



Dear Exhibitor,

Welcome to CLEANPOWER 2021, the first trade show uniting US and the global utility-scale renewable power sector. The future of electricity generation is now. We are pleased to present you with your **2021 Exhibitor Manual** which contains all the information you will need to successfully transport, set-up/tear-down, and equip your booth.

By reading and paying attention to order details and deadlines, you will save valuable time and money. In designing your participation and your booth please give your attention to the exhibit display rules and regulations. The height limits and line of sight rules will be strictly enforced. If you have questions about your design, call. If you are new to CLEANPOWER, you will find the display rules closely parallel the IAEE standards.

Once again, our general services contractor will be GES. They, along with our team, stand ready to serve your every need and answer questions related to your booth/stand on the exhibit floor.

**Key Steps to follow:**

- Review and update your [exhibitor profile](#) so attendees can find you early
- Place orders early to take advantage of discounts on show site services
- Make use of the [free passes](#) you received as an exhibitor
- Invite your customers to attend for 50% off by sharing the promo code CUSTOMER21
- Utilize the Feathr marketing toolkit that gives you access to a dedicated landing page, customized graphics for easy sharing, and email marketing capabilities
- Plan an email blast to current registrants inviting them to visit your space and learn more about your products and services
- Increase your visibility by adding a [sponsorship item](#) to drive traffic to your booth

Have a question? An idea? Need additional resources and don't know where to turn? Our entire team is here to help you have the best experience possible. Reach out to us at any time; 202.383.2500 or [exhibition@cleanpower.org](mailto:exhibition@cleanpower.org).

We are pleased you have chosen to participate in the CLEANPOWER Conference & Exhibition and look forward to a successful event in Salt Lake City!

Sincerely,

A handwritten signature in black ink, appearing to read "Stefanie Brown". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Stefanie Brown  
Vice President, Education & Conferences  
American Clean Power Association