



International Carwash Association to Host Second Car Care World e-Xpo, the Premier Online Tradeshow for the Car Care Industry, September 13-15, 2006

The International Carwash Association is hosting its second Internet-based convention and tradeshow, **Car Care World e-Xpo 2006, September 13-15.**

This year's e-Xpo features many of the benefits of a traditional tradeshow without the cost or travel associated with attending these events. Attendees and exhibitors can interact in real-time with thousands of car care professionals via online discussion (chat) or e-mail, attend exclusive educational presentations by leading industry experts, visit more than 50 booths in a buzzing exhibit hall and enter to win fantastic prizes. The best part: this can all be done without leaving the comfort of the home or office.

"The unique event format of Car Care World e-Xpo provides great value for both attendees and exhibitors from every segment of the car care marketplace," said International Carwash Association Executive Director Mark Thorsby. "Attendees and vendors alike can experience first-rate industry education and take advantage of networking opportunities 24/7 from the convenience of their desktops."

The Association's first-ever e-Xpo took place last November to great success, given nothing like this had been attempted in the car wash industry before. More than 1,300 owners, operators, vendors and suppliers took advantage of the increased exposure, invaluable networking opportunities and timely education. The success of Car Care World e-Xpo 2005 demonstrated that the industry found the online format to be valuable for their profits, personal networks and professional development. This year, the International Carwash Association expects Car Care World

e-Xpo 2006 to feature as many as 75 exhibitors and attract nearly 2,500 attendees.

"Thank you for giving us the opportunity to exhibit at Car Care World e-Xpo 2005," said Joel Wollin, Reclaim Equipment Company, New Prague, Minn. "We were all impressed with the traffic that the e-Xpo generated, as well as the quality of the audience."

There is still time to represent your business by exhibiting at Car Care World e-Xpo 2006. Choosing to exhibit at the e-Xpo puts your name in front of a diverse and international audience of qualified buyers and new investors, generates awareness for your latest products and services, and demonstrates to the car care industry that your organization is on the cutting edge of technology.

Once again, the e-Xpo features FREE REGISTRATION for all attendees including entry to the Education Center! Free registration will give you access to the exhibit hall, all educational presentations and unlimited networking opportunities without having to step on a plane or book a hotel room.

Car Care World e-Xpo 2005 attendee, Steve Berkman of Foothill Carwash, Sioux Falls, S.D., said, "This is productive and fun, and I like the platform and combination of tools. I can attend a seminar and have three or four conversations at the same time, collect info and organize."

For more information, to secure a virtual exhibit space or to register as an attendee, please visit the International Carwash Association Web site at www.CarCareCentral.com/e-Xpo.

About Car Care World e-Xpo

Hosted by the International Carwash Association, Car Care World e-Xpo is the first Internet-based convention and tradeshow for the car care industry. Its second show is September 13-15, 2006. Registration and information is available at

www.CarCareCentral.com/e-Xpo.

The e-Xpo provides the ultimate virtual environment to discover new solutions to help a car care business succeed by delivering:

- **e-Xhibits** – access to leading vendors in a virtual marketplace, with the ability to see their product offerings, engage in real-time chats with sales personnel and view product demonstrations
- **e-Xchanges** – online chats with fellow car care professionals providing opportunities to network and share success stories and lessons learned with others facing the same issues
- **e-Xperts** – live and on-demand educational sessions offering insight into the latest industry issues and equipping you with the knowledge and tools to grow your business

This show complements the Association's physical tradeshow, Car Care World Expo, which takes place each spring.

For more information, contact info@CarCareCentral.com or 1.888.422.8422.