

Clean 2011

World Educational Congress for Laundering and Drycleaning

June 6-9, 2011 Las Vegas, Nevada USA

NEWS RELEASE

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Clean 2011 Opens Exhibit Sales

Exhibit space sales are under way for Clean 2011 that will take place June 6-9, 2011, in the Las Vegas Convention Center.

Companies that exhibited at Clean '09 in New Orleans received an Exhibitor Prospectus for Clean 2011 in early May. Mailings to other known prospects followed. Over 400 companies offering virtually every product and service used in the textile care industry are seen at the world's largest trade show for laundry, drycleaning and textile services.

"It's 'The Show That Works' on many levels," said John Riddle, president of Riddle & Associates, the show's management company, referring to the 2011 show's theme. "Working demonstrations set the Clean Show apart from most other industry expositions, and it works for exhibitors and attendees alike in bringing prospects together to find solutions to individual challenges. Everyone involved in the textile care industry will find something at the Clean Show they can use in their business."

Attendees can compare products and services brought by exhibitors from around the globe, get answers to questions directly from manufacturers, network with peers, and take advantage of valuable classroom education sessions presented by show sponsors and related associations.

Companies interested in exhibiting are encouraged to sign up early for prime locations on the show floor. A floor plan can be viewed on the show's website. Booth assignments are made on a first-come, first-served basis. Contracting early also gives exhibitors longer exposure on the show's website. In addition only exhibiting companies have the long-term marketing opportunity to advertise in the Show Directory and on the website.

Prospective attendees will begin seeing Clean 2011 information in November, and show registration will open at that time. The pre-registration fee is \$99 a person. On-site registration is \$149 a person. Registration includes entrance to the exhibit hall for the entire show and all educational sessions.

Clean 2011 obtained a spectrum of rates to meet every budget for Clean Show attendees at 11 Las Vegas hotels. Participating hotels will be announced soon. Reservations must be made through the Clean 2011 Housing Bureau to obtain the special show rates.

Officially titled the World Educational Congress for Laundering and Drycleaning, the show is sponsored jointly by five national industry associations: Association for Linen Management, Coin Laundry Association, Drycleaning & Laundry Institute, Textile Care Allied Trades Association, and Textile Rental Services Association of America.

For more information about Clean 2011, visit the show's website at www.cleanshow.com, or

contact show management, Riddle & Associates, Suite 305, 3091 Maple Drive NE, Atlanta, GA 30305, phone 404-876-1988, fax 404-876-5121, email info@cleanshowcom.

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