

THE **CAR WASH SHOW**[™]
MAY 3-5, 2027 • LAS VEGAS, NV

2027 BOOTH SPACE SELECTION KIT

WHO: Current Exhibitors at The Car Wash Show 2026

Ensure the person attending your Booth Selection appointment is authorized to make final booth decisions based on real-time availability and can provide payment for the initial 40% deposit during the appointment. If you haven't already, submit [this form](#) with their phone number(s) so they can receive a reminder text from Turbo on the day of your appointment.

WHAT: Select Your Company's Booth Location & Size for The Car Wash Show 2027

This is your opportunity to secure your booth for next year's event in Las Vegas.

WHERE: Booth Selection Room — Level 3, Room 301

WHY: Space Is Limited — Don't Miss Out

Booth locations fill quickly. Securing your booth on-site ensures access to the best available locations and locks in one of your most important priorities for 2027.

WHEN: Sunday, May 10 & Tuesday, May 12 & Wednesday, May 13, 2026

New! Sunday, May 10, booth selection will take place for the twelve exhibitors with the highest Priority Points.

Booth selections must be made during your designated appointment time. Scan the QR code to view the Booth Selection Schedule.

HOW: Show Up!

Arrive at the Booth Selection Room on Level 3 at your scheduled appointment time. Be sure you or a designated team member is present and ready to secure your preferred booth space.

Scan To View Your Booth Selection Appointment



TheCarWashShow.com

2027 BOOTH RATES

SIZING PER SQUARE FOOT*	AT SPACE SELECTION	ON OR AFTER MAY 18, 2026
Up to 499 sq. ft.	\$34	\$37
500-1,999 sq. ft.	\$33	\$36
2,000+ sq. ft.	\$32	\$32

*Two (2) complimentary exhibitor badges are included with every 100 square feet of booth space purchased.

[2027 Terms & Conditions](#)

IMPORTANT: Applicable Upcharges

- Parent companies may opt to have some or all of their selected space titled in the name of their subsidiaries, divisions, or trademarks for a fee of \$2,700 per name; up to a maximum of three (3) displayed names per parent company.
- Contiguous Island Booths Opportunity Fee is equal to 100% of the price of the exhibit space (see page 3).
- Post-show pricing will go into effect on May 18, 2026.
- Premium Space: Premium space locations require an additional \$3,000 pre-paid sponsorship investment toward The Car Wash Show 2027. Sponsorship offerings will be available fall of 2026. If an exhibitor chooses a premium space and, upon reviewing sponsorships, declines this enhancement, the exhibitor may move to any non-premium location still available. Additional Premium Space \$3000 pre-paid sponsorship investment will be collected in full at time of booth selection.

Questions About Rates, Upcharges, or Availability?

Contact **Jen Fitzpatrick** at jfitzpatrick@carwash.org or **630-815-4805**.

BOOTH SPACE SELECTION PROCESS

Make the Most of Your Booth Selection Appointment

1 REVIEW THE BOOTH SELECTION KIT
Read through the kit before arriving to your appointment.

2 CONFIRM YOUR APPOINTMENT TIME
Booths can ONLY be selected during your designated appointment time.



3 CHECK IN AT THE DESK OUTSIDE ROOM 301
We need to check you in before entering the Booth Selection Room. At this time we will also alert you if there's any earlier availability to go in, or a short delay.

4 BE COURTEOUS TO YOUR FELLOW EXHIBITORS
Help us stay on time.

- Be efficient when choosing your booth and making your 40% payment.
- Latecomers are subject to being skipped.

Please don't skip the line. If you have a scheduling conflict, let us know in advance so that we can schedule something after booth selection closes for the day.

5 BE PREPARED
In order to lock in your 2027 booth, you will need to make a decision during your appointment, sign your booth contract, pay a 40% deposit, plus any applicable fees.

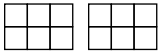
BOOTH SELECTION RULES

Rules on Creating Island Booths

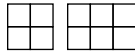
The floor plan currently shows the maximum number of booths available on the floor. Booths may be combined to form a larger space, and exhibiting companies may form island booths subject to the following rule:

An exhibiting company may delete booths from the floor plan to form an island only if the total number of booths on both sides of the aisle total 400 square feet or more. See below for examples.

OKAY:



OKAY:



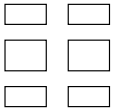
NOT OKAY:



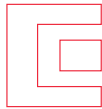
Rules on Purchasing Aisle Space

Exhibiting companies are allowed to purchase space after on-site space selection as long as all existing aisles maintain continuous traffic flow. "Keep Clear Aisles" may not be purchased at any time. All aisle space purchases will be based on the review and approval of show management. See below for examples.

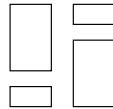
PURCHASED AT SPACE SELECTION



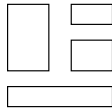
NOT OKAY:



OKAY:



OKAY:



Can I Select Space With Another Company?

Companies who wish to exhibit near each other must choose space during the time slot of the company with the lowest number of Priority Points. If you wish to do this, please inform show management prior to May 8, 2026.

Can I Expand or Relocate My Booth if a Better Location Becomes Available?

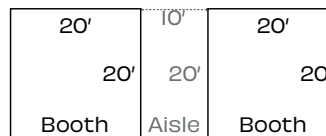
Yes! We are happy to expand your space or relocate your desired location as long as it is available. Please contact **Jen Fitzpatrick** at jfitzpatrick@carwash.org with your request. Changes will take place as soon as we are able.

Cancellation Policy

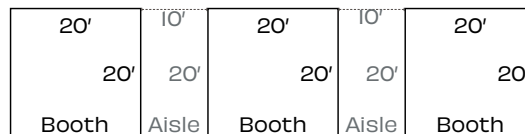
Please choose booth space carefully. Canceling or reducing companies will lose Priority Points on the space released. [Please see Section VIII of the Terms and Conditions in The Car Wash Show 2027 Online Contract for Exhibit Space.](#)

Rules on Two or More Contiguous Island Booths

Exhibiting companies may purchase contiguous island booths. Two or more contiguous island booths will incur an opportunity fee. This fee equals 100% of the total net square foot cost of shared aisle space between contiguous island booths. Exhibiting companies will be invoiced an opportunity fee 60 days from selection to be included in the second payment. Companies can avoid the opportunity fee at any time by filling in the aisle space between contiguous booths.



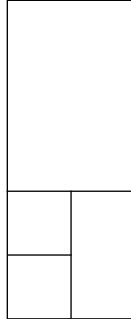
In this example to the left, the shared aisle space equals 200 net square feet.



In this example to the left, the shared aisle space equals 400 net square feet.

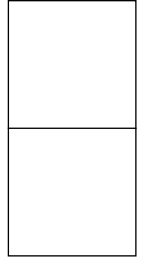
Peninsula Booths

Peninsula booths are exposed to aisles on three sides and are 20' x 20' or larger. When a peninsula booth backs up to linear booths, the back wall may rise in the center but must remain at or below 4' high within 5' of each side aisle to protect neighboring sight lines. Double-sided signs, logos, and graphics must be set back 10' from adjacent booths. Finished (no exposed wires/wood/structure) back-walls and logo/branded free graphics are allowed inside 10'.



Split Peninsula Booths

A split peninsula booth shares a common back wall with another peninsula booth. Because it does not back up to linear booths, the full cubic content of the booth may be used up to the approved maximum height, with no back-wall line-of-sight restriction. Double-sided signs, logos, and graphics must still be set back 10' from adjacent booths. Finished (no exposed wires/wood/structure) back-walls and logo/branded free graphics are allowed inside 10'.



PRIORITY POINTS

Booth Selection appointments are assigned based on each exhibiting company's accumulation of Priority Points. The deadline to accumulate points for this year's booth selection was **April 13, 2026**.

Priority Point Breakdown

- **1 point** for each 100 square feet of exhibit space reserved in The Car Wash Show 2026.
- **1 point** for each year of participation over the past 10 years.
- **1 point** for every \$3,000 in sponsorships purchased from The Car Wash Show 2026.
- **1 point** for each Brian Campbell Best Booth award winner from The Car Wash Show 2025.
- **1 point** for sharing your custom Snöball invitation on any social platform.
- **3 points** when someone registers through your custom Snöball link.

Important Notes for Priority Points

- Snöball 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.
- If companies merge or acquire one another, only the higher set of Priority Points will be used for the purpose of space selection.
- Only one company (the "parent company") can accumulate Priority Points for space selection, not its subsidiaries or divisions.
- Companies with an equal number of Priority Points on April 13, 2026 will be randomly assigned their specific appointment within the same set of time(s).
- **New in 2026:** **ICA Champions Partners** will be moved to the front of their time segment as an additional benefit of this program.

Want to learn how to increase your Priority Points in 2026 or find out how you can stay visible all year long within the car wash community through the International Carwash Association Champions Program? Reach out to **Jen Fitzpatrick** at **630-815-4805** or jfitzpatrick@carwash.org to see what options are available and get started.

WHAT TO KNOW ABOUT LAS VEGAS IN 2027

- The Car Wash Show 2027 will take place in the **North Hall** at the [Las Vegas Convention Center](#), 3150 Paradise Rd, Las Vegas, NV 89109.
- [2027 Floor Plan](#)
- All power comes from overhead and all island booths will require a main drop location into their booth.
- All air/water/gas also comes from overhead and all island booths must include the drop location as well as final location if different from drop.
- All overhead signs must be approved in advance in order to be submitted to LVCVA's facility maintenance department for approval.
- Ceiling heights vary between 15' high to 35' high.
- The North building is comprised of 4 halls, each having an entrance into the show.
- No high docks — trucks will be unloading using ramps for box trailers or directly off of flatbeds.

- The venue is NOT column free. If you find a column inside your space, feel free to request a booth layout that will show exactly how the column will fit into your space. Many of the columns also include bracing (see images below).

COLUMN WITH BRACING



COLUMN WITH BRACING



COLUMN WITHOUT



- If your booth should span an airwall between the four halls, hanging signs could be more difficult and/or expensive.
- [Terms & Conditions](#)
- [Exhibitor Checklist for 2027](#)

NOW WHAT?

[2026 Follow-Up & Next Steps](#)

- Stay ahead of your booth plan every year to guarantee success.

Promote Your Success and Future Participation

- [Recap with attendees.](#)
- [Tell everyone about your success.](#)

WE ARE EXCITED TO WELCOME YOU TO LAS VEGAS IN 2027

Please email [Jen Fitzpatrick](#) or [Liz Peters](#) if you have any questions.



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