

CAR WASH SHOW™ AUSTRALIA

22 - 24 September 2020

GOLD COAST - QUEENSLAND

Proudly
presented by



Sponsorship Opportunities

Only available to
Show Exhibitors



Enhance your presence at Car Wash Show Australia 2020

Connect with the largest buying audience 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 2020, the Show is set to attract the highest attendance on record.

Car Wash Show Australia 2020 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

Contact: Fiona Tointon, ACWA Events, 0400 070 417 contact@acwa.net.au

Platinum Sponsor

**Naming rights to the Official Opening
of Car Wash Show Australia,
Wednesday 23 September 2020**

AUD\$5,000

Be the Show leader and make your mark early by joining us and welcoming attendees to Car Wash Show Australia 2020.

SOLD

Inclusions:

- Your brand in front of your target audience with opportunities to meet, greet and communicate directly with them
- Company logo or advertisement featured on the front page of the Car Wash Show Australia Program (artwork to be supplied)
- Priority exhibitor booth selection (2020)
- Opportunity (optional) for a brief address (max five-minutes) at the Official Opening
- Your company signage displayed inside the entry to the theatrette
- Opportunity for company staff to welcome attendees inside the entry to the theatrette (provide handout – optional)
- Four complimentary “Party in the Wash Bay” tickets
- Invited to award the winner of a promotion of your choice
- Four additional full-day Exhibit Booth staff passes with access to all theatrette 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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

Book sponsorship online at the Sponsor Portal: acwa.eventsair.com/cwsa20/sp

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Gold Sponsor

Naming Rights to the “Party in the Wash Bay” highlight social event on Wednesday evening, 23 September 2020

AUD\$4,000

Exclusive sponsorship opportunity to get your brand upfront at the Show’s highlight evening entertainment function.

SOLD

Inclusions:

- Company logo or advertisement featured on the inside front page of the Car Wash Show Australia Program (artwork to be supplied)
- Priority exhibitor booth selection (2020)
- Opportunity (optional) for a brief address (max five-minutes) at the “Party in the Wash Bay” social event
- Your company signage displayed inside the entry to “Party in the Wash Bay”
- Opportunity for company staff to welcome attendees inside the entrance to the “Party in the Wash Bay”
- 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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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Silver Theatrette Sponsor

Sponsor of the Theatrette Program
Thursday 24 September 2020

AUD\$3,000

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

SOLD

Inclusions:

- Priority exhibitor booth selection (2020)
- Company logo or advertisement featured on the 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 entrance to the theatrette
- Opportunity for company staff to welcome attendees inside the theatrette
- 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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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New Investor Panel Sponsor

AUD\$2,000

First impressions are important, and the New Investor Panel sponsorship presents a premium opportunity to make your company's mark amongst new and future industry entrants.

ACWA introduced the new investor session into the Car Wash Show Australia program for the first time in 2018, and it proved to be a smash hit amongst those new to the industry and others considering purchasing their first car wash. In 2020, the new investor program will feature a panel of experienced operators and suppliers who will share their experience and knowledge.

Inclusions:

- Opportunity to welcome delegate guests and introduce Panel participants (5 minutes) on Thursday 24 September 2020
- Exclusive company signage inside the theatre (signage at sponsor expense)
- Priority exhibitor booth selection (2020)
- Company logo or advertisement featured on a quarter page of the Car Wash Show Australia Program (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 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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Final Rinse Booth Crawl Partner

**NEW for Car Wash Show Australia 2020
(Limited to Six Partners)**

AUD\$1,000

New for 2020 this is Car Wash Show Australia's take on the great Aussie pub crawl and is set to be a highlight in the Exhibit Hall on Thursday afternoon.

The Booth Crawl invites Delegates to move throughout the exhibition; visiting, enjoying free refreshments your display. Your display will be one of only six on the floor that will be visited on the Booth Crawl.

Inclusions:

- Address the crowd or entertain them, the choice is yours, but by taking this partnership package, the group will be at your display for 20 uninterrupted minutes
- Drinks are on you so select from ACWA's cocktail menu and become the life of the Party
- Signage throughout the event will promote your participation in the Booth Crawl
- Priority exhibitor booth selection (2020)
- Your company logo will feature in the Car Wash Show Australia Program (artwork to be supplied)
- Logo displayed on the Official Show Sponsor Board
- Your company logo included on all Car Wash Show Australia promotional material including the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

* Beverages are not included in this offer, ACWA and our venue partner will provide a list of available beverage options

* Beverages must be purchased from the venue – no BYO

Book sponsorship online at the Sponsor Portal: acwa.eventsair.com/cwsa20/sp

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Bronze Event Sponsor

ONLY 2 AVAILABLE

AUD\$1,350

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

Inclusions:

- Priority exhibitor booth selection (2020)
- Your company logo will feature in the Car Wash Show Australia Program (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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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Bus Tour Sponsor

AUD\$2,000

STILL AVAILABLE
SPONSOR THE HAND AND
TUNNEL SITES BUS TOUR PROGRAM

**SELF-SERVE AND AUTOMATIC SITES
BUS TOUR PROGRAM**

SOLD

An absolute hit and sell-out at Show 2018, the Bus Tour Package is sure to be a hit again in 2020. With **two different Bus Tour Programs available on Tuesday 22 September 2020**, select the one that suits your company 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
- The sponsor of this category will co-host the day with ACWA
- The opportunity to make a presentation to the tour group
- The opportunity to provide showbags or merchandise to attendees on the bus tour
- Priority exhibitor booth selection (2020)
- Your company logo or advertisement featured on a half inside back page of the Car Wash Show Australia Program (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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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Lanyard Sponsor

Company branded lanyard* worn
by all delegates at Car Wash Show
Australia 2020

AUD\$2,000

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.

SALE

Inclusions:

- Priority exhibitor booth selection (2020)
- Your company logo or advertisement featured on a half-page of the Car Wash Show Australia Program (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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

* Lanyard design artwork and quantity to be approved by ACWA

* Lanyard and plastic pockets to be supplied by sponsor

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Showbag Sponsor

Company branded showbag* provided to all delegates and exhibitors at Car Wash Show Australia 2020

AUD\$2,000

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

Inclusions:

- Showbag design can include company logo and/or message (ACWA must approve showbag design. The artwork to include the ACWA logo in the design)
- Priority exhibitor booth selection (2020)
- Your company logo or advertisement featured on a half-page of the Car Wash Show Australia Program (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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

* Showbag to be supplied by sponsor

* Quantity to be confirmed by ACWA

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Registration Area Sponsor

Company signage displayed at Event
Registration for three days of
Car Wash Show Australia 2020

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:

- Priority exhibitor booth selection (2020)
- Your company logo or advertisement featured on a half-page of the Car Wash Show Australia Program (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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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Prewash at the Kurrawa Surf Club

Tuesday 22 September 2020

Naming rights to the official welcome function of Car Wash Show Australia 2020.

AUD\$2,000

Prewash at Kurrawa Surf Club is a free event and open to all suppliers, sponsors and delegates. The event will be a casual mix and mingle at Kurrawa Surf Club and your guests will enjoy 180 degree views of the magnificent Gold Coast beaches as we raise a glass to a successful Car Wash Show Australia 2020.

Inclusions:

- Welcome drinks for event attendees are provided as part of this sponsorship
- Opportunity to make a formal welcome to guests and propose a toast
- Priority exhibitor booth selection (2020)
- Your company logo will feature in the Car Wash Show Australia Program (artwork to be supplied)
- Two complimentary "Party in the Wash Bay" tickets
- One additional full-day Exhibit Booth staff pass 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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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The Car Wash Café Sponsor

**Naming Rights to the Car Wash Café on
two-days of Car Wash Show Australia 2020**

AUD\$1,500

For the first time in 2020, The Car Wash Café will be located inside the exhibit space and is sure to be a standout location for those looking for a coffee, cold drink or snack. This is a unique opportunity to place your company's brand in one of the most visible locations at the Show.

Inclusions:

- Priority exhibitor booth selection (2020)
- Opportunity to display company signage and branding in the café (at sponsor cost)
- Your company logo or advertisement featured on a half-page of the Car Wash Show Australia Program (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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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Relax & Recharge Lounge Sponsor

Naming rights to the Relax and Recharge Lounge for two days of Car Wash Show Australia 2020

AUD\$1,500

Located right in the heart of the Exhibit Hall the Relax and Recharge Area is set to be the destination people head to for that impromptu meeting, to unwind or charge their electronic devices.

Be sure to take advantage of this fantastic opportunity to expose your brand at Car Wash Show Australia 2020.

SOLD

Inclusions:

- Company signage and branding displayed in the Car Wash Show Australia Relax and Recharge Area (Exhibit Hall location) for two-days (signage at sponsor cost)
- Priority exhibitor booth selection (2020)
- Company logo or advertisement featured on a 1/4 page of the Car Wash Show Australia Program (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 the website
- Priority Exhibitor Registration for Car Wash Show Australia 2022
- Complete list of delegate contact details provided after Car Wash Show Australia 2020 (subject to privacy legislation)

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LED Super Cube Partnerships

NEW for Car Wash Show Australia 2020

AUD\$1,250

Flown from the GCCEC's towering Exhibit Hall ceilings and located right in the centre of the Exhibit Hall, will be the Car Wash Show Australia LED Super Cube providing unprecedented exposure for participating Exhibitors.

The 5.5 m x 3 m Super Cube will illuminate your company logo and message to those in the Exhibit Hall.

Inclusions:

- Your logo and/or message will rotate around the giant 5.5 x 3 metre Super Cube walls, making it visible to all parts of the Exhibit Hall
- You are guaranteed to have your company name and message displayed to all present in the Hall, every nine minutes.
- Your message and logo will be exposed a minimum of 140 times each exhibition session, that's almost 300 signals over two days of the Car Wash Show Australia Exhibit Hall sessions
- Your company name will be in front of Delegates, whether they are present at your stand or not

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