CARWASH SHOW EUROPE RETURNS TO AMSTERDAM
International Carwash Association

PROJECT
Pan-European and global trade fair

TARGET AUDIENCE
American and European suppliers of carwash equipment and supplies

LOCATION
RAI Convention Centre Amsterdam, The Netherlands

SERVICES
Overall Show Concept, Design and build-up of Innovation Centre, Digital Marketing Strategy, Registration Management, Exhibition Management

CHALLENGE
After the successful introduction of the first dedicated professional carwash event in Europe in 2015, the International Carwash Association returned to Amsterdam for the second edition of Car Wash Show Europe.

A far larger number of exhibitors and participants called for an increased level of collaboration and understanding of the current market trends, in order to bring together the leading European and North American manufacturers and carwash owners.

SOLUTION
One of the features of the 2017 Car Wash Show Europe was the Innovation Centre - a dedicated space where exhibitors showcased their most pioneering products. One manufacturer was later on awarded with the Innovation Award.

MCI re-invented the trade show registration area and the trade show floor and created a totally new registration system especially for this event. Similarly, the growth in participants was achieved with a global online and offline marketing and communications campaign which was expanded over the course of 16 months prior to the event.

The campaign was linked with a hands-on sales strategy and active sales, which led to the increase in visitors and a larger exhibition area than in 2015.

RESULTS
- 20% more independent carwash entrepreneurs than 2015
- 84 exhibitors
- 30% more exhibition space

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