

ISSA SHOW[®]

NORTH AMERICA

NOVEMBER 16 - 19 | LAS VEGAS, NV
MANDALAY BAY CONVENTION CENTER

EXHIBITOR PROSPECTUS

issashow.com

CHANGING THE WAY
THE WORLD
VIEWS CLEANING



For up-to-date
COVID-19 safety and
security information,
please go to
issashow.com.

Organized By

informa
markets

Partnered With

Advancing Clean.
Driving Innovation.

WHO ATTENDS



When you exhibit at the ISSA Show North America, you'll position your company brand as an innovator and leader in the world of commercial and institutional cleaning. You'll get access to executive level decision-makers with real buying potential. And you'll walk away with powerful leads and enjoy unparalleled marketing power. Will you be among this year's ISSA Show North America success stories?

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
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

ATTENDEE BUSINESS CATEGORIES

Distributors/Wholesalers

43%

Building Service Contractors

29%

In-House Service Providers

14%

Manufacturer Reps

8%

Residential Cleaners

6%

ATTENDEE ENGAGEMENT

122

Leads scanned on average by exhibitors during the show

345

Average number of booth visitors

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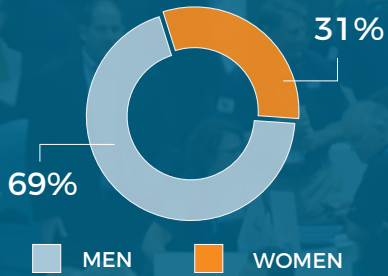
ISSA Show North America's annual tradeshow is a fantastic experience where you can see all the latest advancements in one place, meet friends and clients, and come away with a ton of new and valuable ideas. Great ROI.

— Chris Arlen, Vice President, Revenue-IQ

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LAS VEGAS

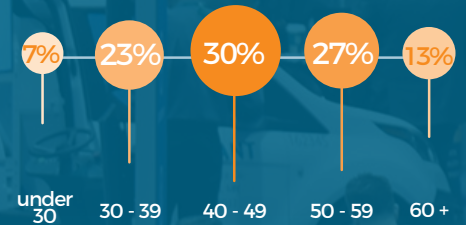
GENDER PROFILE



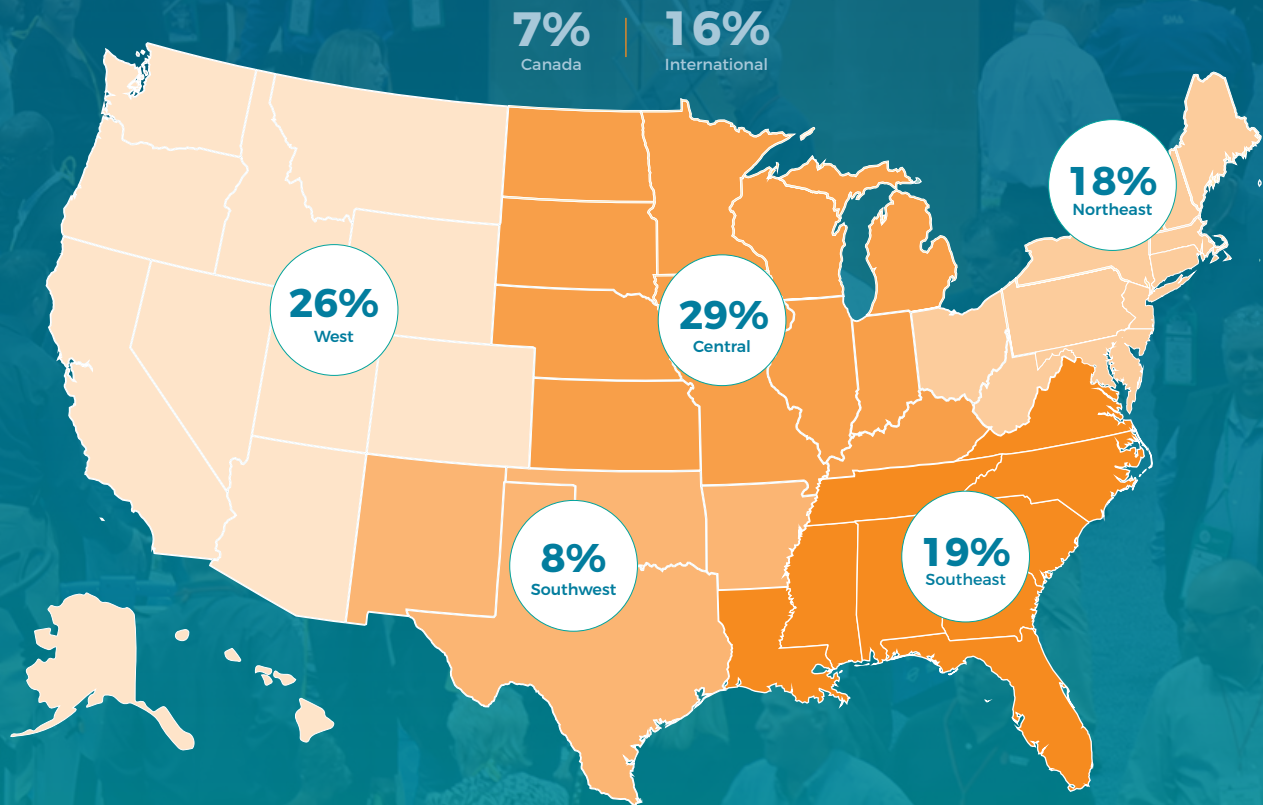
TOTAL ATTENDANCE

16,215

AGE RANGE



50 US STATES REPRESENTED



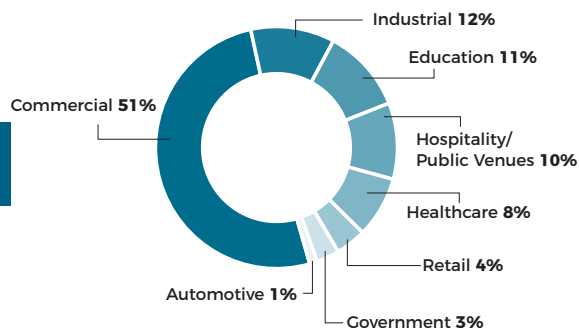
75 INTERNATIONAL COUNTRIES REPRESENTED

MEXICO | CHINA | JAPAN | ITALY | BRAZIL

All geographic demographics are based on buyer registration from ISSA Show North America 2019 excluding exhibitor data.

PRIMARY MARKET SEGMENTS

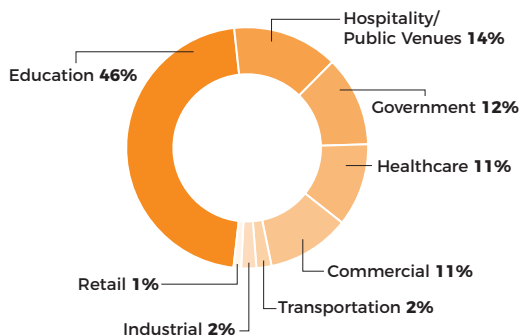
DISTRIBUTORS



TOP REASONS FOR ATTENDING

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

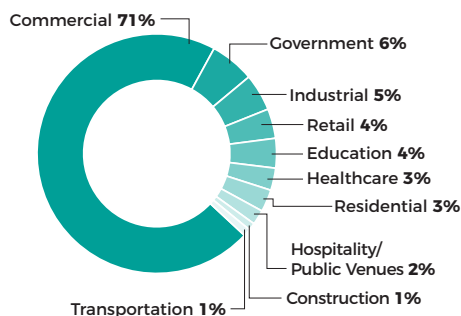
IN-HOUSE SERVICE PROVIDERS



TOP REASONS FOR ATTENDING

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

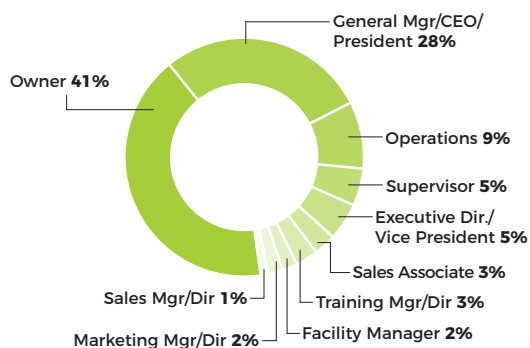
BUILDING SERVICE CONTRACTORS



TOP REASONS FOR ATTENDING

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

RESIDENTIAL CLEANERS



TOP REASONS FOR ATTENDING

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



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

9,600+
Product Searches

*Statistic from MYS 2019
Post show report*

FACTS & FIGURES

240,000

TOTAL NET SQUARE FOOTAGE



71%

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

WHO EXHIBITS

EXHIBITOR PRODUCT CATEGORIES

Cleaning Agents
Cleaning Tools & Supplies
Equipment & Accessories
Facility Maintenance & Safety
Supply
Floor & Carpet Care
Foodservice Disposables &
Equipment
Odor Control Products
Office Products & Supplies
Paper Products & Dispensers
Pressure Washing Equipment &
Accessories
Restoration Equipment & Supplies
Restroom Care & Service
Services/Technology
Skin Care & Personal Hygiene
Storage & Material Handling
Waste Containment & Disposal

TOTAL EXHIBITORS IN 2019 **652**

TIPS FOR EXHIBITOR SUCCESS



1. Book your booth early for the best rate and location.



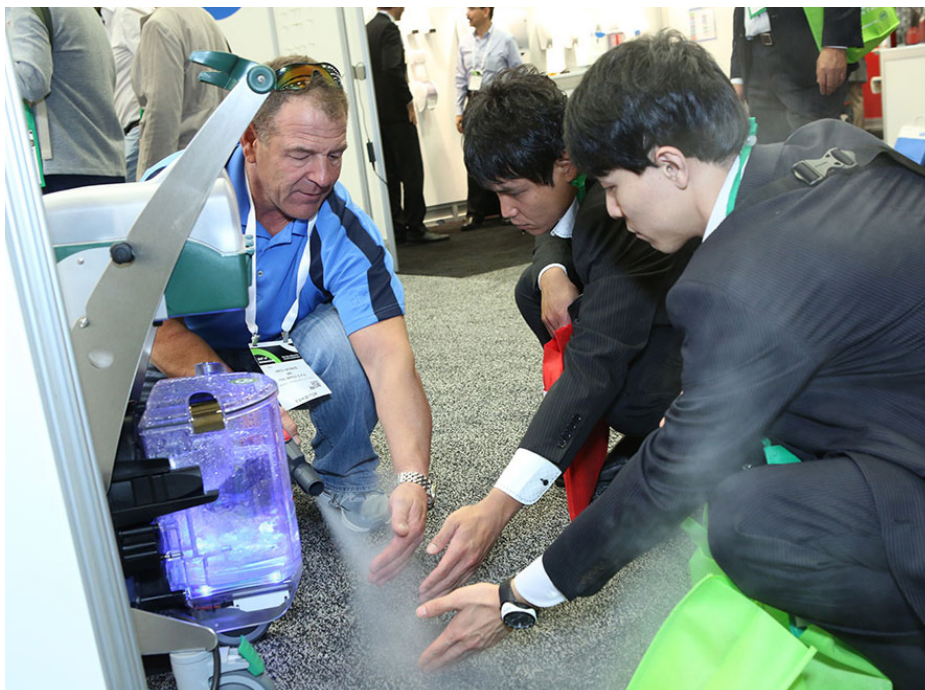
2. Market your participation to your customers and prospects, utilizing the show's marketing programs.



3. Participate in sponsorship opportunities to increase your exposure before, during, and after the show.



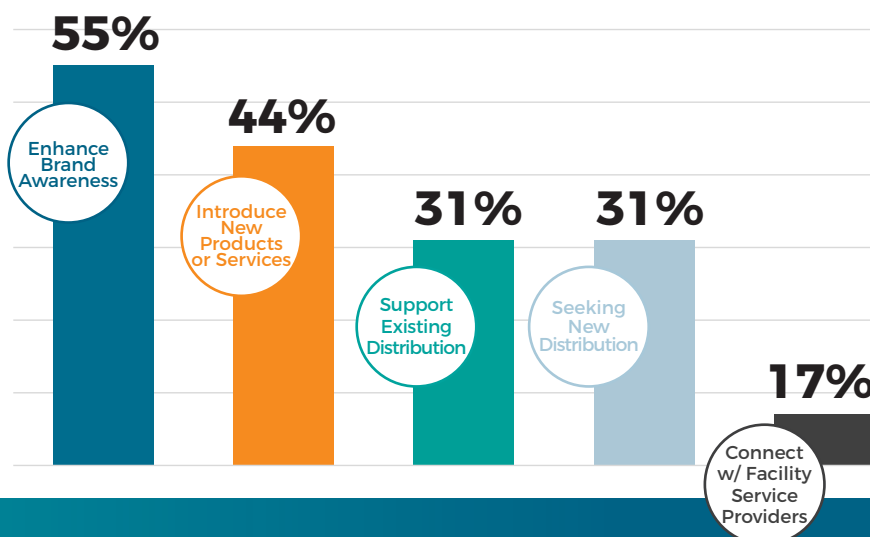
4. Invite your customers to the show and pre-schedule meetings and prospective clients.



TOP 5 REASONS EXHIBITORS PARTICIPATE

1. Quality of networking opportunities at the event
2. Reputation of ISSA Show North America
3. Quantity of attendees at the event
4. Quantity of attendees at the event
5. No other comparable event in North America

OBJECTIVES FOR EXHIBITING



SPECIALTY AREAS



First-Time Exhibitor Pavilion - First-time exhibitors can opt to exhibit within the First-Time Exhibitor Pavilion or select other available space on the show floor. However, booth space in this high-traffic area is available on a first-come, first-served basis. This area is reserved exclusively for companies who have never exhibited at ISSA Show North America.



Startup Village - Startup Village is a subsection of the First-time Exhibitor Pavilion for companies with new products and services. This area is dedicated to companies with new products and services, and is located within the First-time Exhibitor Pavilion.



Innovation Theater - The Residential Cleaning Area is dedicated to companies that focus on reaching the residential cleaning marketplace.



Residential Cleaning Area - Dedicated to companies that focus on reaching the residential cleaning marketplace.



Restoration Specialty Cleaning Area - This area is dedicated to the advancement of the restoration and remediation marketplace.

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I was blown away with how much traffic we had in our booth and the opportunities that we uncovered...the sales team is now fully engaged in following up with the numerous leads we gathered and we are achieving success! We're looking forward to exhibiting in 2020.

– Jill Kegler, Janitorial Manager,
Double A Solutions

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EXHIBIT BOOTH RATES

EXHIBITOR BENEFITS

- ✓ One booth staff badge per 100 sq. ft.*
- ✓ Listing in the Official Exhibit Directory, Online Directory & Mobile App**
- ✓ 4' High Sidewall Drape
- ✓ 8' High Backwall Drape
- ✓ One company ID sign
- ✓ Complimentary Marketing Toolkit
 - ✓ Discount registration link/code
 - ✓ Web banners in various sizes
 - ✓ Sample email copy
 - ✓ Social media post samples
 - ✓ Registered press list
 - ✓ Press release template

ISSA MEMBER VALUE-ADDED BENEFITS

- ✓ Additional free badge*

*Complimentary registration of allotted badges must be redeemed by September 22, 2020

*\$450.00 admin fee

Exhibit space does not include carpet, furniture, etc. Booth furnishing options can be found in the Exhibitor Service Manual.

■ NON-MEMBER ■ MEMBER ■ MEMBER & NON-MEMBER

< 400 sq. ft.	
NON-MEMBER \$42.00	MEMBER \$35.00
401-1,600 sq. ft.	
NON-MEMBER \$40.00	MEMBER \$33.00
> 1,600 sq. ft.	
NON-MEMBER \$36.00	MEMBER \$29.00
TABLETOP PACKAGE	
\$2,475.00	
MEETING HUB	
PACKAGE A - 100 SQ. FT. \$45.00 \$38.00	PACKAGE B - 200 SQ. FT. \$42.75 \$35.75

BOOK BY SEPTEMBER 30, 2020 TO PROTECT YOUR INVESTMENT

Sign up to exhibit between now and September 30 and, if ISSA Show North America 2020 is canceled, you will be refunded for your booth space. The show floor low entry point (\$24 per square foot for non-members) and its unmatched network of cleaning distributors, in-house service providers, and building service providers create an exceptional opportunity to generate large orders from new customers. Contact the Show Team for more information.



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CHANGING THE WAY
THE WORLD
VIEWS CLEANING



Co-Location Partners

