



Exhibitors webinar

**Marketing: How to get your
network to visit you at**

**CAR WASH
SHOW EUROPE**

21 & 22 SEPTEMBER 2023 • AMSTERDAM

Welcome

CAR WASH SHOW EUROPE

21 & 22 SEPTEMBER 2023 • AMSTERDAM

Introduction

- *Today's Host & Exhibition Team*

Agenda

- *Marketing*
 - *How to boost your promotion (tips and tricks)*
 - *How to get your followers to join the event*
 - *Inspiration and examples*
- *Last practical information regarding your booth*

Feel free to ask questions, we will answer them→ Use the comment sidebar to ask your questions

Why should you promote your attendance

Make sure attendees and potential customers are aware and know that you are there.

By raising awareness about the event there will be more attendees: This is beneficial for everyone involved since more attendees means more exposure and potential customers for you.

How to get your followers to join the event

- How can you help?
 - Marketing tool kit
 - Personal partner/exhibitor banner
 - Newsletter
 - Social media
 - Website
 - Affiliate link
 - carwashshoweurope.com/registration/?partner=
- The exhibitor with the most attendees visiting the event via his affiliate links wins a CarwashPro.com Promotion Package worth €3.000



PARTNER OF



Will you be there? Register via carwashshoweurope.com

Top 3 promotion affiliate links

- ACE
- Elsea
- Emiltec

How to boost your social media promotion (tips and tricks)

When posting on social media don't forget to:

- Promote your own product/team through the use of engaging visuals (Look at [canva.com](https://www.canva.com))
- Name your stand number
- Use your own registration link
- Tag [@carwashshoweurope](https://www.instagram.com/carwashshoweurope) so that we can repost you
- Use 1 or more hashtags , particularly [#cwse2023](https://www.instagram.com/explore/tags/cwse2023) so that the trend is recognisable
- Try to have a brand identity for your posts (use the same colours as cwse, your logo etc)
- Contact Kathryn if you need help or advice (kathryn.van.den.berg@promedia.nl)

Ideas for social media posts

Introduce your product or service

Are you as excited as we are for Car Wash Show Europe 2023? Not only do we get to showcase our new products, but we also get to meet our visitors in person. Excited? Register here and visit our stand (stand number):



<https://www.carwashshoweurope.com/registration/>

#cwse2023

Inspiration and examples

Social media reposts

- Share with your followers
- Use your own introduction and make it fun and exciting
- Use our visuals for recognition

 **Sonny's Enterprises Inc. - Conveyorized Car Wash Equipme...**
13.476 volgers
1 mnd · 

We are thrilled to announce that Sonny's will be participating in the upcoming Car Wash Show Europe 2023.

For those attending, join Robert Andre in this Breakfast Session as he teaches how to construct a car wash business plan that maximizes profit potential.

Register today: <https://lnkd.in/eHgNbPu>

Vertaling weergeven

 **Car Wash Show Europe 2023**
525 volgers
1 mnd · Bewerkt · 

Breakfast session: New Investor - The Real Return on Investment
One of the first sessions of the program that we will highlight is the breakfast session made possible by **Sonny's Enterprises Inc. - Conveyorized Car Wash Equipment Leader**

Robert Andre will teach you how to construct a car wash business plan that maximizes your profit potential. We've packed this session with real-world examples-including confidential financial statements and statistics from private car washes. Get the knowledge you need to launch your new business by learning how to estimate project costs, avoid common pitfalls, and maximize revenue.

For the full program, click here: <https://lnkd.in/edcCKzN>

[#cwse2023](#) [#cwse](#) [#carwashshoweurope](#) [#carwashshoweurope2023](#) [#carwash](#) [#educational](#) [#investors](#)

Vertaling weergeven



CAR WASH SHOW EUROPE
A CONFIDENTIAL INVESTMENT

BREAKFAST SESSION

NEW INVESTOR - THE REAL RETURN ON INVESTMENT

REGISTER NOW

Robert Andre

 **Sonny's The CarWash Factory**
11 juli · 

We are thrilled to announce that Sonny's will be participating in the upcoming Car Wash Show Europe 2023.

For those attending, join Robert Andre in this Breakfast Session as he teaches how to construct a car wash business plan that maximizes profit potential.

Register today: <https://bit.ly/3pJzUY0>

[#entrepreneur](#) [#entrepreneurship](#) [#gocarwashshow](#) [#tradeshows](#)



CAR WASH SHOW EUROPE
A CONFIDENTIAL INVESTMENT

BREAKFAST SESSION

NEW INVESTOR - THE REAL RETURN ON INVESTMENT

REGISTER NOW

Robert Andre - Sonny's

Thursday, 21 september
10:00 - 10:30
EXPO Greater Amsterdam



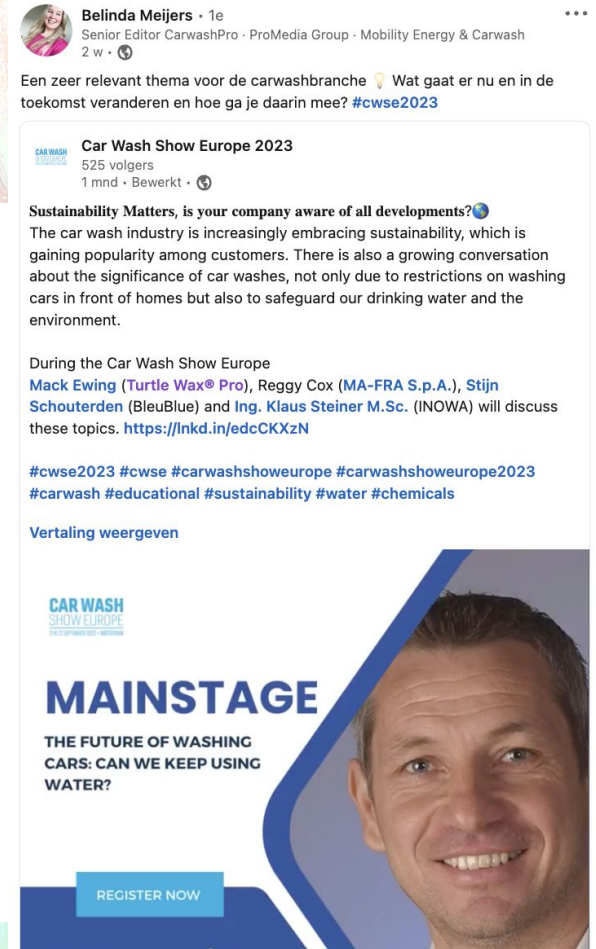
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1 keer gedeeld

Inspiration and examples

Social media reposts/ introductions

- Write your introduction in your own language to tell people what is going on
 - try to entice people to join
 - use descriptive language that engages the reader (come join us! don't miss out!)
 - remember that you are trying to sell an experience



Belinda Meijers · 1e
Senior Editor CarwashPro · ProMedia Group · Mobility Energy & Carwash
2 w · 🌐

Een zeer relevant thema voor de carwashbranche 🌱 Wat gaat er nu en in de toekomst veranderen en hoe ga je daarin mee? #cwse2023

Car Wash Show Europe 2023
525 volgers
1 mnd · Bewerkt · 🌐

Sustainability Matters, is your company aware of all developments? 🌐

The car wash industry is increasingly embracing sustainability, which is gaining popularity among customers. There is also a growing conversation about the significance of car washes, not only due to restrictions on washing cars in front of homes but also to safeguard our drinking water and the environment.

During the Car Wash Show Europe
Mack Ewing (Turtle Wax® Pro), **Reggy Cox** (MA-FRA S.p.A.), **Stijn Schouterden** (BleuBlue) and **Ing. Klaus Steiner M.Sc.** (INOWA) will discuss these topics. <https://lnkd.in/edcCKXzN>

#cwse2023 #cwse #carwashshoweurope #carwashshoweurope2023 #carwash #educational #sustainability #water #chemicals


Vertaling weergeven

CAR WASH SHOW EUROPE

MAINSTAGE

THE FUTURE OF WASHING CARS: CAN WE KEEP USING WATER?

REGISTER NOW



Inspiration and examples

Social media post

- If you use your own visuals
 - Make sure it is recognisable
 - Use our official logo
 - Use the right colors
 - Ask us if you need advice/help
 - Make your employees repost it

Jeroen Houweling · 2e
co-owner Dr. Stöcker Benelux
1 mnd · Bewerkt · 🌐

Dr. Stöcker is een van de finalisten voor de innovation awards, van de **Car Wash Show Europe 2023!**

Met ons unieke Bag-In-Box systeem!

<https://lnkd.in/e4nmuwg4>

Dr. Stöcker
SPECIALTY IN CAR WASH TECHNOLOGY

CAR WASH SHOW EUROPE
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Congratulations! You are one of the finalists for the Car Wash Shop Europe Innovation awards!

Dear Dr. Stöcker,

An impartial jury has looked at all applications and selected bag-in-Box as one of the four finalists for the Sustainability Awards.

Belinda Meijers en 31 anderen · 1 commentaar · 1 repost · en 5 anderen

+24

Inspiration and examples

Social media post

- Visuals about you as exhibitor work very well!
- Share these in your own network
- Share your personal visual in your own network

Anastasia Kim · 3e+
Export Manager at Nerta
2 mnd · 🌐

Save the date and meet **#NERTA** 🌧️ @CarWashShowEurope in Amsterdam. 21 & 22 September '23.

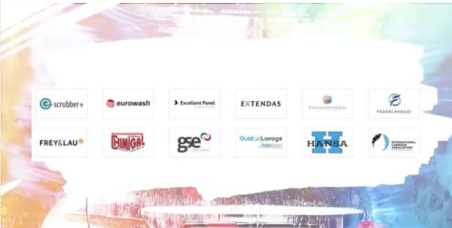
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Car Wash Show Europe 2023
525 volgers
2 mnd · 🌐


During the Car Wash Show Europe you can meet with exhibitors around Europe who will showcase their latest products and services, as well as technological innovations.

Did you not register yet? Claim your ticket now. <https://lnkd.in/eHgNbPu>

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EXHIBITORS OF



Will you be there? Register at [carwashshoweurope.com](https://www.carwashshoweurope.com)

Meet the exhibitors of the Car Wash Show Europe 2023!

Kendra Johnson · 3e+
Vice President, Business Development
6 d · 🌐

Looking forward to attending my first Car Wash Show Europe next month. What a line-up of exhibitors 😊

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Car Wash Show Europe 2023
525 volgers
1 w · 🌐

Meet the exhibitors!
Meet over 80 key-players in the car wash industry and find out what they can offer you or your company.

- 🌟 From car wash system manufacturers (with the representation of all car wash models - from tunnel wash to conveyor, roll-over and self-service car wash),
- 🌟 Car wash chemicals suppliers,
- 🌟 Car wash components suppliers,
- 🌟 Consultants
- 🌟 Trade organisations

All involved parties will come together at this dedicated car wash event.

https://lnkd.in/evQXFd_U

#cwse2023 #carwashshoweurope #exhibitors #RegisterNow

[Vertaling weergeven](#)



Inspiration and examples

Use your own network

- Newsletter
- Website



Events that help your business thrive.

If you're looking to grow profits, increase customer base, or gain insight into new markets, there are many ways to get that and more. The most effective way is to be present at the industry leading events. Built on more than 20 years of experience, our events get you and your goals in the center.

[REGISTER](#)

UPCOMING EVENTS

Car Wash Show Europe™

September 21-22, 2023 | Amsterdam, Netherlands

Europe's only event for car washes that brings you to the International Carwash Association. The one-stop-shop for the professional car wash industry in Europe at the new EXPO Greater Amsterdam.

[LEARN MORE](#)

Women's Leadership Experience™

October 24-25, 2023 | Oak Brook, Illinois

This 2-day networking program was designed to help individuals build one-to-one relationships, gain an awareness of systemic issues related to gender issues, and explore ways to influence change. This curriculum and program format is tailored to foster deeper connections and collaboration for women seeking to develop their leadership skills and advance their careers.

[LEARN MORE](#)

Let's meet at the Car Wash Show in Amsterdam!

Welcome to register for free to the Car Wash Show Europe on September 21 and 22 in Expo Greater Amsterdam. Click the link below.

Looking forward to seeing you there!

[Register now for free!](#)



PARTNER OF



Will you be there? Register via carwashshoweurope.com

Contact us



Ari Alander
Sales Director



Erkki Aminoff
CEO



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Possibilities to enhance visibility

- Meeting Rooms per ½ day - € 1.600,-
- Hosting Knowledge Session - € 2.400,-

Quotations

- Advertisement in catalogue
- Sponsoring
 - Networking drinks
 - Dinner
 - Tours



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Last practical information regarding your booth

Please let us know ASAP:

- Electrical connections
- Water connections
- Internet
- Rigging

Wednesday 15:00 CEST

Last practical information regarding your booth

Please let us know by August 24:

- Back wall - standard booths
- Furniture
- Plants
- TV's

Last practical information regarding your booth

Please let us know by September 8:

- Catering order
- Register booth personnel

Where To Find Help

CAR WASH
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Exhibitor online page: <https://www.carwashshoweurope.com/exhibitors-portal/>

→ **Anouk de Groot** - anouk.de.groot@promedia.nl

Marketing, registration, tours, program, innovations

→ **Kathryn van den Berg** - kathryn.van.den.berg@promedia.nl

Marketing: Social Media insights

→ **Robbert Van Dijk** - robbert.van.dijk@promedia.nl

Logistics, booth set-up, design

→ **Niels Singeling** - niels.singeling@promedia.nl

Sponsoring, general oversight

Questions?

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