



## IMPORTANT - NEW COMPLIMENTARY EXPO PASS REGISTRATION PROCEDURE!

Online Pre-Registration is now REQUIRED for use of Passes

In our efforts to improve attendee contact information provided to you and to speed the onsite registration process, the procedure for using the vendor provided Complimentary EXPO passes has changed. Please read & forward this information to all Sales Associates distributing your passes. Passes will be mailed to the Primary Booth Contact in December.

- Online Pre-Registration is REQUIRED for your Customers to use their Complimentary EXPO Pass. The Registration Password & Procedure is printed on the pass for use in the Pre-Registration Process.
- The Deadline for Comp Pass Online-Registration is Friday, February 16<sup>th</sup>. You must deliver or email the pass to your customer PRIOR to February 16<sup>th</sup>. You may also go on line & register your guest by February 16<sup>th</sup>.
- **Comp Passes may NOT be used at On-Site Registration on Show Days. You will NOT be able to pass out Comp Passes at the Show.** This will be a big change for your customers, make sure you advise them of the change.
- Passes MAY NOT BE USED by Vendors/Suppliers/Distributors/Booth Reps. They may only be used by Car Wash owners, operators or their car wash staff. If used by Vendors, Suppliers or Distributors, you will be invoiced for event cost.

SCWA provides each exhibiting company with TEN COMP EXPO Passes for each 10x10 area for SUNDAY or MONDAY SHOW HOURS, February 25<sup>th</sup> OR 26<sup>th</sup>. Distribute the passes to: Car Wash Owners, Operators, or Car Wash Employees.

Continue Scrolling for:

- EXPO To Do List
- EXPO Guidelines
- Order Information

Contact the SCWA Headquarters with Additional Questions: (512) 343-9023



TO DO LIST – SCWA 2018 CONVENTION & EXPO – February 25-27 – Arlington, Texas  
SCWA CONTACT: JANE SPACE (800) 440-0644

- 1. TODAY - Determine representatives from your company attending the EXPO. Make Hotel & Travel Reservations. Sheraton Hotel (800) 442-7275 (\$154 S/D-SCWA Rate). Group Rate Deadline-January 26, 2018 or until the Group Block is sold out. Online Reservation Links for the Sheraton and additional Hotels at [www.swcarwash.org](http://www.swcarwash.org).
- 2. BY FRIDAY, JANUARY 12th:
  - A. Complete SCWA EXPO Attendee Registration Form-return to SCWA Headquarters with any payment due. The Form will be mailed to the Primary Booth Representative in December along with the Complimentary EXPO Passes for your customers. Identify Booth Representatives and order add-on event tickets such as the Celebrate SCWA Event & Tuesday Luncheon. (Check to make sure extra tickets were not pre-ordered on your space reservation form)
  - B. Special Order Needs – Contact Jacqui Boelter (817) 459-5006 @ the Arlington Convention Center to order additional electricity such as 3-Phase or additional outlets. Special placement requests for electrical outlets may incur additional labor charges. Please Note – Only standard electrical connections are available in the Expanded EXPO Area. Also, no direct water or air lines are available in the Expanded EXPO Area. (Note: An electrical/Internet price list is included in the Exhibitor information on the SCWA Website ([www.swcarwash.org](http://www.swcarwash.org)), but remember, 1 standard 20 amp circuit is included with your area price if you indicate your need on SCWA EXPO Registration form. Do not use the ACC Electric Order Form if you only need one 20 amp electrical connection.)
  - C. BOOTH CARPET/DECORATING/AV. Discount Price Order Deadline – FRIDAY, February 2<sup>nd</sup>. Complete & Return Order Forms & Method of Payment Form to FREEMAN. (Reminder: Booths in the Expanded EXPO Area are carpeted.) Link to all FREEMAN Forms & Terms/Conditions at [www.swcarwash.org](http://www.swcarwash.org) along with a direct Freeman Order Link. NOTE: (One 6 foot Table, 2 Chairs & Sign included in your booth price).
- 3. Distribute Complimentary EXPO Passes from now until February 1<sup>st</sup> – To use the Complimentary EXPO Pass, your customer is required to Register ONLINE no later than February 16<sup>th</sup>. Distribute your passes as soon as possible to give them plenty of time to pre- register by the deadline.
- 4. Shipping & Storage - February 20, 2018 - Deadline for shipped items to be received at Warehouse by Freeman to avoid additional charges. Materials will be accepted beginning January 26, 2018. Link to Freeman Quick Facts, EKit, Forms, Rules & Regulations can be found at [www.swcarwash.org](http://www.swcarwash.org) .
- 5. BOOTH SETUP - Primary Booth Contact should go to the SCWA Exhibitor Registration Desk prior to booth setup for placement, badges & tickets no later than 10:00 am Sunday.  
SETUP HOURS - SATURDAY, February 24<sup>th</sup> - Noon - 6:00 p.m. (20x20 Booths or Larger begins @ 7:00 am)  
SUNDAY, February 25<sup>th</sup> - Booth setup 7:00 a.m.-Noon. Booth must be set by NOON. Attend the CEO Forum @ 12:30. EXPO opens 2:00 pm Sunday. No Booth is allowed to begin tear down until close of EXPO on Monday at 5:00 PM.
- 6. TUESDAY, February 27<sup>th</sup> – Your teardown should be complete by 10:00 a.m.

REMINDER! There will be a charge for Arlington Convention Center & Sheraton Hotel Parking for Exhibitors & Attendees who are not guests of the Hotel. For all day parking, vehicles will pay \$5 per day with come and go privileges. Hotel Guests should not park in Convention Center Parking to avoid parking charges.



2018 SCWA EXPO  
EXHIBITOR GUIDELINES

February 25-27, 2018  
ARLINGTON, TEXAS

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1. COMPLETE EXPO Registration Form. Exhibitor registration (will be mailed to the Primary Booth Contact in December). Exhibitor registration for three (3) company representatives is included with purchase of one 10x10 booth. Five (5) exhibitor registrations with the purchase of two booths. Eight (8) exhibitor registrations with the purchase of four or more booths. The minimum registration fee for each additional rep above those included with your booth space is \$150. "Exhibitor Registration" includes admittance to all General Sessions, Workshops & Idea Exchanges; Sunday Welcome Reception in the EXPO Hall, the Monday Lunch and Tuesday Car Wash Academy. It is requested that Vendors do not attend the New Investor Seminar on Monday. Tickets for the Celebrate SCWA Monday Evening Social Event & Tuesday Luncheon may be purchased individually. Form will be mailed to Primary Contact approximately Dec. 1<sup>st</sup>.
2. Booth areas will be available for setup at Noon, Saturday, February 24<sup>th</sup> until 6:00 pm. (20x20 Booths or Larger begins @ 7:00 am) Booth Setup will continue Sunday the 25<sup>th</sup> at 7:00 am for all areas. Setup must be complete by 12:00 noon. The hall will close at noon to allow our exhibitors to attend the CEO FORUM, Sheraton Ballroom-12:00-2:00 pm. You will be able to begin teardown Monday Evening after 5:00 p.m. Teardown may continue 7:00 a.m. Tuesday, February 27<sup>th</sup>. EXPO Hall must be cleared by 10:00 a.m. on Tuesday.
3. Included in Your Booth Space at no extra charge: 8' high back drape, 36" high side dividers, one 6' x 30" skirted table, two side chairs, and a 7" x 44" identification sign. Also included is one standard 20 amp electrical outlet, IF requested on your SCWA Exhibitor Registration Form which will be mailed to you in December. SCWA will also provide aisle carpet, but will NOT provide carpet for individual booth spaces. Reminder: Booths in the Expanded Area ARE Carpeted. (Show Colors: - Blue/White Drapes - Gray Table Skirts - Aisle Carpet-Tuxedo (Black/Gray Tweed)).
4. Only the company registered for the booth area may use it for exhibition. (No "booth-sharing" is permitted.) All booth representative badges will reflect the name of the registered booth.
5. Any special requests should be emailed to the SCWA Headquarters immediately. (space@ecpi.com)
6. FREEMAN handles individual booth carpet & decorating items and is available to provide quotes or answer questions. A FREEMAN QUICK FACTS SHEET, Method of Payment Form, Carpet Form & Materials Handling Forms are enclosed for your convenience. Obtain quotes and place your order prior to February 2<sup>nd</sup> for discount pricing. Link to All Freeman Forms, Rules, Regulations, & Definitions and Order Online at [www.freemanco.com](http://www.freemanco.com). Exhibitors pay the supplier, not SCWA, for these services.
7. Your EXPO Registration Package included the Exhibitor Agreement & Guidelines. Please review as needed or request a copy (800) 440-0644. There are backdrop height restrictions for 2 Booth End Caps or 20x20 Peninsulas. Contact (800) 440-0644 if you have questions. You will be asked to remove any materials not adhering to the restrictions.
8. REMINDER! There is a charge for Convention Center & Sheraton Hotel Parking for Exhibitors & Attendees who are not Sheraton Hotel guests. For all day parking, vehicles will pay \$5 per day with come & go privileges. Hotel Guests should not park in Convention Center Parking to avoid parking charges.

PLEASE NOTE: IF ASKED FOR A BOOTH NUMBER WHEN ORDERING FROM ANY OUTSIDE VENDOR, PROVIDE YOUR COMPANY NAME. VENDORS HAVE AGREED TO USE COMPANY NAMES INSTEAD OF NUMBERS for pre-orders.

Quick Reference for Ordering: The Exhibitor will pay the Supplier directly for services requested.

Carpet/Furniture/Decorations

FREEMAN DECORATING  
8801 Ambassador Row  
Dallas, Texas 75247  
PHONE: (214) 634-1463 (888) 508-5054  
FAX: (469) 621-5601  
Email: FreemanDallasES@freemanco.com

ORDER ONLINE: [Freeman SCWA Direct Order](#)  
Discount Pricing Deadline: February 2<sup>nd</sup> 2018

For additional Freeman Services Forms & Information:  
<https://swcarwash.org/freeman-information>

Warehouse Shipping Address

Exhibiting Company Name  
Southwest Car Wash Assn.  
C/O FREEMAN  
5130 Cash Road  
Dallas, Texas 75247  
(214) 634-1463

Freeman will accept materials beginning January 26, 2018  
To Avoid After Deadline Charges Shipped Items  
must be received by February 20, 2018.  
See Materials Handling Form/Quick Facts Form  
for complete shipping information.

Show Site Shipping Address:

Exhibiting Company Name  
Southwest Car Wash Assn.  
Arlington Convention Center  
1200 Ball Park Way  
Arlington, TX 76011

Shipments will be accepted at the ACC beginning  
Saturday, February 24, 2018. Shipments arriving prior to this  
date may be refused.

For expanded Electrical, Phone, Internet connection or special needs contact:

Arlington Convention Center  
Contact: Jacqui Boelter Phone: (817) 459-5006 - [Jacqui.boelter@arlingtontx.gov]  
(Remember: One standard electrical outlet is included in your booth price if requested on the Exhibitor Registration Form which will be mailed to you in December with your confirmation packet) Reminder: there are setup restrictions for booths in the Expanded Area.

Audio Visual Providers

J&S Audio Visual  
(817) 459-5017

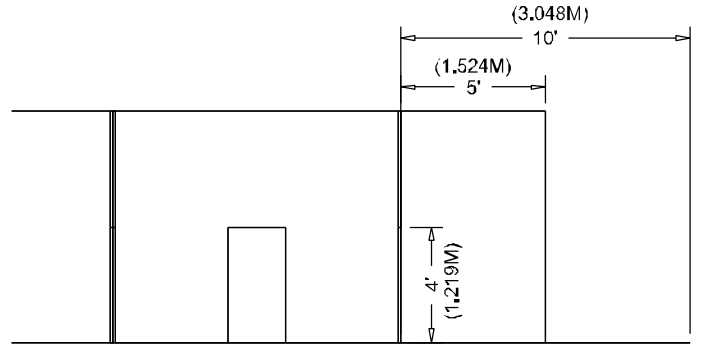
Freeman Audio Visual Services, Inc.  
(214) 623-1300

# End-cap Booth

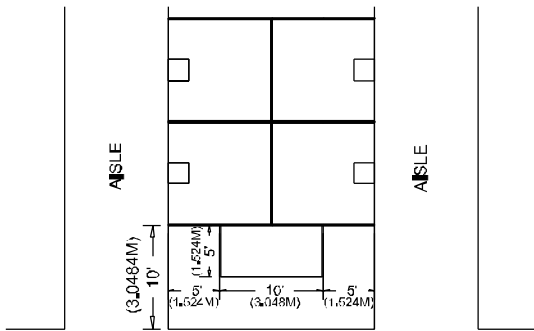
An End-cap Booth is exposed to aisles on three sides and comprised of two booths.

## Dimensions

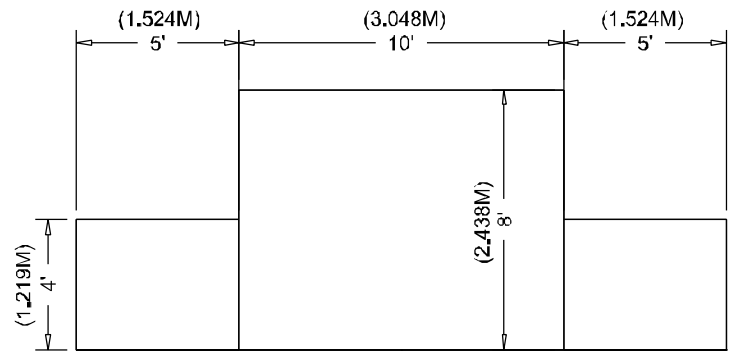
End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height of 8ft (2.44m) is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.



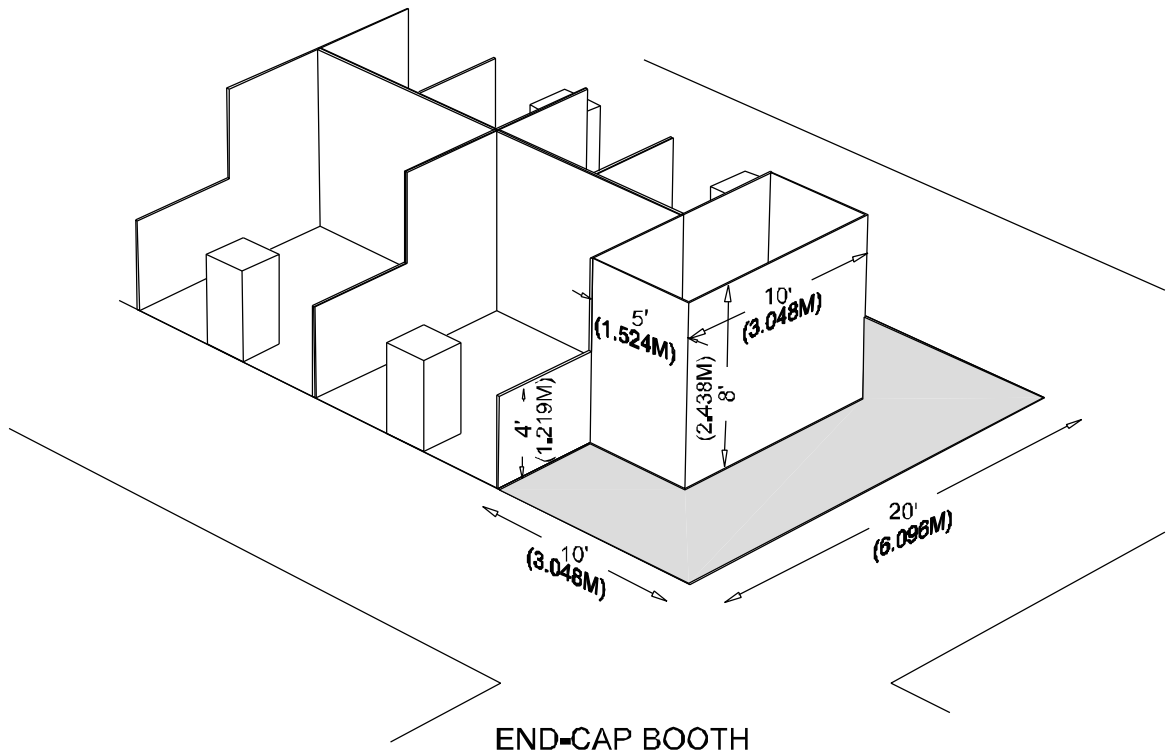
LEFT SIDE VIEW



PLAN VIEW

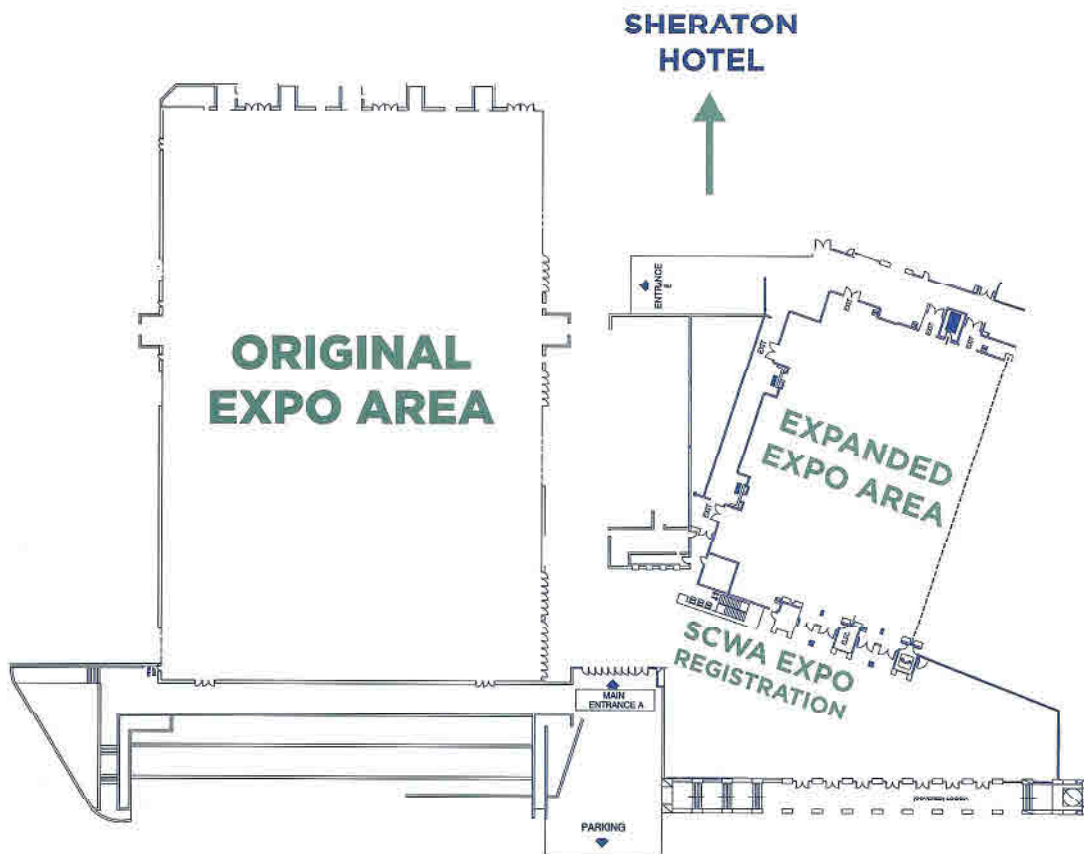


FRONT VIEW



END-CAP BOOTH

This edition of IAAE's Guidelines for Display Rules and Regulations is made possible by a generous grant from FREEMAN



- The Expanded EXPO Area is a ballroom with 30 ft. ceilings
- Door access for Grand Hall A is 7' wide x 9' high. This door is accessible from a three-bay dock.
- The area is carpeted and included in your Expanded EXPO Booth Area Costs.
- Expanded Electrical Needs above the standard voltage should be mentioned at the time of Booth Reservation.
- There are no water/air lines available in the Expanded EXPO area.
- There is NO vehicle access in the Expanded EXPO Area.