MIDWEST CARWASH ASSOCIATION

WASH HUB™ 2027

WHERE THE CAR WASH INDUSTRY CONNECTS



MARCH 23-24, 2027

FIREKEEPERS Casino
Battle Creek, MI

EXHIBITOR & MARKETING PROSPECTUS

TRADE SHOW SCHEDULE

Subject to change - visit our website for the most up to date information

Monday, March 22

Exhibitor Set-up
1:00 – 7:00 PM

Tuesday, March 23

Seminars & Breakfast
8:00 AM - 10:00 AM
Trade Show Open
10:00 AM - 5:00 PM
Lunch on the Floor
12:00 PM - 1:30 PM
Happy Hour on the Floor
4:00 PM - 5:00 PM
Awards Dinner
5:30 PM - 8:00 PM
After Dinner Activities
8:00 PM

Wednesday, March 24

Trade Show Open
9:00 AM – 12:00 PM
Exhibitor Tear-down
12:00 – 4:00 PM





EXHIBIT OPPORTUNITIES

EXHIBIT FEES

	10x10	10x20	20x20
MCA Member	**$1,900**	**$2,660**	**$4,560**
• Discount #1	$1,500	$2,100	$3,600
• Discount #2	$1,600	$2,240	$3,840
• Discount #3	$1,750	$2,450	$4,200
Non-Member	**$2,300**	**$3,220**	**$5,520**

- Discount #1: Booth paid in full at sign-up between now and December 10th 2026
- Discount #2: 50% deposit at sign-up and paid in full by Jan 15th, 2027
- Discount #3 30% deposit at sign-up and paid in full by Feb 1st, 2027

Booth packages include:
- Pipe and Drape (8' rear wall and 3' pony walls)
- One 6 ft. draped table
- Two chairs
- One identification sign
- Two representative name badges

NOTE: Exhibit floor is carpeted.

Register online at www.MidwestCarwash.com

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

The MCA welcomes the opportunity to create marketing and visibility opportunities that meet your individual needs and we are committed to making Wash Hub a success for each exhibitor.

All Sponsorship & Promotional Opportunities include:

- Recognition on MCA Website
- Recognition in event publicity
- Recognition in on-site program
- Recognition and signage at Wash Hub
- Recognition and signage at sponsored event (if applicable)

Recognition begins the moment of your commitment. Commit early and receive maximum exposure!

TOTE BAG SPONSOR $750

LANYARD SPONSOR $750

SEMINAR SPONSOR $500

BREAKFAST SPONSOR $750-1,000

LUNCH SPONSOR $1,000

REFRESHEMENT BREAK SPONSOR $500

DINNER SPONSORSHIPS

Join attendees and exhibitors for dinner following the show on March 23rd.

PLATINUM $2,000
Includes 8 tickets

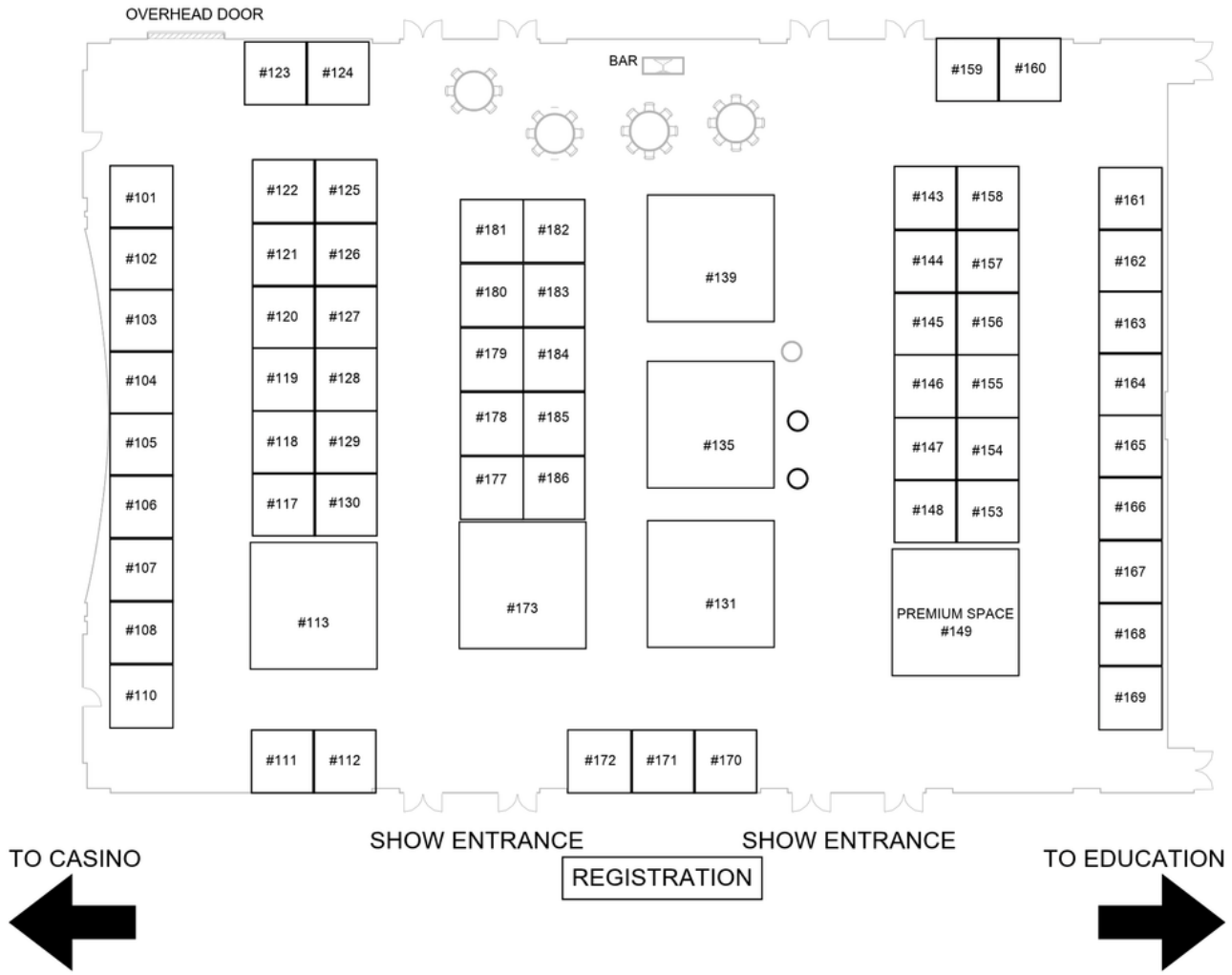
GOLD $1,500
Includes 6 tickets

SILVER $750
Includes 4 tickets

BRONZE $250
Includes 2 tickets

SHOW FLOOR MAP





Visit our website for the most up to date availability and exhibitor list.

SHOW RULES & REGULATIONS

These rules and regulations have been drawn up for the purpose of providing a well balanced, well regulated, attractive and successful exposition. In an effort to provide the greatest good to the greatest number, Midwest Carwash Association (MCA) reserves the right in all emergencies to make such rulings as may appear to the best interest of the entire exhibition and the exhibitor agrees to abide by such rulings.

APPLICATION FOR SPACE

Each company whose products/services will be displayed/promoted must be the company/business firm that applies for and occupies the exhibit booth(s). Applications for space must be made on application provided. Applicants are requested to indicate their preference for spaces, stating them in the order of choice. Any quantity of exhibits may be ordered by any one company. No part of any exhibit space may be sublet without the written permission of MCA. Contact MCA for details.

EXHIBITORS

Exhibitor will furnish to MCA and/or FireKeepers Casino Hotel, upon request, credit information and credit reference. MCA reserves the right to refuse an application or to cancel an existing agreement if such credit information is not furnished or found to be unacceptable. Nonprofit organizations must be approved by the MCA before they are accepted for exhibition.

CONVENTION REGISTRATION/BADGES

All attendees and participants must wear an Official MCA Wash Hub Identification Badge at all times at all functions. Badges will be issued within the limits specified. Four complimentary badges will be issued to preregistered employees for each 10'x10' booth rented by a company. Each additional badge is $10 per person. Such badges are authorized for company personnel only. Transfer of badges or inclusion of unauthorized persons is prohibited. Such an act will result in expulsion from show premises. Exhibitors must pre-register or pay $15/badge at the MCA registration desk. Replacement badges are $15 each. Exhibitors are responsible for persons wearing a badge representing that exhibitor; those persons must represent the exhibitor's products within the specified booth. Individuals or companies which are not registered as exhibitors and are found to be distributing company information or selling on expo show floor will be expelled from the show premises.

GOODS TO BE EXHIBITED

No exhibitor shall promote or exhibit or permit to be exhibited in the space allotted to him/her any goods other than those specified in the contract and accepted by the MCA, nor shall he/she exhibit or permit to be exhibited thereon displays or advertising other than his/her own, or as specified in the contract. No exhibits will be permitted in the hotel and conference center in any place other than the regular exhibit space.

EXHIBITS

Exhibitor understands and agrees that MCA reserves the right to prohibit the installation or to remove from the exhibition any exhibit or part or any exhibit, any exhibitor or employee which, or who in its opinion is objectionable. This may apply to the actual exhibits, to signs, catalogs, souvenirs and printed matter or the terms and conditions set forth in this application, misrepresentations in applying for booth space; and any other action which, in the sole judgment of MCA is objectionable or contrary to the best interests of MCA. Such prohibition or removal may take place at any time and no exhibitor shall have any claim against MCA, MCA employees or FireKeepers Casino Hotel on account of such action.

FALSE, MISLEADING OR DISPARAGING LITERATURE AND/OR PRODUCTS

MCA reserves the right to request that signs, catalogs, souvenirs and literature be submitted for review prior to accepting this application or prior to booth set-up. Any company making claims about products or dispensing literature that cannot be substantiated with significant scientific data in their booth may be subject to removal from the trade floor without refund. Displays or products and/or literature that utilize names that may infringe on established product trade names or trademarks are not permitted unless Exhibitor has documentation of the right to use that name.

SHIPPING & ELECTRICAL

Order freight handling and electrical from FireKeepers Casino Hotel using their forms provided. Forms must be completed if requesting power and/or shipping. Freight and power will not be guaranteed if forms are not completed.

BOOTH REQUIREMENTS

Exhibitors cannot obstruct the vision to other booths by displays, signs, etc. Booth roof and aisle panels cannot extend more than 4 feet forward from the back wall, or be more than 8 feet high. Side panels that extend beyond 4 feet from the back wall may not exceed 3 feet in height for the balance of the distance forward to the aisle. No part of the booth, signs or props may exceed 8 feet in height at any location. Reasonable variances will be considered provided renderings/sketches are presented to MCA at least 45 days in advance of move-in. The sound level from any audio source is not to interfere with communication at other booths.

EXHIBITOR GIVE-AWAYS

Exhibitors may distribute samples, products, literature, bags or any other materials only from their booth site and nowhere else in the convention center or hotel during the convention unless they receive prior permission from MCA. Exhibitors are prohibited from dispensing any and all food and beverage from booths unless said items are purchased through the FireKeepers Casino Hotel and proper authorization is given.

EXHIBITOR SOCIAL FUNCTIONS

Exhibitors are prohibited from holding any functions simultaneously with any scheduled MCA Wash Hub events, unless written approval is received in advance of show from MCA.

REMOVAL OF EXHIBITS

No exhibits may be removed from the exhibition hall from the time of the opening of the show until closing time except upon written permission of MCA and the permit will designate the hours at which that removal is to take place.

INSURANCE OF EXHIBIT

If insurance is desired, it must be purchased by the exhibitor at the exhibitor's own expense. MCA's liability with respect to exhibitor's property is limited as described in the "Hold Harmless" paragraph. No exhibitor may allow any article or act that will void or raise the premium of the insurance held by MCA or FireKeepers Casino Hotel. The exhibitor is responsible for any damages it inflicts on the MCA or FireKeepers Casino Hotel. Any violation will cancel the contract for exhibition space without refund.

HOLD HARMLESS

Exhibitor assumes the responsibility and liability for losses, damages and claims arising out of injury or damages to displays, equipment and other property brought upon FireKeepers Casino Hotel premises, and shall indemnify, defend and hold harmless FireKeepers Casino Hotel, it's owners, affiliated companies, agents, servants and employees from any and all such losses, damages and claims.

LIABILITY

Exhibitor shall carry current product liability insurance.

Exhibitor agrees that if MCA should incur liability to said exhibitor for any act whatsoever, as determined by an appropriate court of law or any other binding decision making body, the damages to which the exhibitor shall be entitled shall be limited to the amount of the exhibit fee paid by the exhibitor. Scotch tape, nails, pushpins, or potentially damaging fasteners MAY NOT be used to hang signs or other materials on walls of the FireKeepers Casino Hotel Event Center.

TAXES & FEES

It is the responsibility of each exhibitor to pay any applicable taxes. Exhibitor must obtain any licenses or permits needed to use music, photographs or copyrighted material.

CANCELLATION FEES

Cancellation of booths by March 1, 2027 will be a 50% refund. No refunds will be issued after March 1, 2027. FULL PAYMENT MUST BE RECEIVED NO LATER THAN MARCH 1, 2027.