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For Immediate Release

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ATR/Treehouse Names Allison Boyd as Event Manager

Allison Boyd brings years of Event Management Experience in a variety of social, corporate, non-profit and higher education client experience to the role

PROVIDENCE, RI. – January 17th, 2012 ATR/Treehouse, celebrating 25 years as the number one choice for event production services, equipment rental, and installation solutions, today announced Allison Boyd has joined as Event Manager. Allison will be responsible for fielding customer inquiries and assisting clients with their needs for upcoming events.

“Allison is well known both for her work on the board of International Special Events Society of Rhode Island (ISES RI), but also for her years of event management experience with a variety of clients,” says David J. LaPorte, President. “We are pleased to bring her on board, and, moreover, she is a great asset, proving we not only have the equipment that our customers need, but also the people they can rely on.”

Prior to joining ATR/Treehouse, Allison spent several years at Rentals Unlimited, beginning her tenure by assisting the region sales manager with sales of products and services for corporate and social themed events in Rhode Island. Allison soon moved up to a direct sales role, focusing on selling products and services for corporate and social themed events throughout Massachusetts, New Hampshire, Maine, and Connecticut. Allison eventually rose to an Account Executive position, establishing the Providence, RI. office. A graduate of Johnson & Wales University with a Bachelor of Science Degree in Sports/Entertainment/Events Management, Allison stays abreast of industry trends through continuing education, and is currently enrolled in Interior Design courses at the Rhode Island School of Design (RISD).

Allison is serving her second year on the ISES RI Board of Directors as the Vice President of Membership. In addition to being responsible for assisting new members through the registration and introduction

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process, Allison ensures that members are receiving the most out of their membership.

Allison will also be assisting the marketing department with the branding efforts for ATR/Treehouse.

About ATR/Treehouse

ATR/Treehouse (www.atrtreehouse.com) is New England's first choice for event staging and audio visual equipment sales, rentals, service and installations, featuring all-inclusive supply, support, and service. Since 1987, ATR/Treehouse has consistently developed new and creative ways to combine technology with art to produce high impact events and sophisticated installations.

ATR/Treehouse works with customers locally, nationally, and internationally on all events from high profile corporate meetings to outdoor concerts, commencement ceremonies to installations, weddings and special events. In a world where technology has become increasingly specialized, ATR/Treehouse also offers a variety of staffing solutions to arenas, corporate offices and other types of facilities. Follow ATR/Treehouse on Facebook at www.facebook.com/ATRTreehouse, or visit www.atrtreehouse.com for more information.

For additional information, contact:

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