



Snöball

PROMOTING YOUR BOOTH

You're investing in your booth—don't let it be missed. Invite your customer and prospects to see your innovations firsthand in Nashville using Snöball. Snöball makes it easy to instantly share your Car Wash Show participation and earn up to **(4) priority points** for participating.

More Reach. More Traffic. More Impact.

All booth contacts will receive a personalized link via email with an editable post for 11 different platforms that is ready-made with official images and messaging for The Car Wash Show™ 2026.

If you didn't receive an email with your Snöball link, contact Liz Peters at lpeters@carwash.org.

How to earn Priority Points* with Snöball:

- **Sharing:** Earn **one (1) priority point** for sharing your invitation on any social platform.
- **Conversions:** Earn **three (3) priority points** when someone registers using your custom link.

Priority points are awarded on a one-time basis, regardless of the amount of content shared or the number of resulting registrations. A maximum of 4 priority points may be earned per exhibitor. **The final deadline to accumulate priority points for this year is April 13, 2026.*

THE **CAR WASH SHOW**™
MAY 11-13, 2026 • NASHVILLE, TN