

DEMOGRAPHIC HIGHLIGHTS

LAS VEGAS

652 EXHIBITORS

TOTAL ATTENDANCE

16,215

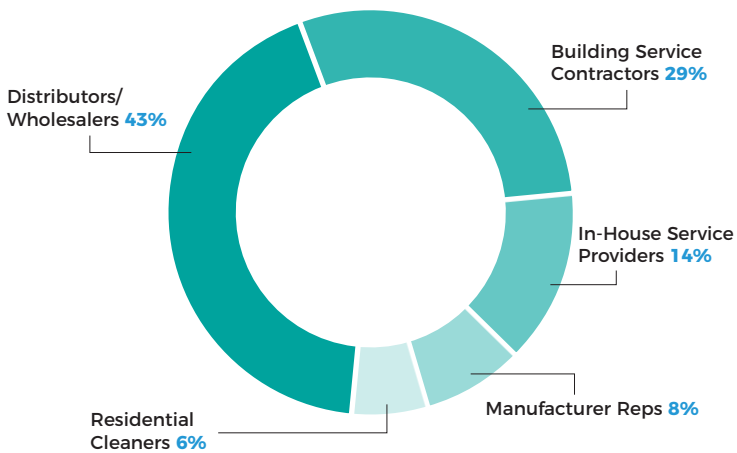
INTERNATIONAL

16%

75 INTERNATIONAL COUNTRIES REPRESENTED



ATTENDEE BUSINESS CATEGORIES



ATTENDEE ENGAGEMENT

122

Leads scanned on average by exhibitors during the show

345

Average number of booth visitors

FACTS & FIGURES



71%

Of attendees expect to place orders within 12 months of the show

85%

of attendees are involved in purchasing products and services



67%

of individuals attended no other industry trade events

Attendees intend to spend

\$66,955 with

exhibitors that they saw at
ISSA Show North America



\$642,694

PER ATTENDEE

Average annual organization budget for cleaning supplies, equipment and other cleaning materials



PRIMARY MARKET SEGMENTS

DISTRIBUTORS

Commercial – 51%
Industrial – 12%
Education – 11%
Hospitality/Public Venues – 10%
Healthcare – 8%
Retail – 4%
Government – 3%
Automotive – 1%

TOP REASONS FOR ATTENDING

1. Seeing New Products/Innovations
2. Staying Up-to-date with Industry Trends
3. Finding New Suppliers

BUILDING SERVICE CONTRACTORS

Commercial – 71%
Government – 6%
Industrial – 5%
Retail – 4%
Education – 4%
Healthcare – 3%
Residential – 3%
Hospitality/Public Venues – 2%
Construction 1%
Transportation – 1%

TOP REASONS FOR ATTENDING

1. Seeing New Products/Innovations
2. Staying Up-to-date with Industry Trends
3. Education Sessions

IN-HOUSE SERVICE PROVIDERS

Education – 46%
Hospitality/Public Venues – 14%
Government – 12%
Healthcare – 11%
Commercial – 11%
Transportation – 2%
Industrial – 2%
Retail – 1%

TOP REASONS FOR ATTENDING

1. Education Sessions
2. Finding New Suppliers
3. Meeting with Current Suppliers

RESIDENTIAL CLEANERS

Owner – 41%
General Mgr/CEO/President – 28%
Operations – 9%
Supervisor – 5%
Executive Dir./Vice President – 5%
Sales Associate – 3%
Training Mgr/Dir – 3%
Facility Manager – 2%
Marketing Mgr/Dir – 2%
Sales Mgr/Dir – 1%

TOP REASONS FOR ATTENDING

1. Education Sessions
2. Finding New Suppliers
3. Meeting with Current Suppliers

BUYERS FROM WORLD-CLASS ORGANIZATIONS:

DISTRIBUTORS

Amazon Business
Brady Industries
EBP Supply Solutions
Hillyard, Inc.
Imperial Dade
Nichols
Pollock
Staples
SupplyWorks
Veritiv Corp.
Waxie Sanitary Supply
Zoro Tools

IN-HOUSE SERVICE PROVIDERS

Arizona State University
Bellagio Hotel & Casino
Chicago Cubs
City of Los Angeles
DFW International Airport
Florida State University
Hilton Grand Vacations
Kaiser Permanente
Mayo Clinic
Ohio State University
Walmart Stores, Inc.
Walt Disney World

BUILDING SERVICE CONTRACTORS

4M Building Solutions
ABM
ARAMARK
City Wide Franchise
Compass Group
Executive Management Services
ISS Facility Services, Inc.
Jani-King International
Kellermeyer Bergensons Services
Marsden Holding, LLC
SBM Management Services
Sodexo

TOP 20 PRODUCT CATEGORIES SEARCHED

- ☑ Automatic Scrubbers
- ☑ Brushes
- ☑ Cleaning Agents
- ☑ Cleaning Chemicals-Private Label
- ☑ Cleaning Tools & Supplies
- ☑ Cloths-Microfiber
- ☑ Computer Systems & Software
- ☑ Dispensers-Paper Products/Soaps
- ☑ Equipment & Accessories
- ☑ Floor Pads
- ☑ Fragrances
- ☑ Odor Control Chemicals
- ☑ Odor Control Devices
- ☑ Odor Control Products
- ☑ Paper Products-Towel & Tissue
- ☑ Restroom Care & Service
- ☑ Robotic Cleaning Equipment
- ☑ Sanitizers
- ☑ Services/Technology
- ☑ Steam Cleaning Equipment

CHANGING THE WAY
THE **WORLD**
VIEWS **CLEANING**