

THE FIRST-EVER CARWASH SHOW CONQUERS THE EUROPEAN AUDIENCE

International Carwash Association



PROJECT

American association launching event to Europe

TARGET AUDIENCE

Retail and supply segments of the professional car wash industry

LOCATION

RAI Convention Center Amsterdam, The Netherlands

SERVICES

Marketing Strategy, Registration Management, Database Management, Exhibition Management, Local Language Marketing & Communication



CHALLENGE

The solely US-based, International Carwash Association embarked on their first-ever journey to explore the European market. After many successful shows overseas, the association's thorough research and dedication to expand enabled them to reach out for support in organizing their next event, away from their usual setting.

SOLUTION

The success of the Carwash show in Amsterdam was dependent on the effective translation of the US practices into the European market. This required building all event concepts from scratch, including the logo, the overall exhibition set up, and a comprehensive digital marketing strategy to match the local expectations. Full trust was granted to the team of professionals who elevated the event from being an annual fair to a memorable, first of its kind show on the old continent.

RESULTS



2,100

INDEPENDENT CAR WASH ENTREPRENEURS



70

COUNTRIES REPRESENTED



6,305

FOLLOWERS ON FACEBOOK



90

EXHIBITORS

Find out more: amsterdam@mci-group.com