

# CELEBRATING CONNECTION



The International Carwash Association (ICA) knew they needed a dedicated events partner to take their Afterparties event to the next level. Level5 Events was a hand-in-glove fit, and together the joint team dreamt up and executed experiences Carwash Show attendees had never before seen.



## Transporting Attendees

Level5 brought fresh ideas with varied tone on back-to-back nights. Night one featured a fully-realized 80's arcade, with rows of game cabinets, neon signage, era-specific decor, and a 7-piece rock band enjoyed by 3,000 people. Night two transported 500 VIPs to a wonderland-style Garden Party. Guests enjoyed champagne hand picked from worn, apparel bars and took fun photos in the surreal flower garden.

## Seeding the Events

The Afterparties event space was isolated upstairs at the Las Vegas Convention Center. To keep attendees anticipating and to spread the word, Level5 took teasers of the afterparties and previewed them throughout the lower convention floor and Expo Hall throughout the day.





## Memories That Last

Level5 created a number of lasting giveaways to remind attendees of 2023 and build excitement for 2024. Guests at the Garden Party chose a unique pair of sunglasses from a living wall of ivy. Attendees at the Arcade participated in the largest tournament of rock, paper, scissors anyone had seen! The winner took home a nice chunk of change, but all attendees felt like champions as they interacted with the experience.

