

SPONSORSHIP OPPORTUNITIES

CAR WASH SHOW™ AUSTRALIA

30 October – 1 November 2018

ETIHAD STADIUM | MELBOURNE

*Share, show
and shine.*

CAR WASH
SHOW™
AUSTRALIA

Proudly
presented by



INTERNATIONAL
CARWASH
ASSOCIATION®
GROWING. SMARTER. TOGETHER.

Enhance your presence at The Car Wash Show Australia

Connect with the largest buying audience in the car wash industry in the Southern Hemisphere.

Become a sponsor and connect with the largest gathering of car wash owners, operators and suppliers in the southern hemisphere. With a premier marketing program planned for 2018, the Show is set to attract the highest attendance on record.

Car Wash Show Australia 2018 sponsorship benefits:

- Drive traffic to your booth
- Build your brand
- Promote new products
- Develop and strengthen customer relationships
- Set your company apart
- Increase your visibility

Relax & Recharge Sponsor

AUD\$1,500

Expose your brand to attendees as they take a moment to unwind and charge their electronic devices.

**LAST SPONSORSHIP
AVAILABLE**

Inclusions:

- Company signage displayed in the Car Wash Show Australia Relax and Recharge Area (Exhibit Hall location) for two-days
- Priority exhibitor booth selection (2018)
- Company logo or advertisement featured on a 1/4 page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

Book sponsorship online at the Sponsor Portal: <https://acwa.eventsair.com/cwsa2018/sp>

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Platinum Sponsor

AUD\$4,000

Exclusive sponsorship opportunity. Make your mark on the Show early by joining us in welcoming attendees to the Show. Your brand in front of your target audience with opportunities to meet, greet and communicate directly with them.

Inclusions:

- Naming rights to the Official Opening of Car Wash Show Australia 2018
- Company logo or advertisement featured on the front page of the Car Wash Show Australia Program (artwork to be supplied)
- Priority exhibitor booth selection (2018)
- Opportunity (optional) for a brief address (max five-minutes) at the Official Opening
- Your company signage displayed at the catering station and entry to the theatre
- Opportunity for company staff to welcome attendees at the entry to theatre (provide handout – optional)
- Invited to award the winner of a promotion of your choice
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Four complimentary “Party in the Wash Bay” tickets
- Four additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Four complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

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Gold Sponsor

AUD\$3,000

Exclusive sponsorship opportunity to get your brand up front at the Show's NEW evening entertainment function.

Inclusions:

- Naming Rights to Car Wash Show Australia "Party in the Wash Bay" highlight social event
- Priority exhibitor booth selection (2018)
- Company logo or advertisement featured on the inside front page of the Car Wash Show Australia Program (artwork to be supplied)
- Opportunity (optional) for a brief address (max five-minutes) at the "Party in the Wash Bay" highlight social event
- Your company signage displayed at the catering and entry to the Party
- Opportunity for company staff to welcome attendees at the entry to the Party
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Six complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Four complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

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Silver Theatrette Sponsor

AUD\$2,000

Welcome guests with your logo front and centre including recognition in all pre-event and onsite marketing.

Inclusions:

- Sponsor of Thursday Theatrette Program
- Priority exhibitor booth selection (2018)
- Company logo or advertisement featured on a half back page of the Car Wash Show Australia Program (artwork to be supplied)
- Opportunity (if required) for a brief address (max five-minutes) in the Theatrette on Thursday
- Your company signage displayed at the catering station and entry to theatrette
- Opportunity for company staff to welcome attendees at the entry to theatrette
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatrette sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

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Silver Event Sponsor

AUD\$2,000

Kick back and relax with guests at the “Final Rinse” closing event with company merchandise and signage featuring throughout the event. Your company will make a lasting impression at the Show with this outstanding sponsorship opportunity.

Inclusions:

- Naming Rights to the Car Wash Show Australia ‘Final Rinse’ closing event
- Priority exhibitor booth selection (2018)
- Your company signage displayed at the Event Bar
- Your company invited to provide personalized serviettes (Etihad Staff will hand out with finger food)
- Your company logo or advertisement featured on a half back page of the Car Wash Show Australia Program (artwork to be supplied)
- Opportunity (optional) for a brief address (max five-minutes) at the ‘Final Rinse’ closing event
- Personalised fascia board at your Booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary “Party in the Wash Bay” tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
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Bronze Event Sponsor

AUD\$1,250

With a limited numbers of Bronze Sponsorship opportunities, it's first in best dressed for this one.

Inclusions:

- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a 1/4 page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- One additional full-day Exhibit Booth staff pass with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

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Bus Tour Sponsor

AUD\$2,000

BOTH BUS TOUR PROGRAMS

SOLD

With **two different Bus Tour Programs available** in 2018, select the one that suits you and be a part of this unique sponsorship opportunity.

Inclusions:

- Naming Rights to:
Hand and Tunnel Sites Bus Tour Program or
Self-Serve and Automatic Sites Bus Tour Program
- The choice by your company of one car wash site in the Greater Melbourne area
- The sponsor of this category will co-host the day with an ACWA Director
- The opportunity to make a presentation to the group
- The opportunity to provide show bags or merchandise to attendees on bus
- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a half inside back page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
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Lanyard Sponsor

AUD\$1,500

Possibly the best value sponsorship on offer at Car Wash Show Australia and one that ensures your company is top of mind throughout the Show.

Inclusions:

- Company branded lanyard* worn by all delegates at the Car Wash Show Australia (lanyards to be supplied by sponsor)
- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a half page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

*Lanyard design artwork to be approved by ACWA

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Showbag Sponsor

AUD\$1,500

This sought-after item is supplied to every attendee and carried throughout the Car Wash Show Australia and will be adorned with your company logo.

Inclusions:

- Company branded show bag* provided to all delegates and exhibitors at Car Wash Show Australia
- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a half page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

* Showbag design artwork to be approved by ACWA and to include the ACWA logo

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Registration Sponsor

AUD\$2,000

Be right there when delegates arrive with this fabulous sponsorship opportunity placing your company name smack-bang in front of your target audience.

Inclusions:

- Company signage displayed at Event Registration for **three days** of the Car Wash Show Australia
- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a half page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
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Cafe Sponsor

AUD\$2,000

A unique opportunity to place your company's brand in one of the most visible locations at the Show, the Café Sponsorship presents two days of excellent exposure as attendees take time-out for a quick snack or cold drink.

Inclusions:

- Naming Rights to the Café on two-days of the Wash Show Australia
- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a half page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
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- Promotion on Attendee Mobile App

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App Sponsor

AUD\$1,500

This is an exclusive sponsorship opportunity to promote your company each time a delegate opens the APP, providing exposure pre, post and during the Show.

Inclusions:

- One month pre and one month post event exposure as well as daily use by attendees of the Show
- Sponsorship association rights to the Car Wash Show Australia attendee mobile app
- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a quarter page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
- Complete list of delegate contact details provided after Car Wash Show Australia (subject to privacy legislation)
- Promotion on Attendee Mobile App

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Refreshment Sponsor

AUD\$1,500

Refreshment stations on the floor of the Exhibit Hall are enjoyed by delegates and exhibitors alike. This two-day sponsorship opportunity puts your company in the heart of one of the most popular sections of the Show.

Inclusions:

- Company signage displayed in the Car Wash Show Australia Refreshments Station (Exhibit Hall location) for two-days
- Personalised tablecloths and serviettes (optional)
- Priority exhibitor booth selection (2018)
- Your company logo or advertisement featured on a 1/4 page of the Car Wash Show Australia Program (artwork to be supplied)
- Personalised fascia board at your booth space (colour and logo of your choice)
- Teardrop banner placement with company logo in the walkway entrance into the Show (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- Two additional full-day Exhibit Booth staff passes with access to all theatre sessions
- Two complimentary guest half-day delegate registrations to be used at your discretion
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including website
- Priority Exhibitor Registration for Car Wash Show Australia 2020
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- Promotion on Attendee Mobile App

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