



Welcomemat to Sponsor and Attend Carwash Con East Tradeshow

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Atlanta, Ga - September 21, 2026 -

Welcomemat, a leading digital marketing platform built exclusively for the car wash and oil/lube industry, announced today that it will sponsor and attend Carwash Con East (formerly the Northeast Regional Carwash Convention, or NRCC), taking place October 5-7, 2026, at the Atlantic City Convention Center in Atlantic City, New Jersey. Welcomemat is sponsoring the event's Awards Luncheon on October 6 and will be on-site throughout the three-day show to connect with operators and share new tools designed to help car washes grow memberships and drive retail traffic.

Carwash Con East, hosted by a coalition of five regional carwash associations, began in 1988 as a small gathering of operators and has grown into a show that drew more than 1,800 attendees and 417 booths in 2025. For Welcomemat, returning to the event continues a pattern of consistent industry engagement: the company sponsored and presented at the 2026 Southwest Car Wash Association show, held a Platinum sponsorship and keynote at the 2026 NECA Vendor Showcase, and announced its NXT Wash integration in March 2026 to combine wash management technology with its marketing platform into one growth platform for operators.

"We look forward to industry events like Carwash Con East every year because they're where the best conversations happen," said a Welcomemat spokesperson. "Operators want to know what's actually working right now, not theory. Being on-site lets us hear directly from the people running these businesses and show them tools built specifically for the challenges they're facing this season."

While on-site, Welcomemat will introduce new tools and resources aimed at helping operators strengthen local visibility, streamline customer communication, and grow recurring membership revenue. Specifics on the new offerings will be shared during the show, with more details to follow as the tools roll out to operators nationwide.

Welcomemat's continued presence at industry events, like Carwash Con East, reflects its broader commitment to staying close to the car wash community it serves. As a fully integrated digital marketing platform built specifically for the industry, Welcomemat combines data-driven digital advertising, weather-based targeting, smart traffic technology, and deep POS integrations; all informed by direct relationships with operators built through events like this one.

"Community engagement is at the center of how we work with operators," the Welcomemat spokesperson added. "Whether that's a roundtable at a regional show or a one-on-one conversation on the exhibit floor, these moments help us build tools that actually match what operators need, not what we assume they need."

Welcomemat is one of a small number of marketing platforms purpose-built specifically for the car wash and oil/lube industry, built on more than 20 years of experience in the category. That specialization, deep POS integrations, membership-model expertise, and weather-based targeting, is the core of what the company plans to discuss with operators in Atlantic City.

About Welcomemat

For more than 20 years, Welcomemat has helped car wash operators grow their businesses through a fully integrated digital marketing platform built specifically for the car wash industry. Welcomemat's solutions combine data-driven digital advertising, weather-based targeting, smart traffic technology, and deep POS integrations to drive measurable results. Additional offerings include digital fundraising, local and advanced SEO, reputation management, customer retention and automation tools, email and SMS marketing, and social media management ? all unified within a single dashboard for complete visibility and control.

For more information, visit Welcomemat.com.

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Welcomemat

Welcomemat is an Atlanta-based digital marketing platform providing data-driven solutions for car wash and automotive service operators, integrating digital ads, SEO, social media, email/SMS campaigns, and real-time performance tracking.

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