



PRESS RELEASE

The Clean Show
July 30 - August 2, 2022
Georgia World Congress Center
Atlanta, Georgia

USA, January 11, 2021

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Rate Lock Deadline Approaching for Previous Clean Show Exhibitors

Atlanta, GA – January 11, 2021 – Previous exhibitors of The Clean Show have an opportunity to save by locking in current booth rates for the next edition until this Friday, January 15, 2021. The next edition of The Clean Show will take place July 30 - August 2, 2022.

“We understand that many companies have experienced financial hardships as a result of COVID-19,” said Greg Jira, Show Director. “We have decided to forego standard procedure in order to extend the current booth rates as a gesture of gratitude to our past exhibitors for their support. Our goal as always is to support the industry, and we look forward to meeting on the show floor again in 2022.”

In order to receive a Rate Lock Contract, exhibitors should contact the Clean Show team via [email](#). All contracts received after the January 15th deadline will be subject to the new rates. According to show management, the revised 2022 rate table will take effect on January 16, 2021, and will reflect an approximate 6% increase over the current rates.

Recognized as North America’s largest exposition for laundering, dry-cleaning, textile care services, supplies, and equipment, The Clean Show attracts store owners, plant operators, technicians, institutional laundry managers, distributors, consultants, buyers, and other industry professionals to see the newest and most technologically advanced products the industry has to offer. In addition to exhibits, the show offers educational seminars on the latest technology, business management, sustainability, and more.

The Clean Show is organized in collaboration with five industry-leading associations: Association for Linen Management (ALM), Coin Laundry

Association (CLA), Dry-cleaning & Laundry Institute (DLI), Textile Care Allied Trades Association (TCATA), and Textile Rental Services Association of America (TRSA).

To inquire about a Rate Lock Booth Contract, please contact Jewell Kowzan, jewell.kowzan@usa.messefrankfurt.com.

Thank you for your coverage and support of The Clean Show. For further information, images or interview inquiries, please contact Ali Rosenberger: ali.rosenberger@usa.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages 10 shows within the United States, Canada and Mexico. In addition to The Clean Show, the North American portfolio of

events includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo, Techtextil North America, Texprocess Americas, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Festival of Motoring US and PROCESS EXPO.

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