Heartland Carwash Association
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MEDIA ALERT
FOR IMMEDIATE RELEASE

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Heartland Carwash Association Announces 2027 Product & Equipment Show Near Chicago

"Driving the Future of Car Washing" comes to the Chicago area March 23–24, 2027

DES MOINES, IA — The Heartland Carwash Association (HCA) is excited to announce that the **2027 HCA Product & Equipment Show** will take place March 23–24, 2027, at the Tinley Park Convention Center in Tinley Park, Illinois, just 30 minutes from Chicago.

With the theme **"Driving the Future of Car Washing,"** the 2027 Product & Equipment Show will bring together car wash owners, operators, industry suppliers, manufacturers, and professionals from across the Midwest for two days focused on the ideas, products, technology, and relationships shaping the future of the industry.

The show will center around three key pillars:

Intelligent Equipment • Operational Excellence • Customer Retention

"Our goal for the 2027 Product & Equipment Show is to create an experience that is valuable from the moment attendees walk through the door," said Kristen Corbisiero, Executive Director & Publisher of the Heartland Carwash Association. "We want attendees to discover new products and technology, connect with industry experts, build relationships with other carwash

professionals, and leave with ideas they can put to work in their businesses. Bringing the show to the Chicago area gives us an incredible opportunity to connect with carwash professionals throughout our territory and beyond."

A Prime Location for the Midwest Carwash Industry

The move to the Chicago area provides HCA with a highly accessible location for carwash professionals throughout the Midwest. The Tinley Park Convention Center offers a modern venue with ample exhibit space, while its location near Chicago provides convenient access for attendees and exhibitors traveling from across the region.

Exhibitor and Sponsorship Opportunities

The 2027 HCA Product & Equipment Show will feature space for approximately **80 exhibitors**. Companies interested in showcasing their products and services to car wash owners and operators throughout the Heartland are encouraged to reserve exhibit space early.

A variety of sponsorship opportunities will also be available for companies seeking additional visibility before, during, and after the event.

For more information about the 2027 HCA Product & Equipment Show, exhibiting, sponsorship opportunities, and HCA membership, visit www.heartlandcarwash.org.

About the Heartland Carwash Association

The Heartland Carwash Association is a regional trade association dedicated to supporting carwash owners, operators, and industry partners through education, networking, advocacy, and professional development. HCA brings together carwash professionals to share knowledge, strengthen businesses, and advance the future of the carwash industry.

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