



NRCC Exhibitor/ Sponsor Prospectus

October 5-7, 2026

**The 2026 NRCC will take place at the
Atlantic City Convention Center in
Atlantic City, NJ**

Contact Info:

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The 36th Northeast Regional Carwash Convention (NRCC), October 5-7, 2026 at the Atlantic City Convention Center, is sure to be another record-breaking event. With a record 415 exhibits in 2026, and room to grow, vendors are expanding their footprints and taking advantage of this state-of-the-art facility to showcase their products and equipment to East Coast operators. Secure your booth space today and take advantage of our valuable sponsorship opportunities to maximize your exposure at the 2026 NRCC, the country's largest regional carwash show!

For more information, call 800-868-8590 or visit nrccshow.com

Exhibitor Information

Exhibitor Booth Costs:

- Cost for the first booth: **\$1,100**
- **Booths 2-5: \$1,000/per booth**
- Cost for each additional booth: **\$900**

All Exhibitors will also receive the following:

- **4 tickets to the Show**
- **10x10 Booth to include:** 8' high backwall, 3' high siderail, 7" x 44" Exhibitor ID Sign (to include company name & booth number), (1) 8' draped table, (2) side chairs, (1) wastebasket

To sign up for a booth now please visit: www.nrccshow.com

Terms and Conditions:

The NRCC reserves the right to exercise its sole discretion at any time during the application process. Each exhibitor agrees to abide by the Terms and Conditions.

All payments for booth reservations must be received by **April 1, 2026**. Any reserved space with an outstanding balance at this time will be subject to cancellation and booth reassignment at the option of the NRCC.

Payment Schedule: Half of the booth fee is due upon return of contract; balance due April 1, 2026. Failure to adhere to this payment schedule may result in a change of booth assignment or loss of booth space.

Should any rented space remain unoccupied on opening day, or for anytime thereafter, the management reserves the right to reassign such space to any and other applicant, and no refund shall be made to the original contracting form.

Cancellations must be made in writing. Refund Schedule: 1) On or before February 1, 2026: 50% of initial deposit; 2) On or before April 1, 2026 50% of total booth fee; 3) **No refunds after April 1st. Refunds will not be issued for exhibitors who reduce their booth space.**

Contract received after April 1, 2026 will require payment in full. Certified funds are required on all booth space payments received after August 4, 2026. There is a \$25.00 service charge for any returned check.

If exhibitor registers for a booth on or after September 1, 2026, the NRCC team will choose the booth location based on what is still available. The exhibitor agrees that NRCC maintains the right to make such rules, regulations, or changes in the floor plan arrangements of booths for said exhibitor as it shall deem necessary and to amend same from time to time.

The reassignment or subletting of any space by the exhibitor will not be permitted. The Northeast Regional Carwash Convention (NRCC) has selected as Official Trade Service Contract: Vista Exposition Services (phone: 609-485-2421 & fax: 609-485-2329). An exhibitor's service kit will be available online at www.nrccshow.com.

All displays shall fit within the confines of the space allotted to the exhibitor. The exhibitor may advertise or display only those goods manufactured or distributed by them in the regular course of business. No exhibitor may display products or conduct business outside of the exhibiting company's assigned booth space. All equipment shall be trade show friendly. In other words, please refrain from displaying any equipment which could disturb or inhibit the attendees or other exhibitors.

Arrangements for freight handling must be made through Vista Convention Services. All costs incurred by moving equipment or displays is the responsibility of the exhibitor.

Each exhibitor is allowed four (4) exhibitor badges for the first booth and two (2) for each additional booth purchased. Additional badges will be available for purchase through online registration. Exhibitor badges are for the exclusive use of the person named on the badge. Any misuse of badges and/or misrepresentation will result in expulsion from the show and future NRCC shows. Badges are for exhibiting company personnel only.

No firm or organization not assigned space will be allowed to solicit business within the exhibit or education areas. Exhibitors are asked to notify NRCC if such is occurring. Solicitation on the show floor or in educational programming by non-exhibiting company will result in expulsion from the show and future NRCC shows.

NRCC asks that all booths maintain an appearance that is both attractive and appealing to viewers. Exhibitors should keep in mind that this may be the only show that many of our colleagues will attend this year.

Please refrain from removing any part of the exhibit during the trade show. Upon completion of the show all exhibits should be removed during the tear down hours on the last day. Any exhibit remaining after this time will be removed by the management and the expenses charged to the exhibitor.

****Exhibitors are not permitted to break down their booths before the show closes. If they do so, they will be fined or lose seniority in their future booth selection****

Each exhibitor shall carry current liability insurance. It is agreed that NRCC, its management and representatives, and the management of the Atlantic City Convention Center shall not be liable to the exhibitor for any loss, damage, or injury to the property contained in such exhibitors or injuries to the person, the agents, employees, or other persons no matter how sustained: fire, theft, accident, or other causes; all claims for such loss, damage, or injury is hereby expressly waived by the exhibitor.

NRCC reserved the right to restrict any displays and/or giveaways from the show floor that are in bad taste or offensive. If exhibitors wish to distribute food samples from their booth they must obtain approval from show management. All giveaways, raffles, sales, etc., must comply with all local and state regulations.

Any exhibitor activities shall be scheduled at times other than those reserved for the convention. Any exceptions to this schedule are with the express permission of NRCC.

In the event of cancellation due to unforeseen circumstances such as fire, strikes, government regulations, or other causes beyond the control of NRCC (such as COVID/pandemic, weather), the association shall not be liable for failure to hold the NRCC annual convention as scheduled and this contract is not binding. In this case, NRCC shall determine the amount of the exhibit fee to be refunded.

Use of the NRCC name, logo, and/or theme for any purpose without express written permission from the NRCC is prohibited. Failure to comply will result in forfeiture of booth space.

PRIVACY POLICY

We respect and are committed to protecting your privacy. With the exception of our authorized & registered tradeshow exhibitors, your information will be kept confidential & will not be shared. NRCC does not sell membership nor its convention registration lists.

SECURITY POLICY

Your payment and personal information is always safe. Your personal information will be encrypted, meaning that your credit card number, name, and address, cannot be read over the internet.

POLICY & PAYMENT INSTRUCTIONS

Your registration for the event is considered final, upon checkout - for those that opt to send in check payment by mail for your registration fees, payment for your balance due is required/expected.

IF YOU ARE MAKING A PAYMENT BY CREDIT CARD, PLEASE BE ADVISED....

The address listed under the Payment Type/Tab below, MUST match your "billing address" on file with your credit card company. This is a safety precaution put in place to protect you. If the address that is automatically pre-populated, does not match your billing address on file with your credit card company, then you will need to manually change it below -- so that the information matches your official "bill to address."

CANCELLATION & REFUND POLICY

Should your schedule change or you cannot attend the event, please notify NRCC as soon as possible.

Cancellations must be made in writing via email to info@nrccshow.com . Refund schedule: on or before April 1, 2026, 50% of initial deposit; on or before April 1, 2026, 50% of total booth fee; no refunds after April 1, 2026.

Refunds will not be issued for exhibitors who reduce their booth space.

Any refund amount will be subject to a \$50 administrative fee, which will be deducted from the refund. No refunds will be given after the April 1, 2026 deadline. Event 'NO SHOWS', people who register for the event,

but do not attend, will be billed for the appropriate registration amount. If you do not attend the meeting and fail to notify NRCC in advance of the April 1st deadline, you would be ineligible for any refund amount.

NRCC General Sponsorship Opportunities

	Platinum Sponsor \$6,000+	Gold Sponsor \$3,000	Silver Sponsor \$1,500	Bronze Sponsor \$500
Company Name and Logo on the NRCC Website	✓	✓	✓	✓
Verbal Recognition at the Keynote Presentation	✓	✓	✓	✓
Sponsorship Listing on the Entrance unit	✓	✓	✓	✓
Company Logo in pre and post show e-mail blast	✓	✓	✓	✓
Complimentary Convention Package	Two ✓	One ✓		

General Sponsors are sponsoring the entire event at the level of their choice. Please see the grid below to see the benefits you will gain!

Exclusive Sponsorship Opportunities

The items below allow only one Exclusive Sponsors each. The only exception is the Mobile App which allow two sponsors. Each Exclusive Sponsor package is categorized by level. You will receive the benefits of that specific level as noted in the above grid.

<p>Welcome Reception - \$10,000 ~ Considered a Platinum Level Kick off this conference with a bang! Your sponsorship will welcome all attendees and exhibitors at a fabulous reception held at The Borgata Hotel and Casino. In addition, your company will receive all of the Platinum Level benefits as noted in the above grid.</p>
<p>Wireless Internet - \$8,000 ~ Considered a Platinum Level Your company name will be at all of the attendees' fingertips! In order for attendees to access wireless Internet throughout the venue, they must type in the password which will be your company name! Your logo will also be showcased on the NRCC website and Pocket Directory. Character restrictions may apply. If this sponsorship package is not sold to a sponsor, the conference will not be offering wireless Internet.</p>
<p>Meeting Bags - \$3,500 ~ Considered a Gold Level Display your company logo for all eyes to see! Your company logo will be displayed on everyone's arms as they load up their meeting bag with goodies from the exhibit hall. Your logo will also be showcased on the NRCC website.</p>
<p>Lanyards - \$3,000 ~ Considered a Gold Level Showcase your company logo ON each attendee, literally! As attendees walk through the exhibit hall, sessions, and breaks, your logo will be front and center. Networking will be easy since attendees can identify their peers with your lanyard! Your logo will also be showcased on the NRCC website.</p>
<p>Napkins - \$1,500 ~ Considered a Silver Level. Attendees will be grabbing for your company as your logo is displayed on all of the cocktail napkins during breaks in the exhibit hall. Your logo will also be showcased on the NRCC website.</p>

Bottled Water - \$3,000 ~ Considered a Gold Level.

Our attendees won't be going thirsty because of you! Have your logo printed on all of the bottled water served throughout the event. Your logo will also be showcased on the NRCC website.

Registration Notebooks - \$1,500 ~ Considered a Silver Level

Attendees will be able to take notes with your assistance! Have your logo printed on all of the pens provided at registration. Your logo will also be showcased on the NRCC website.

Popcorn Boxes - \$1,250 ~ Considered a Silver Level

Be at the attention of a salty and delicious snack! Your logo will be printed on all of the popcorn boxes that attendees will be reaching for. Your logo will also be showcased on the NRCC website.

Registration Pens - \$1,000 ~ Considered a Silver Level

Attendees will be able to take notes with your assistance! Have your logo printed on all of the pens provided at registration. Your logo will also be showcased on the NRCC website.

Registration Mints - \$1,000 ~ Considered a Silver Level

Be a refreshing sponsor with your logo printed on all of the mints given out at registration. Your logo will also be showcased on the NRCC website.

Special Event Sponsorships

The items below have no limit to the amount of sponsors! You can pick any event and any level. Please see the above grid to see which benefits your level is eligible for.

Tuesday Breakfast – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at the breakfast noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

Tuesday Luncheon – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at the luncheon noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

Tuesday Keynote – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at the keynote noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

Wednesday Breakfast – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at the breakfast noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

Meeting App – Platinum, Gold, Silver Bronze ~ Your pick! (LIMIT 2)

Your company logo will be scrolling through the meeting app, the most anticipated addition to this event! Your logo will also be hyperlinked to your website.

Seminar 1 – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at Seminar 1 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

Seminar 2 – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at Seminar 2 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

Seminar 3 – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at Seminar 3 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

Seminar 4 – Platinum, Gold, Silver Bronze ~ Your pick!

Your company logo will be displayed on signage at Seminar 4 noting your specific sponsorship level. Your logo will also be showcased on the NRCC website and Pocket Directory. You will also receive two free tickets to this event!

