ME

AUTO CARE PRODUCTS

RFID CAR WASH





THE **CAR WASH SHOW**™
MAY 8-10, 2023 • LAS VEGAS, NV

[REGISTER NOW](#)

THE **CAR WASH SHOW**[™]
MAY 8-10, 2023 • LAS VEGAS, NV

innovation alley
THE **CAR WASH SHOW**[™]

FIND WHO'S NEW IN
INNOVATION ALLEY

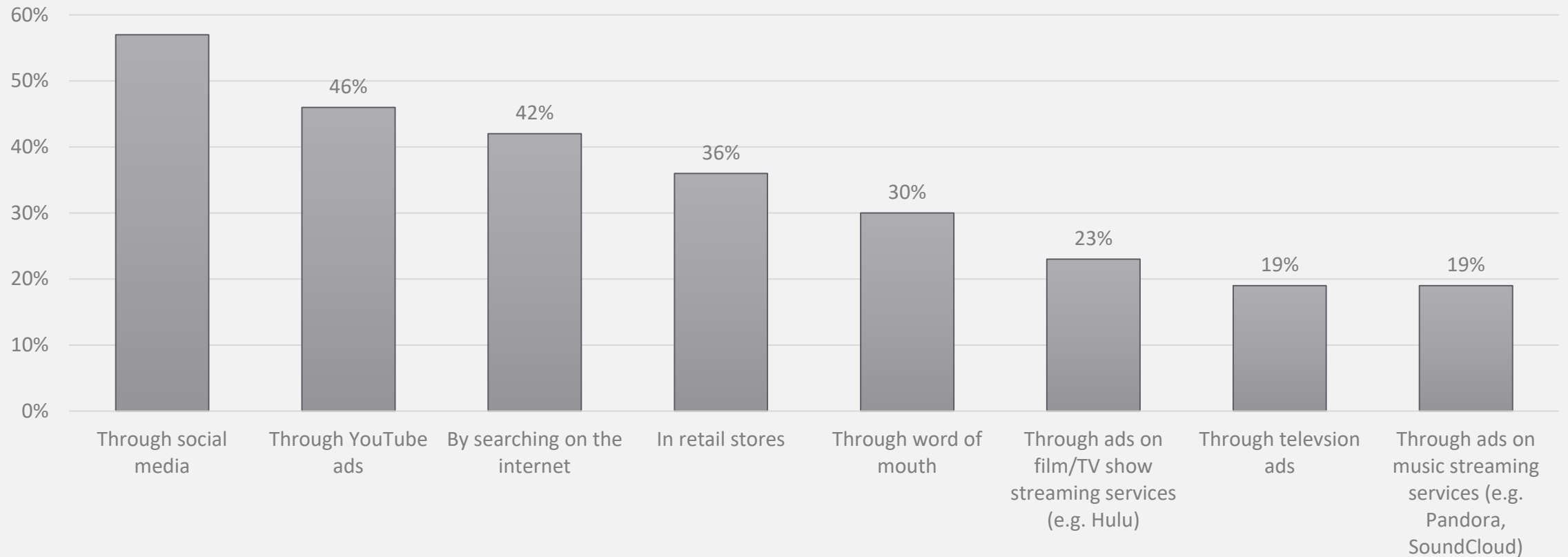




CHALLENGE

Extend outreach to **new audiences.**

Which channels have Gen Z discovered new products on, in the past three months (top 8)?





TikTok + YouTube

METRICS	2021	2022	2023	2024
Impressions	2,465,506	1,472,234	2,801,980	4,200,000
Clicks	15,252	14,887	28,042	29,600
(CTR) Click Through Rate	0.62%	1.01%	1.00%	.7%
(CPC) Cost Per Click	\$2.55	\$1.84	\$1.56	\$1.53
Conversions	1733	1,796	2,517	2,347

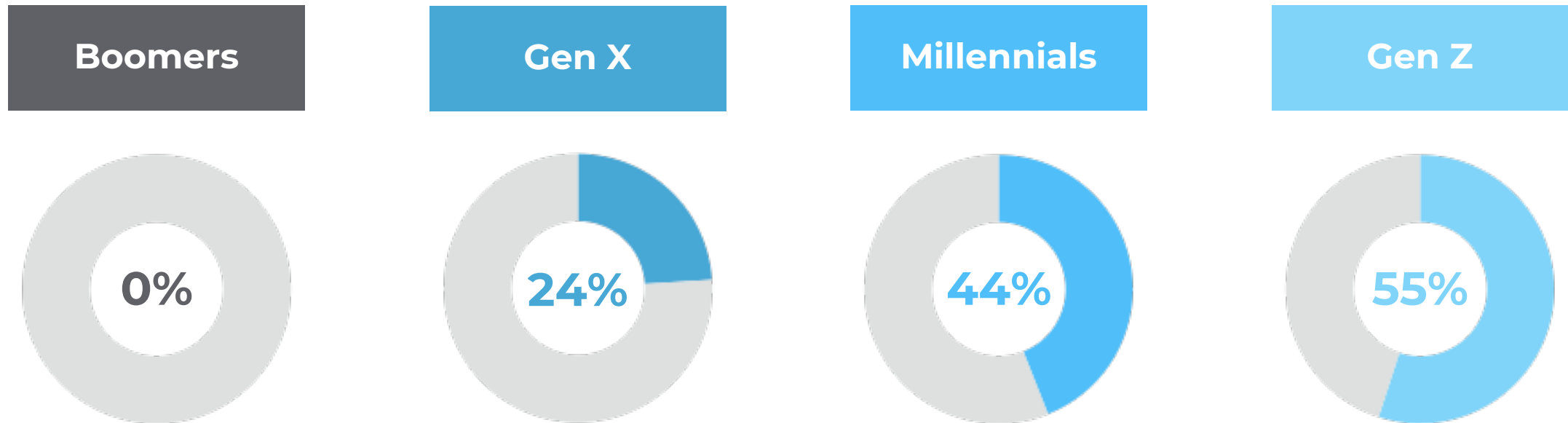


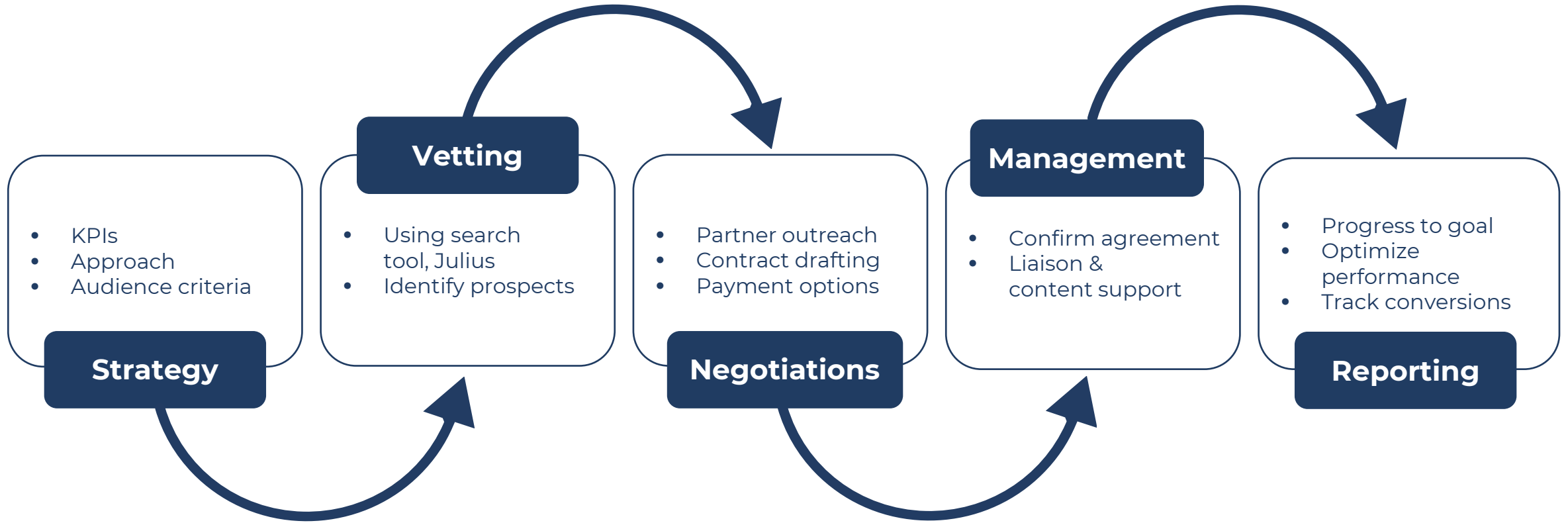




Influencer Program

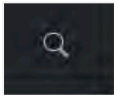
Percent who consider influencer recommendations one of the most important factors in a purchase decision:



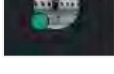
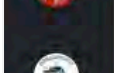


NEW PULL

<input type="checkbox"/>	Creator Name	Followers	Social channels	Location	Status
<input type="checkbox"/>	Jessica Tran	1,665,266	1.7m	California, United States	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	Royal Care	49,716	45.3k 4.4k	Texas, United States	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	aliya.dattu	142,337	105.7k 26.7k 9.9k	Canada	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	Steamtown Auto	159,336	132.3k 27k	Pennsylvania, United States	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	HIGH END CAR DETAILING	506,637	296.2k 206.1k 2.6k 1.7k	Arnhem, Netherlands	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	Washing 🧼	5,600,000	5.6m	United States	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	Emelia Hartford	6,077,923	2.1m 1.6m 1.5m 936.9k	Los Angeles, California, United States	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	carwashchronicle	198,900	198.9k	United States	<input checked="" type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	Renowned Detailing	63,307	47.7k 15.6k	Missouri, United States	<input checked="" type="checkbox"/> <input type="checkbox"/>



← back to list



Jessica Tran

1.7m followers

For collabs email:
Amelia@theactorsgroup.com Detailing
links & codes 📌

Location

California, United States

Gender

Woman

Content Topics

Culinary & Food, Sport & Athletics,
Lifestyle & Blogs, Beauty, Style & Fashion



CWS24-0004, The Car Wash Show 2024



Social Channels



1.7m Followers

0.7% Engmt Rate

5k Estimated Impressions per Post

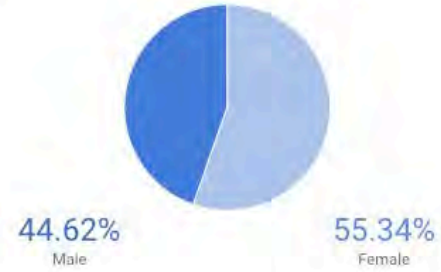
163.3k Avg. Video Views

Audience

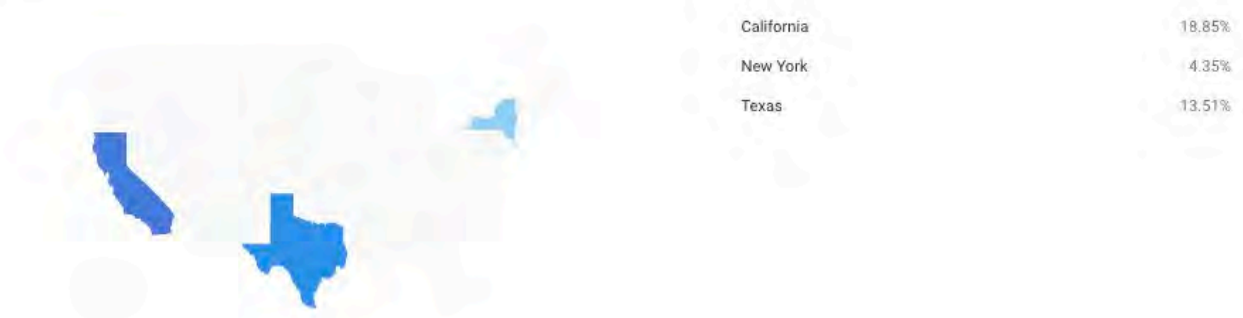
Age



Gender

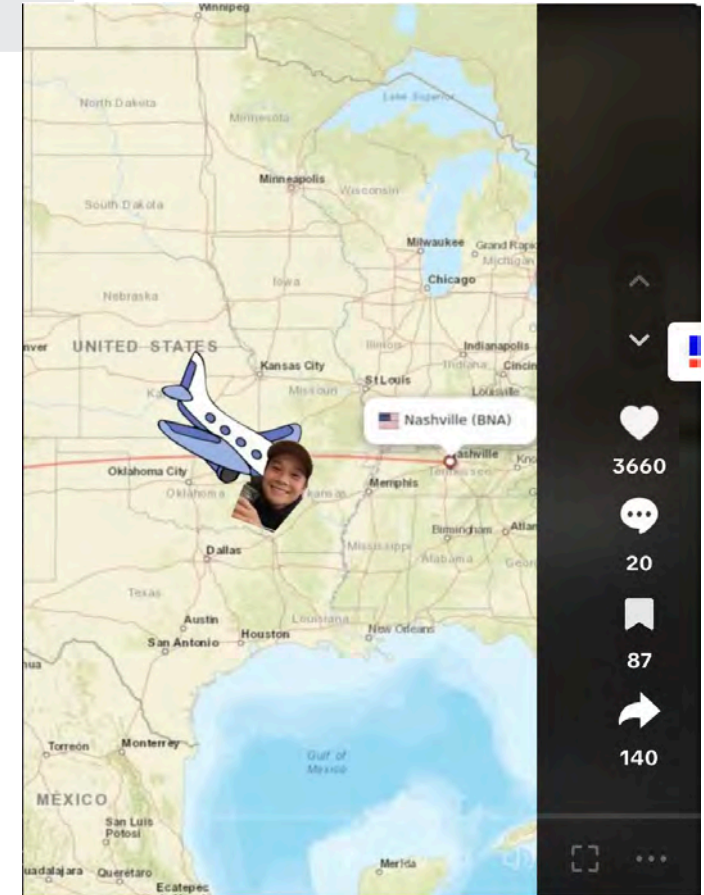
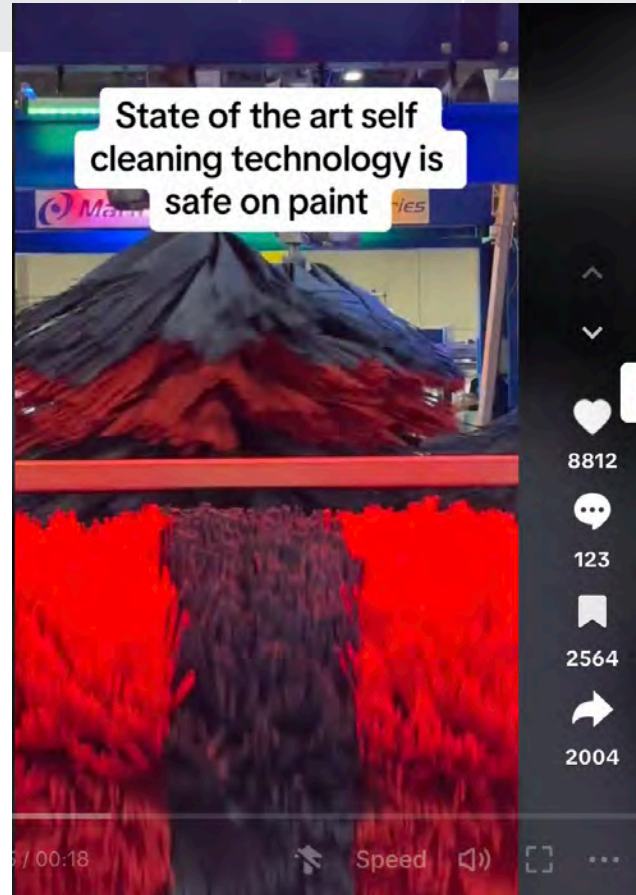


Geo Split



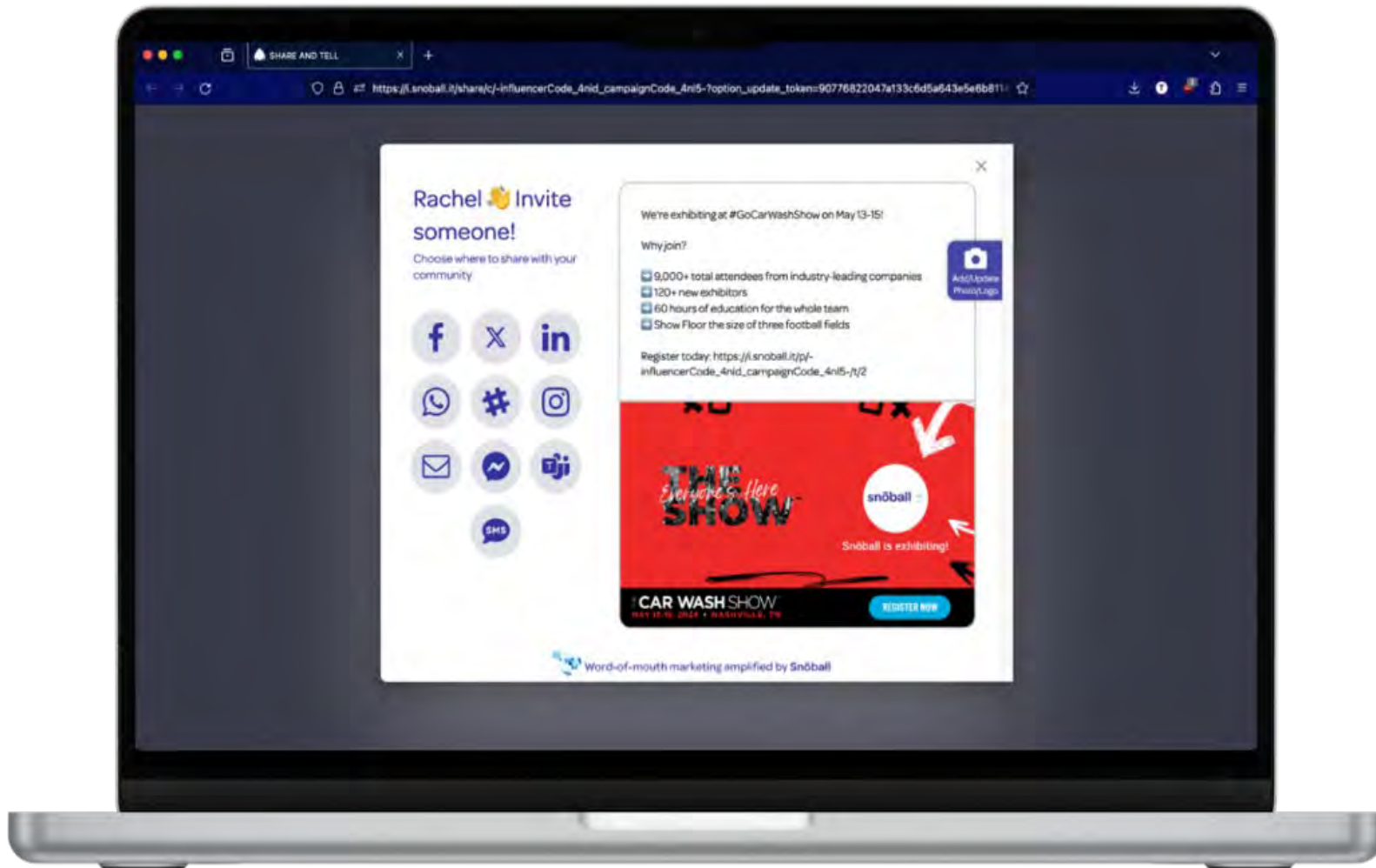


CREATOR	POSTS	ENGAGEMENTS	VIEWS	FOLLOWERS
Greg Paul @carwashmanager	2	5,032	70,000	96,200
Jess Tran @jtmobiledetailing	5	22,082	1,385,697	1,700,000





Partner in Promotion



- 108 social shares from exhibitors and attendees
- 252 clicks
- 5,930 landing page views




CHALLENGE

Increase opportunities for **making connections** during the event.



**After Dark
Hall of Fame
Big Bash**



AFTER DARK

WELCOME
to the
VEG
NEVADA

THE CAR WASH SHOW™







CHALLENGE

Convince attendees to return **year after year.**



Kick Ass Annual Creative



THE **CAR WASH SHOW**™

APRIL 6-8, 2020 • HENRY B. GONZALEZ CONVENTION CENTER • SAN ANTONIO, TX

GREAT MOMENTS SHINE THROUGH

Car owners rely on you to keep their cars like new during all of life's moments, from the everyday to the extraordinary. You count on us for the education, networking, and technology to create memorable customer experiences. Here, you'll find opportunities to enhance your revenue streams. Build sustainability into your business. And learn how the latest innovations empower your customers to find more joy, wherever their clean cars take them.

LEARN MORE AT www.TheCarWashShow.com

LET THE GAINS BEGIN



YOU HAVE THE VISION to craft unbeatable customer experiences and the drive to keep your operation on track. At The Car Wash Show™, you'll fuel both sides of your business-focused mind. Master the art of member loyalty programs and explore the science behind ceramics. Do it all, at the event made for our industry.

THE **CAR WASH SHOW™**
MAY 8-10, 2023 • LAS VEGAS, NV

Register today at TheCarWashShow.com

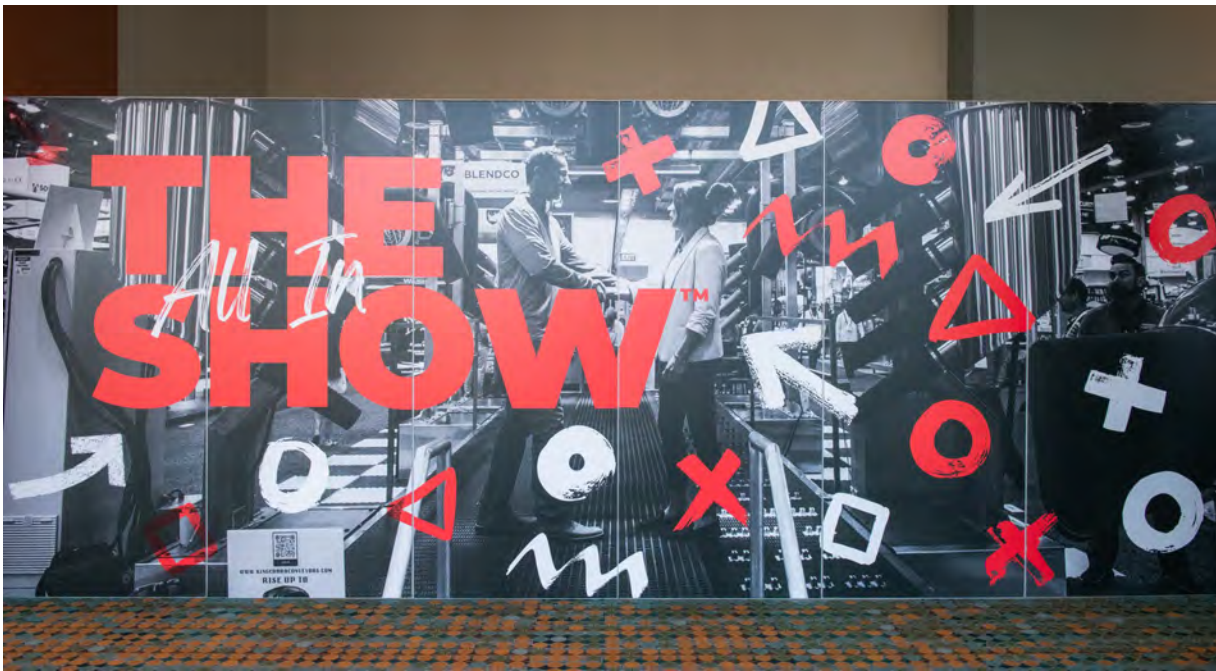


REGISTER NOW
thecarwashshow.com

THE CAR WASH SHOW™
MAY 13-15, 2024 • NASHVILLE, TN









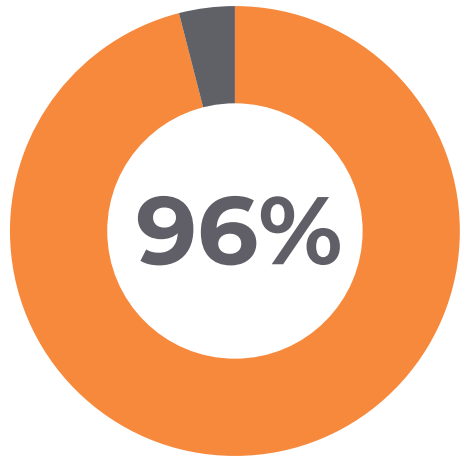
CHALLENGE

Incentivize wash owners and operators to **bring their entire teams.**

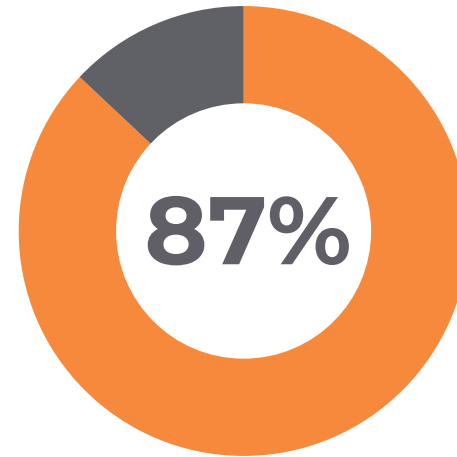


Simplify Pricing Structure

The Tolerance for Friction is Waning



of customers experiencing high friction are more likely to become disloyal, purchase less and spread negative information.



will abandon their shopping carts if the checkout process is too complicated


REGISTER TODAY



JOIN YOUR COMMUNITY IN NASHVILLE, MAY 9-11

WE GET YOU.

As the leader of what you do, it is a commitment to car wash innovation and excellence. At the Car Wash Show, you will find the solutions you need to grow your business, gain insights, and connect with the industry's top professionals. Register for the Car Wash Show, the industry's premier event, and you will be able to attend the show, attend the show, and gain insights into the industry's latest trends and innovations. The Car Wash Show is the only event of its kind in the industry. It is the only event that brings together the industry's top professionals and provides a platform for them to share their knowledge and expertise. The Car Wash Show is the only event that provides a platform for the industry's top professionals to share their knowledge and expertise. The Car Wash Show is the only event that provides a platform for the industry's top professionals to share their knowledge and expertise.

- 8000+
Total attendees, from the
- 400+
Exhibitors, sponsors,
- 50+
Hours of the industry's
- 150,000+
Square Feet of Product

IGNITE YOUR INSPIRATION WITH THESE 5 REASONS TO ATTEND



ONE PASS. FULL ACCESS.

New for 2022, one simplified pass will provide complete access to insights, services, and solutions so professionals from all levels and areas of the industry can learn from recent trends and generate new opportunities. [Register now.](#)



THREE DAYS, THE BEST OF NASHVILLE.
Music City like you've never seen it before. The city will be completely transformed for the show. Don't miss the opportunity to immerse yourself in the city's vibrant culture. Registration on Monday, May 9, through the Car Wash Show on Wednesday, May 11, Business Day.



FRESH INNOVATIONS, INFINITE POSSIBILITIES.
It's all about the future. What's your vision for the future of the industry? Discover new and exciting products and services. It's all about the future. What's your vision for the future of the industry? Discover new and exciting products and services. It's all about the future. What's your vision for the future of the industry? Discover new and exciting products and services.



MEET PEOPLE, ALL IN ONE PLACE.
Connect and collaborate face-to-face. Networking will get your arms swinging and connect with a community that understands where you want your business to go. Connect with your peers.

PART ART. PART SCIENCE.
All the best in car washing.

[REGISTER NOW](#)




PART ART. PART SCIENCE.
all the best
IN CAR WASHING.

THE CAR WASH SHOW
MAY 9-11, 2022
NASHVILLE, TN

Find the connections and solutions you need this May in Music City to navigate the changing complexities of our industry.

NEW FOR 2022!

ONE PASS, ALL THE BENEFITS A sold-out exhibit hall full of innovative solutions, 60+ hours of educational content, inspiring keynotes and more, for one simplified rate.

TRAINING FOR YOUR WHOLE TEAM The Show features more speakers, panels and experts than ever before to help you and your team stay up to date on the latest in your operation.

INNOVATION ALLEY See the show in one special area.

Register today at [www.carwashshow.com](#)


INTERNATIONAL CAR WASH ASSOCIATION
 550 Pennsylvania Ave, Suite #25E
 Glen Ellyn, IL 60137
 USA



BRING YOUR TEAM



CHALLENGE

Improve **digital engagement** before, during, and after The Show.

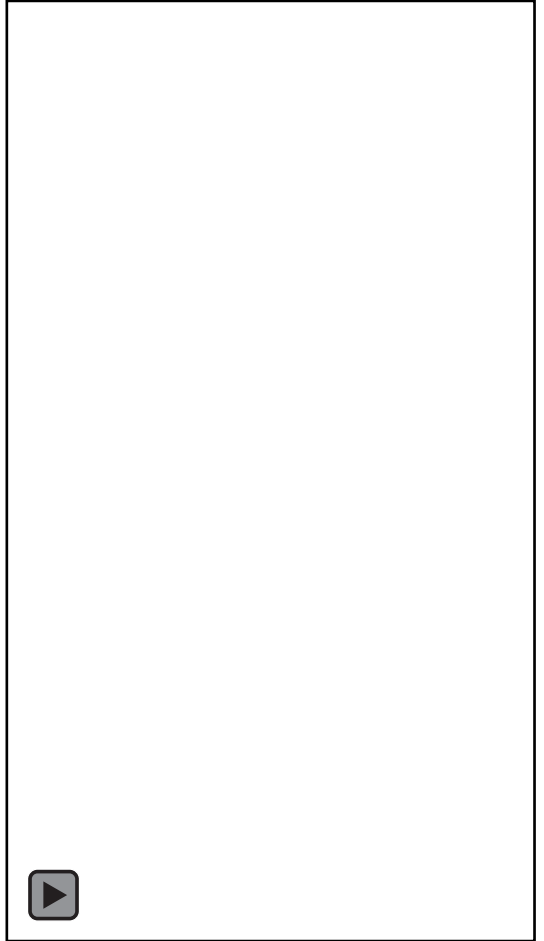
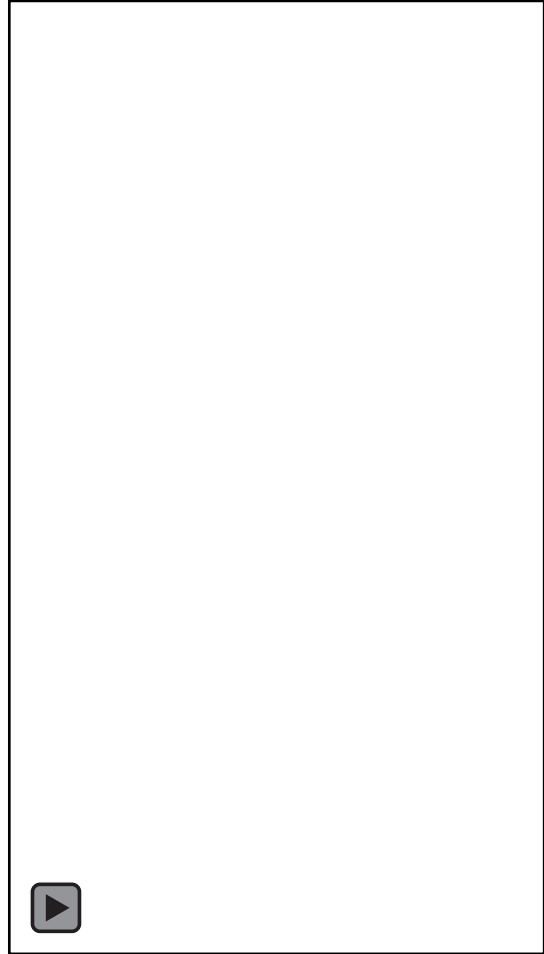
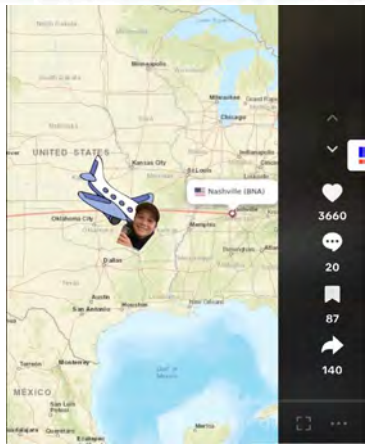
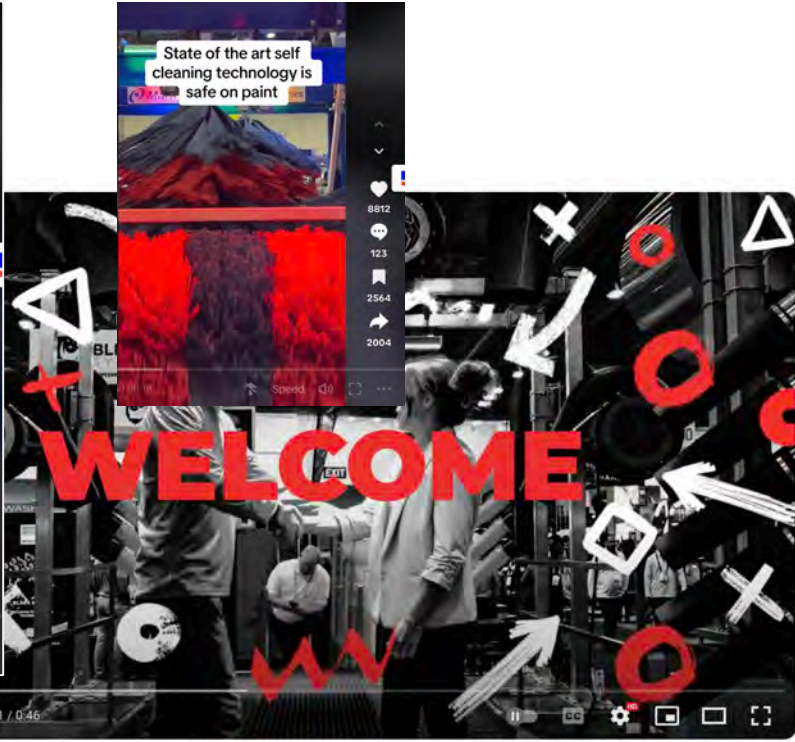
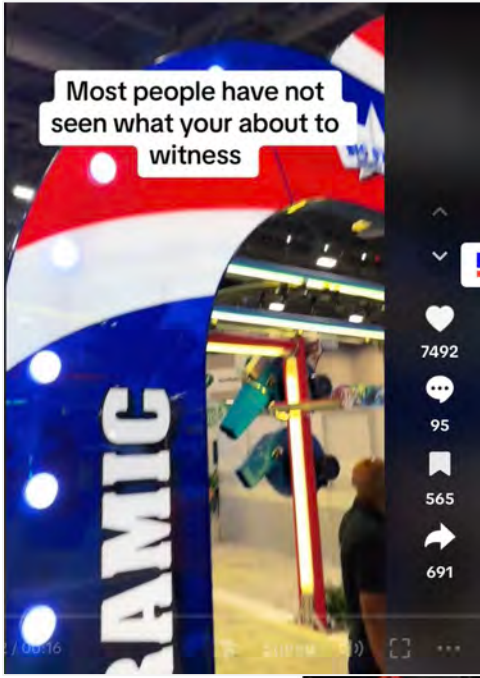


Video Expansion

78%

of consumers say it's more important for a marketing video to be **authentic and relatable** than to be polished with high-quality video and audio





2024 SOCIAL | 85% more interactions + 106% more impressions



CHALLENGE

Provide entry point for non-attendees
and **increase future lead pool.**



Digital Week



REGISTER NOW

THE CAR WASH SHOW™
DIGITAL WEEK • MAY 20-25

Five Follow-Up Questions

01

Does marketing have a seat at the table with experience and program leads?

02

How are you elevating what's new and different for the next show?

03

Is your message timely, not timeless?

04

What marketing channels are you using to attract new attendees?

05

How expansive is your video strategy?