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**TO: CLEAN ATLANTIC 2010 EXHIBITORS March 10, 2010**

**FROM:** Laura Couvillon, Show Director Kayla Appelt, Conference Coordinator  
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Welcome to CLEAN ATLANTIC 2010 from May 17-20, the inaugural event including Training Workshops (May 17) and the Solutions Exhibition on Oil and Haz-Mat Spill Prevention, Response and Technology for the East Coast.

This Exhibitor Service Kit is designed to help you organize your participation, make travel and lodging arrangements, register your personnel, make all exhibit preparations and take advantage of other services and sponsorships to assure your company a successful show.

**Note: All Exhibitors must be set up on Tuesday, May 18 by 9:30 AM**

Following is a breakdown of the materials in the online kit:

**FRONT PAGES**

Included is an Exhibitor Action "HOT LIST" - to remind you of important deadlines and follow the INDEX outlining all of the forms in each of the 5 sections. Click in each section for the forms you need.

**1. GENERAL INFORMATION**

This section includes the schedule of events for CLEAN ATLANTIC and a list of the contractors you may utilize for this year's event. You will also find the room assignments for the conference sessions and other special events. The exhibition hall Floor Plan and Meeting Room Layout of the Baltimore Convention Center where the conference sessions will be held are found here. Finally, in this section you will find a visual key to the exhibit guidelines/specifications and a copy of the Rules and Regulations for all exhibitors. Please be sure to read and understand all of these rules since they will be strictly enforced at the show.

**2. REGISTRATION OPTIONS**

**Exhibitor Booth Staff and Exhibitor Delegate Registration Form**

- **Exhibitor Booth Staff Registration** - You may register as many persons to staff your booth as you feel are necessary, at no charge. Either online (more instructions on Registration Options page) or use the form in the registration section.

- **Exhibitor Delegate Registration** – The Industry rate is extended to Exhibitors who will also be attending the conference sessions (May also be Booth Staff), also use this form if your company will be taking one of the Corporate or Unlimited Registration Plans. Complete all sections and boxes, so that the demographics you need after the show will be recorded. List their **company function** as well as the **job and purchasing functions on each**. Completing this information is very important so that the full demographics of the event may be determined.
- **Group Plans** – There are two discounted group plans. The **Corporate Plan**, allows you to send up to 10 people saving you money over the individual price. Also available is the **Unlimited Plan**, which allows you to send an unlimited number of personnel to the conference at considerable savings. Please use the Exhibitor **Registration Form** in this Section.

### 3. EXHIBITOR SERVICES

Freeman Decorating is the appointed general contractor and provides you with the following information:

- **Shipping & Drayage (QuickFacts)** - This section includes information and forms for all your shipping, drayage, materials handling, air freight and customs clearance requirements. If you have any questions about shipping and/or drayage, call the company involved for clarification. This will prevent any surprises on-site.
- **Booth Installation & Furnishings** - This section provides forms for ordering carpeting, rental booths, furniture, and labor.
- **Special Services** - This section includes order forms and information on contractors for many optional services you may need during CLEAN ATLANTIC, including:

« Audio-visual

« Computer Equipment Rental

« Business Center

« Floral Services

« Catering

Booth Utilities - Included are forms to order electricity, telephone, Internet and water service in your booth. These services are ordered through the Convention Center using the .pdf forms in this section.

### 4. MARKETING OPPORTUNITIES

- **Show Guide Advertising & Marketing Programs** - Each exhibitor is entitled to a **Complimentary 30-word Catalog Listing** in the official CLEAN ATLANTIC Show Guide. This handy catalog is given (free) to all attendees/visitors and is used constantly during the event and for reference afterwards. Your **Complimentary 30-word Listing instructions** and the Advertising Rate Sheet for the Show Guide are included in this section. The deadline for your **free** 30-word listing and any ads is **April 16, 2010**.
- A variety of Sponsorships are available to promote your company at this event. Details and reservation forms are located in this section. This is inaugural CLEAN ATLANTIC and a sponsorship can truly highlight your company to the attendees.

- 100 Complimentary Exhibition Invitation Tickets will be sent to you automatically. If you wish to order more, please use the form enclosed in the Marketing Opportunities section.

## 5. TRAVEL & LODGING

- **Hotel Reservation Forms** are included for making your **individual** or company **group** housing arrangements easily. Please contact OnPeak formerly Ambassadors, 866-281-3606 with any questions or concerns. E-mail: [cleanatlantic@onpeakevents.com](mailto:cleanatlantic@onpeakevents.com)
- Click on the Baltimore Information link to find maps, transportation, cabs, and entertainment options. Information on **Continental** Airlines, **Enterprise** Car Rental, and **Super Shuttle** services are located in this site.

### FINAL NOTE:

If you have any questions or need help preparing for **CLEAN ATLANTIC**, please contact:

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