



EXHIBITOR RULES AND REGULATIONS

Clean 2021
June 10 – 13, 2021
Georgia World Congress Center
Atlanta, Georgia USA



Partnering Associations





CLEAN 2021 EXHIBIT SPACE RATES

The Exhibitor Package Plan is included in the exhibit space fee and covers the items below. Refer to page 8 for a detailed description of what is included in the Exhibitor Package Plan.

- Standard carpet
- Standard furniture
- Steam (in designated steam area)
- Electricity
- Compressed air
- Water
- Drain
- Drayage/Material Handling
- Labor
- Advance warehousing
- And more

Clean 2021 partnering associations are:

- Association for Linen Management (ALM)
- Coin Laundry Association (CLA)
- Drycleaning & Laundry Institute (DLI)
- Textile Care Allied Trades Association (TCATA)
- TRSA, the Association for the Linen, Uniform and Facility Services (TRSA)

PRICES QUOTED IN U.S. DOLLARS

Minimum booth size is 100 square feet (10 ft. x 10 ft.) = (3 m. x 3 m.) = 9 square meters.

Contracted Area (in square feet)	NON-MEMBER Cost per Sq. Ft.	MEMBER Cost per Sq. Ft.	TCATA + 1 Cost per Sq. Ft.
100 – 699	\$54.00	\$44.00	\$39.25
700 – 1,299	\$53.50	\$43.50	\$38.00
1,300 – 1,899	\$51.25	\$41.00	\$37.00
1,900 – 2,499	\$49.50	\$39.00	\$36.25
2,500 – 3,599	\$49.00	\$37.50	\$34.00
3,600 +	\$47.50	\$37.00	\$33.00

Members of one of the Clean 2021 partnering associations are eligible for a discounted exhibit space rate. Members of TCATA plus at least one other partnering association are eligible for a greater discount.

Exhibitor must be a member in good standing of the named partnering association(s) at the time the exhibit space contract and deposit are submitted to be eligible for the discounted member or TCATA+1 rate.

For the purposes of this booklet, these parties will be identified as follows:

- The Clean Show will be referred to as Clean 2021.
 - The official General Contractor is Shepard Exposition Services hereinafter referred to as Shepard.
 - The venue for Clean 2021 is the Georgia World Congress Center, which may be referred to as Facility.
- Most communications will be sent to the primary contact by email so look for important information about the show. Be sure @usa.messefrankfurt.com, @cleanshow.com, @shepardes.com, and @gwcc.com are accepted email addresses at your company.

CLEAN® 2021 RULES AND REGULATIONS

This document, by reference, is an addendum to the Exhibitor Contract.

ADMITTANCE TO SHOW FLOOR

Admittance to the show floor during move-in will only be permitted to those persons with an exhibitor badge or EAC (Exhibitor Appointed Contractor) wristband. Exhibitor or attendee badges are required to access the show floor on all show days. Exhibitors can access the floor one hour prior to opening on show days and thirty minutes after the show closes.

ADVANCE WAREHOUSING

Advance warehousing of exhibits from May 3 to June 3 is included in the Exhibitor Package Plan. Individual pieces may not exceed 5,000 lbs. (2,268 kg.) with a maximum height of 96 in. (2 m.), maximum length of 96 in. (2 m.), and maximum width of 96 in. (2 m.). All pieces must be crated or skidded. Any uncrated or unskidded freight sent to the warehouse may be refused. If accepted this is a chargeable item. Any containers that need to be stripped is chargeable to the exhibitor. See "Move-In, Move-Out Requirements" on page 10 for further details.

AISLES

Clean 2021 provides carpeting for all aisle space. Aisles may not be used in any manner for exhibit space, standing room, selling, or promotion. To comply with fire marshal regulations and ensure safe, unobstructed traffic flow, equipment (including machinery, display elements, and audio/visual equipment) must be completely inside the booth. No parts may extend or block the aisles at anytime, including doors when open. This provision will be strictly enforced.

BALLOONS

Balloons of any kind cannot be distributed nor can be used as part of a display. Exhibitors wishing to utilize large scale balloons as signage must contact show management for approval by **April 6, 2021**.

BOOTH CONFIGURATION

Exhibits and displays must stay within the exhibit space contracted and may neither obstruct the view, cause aisle congestion, nor interfere with other exhibits. Booth configurations are:

- Standard booth: 10 ft. x 10 ft. (3 m. x 3 m.) or multiples thereof. Endcaps are not permitted.
- Perimeter booth: 10 ft. x 10 ft. (3 m. x 3 m.) or multiples thereof forming the outer boundary of the exhibit hall.
- Split Island booth: Minimum of 400 sq. ft. (37 sq. m.) formed by dividing an 800 sq. ft. (74 sq. m.) or larger Island booth in half with a minimum length of 20 ft. (6 m.) on any side.
- Peninsula booth: Minimum of 400 sq. ft. (37 sq. m.); must have minimum length of 20 ft. (6 m.) on any side.
- Island booth: Minimum of 600 sq. ft. (56 sq. m.); must have minimum length of 20 ft. (6 m.) on any side.

See "Height Restrictions" and "Booth Construction Guidelines for height limitations and complete details of each booth type.

BOOTH DEMONSTRATIONS/ACTIVITIES

Any activity such as booth demonstrations/shows or pitchmen that could attract crowds must be confined within the exhibitor's booth. Exhibit space must be large enough to accommodate expected audiences. Animals are prohibited. No strolling musicians, characters, or other attractions are allowed outside the exhibitor's booth. Booths may not have excessive noise, block entrances, or interfere with other exhibitors, as determined by Show Management.

Exhibitors planning booth demonstrations/shows of any type must notify Show Management in writing, detailing the type of activity planned, no later than 45 days prior to move-in (April 20).

CANCELLATION, REFUND POLICY, FORCE MAJEURE

Either party may cancel the Contract on or before December 31, 2020 for a full refund of the paid exhibit space fee. Cancellation by Exhibitor between January 1, 2021 and January 30, 2021 will be eligible for a 30% refund of the paid exhibit space fee. No refunds will be given after January 30, 2021. Administrative fee is non-refundable. Show Management must receive cancellation requests in writing on or before the above dates. Dates also apply to reductions in contracted exhibit space. Exhibit space reduction may result in relocation of booth assignment.

In the event of fire, disaster, terrorism, threat of terrorism, civil disturbance, government or travel advisories, lockdowns, shutdowns, or other restrictions, hazardous weather, act of God, infectious disease, strike, war, acts of war, venue unavailability, or any other unforeseen occurrence that, in the sole opinion and discretion of MFI (Messe Frankfurt Inc.), renders the fulfillment of this contract commercially unreasonable, including commercially unreasonable financial impact to MFI, MFI will have the following options exercisable in its sole discretion upon notice to the Exhibitor ("MFI Notice of Election of Option"): (1) postpone the show to a future date(s) in which case the Exhibitor's contract will be automatically amended to be applicable to those dates, including use of assigned space under the contract's rules, regulations, terms, and conditions, without any right of cancellation or refund by or to the exhibitor; (2) cancel the currently scheduled show, but hold a future edition of the show at a later time in which case the Exhibitor's contract will be automatically amended to be applicable to the next future edition of the show on that show edition's show dates including use of assigned space under the contract's same rules, regulations, terms, and conditions without any right of cancellation or refund by or to the exhibitor; or (3) cancel the currently scheduled show, and not hold a future edition of the show. If MFI elects option 3. Exhibitor's contract will be automatically cancelled as of the date of the MFI Notice of Election of Option and MFI, as its sole obligation to Exhibitor and the Exhibitor's sole remedy, shall within thirty days of the date of the MFI Notice of Election of Option refund to Exhibitor the money paid by Exhibitor as exhibit booth rental only, less a proportionate share of all expenses incurred by MFI as related to the exhibits, including, but not limited to: facility rental fees, packaged utility fees, and general contractor services (if applicable). For the avoidance of doubt, if Exhibitor's share of such expenses exceeds the money paid by Exhibitor as booth rental, Exhibitor will not be obligated to pay that difference to MFI.

In the unlikely event a show must be closed for force majeure during the actual event dates, MFI will prorate an amount of exhibit booth rental fee based on the duration of the show. Those funds will be transferred to the next edition of the show in accordance with item 2 above if MFI intends to hold a next edition or refunded to Exhibitor less prorated expenses in accordance with item 3 above if MFI elects not to hold a future edition of the show.

Except for the aforesaid rights and remedies, Exhibitor shall have no other claims or rights to damages against MFI arising out of a force majeure event, including, but not limited to, claims and damages for additional, unplanned or other expenses of the Exhibitor, Exhibitor waives all such claims. The information contained in MFI's marketing materials is preliminary and is subject to change.

CHILDREN

Children under 17 years of age are NOT allowed on the show floor during move-in or move-out. Children age 17 and younger may attend Clean 2021 free of charge if accompanied by a paying adult; however, they must be registered and wear an official child badge for admission.

The Clean Show is not responsible for the actions or conduct of children. Parents/guardians are fully responsible for their children.

CONCEALED WEAPONS

Concealed weapons of any type are not allowed on Facility property.

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CONTESTS, DRAWINGS, AND LOTTERIES

Exhibitors may not operate lotteries or games of chance during the exhibition. Drawings, sweepstakes, or contests ("Drawing") for merchandise or products are allowed provided; the drawing is open equally to all show attendees; is conducted entirely within the confines of the exhibitor's exhibit space; no cash or other consideration is required to enter or is otherwise involved; exhibitor has complied with all rules, terms and conditions of the Drawing being conducted, advertised, or promoted; and exhibitor has complied with all applicable federal and state laws, including the laws of each state which the Drawing is or has been promoted or advertised. Under no circumstances will winners be announced over a PA system.

CRANE AND FORKLIFT RESTRICTIONS

Use of a crane for a forklift-rated load for false floor, booth design, etc., is not included in the Exhibitor Package Plan and will be charged at prevailing straight time labor rates. Exhibitors constructing false or raised floors are responsible for conforming to the American Disabilities Act.

DAMAGE TO BUILDING AND PROPERTY OF OTHERS

Nothing can be fastened (i.e., taped, tacked, nailed, screwed, or otherwise attached) to the columns, walls, floors, ceiling, doors, furniture, or other properties of Facility or the General Contractor. Painting of any kind in the hall is strictly prohibited. Cost for repairing any damages to the hall or to the property of others, is the responsibility of, and must be paid for in full by the responsible exhibitor(s).

DISMANTLE AND REMOVAL OF EXHIBITS

Dismantling begins at 3:01 p.m. Sunday, June 13, and continues through Thursday, June 17. Shipments must be ready, and all commercial carriers and personally-owned vehicles must be checked into the marshaling yard no later than 8:00 a.m. on June 17. Each exhibitor should assign a person to stay with the booth until all freight is picked up. Displays or materials left in the booth without specific instructions or not meeting this deadline will be packed and shipped at the discretion of the General Contractor, and all applicable service charges will be applied to the exhibitor of record. Any exhibitor not vacating its space by the published time must pay a proportionate share of any additional charges incurred by Clean 2021. In no case will dismantling be allowed prior to 3:01 pm. on Sunday, June 13.

DRILLING

Drilling and anchoring in concrete are not allowed under any circumstances. Exhibitors whose equipment must be anchored should contact Show Management or the General Contractor for alternate methods of securing their equipment.

EXHIBIT CONTENT

Only products of the exhibitor's own manufacture or exclusive distribution may be displayed. Show Management reserves the right to prohibit or remove an exhibit, display, device, or part thereof that, in its opinion, is not in keeping with the fundamental policy or in conformity with the character and spirit of the exhibition. Prices may not be displayed other than in printed material for distribution.

EXHIBIT DISPLAY/DEMONSTRATIONS OUTSIDE EXHIBIT HALL

Exhibitors may not advertise, distribute, display, or demonstrate equipment or supplies anywhere in the exhibition city, including hotel rooms, suites, or public areas, during exhibit hours other than in the exhibit space assigned. Exhibitors may arrange with hotels to distribute printed material to hotel guests.

EXHIBIT HOURS

Exhibits will be open on the following schedule. Booths must be staffed during all exhibit hours.

Thursday, June 10	8:00 a.m. - 10:00 a.m.....	Distributors only
	10:00 a.m. - 5:00 p.m.....	All attendees
Friday, June 11	9:00 a.m. - 5:00 p.m.	All attendees
Saturday, June 12	9:00 a.m. - 5:00 p.m.	All attendees
Sunday, June 13	9:00 a.m. - 3:00 p.m.	All attendees

EXHIBITOR APPOINTED CONTRACTOR (EAC)

Exhibitors who contract with an exhibit house, display house, or specialty contractor other than the official General Contractor, Shepard, are required to submit an Exhibitor Appointed Contractor (EAC) Authorization Form to Show Management no later than 45 days prior to move-in (**April 20**). All Exhibitor Appointed Contractors must also provide Show Management with proof of any licenses, permits, and ESCA badges required by Facility and a current certificate of insurance in the amount of \$2 million naming Clean 2021, Messe Frankfurt Inc., Shepard Exposition Services, Georgia World Congress Center, their officers, members, agents, and contractors as additionally insured. Insurance policies shall contain a provision requiring the insurer to notify Clean 2021 of any proposed change in any material term or any proposed termination of coverage not less than 30 days prior to any such change. If Show Management does not have the names of the EAC and their proof of insurance on file, the EAC will not be permitted on the show floor. Only permanent full-time exhibit house personnel will be allowed on the show floor. EAC's must rent space to contain tools, furnishings, etc. Exhibitors are responsible for providing official registration badges to EAC personnel and other subcontractors who need access to the exhibit hall on show days. Exhibitors are responsible for providing all necessary show information to their EAC.

EXHIBITOR LISTS

Exhibitor lists are available on request to Clean 2021 official vendors, hotels, and partnering associations exclusively. Other than information displayed on The Clean Show website, www.cleanshow.com, the list is not provided to any other entity. All official vendors and hotels are listed in *The Exhibitor Manual*. Exhibitors should be cautious of non-official vendors representing themselves as being affiliated with The Clean Show offering attendee list soliciting services.

EXHIBITOR PACKAGE PLAN

Clean 2021's Exhibitor Package Plan is designed to provide maximum service, convenience, and cost certainty to exhibitors. It covers standard services from move-in through move-out provided that all target dates, ordering procedures, and show rules and regulations are met. All exhibitors are included in the Exhibitor Package Plan unless Exhibitors have an outstanding balance by the Exhibitor Package Plan deadlines. The Exhibitor Package Plan includes, with certain limitations, labor, material handling/drayage, advance warehousing, backwall and sidewall drape, utilities, standard carpet and furniture, booth ID sign, and more. No alternative options for services are available. All items and services that are included in the Exhibitor Package Plan must be ordered in advance by the deadline stipulated on each individual order form in the *Exhibitor Manual* even though they are included in the exhibit space fee otherwise additional charges may apply. Utility forms must be submitted to the Facility and all other package plan forms to Shepard, the General Contractor. No order is complete until Exhibitor has received confirmation of the order(s). Exhibitors should bring copies of all submitted forms and confirmations to the show. Refer to "Clean 2021 Exhibitor Package Plan" on page 8 for a detailed description of what is included in the Exhibitor Package Plan.

EXHIBITOR MANUAL

The *Exhibitor Manual* contains all information regarding the show including important deadlines, exhibitor package plan & non-package plan order forms, move-in & move-out requirements, and much more. All exhibit staff should review this information carefully. The *Exhibitor Manual* is available in online format and printable PDF format a minimum of six months before the show. Exhibitors will receive an email notification containing a direct link, login details, and instructions for accessing and using the online *Exhibitor Manual*.

FAILURE TO OCCUPY SPACE

Any exhibit space contracted and not occupied by 2:00 p.m. on Wednesday June 9, 2021 is subject to forfeiture by the Exhibitor and may be resold or reassigned at the discretion of Show Management. No exhibit space fees will be refunded.

FALSE FLOORS

Exhibitors installing false flooring on their own must comply to ADA requirements.

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FIRE REGULATIONS

Each exhibitor must comply with all state, local, and exhibit hall laws, regulations, and fire codes. Fire regulations require that all display materials be certified as flame retardant. Packing containers, boxes, cartons, crates, and wrapping paper are to be removed from the exhibit floor and cannot be stored under tables or behind displays. Electrical signs and equipment must be wired to meet local Fire Underwriters Inspection Bureau specifications. All electrical work and temporary wiring must be in accordance with the latest national and local electric codes. Exhibitors using open flames, flammable oils, or solvents must provide Show Management with a written permit from the Facility's fire marshal or a designated representative. Compliance with local regulations is mandatory and the sole responsibility of the Exhibitor.

FLOORING

All booths must have a traditional floor covering. Standard carpeting is included in the Exhibitor Package Plan if ordered by the deadline stipulated on the order form.

FLOOR LOAD/WEIGHT CAPACITY

Flooring of Facility exhibit halls is concrete slab with a maximum load capacity of 350 pounds per square foot. If any equipment in an exhibit exceeds the stated weight limits, exhibitor must supply Facility with detailed plans of original equipment and weight load on all points, as well as plans showing proposed method of weight re-distribution. A licensed structural engineer must certify plans. These plans must be received by Facility at least three months prior to the event.

Facility reserves the right to utilize outside consultants, at Exhibitor's expense, for field inspections and weight verifications.

FLOOR SALES

Advance orders may be taken on the exhibit floor, but no sales by cash or other monetary funds may be collected by exhibitors on the floor for any reason regardless of product. Prices may not be displayed other than in printed material for distribution.

FOOD AND BEVERAGE DISPENSING

The Facility's official catering company, Levy, is the only authorized provider of food and beverage services within Facility. Exhibitors dispensing any food or beverage must comply with restrictions imposed by Facility and must notify Show Management and Facility in writing at least 60 days prior to move-in so such activity can be coordinated with appropriate Facility personnel. Dispensing of fresh popcorn and/or nuts in shells is prohibited at any time. Exhibitors may provide, on a complimentary basis, beer and wine on the first three show days. All such beverages must be purchased from and dispensed by Levy's personnel.

Exhibitors with vending equipment must contact Show Management for approval to use equipment on the show floor.

FREIGHT/TARGET MOVE-IN

The General Contractor will provide booths 400 sq. ft. (37 sq. m.) or larger an assigned target move-in date and time based on location of booth on the floorplan and exhibitor needs. Some exhibitor's booths will be marked as "lifo" (last-in, first-out) and will be required to be the last to setup and first to dismantle their booth based on the position of the booth on the show floor and General Contractor's needs to keep aisles clear during move-in and move-out. All other booths will be assigned to a general move-in date. Exhibitors that would like to request an alternate target date or time must submit a target change request form to General Contractor. Completion of the target change request form does not automatically guarantee approval of request.

Shipments going directly to Facility should arrive on assigned target dates. Freight arriving off the assigned target date/time may result in additional charges to the Exhibitor if shipment has to be unloaded on overtime. If charges occur they will be calculated at prevailing straight time labor rates. There is no guarantee that any shipment received off target date can be unloaded the same day. Shipments received after 2:00 p.m. may not be handled until the following day.

The Exhibitor or its trucking company should notify the General Contractor as soon as possible if its target time cannot be met. All freight must go through the marshaling yard. At move-out, each exhibitor must have someone stay with its shipment until all freight is picked up.

GIVEAWAYS

Distribution of any sample or giveaway items, including printed material, is limited to an Exhibitor's booth display. Show Management reserves the right to forbid the distribution of any souvenirs or other giveaway materials that, in its opinion, may be objectionable, or that are prohibited by Facility. Giveaway of balloons, glitter, or adhesive-backed (stick-on) decals is prohibited. (Also see "Contests, Drawings and Lotteries").

HANGING SIGNS

Hanging signs are only allowed in Peninsula, Island, and Split Island booths. The number of signs permitted is determined by booth size as follows:

400 – 1,000 sq. ft.	1 sign
1,001 – 2,000 sq. ft.	2 signs
2,001 – 3,400 sq. ft.	3 signs
3,401+ sq. ft.	4 signs

Hanging signs cannot be longer than 50% of the longest exposed aisle of the booth in which they are hung. For example, a 20 x 30 booth can have a hanging sign up to 15 ft. long. The top of the sign can be no higher than 20 feet from the floor; the bottom no lower than 16 feet from the floor (4 ft. height maximum). In Peninsula and Split Island booths, signs must be hung at least 10 feet from the backwall. Each sign can weigh no more than 300 pounds with no more than 250 pounds per hanging point.

Exhibitor must submit Hanging Sign Authorization form to Show Management for approval no later than 60 days prior to move-in (**April 6**). Structural diagrams showing the sign's dimensions, hanging points, and other construction details must be submitted with the authorization form. Because of insurance liability, the General Contractor must use its own materials to hang signs; however, these materials are not part of the Exhibitor Package Plan and will be charged to the Exhibitor. Signs should be shipped to the advance warehouse in Atlanta by Thursday, June 3 in their own crate or box, clearly marked as a hanging sign. Hanging sign shipping labels are provided in The *Exhibitor Manual*. A diagram of hanging points and where the sign is to be placed within the booth must included. Certain areas in the Facility may not allow for hanging signs to be placed due to the ceiling height or other restrictions.

Pre-approved hanging signs received on-site will be hung on straight time without charge, if possible. If a pre-approved sign arriving on-site has to be hung on overtime, the General Contractor will charge the Exhibitor at prevailing straight time labor rates. Hanging signs that arrive at the advance warehouse or on-site **WITHOUT** prior Show Management approval will be subject to charges at prevailing straight-time labor rates. There is no guarantee that signs without prior approval will be hung. See "Booth Construction Guidelines" in a separate section of this booklet for more details.

HAZARDOUS MATERIALS, CHEMICAL USE AND DISPOSAL

Exhibitors are prohibited from bringing hazardous material into the Facility, except for cleaning materials used in the normal laundering and drycleaning processes. All hazardous materials brought into Facility must be labeled and accompanied by the applicable MSDS (Materials Safety Data Sheet) which must be provided to Show Management upon request. Facility has the right to determine and remove any materials it deems dangerous to persons or property at Exhibitor's expense. Only chemicals required for the demonstration of exhibited products or services are allowed. Exhibitors must remove any chemicals or hazardous materials in a manner approved by Facility. Any chemical left on the show floor is subject to an analysis and disposal charge to the Exhibitor as set by local environmental regulations.

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HEIGHT RESTRICTIONS

Maximum heights for booth structure and display, some restrictions apply, see booth diagrams at the end of this booklet:

- Standard booth: 8 ft. (2 m.)
- Perimeter booth: 12 ft. (3 m.)
- Peninsula, Island, Split Island booths: 16 ft. (5 m.)

Maximum height for all equipment as manufactured. The only limitation on displayed equipment height is that of the access in exhibit Facility. No signs or other forms of advertising can be affixed to any piece of equipment in excess of the appropriate booth height limitation other than a logo or identifying feature that is a physical part of the equipment. See "Booth Construction Guidelines" in a separate section of this booklet.

HOUSING

Show Management has contracted with Connections Housing to be the official hotel provider for Clean 2021. Each partnering association has designated its headquarter hotel, and other hotels in the hotel block offer a variety of rates. Exhibitors are highly encouraged to use the official housing agent.

Show Management must approve all requests for hospitality suites and meeting/function space at hotels or Facility (see Meetings, Plant Visits).

INSTALLATION OF EXHIBITS

To avoid penalties, each exhibitor is responsible for meeting assigned setup target dates and times (see Move-in & Move-out Requirements). All displays should be set up before 2:00 p.m. Wednesday, June 9. If an exhibitor's booth is not set up by 2:00 p.m., Show Management reserves the right to have General Contractor set up the booth at exhibitor's expense. If exhibitor chooses to bring own carpet or flooring and it has not been installed by 2:00 p.m. the General Contractor will put carpet in the booth and charges will apply.

The exhibit hall will be open for installation 8:00 a.m. to 5:00 p.m. on move-in days. Exhibitors may work in their booths after 5:00 p.m.; however if they leave the hall they will not be readmitted. Exhibitor Package Plan labor will not be available after 5:00 p.m.

INSURANCE

All property of the exhibitor is under the exhibitor's custody and control in transit to, within, and from the confines of the exhibit hall. Exhibitors must have a minimum \$2 million insurance policy that includes property damage, public liability, fire, theft, water, and storm and strike coverage naming Messe Frankfurt Inc., Shepard Exposition Services, and Georgia World Congress Center as additionally insured. Exhibitors may contact Show Management for information on obtaining insurance coverage.

LABOR

Labor is included in the Exhibitor Package Plan and should be pre-ordered (see *Exhibitor Manual* for order forms). Exhibitor Package Plan labor is not included to build false floors for multi-level or covered exhibits. Labor can only be guaranteed at 8:00 a.m. and should be ordered 24 hours in advance. If exhibitor is not in the booth within ten minutes of when labor arrives, labor will be reassigned, and the exhibitor's labor order will go to "will call." For further details of what labor is included, see "Clean 2021 Exhibitor Package Plan" on page 8 for further details.

LIGHTING

Stem or track-mounted halogen lighting may be used only as specifically approved by Show Management and the Georgia World Congress Center fire marshal. Halogen lamps are limited to 75 watts and must be of the sealed variety, which prevents direct handling of the bulb. Quartz lamps also require approval from Georgia World Congress Center. All theatrical and truss lighting must have covers.

LOCAL LAWS

Each exhibitor is charged with knowledge of all state, local, and Facility laws, ordinances and regulations pertaining to health, fire protection and public safety while participating in the exhibition. Compliance with such laws is mandatory and is the sole responsibility of the Exhibitor.

MEETINGS, PLANT VISITS

Exhibitors shall not organize, promote, publicize, participate in, or invite organized group attendance at, or provide transportation to or from, any meal functions, entertainment, meetings, or plant visits for persons attending Clean 2021 during any hours that the exhibit floor is open or educational sessions are in progress. With the exception of, Exhibitors may hold a breakfast, lunch, or sales meeting from 8:00 a.m. - 10:00 a.m. and 12:00 p.m.- 2:00 p.m. on the first 3 days of the show, in addition meetings can be held all day on the third and fourth day of the show. Violators could have their display closed down or removed from the exhibit hall at Exhibitor's expense. Exhibitors that do not have distributors may hold breakfast meetings exclusively for their company personnel during distributor-only hours (8:00 a.m. - 10:00 a.m.) the first day of the show. No customers or prospective customers may be included. Meetings must conclude prior to general exhibit floor hours. Show Management must be notified of such meetings 30 days prior to move-in (May 4).

A limited number of conference rooms will be available on the show floor that can be rented in half-hour increments for private discussions with buyers. Show floor conference rooms are available on a first-come, first-served basis and reservations can be made starting a minimum of 60 days prior to move-in. Conference room sign up on-site will be through the Show Office.

Hotels or Facility must obtain Show Management approval for all exhibitor requests for hospitality suites and meeting/function space.

MOVE-OUT MEETING

Exhibitors are encouraged to attend the move-out meeting at 8:00 a.m. on June 13 for details and instructions regarding move-out procedures. Representatives from General Contractor, Show Management, and Facility will be present to answer any questions.

MULTI-LEVEL AND / OR COVERED EXHIBITS

Exhibitors utilizing a multi-level and/or covered exhibit should request complete guidelines from Show Management. Scaled architectural plans must be signed and sealed by a registered architect or engineer and submitted for approval a minimum of 90 days prior to move-in (**March 6**) to Show Management and Facility. Certain restrictions apply.

Covered or roofed areas should be furnished with acceptable battery-powered smoke detectors that emit alarms audible outside of the enclosed or covered area. The Exhibitor must provide a Fire Watch within the exhibit space. Personnel providing Fire Watch services must be supplied with a Class 2A10BC Fire Extinguisher in each enclosed area covered by the floor above. Personnel must be trained in the use of extinguishers. Spiral stairways are not recommended for areas occupied by the public, visitors, or clientele, unless specifically approved. Exhibit booth plans must be submitted to the Facility for review a minimum of 60 days before move-in (**April 6**). There must be a licensed structural engineer's stamp of certification on all plans. The upper deck of multi-level exhibits greater than 300 square feet in area shall have at least two remote means of egress. Areas within the exhibit space that are totally enclosed (i.e. walls and roof/ceiling must be served by an emergency lighting source (i.e. battery-powered) when such areas lead to exit access from the space (e.g. stairs, aisles, corridors, ramps and passageways leading to an exit from the exhibit space. Enclosed areas of the booth greater than 300 sq. ft. shall have at least two remote means of egress.

The construction of upper level(s) of a multi-level booth or covered exhibit is a chargeable item, billed to the Exhibitor by the General Contractor.

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MUSIC, RADIO, AND TELEVISION

Commercial radio and TV receptions are not valid exhibit devices and are not permitted. Closed circuit TV, tape recorders, and sound pictures are permitted in a manner that does not interfere with exhibitors in adjoining booths, provided the use is authorized by the copyright owner and is directly related to the product or service of the exhibit. The Exhibitor is responsible for obtaining proper authorization from ASCAP, BMI, or any other organization to use copyrighted music or printed material and must provide proof of such authorization to Show Management if requested. Broadcast radio and television signals should not be used within display. Streaming and recorded signals are permitted in a manner that does not interfere with neighboring booths.

Noise levels from demonstrations or sound systems should be low enough that they do not interfere with neighboring exhibitors. The use of sound systems or sound-producing equipment in a display is an exception to the rules, not a right. Show Management may determine at what point sound constitutes interference and must be discontinued.

NEWS CONFERENCES

Exhibitors may schedule a news conference for the media in the Press Room during exhibit hours, but not during educational session hours. Exhibitor will be billed for any audio/visual or other charges incurred. News conferences on the exhibit floor may take place only during general exhibit hours. No unauthorized person will be allowed on the floor during move-in or distributor-only exhibit hours. Exhibitor must contract for adequate exhibit space to accommodate the number of people expected. Exhibitor must notify Show Management 30 days prior to move-in (May 4) of its intent to schedule a news conference.

OFFICIAL VENDORS

All official vendors appointed by Show Management are identified in *The Exhibitor Manual*. The majority of official vendors will use The Clean Show vendor logo in all email correspondence to exhibitors. Exhibitors should be cautious about solicitations from any other parties, including Fair Guide and Travel agencies, some of whom imply that they represent The Clean Show. Such non-official companies are not sanctioned by Show Management and could be fraudulent.

PAYMENTS

Contracts received on or before October 15, 2020, must be accompanied by a 30% deposit of the exhibit space fee, with an additional 30% due by January 15, 2021. Contracts received October 16, 2020, through March 15, 2021, must be accompanied by an 80% deposit. Full remittance is required thereafter. Full payment is due by April 15, 2021. After April 15, 2021, payments must be in certified funds.

Exhibitors with an outstanding balance after the payment deadlines may not be eligible to receive Exhibitor Package Plan products and services at no charge.

PHOTOGRAPHY AND VIDEO / AUDIO RECORDING

No photographs, video recordings, or audio recordings of any display or its contents may be made without the written permission of the Exhibitor.

REGISTRATION

Registration will open in November 2020. All persons attending Clean 2021 must be registered. No one will be allowed on the show floor without an official Clean 2021 badge. Badges are not transferable. Exhibitors are entitled to two complimentary registrations for each 100 sq. ft. of exhibit space. Additional exhibitor personnel badges must be purchased at standard fee. For security reasons, only booth personnel may be registered as "Exhibitors". All others must be registered using an attendee registration form. Only the contracted exhibiting company's name will appear on exhibitor badges.

To comply with privacy laws, Messe Frankfurt Inc. is not permitted to distribute registration lists to anyone that is not an official vendor of The Clean Show.

SECURITY

Clean 2021 provides limited show security, and the furnishing of such guards shall not be deemed to increase the liability of The Clean Show, Facility, or their agents, representatives, and employees, or to modify in any way the assumption of risk and release provided in the Clean 2021 Exhibit Space Contract. Show management, General Contractor, and Facility are not liable for any lost or stolen items.

SHOW DIRECTORY AND WEB LISTINGS

Basic information for each exhibitor will be published on The Clean Show's website (www.cleanshow.com) shortly after exhibit space is assigned. Exhibitors are given a login information to access the exhibitor-only section of the site. Each exhibitor is responsible for reviewing, completing, and updating its listing periodically. Show Directory listings will be taken directly from registration. Show Management will edit for consistent format but is not responsible for the accuracy of the listing.

Exhibitors can update their Show Directory listing until April 20, 2021. Any changes made after that date will only be reflected on the show's website and will not be changed in the printed Show Directory.

SMOKING

Facility is non-smoking. Smoking is prohibited in the Facility at all times.

STEAM

Clean 2021 has contracted with Facility to provide steam in the designated steam areas during the show. Clean 2021 will make reasonable efforts to ensure that such steam is provided; however Clean 2021 shall incur no liability based on the General Contractor's failure or the Facility's failure to provide steam. The steam area is limited and will be assigned on a first-come, first-served basis. Exhibitors using steam must have the point of connection, the steam drop, and condensate water inside the steam area lines indicated on the floor plan. Steam users must provide their own manifolds and steam traps.

Exhibitors utilizing steam will be given priority for exhibit space assignment in the steam areas.

UTILITY PORTS

Show Management reserves the right to access utility floor ports and drains in an exhibitor's booth to ensure supply to another exhibitor's booth if necessary.

VEHICLES

Anyone bringing a fuel-powered vehicle into the hall must have prior approval from Georgia World Congress Center and a fire watch may be required. Fuel tank openings must be locked or sealed in an approved manner to prevent escape of vapors.

Fuel tank should be 100% full. Fuel tank should have a locking fuel cap or be sealed off in a manner approved by the fire marshal. Battery cables must be disconnected and taped to avoid sparking. Separate batteries that are used for auxiliary equipment are allowed to remain connected. If battery cables cannot be disconnected to the display, at a minimum, cables to the starter shall be disconnected and taped to avoid sparking.

PLEASE REFER TO *EXHIBITOR MANUAL* FOR ADDITIONAL REQUIREMENTS AND GUIDELINES FOR EXHIBITING.

CLEAN® 2021 EXHIBITOR PACKAGE PLAN

Clean 2021's Exhibitor Package Plan is an inclusive pricing program designed to control Exhibitors' costs while offering more services. With a few noted exceptions, it includes advance warehousing, installation, dismantle, and decorating labor, freight handling, drape, standard carpet and furniture, utilities, and nightly booth cleaning. Refer to the Clean 2021 *Exhibitor Manual* for order forms and order deadlines.

Exhibitors must submit order forms for all services required even though they are included in the Exhibitor Package Plan. ORDERS PLACED AFTER DEADLINE DATES ARE SUBJECT TO CHARGES.

Exhibitors with an outstanding balance by the specified Exhibitor Package Plan deadlines may not be eligible to receive Exhibitor Package Plan items and services at no charge. The following are the services included and not included in the Exhibitor Package Plan.

LABOR

Labor, with some restrictions, is included in the Exhibitor Package Plan at no additional cost. It should be pre-ordered using the order forms provided in the *Exhibitor Manual*. Because labor needs are sometimes difficult to predetermine, exhibitors can also order labor on site at the General Contractor's labor desk. **Labor can only be guaranteed at 8:00 a.m. and should be ordered a minimum of 24 hours in advance.** If the exhibitor is not in the booth within 10 minutes of when labor arrives, labor will be reassigned and the exhibitor's labor will go to "will call". Overtime labor is not included in the Exhibitor Package Plan if there are additional straight time labor hours available for move-in or move-out.

Exhibitors who require labor during an overtime period when future straight time is available will be billed at the prevailing straight time labor rates.

There are four different types of labor included in the Exhibitor Package Plan, with some restrictions. Freight labor covers standard material handling/drayage services and moving freight from the loading dock to the booth. Decorating labor is for setting up booth displays. Standard cleaning labor is provided automatically to all exhibitors. Utility labor covers the installation of utilities and is included in all Exhibitor Package Plan utility orders. Below are details regarding the restrictions for each of the different labor types.

Freight Labor

Included in Exhibitor Package Plan:

1. Labor necessary for handling inbound and outbound freight and storage of crates and cartons during the exhibition.
2. Material handling/drayage for move-in and move-out.
3. Rigging, un-skidding, re-skidding, un-crating, re-crating, one-time spotting of equipment, and removal of industrial cling wrap.
4. Removal and replacement of container tops, tarps, and doors.
5. Removal and return of all empty crates, cartons, and skids.
6. Overtime unloading and reloading when straight time is not available, **provided targets are met.**
7. This also includes the assembly and dis-assembly of any machinery or equipment used for exhibiting purposes.

NOT Included in Exhibitor Package Plan:

1. Re-spotting of machinery at Exhibitor's request after initial installation is complete.
2. Handling of exhibitor goods during show days, (e.g. to and from storage).
3. Use of a crane for a forklift-rated load due to false floors, booth design, etc.
4. Handling of freight that does not arrive at the assigned target date and time is subject to charges if it must be handled during overtime hours.
5. Freight labor of any kind on show days, including the day the show breaks (Sunday, June 13).
6. Any anchoring per Facility specifications.

Decorating Labor

Included in Exhibitor Package Plan:

1. Labor to build displays.
2. Carpeting and/or draping of skids.
3. Carpet laying, including exhibitor-owned and any special cuts & lays.
4. Running of exhibitor-owned cabling to connect equipment, regardless of whether a ladder is required to do so.
5. Rigging.
6. Hanging of graphics.
7. Installation and removal of **APPROVED** hanging signs and banners. Materials are not included. (*See Hanging Signs in Exhibitor Rules and Regulations*).

NOT Included in Exhibitor Package Plan:

1. On-site construction, alterations, or repairs of displays.
2. Painting of machinery or display.
3. Mounting of individual lettering on displays or equipment.
4. Repairing any type of machinery.
5. Excessive drilling of displays.
6. Building upper level of multi-level/covered booth or false floors.
7. Hanging of theatrical or lighting trusses. No exceptions.
8. Hanging of a sign from a lighting truss or a lighting truss from a sign. No exceptions.
9. Hanging of any display elements that do not meet hanging sign guidelines (*See Hanging Signs on page 17*).
10. Decorating labor of any kind on show days, including the day the show breaks (Sunday, June 13).

Cleaning Labor

Included in Exhibitor Package Plan:

1. Pre-show wipe down of exhibit booth (excludes machinery and equipment).
2. Nightly trash removal and vacuuming of booth on ALL show days.

NOT Included in Exhibitor Package Plan:

1. Tile cleaning and carpet shampooing.
2. Porter service.
3. Cleaning or wiping down machinery.

Utility Labor

Labor to install utilities is automatically provided with all utility orders; it does not need to be ordered separately. For more information about utilities, see "UTILITIES" section on the next page.

CLEAN® 2021 EXHIBITOR PACKAGE PLAN

(continued)

Freight

Included in Exhibitor Package Plan:

1. Advance warehousing prior to move-in May 3 - June 3; no single piece to exceed 5,000 lbs (2,268 kg.), 96 in. (2 m.) in height, 96 inches (2 m.) in length, and 96 inches (2 m.) wide. **All freight sent to Shepard warehouse must be crated or skidded.**
2. Equipment necessary to unload and reload freight.
3. Storage of all empty crates, cartons and skids during all show days.

NOT Included in Exhibitor Package Plan:

1. Material for anchoring machinery.
2. Warehousing of freight that arrives at warehouse outside of specified receiving dates (provided in the *Exhibitor Manual*).

Furniture and Other Rental Services

Included in Exhibitor Package Plan:

1. All **standard** furniture on the Exhibitor Package Plan order forms.
2. Standard carpet and cut and lays; **ALL** carpets 400 sq. ft. and above (including exhibitor-owned carpet) will be visqueened.
3. Standard booth ID sign automatically provided to all inline booths. Signs for all other booths must be ordered through the *Exhibitor Manual*.
4. Backwall and sidewall drapes for all appropriate booth layouts. Island booths are not included (*see Booth Construction Guidelines*).

NOT Included in Exhibitor Package Plan:

1. **Custom** carpet
2. **Custom** furniture
3. Carpet padding
4. Backwall and/or sidewall drapes for Island booths
5. Sidewall drapes for Peninsula or Split Island booths
6. Drapes other than show colors
7. Refrigerators
8. Coat racks, literature racks, and rental displays
9. Lead tracking
10. Floral arrangements and plants
11. Photography and audio-visual
12. Booth security
13. Telephones and Internet
14. Computers or other equipment rental
15. Models, demonstrators, etc.

PACKAGE PLAN UTILITIES* (provided by facility)

Plumbing

Included in Exhibitor Package Plan:

1. One airline per 200 sq. ft. (19 sq. m.) of exhibit space or increment thereof, including hookups and disconnects.
2. One steam line per 500 sq. ft. (46 sq. m.) of contracted exhibit space or increment thereof, not to exceed 2 in. (5 cm.) diameter, including connections, disconnections, and condensate requirements. Steam users must provide their own manifolds and steam traps. Steam is only included in the Exhibitor Package Plan to exhibitors with booths in the designated steam areas.
3. One water line per 200 sq. ft. (19 sq. m.) of exhibit space or increment thereof, including hookups and disconnects.
4. All drains
5. All water filling and draining
6. Natural gasline

NOT Included in Exhibitor Package Plan:

1. Sinks, fire extinguishers, water heaters, welding, pressurized gas (propane), and tanks.
2. Relocating air, steam, or water lines at exhibitor's request after initial installation.
3. Venting of smoke, heat, or objectionable odors.
4. Plumbing services ordered after order deadline or on-site.
5. Manifolds and steam traps.

Electricity

Included in Exhibitor Package Plan:

1. All electrical service required.
2. Connecting and disconnecting all electrical service, including "fishing" electrical cable under carpet.
3. Mounting and removing electrical headers, light boxes, etc., **EXCEPT** theatrical or lighting trusses.
4. Materials for electrical hookups.
5. Lights on light stands, and clip-ons.
6. Transformers if necessary.

NOT Included in Exhibitor Package Plan:

1. Changing and relocating electrical lines after initial installation, or connecting any machinery from overhead power source.
2. Theatrical lighting, lighting trusses, or any other lights secured above the floor.
3. Halogen bulbs and Quartz lamps.
4. Any repairs, rewires or part replacements on machinery or display.
5. Frequency converters.
6. Electrical services supplied from above when available from the floor.

***NOTE:** Show Management reserves the right to access utility ports and drains in an exhibitor's booth to ensure supply to another exhibitor's booth if necessary.

CLEAN• 2021 MOVE-IN & MOVE-OUT REQUIREMENTS

MOVE-IN

1. Targeted move-in begins Friday, June 4. All displays should be setup no later than 2:00 p.m. Wednesday, June 9. Setup hours are 8:00 a.m. to 5:00 p.m. Exhibitors may work in their booths after 5:00 p.m.; however, if they leave the hall they will not be readmitted.
2. Advance warehousing will be available from the General Contractor. The warehouse in Atlanta will be open to receive freight Monday, May 3 through Thursday, June 3 from 8:00 a.m. to 4:30 p.m. No shipments will be accepted outside of these hours. The warehouse will accept display material or equipment that does not exceed 5,000 lbs. (2,267 kg.) per item, 96 in. (2 m.) in height, 96 inches (2 m.) in length, and 96 in. (2 m.) wide. All shipments to the warehouse must be crated or skidded. Any uncrated or unskidded freight sent to the warehouse may be refused. Pad-wrapped shipments will not be accepted. Further information regarding advance warehousing can be found in The *Exhibitor Manual*.
3. Exhibitors not using advance warehouse storage must have their freight delivered to the Facility in accordance with their target date/time as stipulated the *Exhibitor Manual*.
4. The Exhibitor is responsible for sending booth layouts with the advance labor order form showing the EXACT positioning of the display and equipment within the assigned space. A copy of these instructions should be enclosed in a crate or carton clearly marked "SETUP PLANS ENCLOSED." All plans should include utility placement and packing instructions.
5. All shipments going directly to Facility MUST go through the marshaling yard. Instructions and directions to the marshaling yard are in the *Exhibitor Manual*.
6. Booths 400 sq. ft. (37 sq. m.) or larger will be assigned a target move-in date and time. All other booths will be assigned a general move-in date. Shipments going directly to Facility should arrive on assigned target dates. Freight arriving off target may result in additional charges to the Exhibitor if shipment has to be unloaded on overtime. Charges will be based on straight-time labor rates. There is no guarantee that any shipment received off target date can be unloaded the same day. Shipments received after 2:00 p.m. may not be handled until the following day.
7. Exhibitors shipping uncrated material or equipment, or using a van line carrier, must notify General Contractor by the deadline specified in the *Exhibitor Manual*. Exhibitors MUST provide on-site supervision for the unloading and reloading of uncrated materials and equipment, and all van line shipments.
8. Address and shipping labels for inbound freight are in the *Exhibitor Manual*. Drivers are requested to have official weight tickets in their possession at the time of delivery.
9. See Exhibitor Package Plan Section for complete details on labor.
10. Each Exhibitor, or its' representative, must supervise booth setup and spotting or placement of equipment.
11. If an Exhibitor, or its' representative, does not arrive at the specified installation time, Clean 2021 has the option of erecting the exhibit. Neither Clean 2021, its agents, General Contractor, nor anyone acting at their direction shall be held responsible for the outcome of any exhibit or equipment so installed or erected, or for any damage that may occur. If Clean 2021 exercises this option, and the Exhibitor thereafter requests any modification to the exhibit or equipment placement, it will be done at the Exhibitor's expense.
12. All empty boxes, crates, cartons, and skids should be marked properly and will be stored by the General Contractor during the exhibition. These items may not be stored in the display booth or behind any curtains or walls.
13. Children under the age of 17 are NOT allowed on the show floor during move-in.

MOVE-OUT

1. Move-out begins at 3:01 p.m. Sunday, June 13. Dismantlement of exhibit displays may not start until this time. All vehicles must go through the marshaling yard.
 2. Exhibitors who have rented lead retrieval equipment must return the equipment by 3 p.m. on Sunday, June 13 to avoid additional charges.
 3. Empty boxes, crates, cartons, and skids will be returned in an orderly and organized manner beginning around approximately 4:00 p.m. Sunday, June 13. Please note return times are not guaranteed. Travel arrangements should be made accordingly.
 4. Booth materials may not be placed in the aisle to allow for aisle carpet removal.
 5. Exhibitors should assign a person to stay with the booth until the entire shipment is picked up.
 6. Exhibits should be removed from the exhibit hall as quickly as possible or in accordance with the General Contractor's instructions. On the last day of move-out, Thursday, June 17, Exhibitors should have shipments ready no later than 8:00 a.m. All commercial carriers and company or personally-owned vehicles must be checked into the marshaling yard ready to be loaded by 8:00 a.m. on the last day of move-out. If this deadline is not met, shipment is subject to being re-routed by the General Contractor at the Exhibitor's expense.
 7. All equipment, material, cartons, and crates must be removed from the exhibit hall no later than 12:00 p.m. on the last day of move-out. The General Contractor may take whatever discretionary steps are necessary to meet the move-out deadline at the expense of Exhibitors' who do not meet this schedule.
- Any Exhibitor not vacating its space by the published time must pay a proportionate share of any additional charges incurred by Clean 2021.
8. Exhibitors should designate a carrier for their outbound shipments. If a carrier is not designated, the General Contractor has full authority to assign a shipment to any official carrier at the Exhibitor's expense.
 9. If an Exhibitor's designated carrier does not call by the published time for the shipment, the General Contractor has full authority to re-route the shipment without further clearance or obligation to notify the Exhibitor.
 10. Exhibitors whose freight is assigned or re-routed by the General Contractor will be totally responsible for all charges for both transportation and any additional overtime required to meet removal deadlines.
 11. Children under the age of 17 are NOT allowed on the show floor during move-out.

Detailed instructions for move-in and move-out are in the *Exhibitor Manual* that is available to contracted exhibitors a minimum of six months before the show.

CLEAN® 2021 BOOTH CONSTRUCTION GUIDELINES

Clean 2021's Exhibitor Package Plan and sliding-scale rate structure enable you to secure an exhibit space large enough to not only show, but also demonstrate your entire product line effectively and maximize your investment return.

Draw your booth layout for optimum display, demonstration, and visibility of your equipment, supplies or services, but you may not infringe on the rights and **sight lines** of other exhibitors. Follow the guidelines in this section.

GENERAL GUIDELINES FOR ALL BOOTH TYPES

1. Booth dimensions are from the center of side rails or back drape. Exhibit construction must allow enough room on the sides and rear of the booth for rails, drape, and utility service.
2. Displays, equipment, and fixtures may not protrude into or block aisles in any way. Machinery doors CANNOT open into the aisles. Displays that Show Management considers a safety hazard, traffic flow bottleneck, or that will interfere with neighboring exhibits, will have to be re-arranged at the Exhibitor's expense.
3. Noise levels from demonstrations or sound systems should be low enough that they do not interfere with others. The use of sound systems or sound-producing equipment in a display is an exception to the rules, not a right. Show Management may determine at what point sound constitutes interference and must be discontinued.
4. Multi-level displays or displays with ceilings or coverings must be approved by the local fire marshal (see page 6 for more details).
5. Any booth backwall including "pop-ups" must be finished. Exhibitor is responsible for any charges incurred in order to comply.
6. All booths must be built in compliance with the American Disabilities Act (ADA).

CLEAN® 2021 BOOTH CONSTRUCTION GUIDELINES

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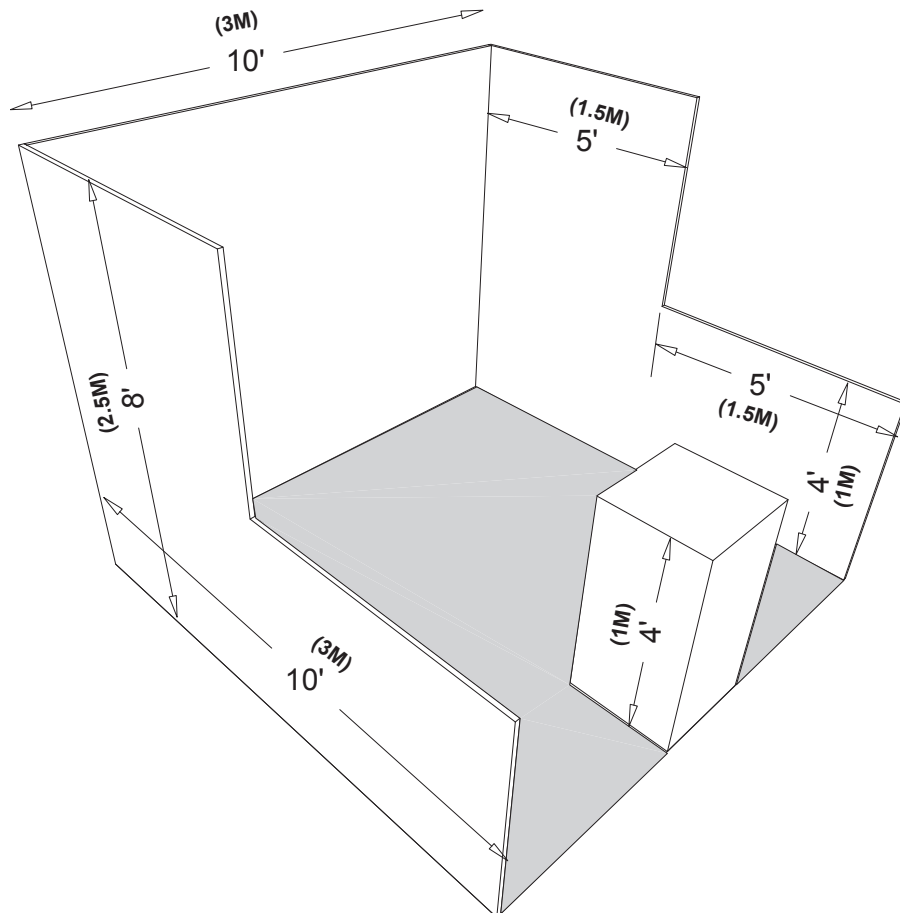
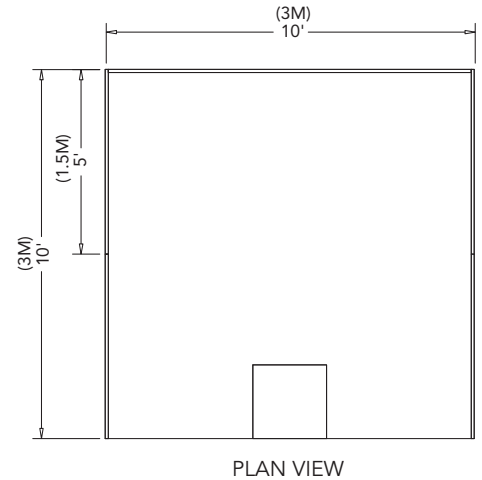
STANDARD BOOTH

A **standard** booth consists of one or more 10 ft. x 10 ft. (3 m. x 3 m.) booths in a straight line. End caps are not permitted. Hanging signs are not permitted.

Height: Displays may not exceed 8 ft. 3 in. (2.5 m.) in height, including signage.

Depth: All display fixtures over 4 ft. (1 m.) must be confined to that area of the exhibit space that is within 5 ft. (1.5 m.) of the backline. No part of any equipment including open doors may protrude into the aisles.

Note: An 8 ft. (2 m.) drape will be provided to serve as the backwall of all standard booths. This drape must remain closed at all times. No exceptions. Any exposed back or side wall **must** be finished. Additional drape can be ordered from the General Contractor but is a chargeable item that IS NOT included in the Exhibitor Package Plan.



CLEAN® 2021 BOOTH CONSTRUCTION GUIDELINES

(continued)

PERIMETER BOOTH

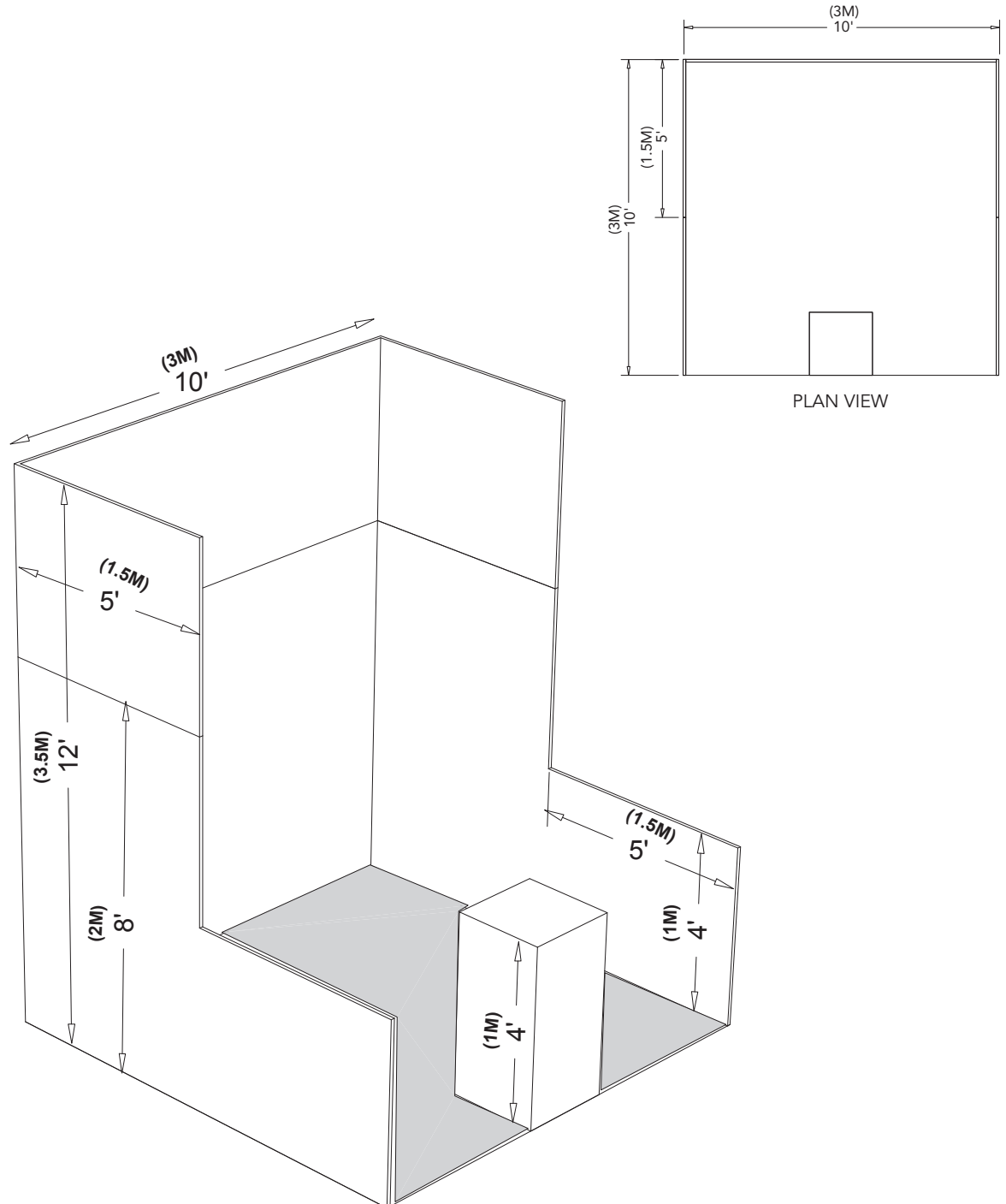
A **perimeter** booth is the same as a standard booth except that it forms the outside boundary of the exhibit hall. Hanging signs are not permitted.

Height: Display height is limited to 12 ft. (4 m.), including signage.

Depth: All display fixtures over 4 ft. (1 m.) must be confined to that area of the exhibit space that is within 5 ft. (1.5 m.) of the back line. No part of any equipment or open doors may protrude into aisles.

Note: An 8 ft. (2 m.) drape will be provided to serve as the backwall of all perimeter booths. Drape must remain closed at all times. No exceptions.

Any exposed back or side wall **must** be finished. Additional drape can be ordered from the General Contractor but is a chargeable item that is not included in the Exhibitor Package Plan.

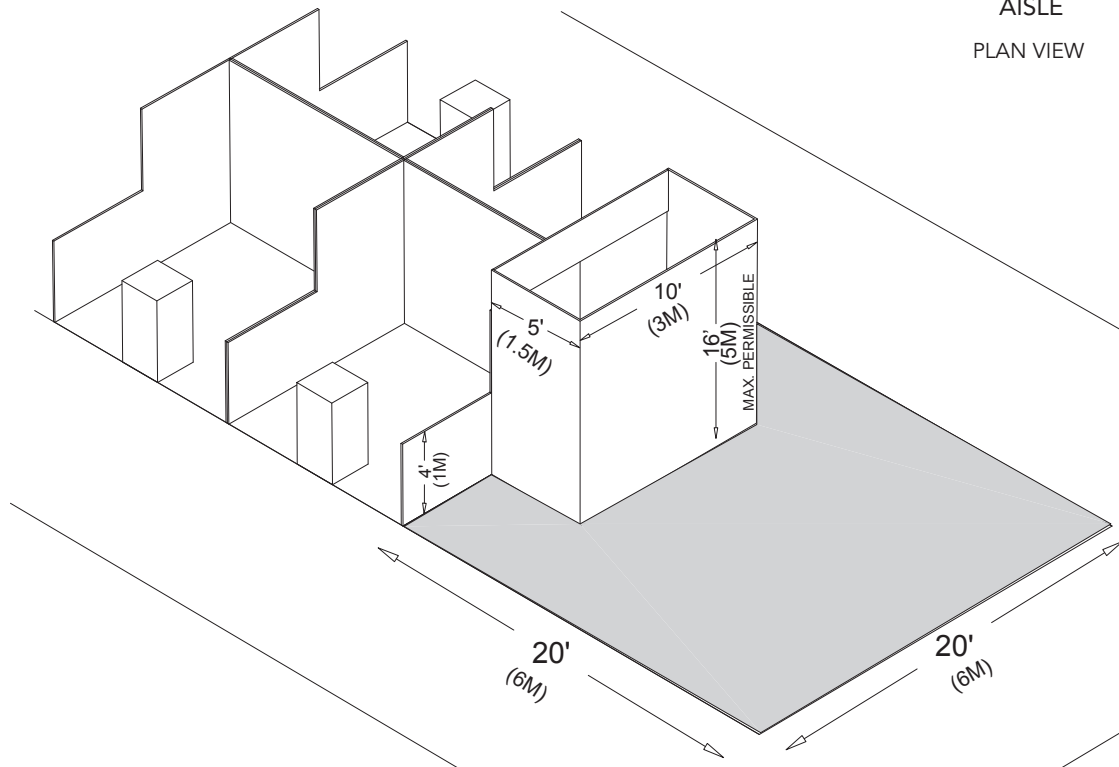


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A **peninsula** booth is a *minimum* of 400 sq. ft. (37 sq. m.) with an aisle on three sides and a minimum length of 20 ft. (6 m.) on any side.

Height: Display height is limited to 16 ft. (5 m.), including signage. Two-story exhibits are permitted provided they are within the height limit and sight-line limits. See "Multi-level and/or Covered Exhibits" on page 6 for restrictions.

Note: Drape will be provided to serve as the backwall of all peninsula booths. This drape must remain closed at all times. No exceptions. No signage or other part of the display may detract from the adjoining exhibit. Signage facing the backwall of the booth must be 10 ft. (3 m.) from backwall. Any exposed back or side wall must be finished. Additional drape can be ordered from the General Contractor but is a chargeable item that is not included in the Exhibitor Package Plan.



CLEAN® 2021 BOOTH CONSTRUCTION GUIDELINES

(continued)

SPLIT ISLAND BOOTH

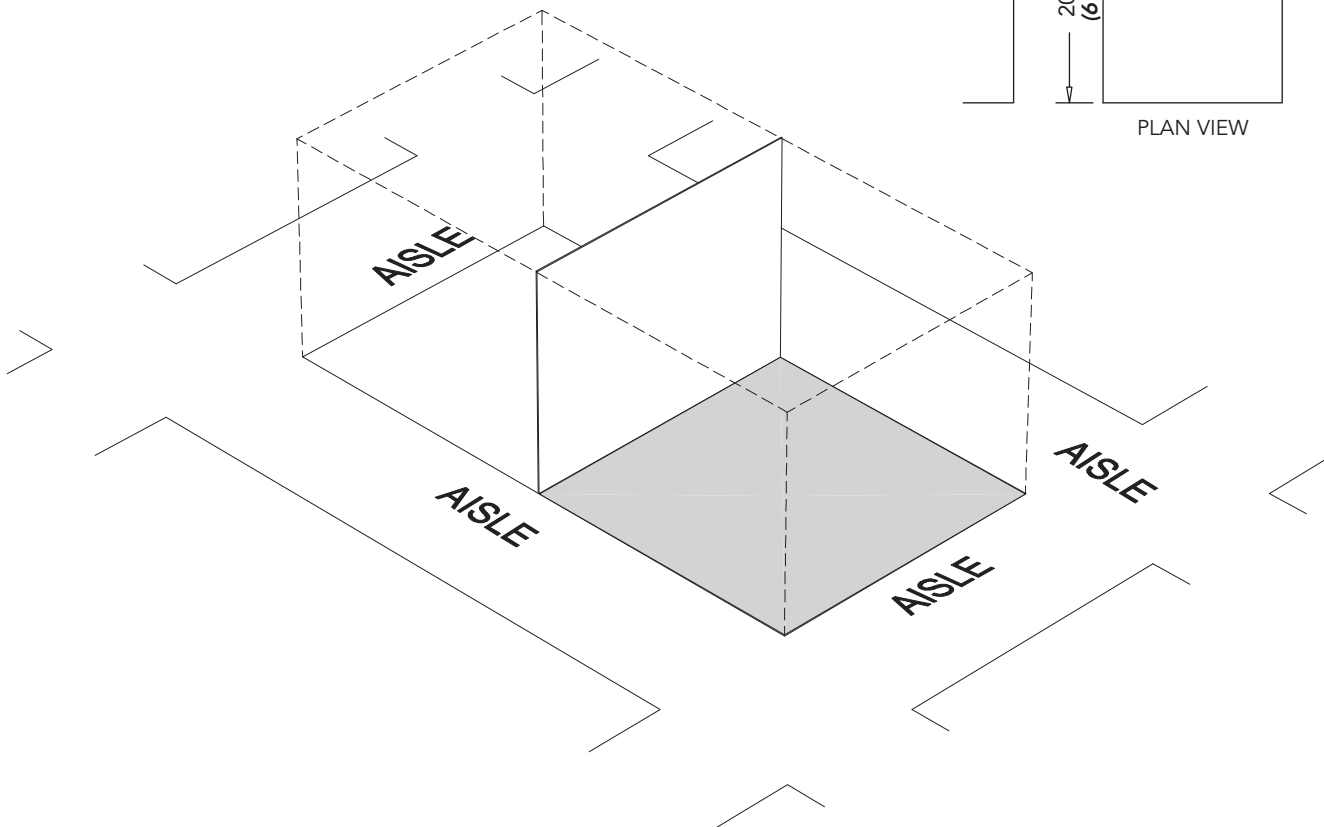
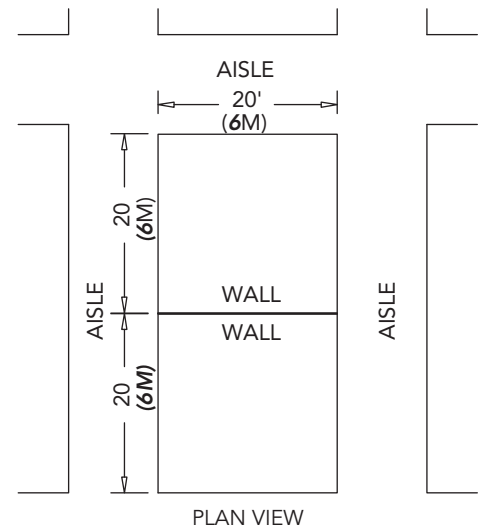
A **split island** booth is a *minimum* of 400 sq. ft. (37 sq. m.) contiguous units formed by dividing an 800 sq. ft. (74 sq. m.) or larger island booth into two booths, each with a minimum length of 20 ft. (6 m.) on any side. Each half has a common backwall 8 ft. (2 m.) drape provided and aisles on three sides. Hanging signs are permitted. See page 17 for hanging sign guidelines.

Height: Display height is limited to 16 ft. (5 m.), including signage. Drapes will only be 8 ft. (2 m.)

Depth: Full use of the exhibit space is permitted provided there is no interference with the adjoining exhibit and no part of any equipment or open doors protrudes into the aisle.

Note: Signage facing the backwall of the booth must be 10 ft. (3 m.) from backwall. Any exposed back or side wall **must** be finished.

Additional drapes can be ordered from the General Contractor but is a chargeable item that IS NOT included in the Exhibitor Package Plan.



CLEAN® 2021 BOOTH CONSTRUCTION GUIDELINES

(continued)

ISLAND BOOTH

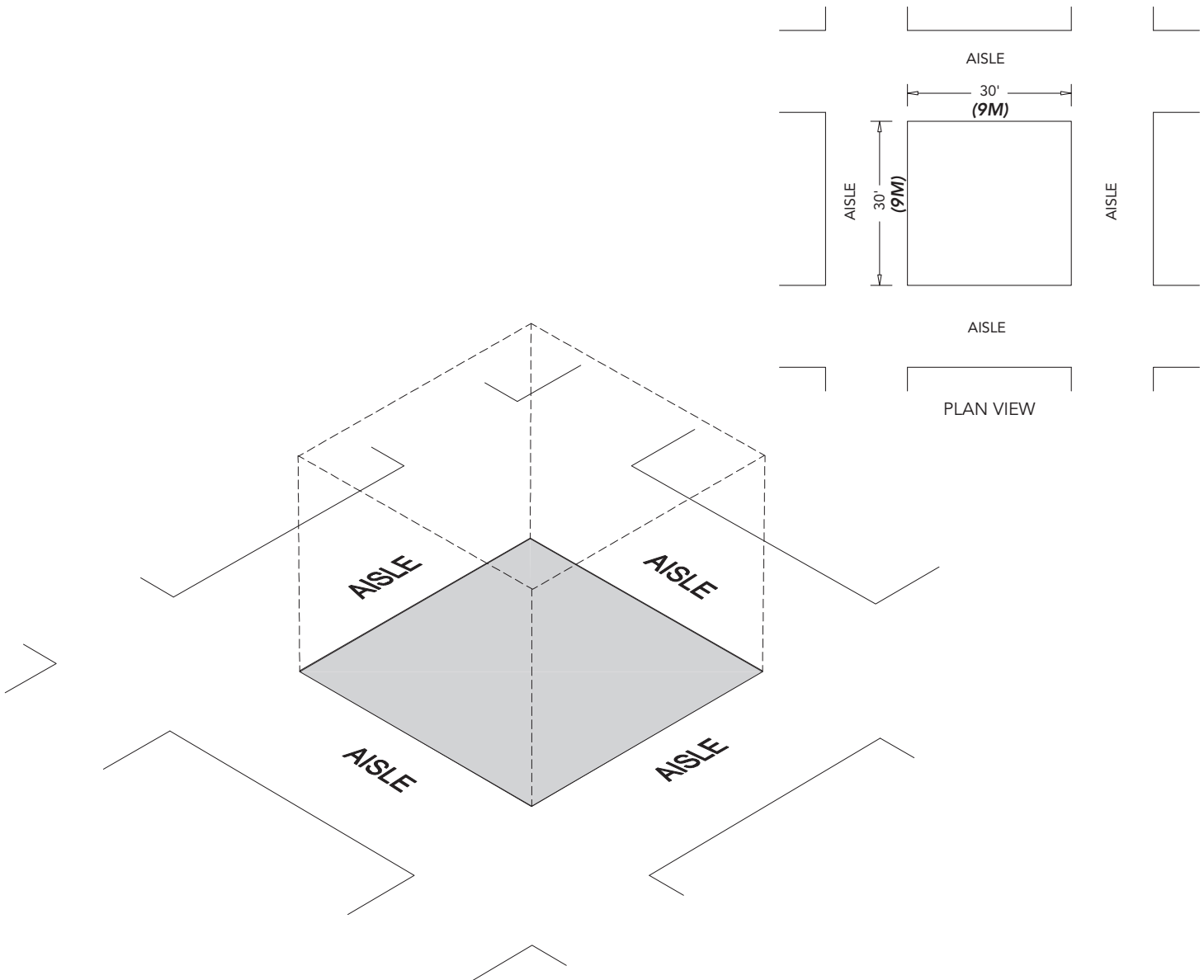
An **island** booth is a *minimum* of 600 sq. ft. (56 sq. m.) with aisles on all four sides and a minimum length of 20 ft. (6 m.) on any side. See page 17 for hanging sign guidelines.

Height: Display height is limited to 16 ft. (5 m.), including signage. Two-story exhibits are permitted provided they are within the height limit. See "Multi-level and/or Covered Exhibits" on page 6 for restrictions.

Depth: Because an Island booth does not have any adjacent exhibits, full use of the exhibit space is permitted except that no part of any equipment or open doors may protrude into the aisles.

ISLAND BOOTH RULE: Exhibitors in Island booths are required to keep 50% of each aisle open to maintain sight-lines to other booths. Example: if desired, an exhibitor in a 30 ft. x 30 ft. (9 m x 9 m) Island booth can block 15 ft. (4.5 m) of each side of the booth using display elements (hard walls, drapes, screens, or any other opaque display element) reaching up to the maximum allowed display height of 16 ft. (5 m). In the remaining 15 ft. (4.5 m) of each side of the booth, display cannot exceed 4 ft. (1 m) in height. This allows for a clear sight-line to surrounding booths. This rule does not pertain to displayed equipment.

Note: Any exposed back or side wall **must** be finished. Drape can be ordered from the General Contractor but is a chargeable item that IS NOT included in the Exhibitor Package Plan.



CLEAN® 2021 BOOTH CONSTRUCTION GUIDELINES

(continued)

HANGING SIGNS

A **Hanging Sign** is a sign that is suspended from overhead to provide corporate identity. It is allowed only in peninsula, island, and split island booths. Within the Exhibitor Package Plan, the following number of signs is allowed based on booth size and approved configuration:

400-1,000 sq. ft.	one sign
1,001-2,000 sq. ft.	two signs
2,001 - 3,400 sq. ft.	three signs
3,401+ sq. ft.	four signs

Because of insurance liability, the General Contractor must use its own materials to hang signs; however these materials are **not** part of the Exhibitor Package Plan and will be charged to the exhibitor.

Hanging of any light trusses is **NOT INCLUDED** in the Exhibitor Package Plan, even if attached to an approved Package Plan hanging sign.

Hanging of display elements that do not meet the below-stated hanging sign guidelines is NOT INCLUDED in the Exhibitor Package Plan and is a chargeable service. These display elements are not to exceed maximum allowed display height.

Height: The top of a hanging sign can be no higher than 20 ft. (6 m.) from the floor. The bottom of the sign can be no lower than 16 ft. (5 m.) from the floor.

Length: Signs cannot occupy more than 50% of the longest exposed aisle. For example, a 30 ft. x 50 ft. (9 m. x 15 m.) Island booth can have a sign no longer than 25 ft. (8 m.).

Depth: Signs in Peninsula and Split Island booths must be hung 10 ft. (3 m.) from the backwall. All other rules apply

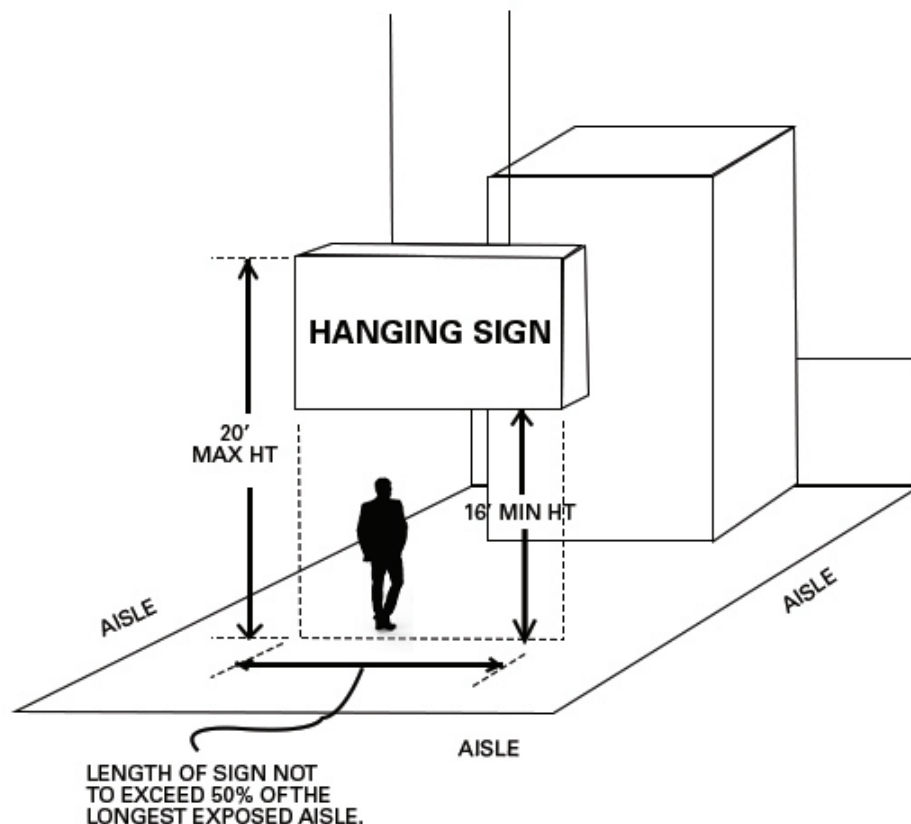
Weight: Signs can weigh no more than 300 lbs. (136 kg.) and no more than 250 lbs. (113 kg.) per hanging point.

Electrical: An electrical hanging sign is defined as a Show Management approved hanging sign with **ENCLOSED** lighting. Electrical hanging signs are permitted providing an electrical form is submitted, and the sign has its own light source. Any lighting that is visible when the sign is hung is considered an external lighting source. The Exhibitor Package Plan does **NOT INCLUDE** individual, or externally visible light sources for hanging signs or the hanging thereof. **If power is required for the sign, it must be ordered on the electrical form in the *Exhibitor Manual* by the date specified on the order form.**

Approval: Structural diagrams showing sign dimensions, hanging points, and other construction details must be submitted to Show Management for approval **at least 60 days prior to move-in (April 15)**. The number of signs to be used is subject to approval.

Shipping: Hanging signs **must** be received at the Shepard warehouse in Atlanta no later Thursday, June 3, with hanging points identified and a diagram of where the sign is to be placed within the booth. **Do not ship with the rest of your exhibit.** Sign should be in their own crate or box, clearly marked as a hanging sign. General Contractor cannot guarantee that signs received on site can be hung.*

* Note: Pre-approved signs received on-site will be hung on straight time without charge, **if possible**. If a pre-approved sign arriving on site has to be hung on overtime, the General Contractor may charge the exhibitor at prevailing straight time labor rates. Hanging signs that arrive at the warehouse or on-site **WITHOUT** prior Show Management approval will be subject to be charged at prevailing straight-time labor rates.



PARTNERING ASSOCIATIONS:



Phone: 800-669-0863
Fax: 859-624-3580
www.almnet.org

ALM provides educational programs and resources for the healthcare, hospitality and correctional textile care services market.



Phone: 800-570-5629
Fax: 630-953-7925
www.coinlaundry.org

CLA represents coin laundry and drycleaning store owners, distributors and manufacturers.



Phone: 800-638-2627
Fax: 240-295-0685
www.dlionline.org

DLI represents retail/neighborhood drycleaners, launderers, and wetcleaners nationally and internationally.



Phone: 813-348-0075
Fax: 813-348-0077
www.tcata.org

TCATA is the association for manufacturers and distributors of commercial laundry and drycleaning equipment and supplies.



Strengthening and Promoting the Linen, Uniform and Facility Services Industry

Phone: 877-770-9274
Fax: 703-519-0026
www.trsa.org

TRSA represents companies engaged in textile maintenance and rental services to commercial, industrial and institutional businesses.

texcare international

ABOUT TEXCARE

Texcare International is the leading fair of the worldwide events held by Messe Frankfurt for the laundry, dry cleaning and textile services sectors. With The Clean Show in the USA, Texcare Asia & China Laundry Expo in Shanghai, Gulf Laundrex in Dubai and Texcare France in Paris, Messe Frankfurt holds textile-care events in all important economic regions of the world. They are rounded off by numerous conferences held under the Texcare Forum brand.