

ISSA SHOW[®]

NORTH AMERICA

MCCORMICK PLACE | CHICAGO, IL

EDUCATION DAYS
OCTOBER 26 - 29, 2020

EXHIBITION DAYS
OCTOBER 27 - 29, 2020

2020 SPONSORSHIPS

CHANGING THE WAY
THE WORLD
VIEWS CLEANING



Organized by:



Partnered with:



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TABLE OF CONTENTS

Beyond the Conference and Expo	3	ISSA Connect E-Blast	21
Stats Page	4	Targeted Attendee E-Blast	21
Package Options	5-7	Official Exhibit Directory - Digital Sponsor	22
Platinum.....	5	Show Daily eNewsletter	22
Gold.....	5	Featured Article	22
Silver	6	Premier Banner	22
Bronze.....	6	Medium Rectangle 1	22
Package Comparison	7	Medium Rectangle 2	22
Onsite Branding	8-13	Medium Rectangle 3	22
ISSA Zone Sports Bar	8	Show Highlights Sponsorship	23
Badge Holder	8	Show Website Banner	23
Grand Lobby Stairs	8	Product Category Sponsorship	23
Rejuvenation Lounge	8	Mobile App - Push Notifications	23
VIP Lounge.....	9	Mobile App - Rotating Banner	24
Door Clings	9	Level 2 Package	24
Exhibitor Lounge	9	Level 1 Package	24
Custom Show Floor Experience	9	Tracks Overview	25
Official Wi-Fi Sponsor	10	Commercial Cleaning	25
Escalator Sponsor Level 1 - 2.5	10	Distributor.....	25
Escalator Sponsor Level 2.5 - 3	10	Healthy Green Schools & Colleges.....	25
Grand Lobby Stairs Sponsor Level 2.5 - 3	10	Healthcare.....	25
Registration Giveaway.....	10	Hospitality.....	25
Bag Bin Placement.....	11	Residential Cleaning	25
Product Placement.....	11	Education	26-27
Registration Pony Walls.....	11	Show Floor Education Sponsor	26
Scent Sponsorship.....	11	Premier Education Track Sponsor	26
Entrance Greeters.....	12	Spotlight Speaker Sponsor	26
Hotel Product Placement	12	Lunch & Learn Sponsor.....	26
Conference Notebook.....	12	Thought Leadership Session.....	27
Conference Pen	12	On Floor Demonstration - New Offering!	27
Hotel Key Cards.....	13	Branded Seminar Sponsor	27
Floor Graphics.....	13	Events	28-29
Signage	14-16	Exclusive Welcome Reception	28
Exclusive Column Wraps.....	14	Exclusive VIP Reception.....	28
Grand Lobby Banner	14	Attendee Orientation.....	28
Column Wraps.....	14	Welcome Reception	29
Hanging Lobby Banners - Level 3.....	14	VIP Reception	29
Scoop Signs.....	15	Innovation Awards Program	30-31
Hanging Lobby Banners - Level 2.5.....	15	Premium Innovation Entry.....	30
Hanging Lobby Banners - Level 1	15	Standard Innovation Entry	30
Meter Board Signs.....	16	Product Categories.....	31
Expo Aisle Sign	16	Package Options.....	31
Restroom Branding	17	ARCSI Sponsorships	32-34
Mirror Clings	17	Evening Roundtables - Event Sponsor	32
Towel & Toilet Tissue Dispenser Clings.....	17	Evening Roundtables - Table Sponsor.....	32
Floor Mats.....	17	Residential Attendee Notebook.....	33
Hand Sanitizers.....	17	ARCSI Welcome Kit Sponsor	33
Odor Control Products.....	17	ARCSI Welcome Kit Sponsor - Exclusive Sponsor	33
Urinal Screens.....	17	ARCSI Welcome Kit Insert.....	33
Print Advertising	18-19	Professional Cleaner of the Year Award.....	34
Featured Listing.....	19	The Chairman's Award	34
Digital Advertising	20-24	Residential Cleaner Conference Pen.....	34
Registration Sponsor.....	20	Floor Plans	35-37
Mobile App Title Sponsor.....	20	South Hall.....	35
Exclusive Online Hall Sponsorship	20	South Hall - Meeting Rooms	36
Exclusive Online Directory Sponsorship	20	Grand Concourse	37
Journey Maps.....	21	Contact Us Today	38

BEYOND THE CONFERENCE AND EXPO

ISSA Show North America is where you will find thousands of customers and prospects in the multi-billion-dollar cleaning and maintenance industry. It's the ideal location to connect with qualified buyers who want to see and hear what you have to offer to help their businesses. Executives from all industry segments representing U.S. \$4.1 billion in buying power come to this event to do business, gather information and find solutions to better manage their commercial and residential cleaning operations.



Innovation Awards Program

The Innovation Awards Program serves as a platform for exhibitors at ISSA Show North America to launch their product or service innovations. Over the past 11 years, the Innovation Awards Program has offered new solutions to the challenges faced by industry professionals. When exhibitors enter their innovative product or service they get the opportunity to raise awareness within the cleaning industry. The Innovation Awards Program helps drive the cleaning industry forward by supporting and recognizing the latest in products and services our members have to offer!



Daily Activities

Our unique conference schedule and trade show floor is designed to provide you with optimal exposure and foot traffic within ISSA Show North America. This lends itself to increased engagement and one-on-one time with key buyers.



Reach Your Target Audience

Upgrade your sales and marketing strategy today! Increase booth traffic by making more connections that boost your sales. From targeted tracks to speaking slots, we have made it easier to reach and engage with your key buyers.



Increase Your ROI

Check out the new options we have created to increase your return on investment. Starting as low as \$500, our sponsorships are tailored to meet your goals, increase your ROI and maximize your presence at ISSA Show North America.



Show Floor

The tradeshow is an explosive three days of buyers walking the aisles seeking new products and innovations.

STATS AT-A-GLANCE

150+
Sponsors



75



Countries
Represented

Multiple

Event Networking
Experiences

16,000+

Industry Professionals



100+
Sessions



20,000+

YouTube Viewers



1,000+
ISSA TV Viewers

60+
Speakers



21

Media
Representatives

67%



only attend ISSA
Show North America

40+



Innovation Awards Submissions

PACKAGE OPTIONS

PLATINUM - \$50,000+

Pre-Event Benefits

- Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn
- Priority Placement in Sponsor Promotions
- Hyperlinked logo in the footer of all ISSA Show NA emails

Onsite Benefits

- 10 x 10 Meeting Hub Booth - **\$3,800 Value!**
- Booth Highlighted on printed Floor Plan
- Featured Listing in the Official Exhibit Directory - **\$500 Value!**
- Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn
- 5 VIP Reception invitations
- 20 ISSA Sports Bar Drink Tickets

Booth Staff Badges

- Unlimited Standard Booth Staff badges
- Promo code to access 10 free All Access Passes - **\$1,300 Value!**

Post-Event Benefits

- Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn
- 4 Booth Selection Points

GOLD - \$30,000+

Pre-Event Benefits

- Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn
- Hyperlinked logo in the footer of all ISSA Show NA emails

Onsite Benefits

- Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn
- Featured Listing in the Official Exhibit Directory - **\$500 Value!**
- 15 ISSA Sports Bar Drink Tickets
- 4 VIP Reception invitations

Booth Staff Badges

- 15 Standard Booth Staff badges - **\$750 Value!**
- Promo code to access 5 free All Access Passes - **\$650 Value!**

Post-Event Benefits

- Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn
- 3 Booth Selection Points

PACKAGE OPTIONS

SILVER - \$20,000+

Pre-Event Benefits

- Mention in Social Media Promotions: Facebook, Twitter & LinkedIn

Onsite Benefits

- Mention in Social Media Promotions: Facebook, Twitter & LinkedIn
- Featured Listing in the Official Exhibit Directory - **\$500 Value!**
- 10 ISSA Sports Bar Drink Tickets
- 3 VIP Reception invitations

Booth Staff Badges

- 10 Standard Booth Staff badges - **\$500 Value!**
- Promo code to access 3 free All Access Passes - **\$390 Value!**

Post-Event Benefits

- Mention in Social Media Promotions: Facebook, Twitter & LinkedIn
- 2 Booth Selection Points

BRONZE - \$10,000+

Pre-Event Benefits

- Mention in Social Media Promotions: Facebook, Twitter & LinkedIn

Onsite Benefits

- Mention in Social Media Promotions: Facebook, Twitter & LinkedIn
- 5 ISSA Sports Bar Drink Tickets
- 2 VIP Reception invitations

Booth Staff Badges

- 5 Standard Booth Staff badges - **\$250 Value!**
- Promo code to access 1 Free All Access Point Passes - **\$130 Value!**

Post-Event Benefits

- Mention in Social Media Promotions: Facebook, Twitter & LinkedIn
- 1 Booth Selection Points

PACKAGE COMPARISON

	PLATINUM	GOLD	SILVER	BRONZE
Pre-Event Benefits				
Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn	✔	✔		
Mention in Social Media Promotions: Facebook, Twitter & LinkedIn			✔	✔
Priority Placement in Sponsor Promotions	✔			
Hyperlinked logo in the footer of all ISSA Show North America emails	✔	✔		
Onsite Benefits				
10 x 10 Meeting Hub Booth	✔			
Booth Highlighted on printed Floor Plan	✔			
Featured Listing in the Official Exhibit Directory	✔	✔	✔	
Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn	✔	✔		
Mention in Social Media Promotions: Facebook, Twitter & LinkedIn			✔	✔
VIP Reception Invitations	5	4	3	2
ISSA Sports Bar Drink Tickets	20	15	10	5
Booth Staff Badges				
Standard Booth Staff badges	Unlimited	15	10	5
Free All Access Passes (\$130 Value each)	10	5	3	1
Post-Event Benefits				
Spotlight in Social Media Promotions: Facebook, Twitter & LinkedIn	✔	✔		
Mention in Social Media Promotions: Facebook, Twitter & LinkedIn			✔	✔
Booth Selection Points	4	3	2	1

ONSITE BRANDING



ISSA Zone Sports Bar - SOLD!

The ISSA Zone Sports Bar inside the exhibit hall, is sure to attract a great deal of attention while providing your company with maximum exposure. The ISSA Zone Sports Bar will provide attendees with the opportunity to check emails and network with colleagues while enjoying a cold refreshment right on the show floor! Please call for sponsorship details.

Quantity: Exclusive

Price: \$50,000



Badge Holder - SOLD!

Make every attendee a walking ad for your company! Instead of clipping a badge to their clothing, attendees will appreciate a badge holder to hang around their necks imprinted with your company's logo. Please call for sponsorship details.

Quantity: Exclusive

Price: \$48,000



Grand Lobby Stairs - SOLD!

Promote your products and presence by taking advantage of this exclusive opportunity to maximize your marketing efforts. Your message will be placed on the stairs leading up to the trade show floor entrance. Please call for location and sponsorship details.

Quantity: Exclusive

Price: \$30,000



Rejuvenation Lounge

Tired after a long day? Help attendees relax and de-stress by hosting the Rejuvenation Lounge. The only way attendees can receive a free 10-minute massage is by redeeming a special voucher branded by you that they can only receive by visiting your booth first. Please call for location and sponsorship details.

Quantity: Exclusive

Price: \$25,000

ONSITE BRANDING



VIP Lounge

The VIP lounge is an invite-only premier location that targets c-level insiders that are key to the industrial cleaning industry. Associate your company's brand with this unique lounge that caters to a very high-level audience. Please call for location and sponsorship details.

Quantity: Exclusive

Price: \$25,000



Door Clings

Catch the attention of all attendees by taking advantage of this door cling opportunity. Door clings are double-sided, and visible both when entering and exiting McCormick Place Convention Center. Please call for locations and sponsorship details.

Quantity: Exclusive

Price: \$22,000

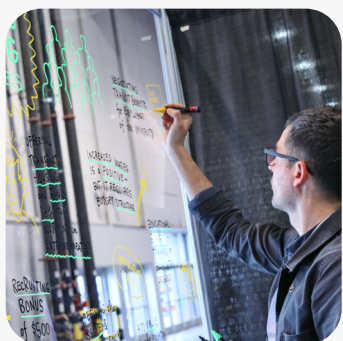


Exhibitor Lounge

Sponsor the Exhibitor Lounge where they can sit down and talk in small groups or take a moment to relax. This area will provide fellow industry peers with a setting that allows for separate meetings to occur. Please call for location and sponsorship details.

Quantity: Exclusive

Price: \$20,000



Custom Show Floor Experience

Want to increase your own show floor experience?

We have special opportunities for you! If the opportunities listed here do not fit your needs, we can customize your opportunity. Contact us to learn how we can make your presence known at ISSA Show North America! Please call for sponsorship details. Opportunity starts at \$20,000 depending on details.

Quantity: Multiple

Price: \$20,000

ONSITE BRANDING



Official Wi-Fi Sponsor

Receive maximum exposure and become the exclusive Wi-Fi sponsor at ISSA Show North America 2020. Sponsor will receive branding on the Wi-Fi splash page and signage throughout the show. Plus, the sponsor can have their company name and brand message as the unique password (minimum of eight (8) characters) that attendees must enter in to access the Wi-Fi which will be included in the speaker slide decks. Please call for sponsorship details.

Quantity: Exclusive

Price: \$20,000



Escalator Branding - 1 SOLD!

Escalators are a highly visible area that generates awareness and communicates your brand message to all attendees on their way up and down. Place your company's message in front of all ISSA Show North America visitors by branding one or all sets of escalators. Location Level 2.5 - 3 is available. Please call for sponsorship details.

Quantity: 2

Price: \$15,000



Grand Lobby Stairs Sponsor - SOLD!

Level 2.5 - 3

Promote your products and presence by taking advantage of this exclusive opportunity to maximize your marketing efforts. Your message will be placed on the stairs leading up to the trade show floor entrance. Please call for locations and sponsorship details.

Quantity: Exclusive

Price: \$15,000



Registration Giveaway

Have the attendee take your brand home by giving away a promotional item or literature upon arrival at registration. Please call for sponsorship details.

Quantity: 3

Price: \$15,000

ONSITE BRANDING



Bag Bin Placement

Who doesn't love a great bag? Show bags are given to every attendee and go everywhere attendees go. Reach 16,000+ attendees by placing your brand message on the official show giveaway bags and bag bins at ISSA Show North America. Bag bin locations can be found in registration or near the entrance of the trade show floor. Please call for locations and sponsorship details.

Quantity: 2

Price: \$12,500



Product Placement

Attract and engage attendees with your brand and product offerings. Please call for locations and sponsorship details.

Quantity: Multiple

Price: \$12,500



Registration Pony Walls

First impressions are lasting - be the first company attendees see when they register - talk about prime visibility. Display your brand for all attendees to see as they wait in line for registration! Please call for locations and sponsorship details.

Quantity: 10

Price: \$12,500



Scent Sponsorship

Intrigue attendees by being one of the official show fragrances of ISSA Show North America. Scenting the Grand Lobby and surrounding public areas with your refreshing scent will drive them to stop by your booth for more information. Please call for locations and sponsorship details.

Quantity: 2

Price: \$12,500

ONSITE BRANDING



Entrance Greeters

Be the first company attendees see by purchasing a coveted timeslot for a staff-driven material handout at one of the entrances of your choice. Please call for locations and sponsorship details.

Quantity: 3 per day (one at each location)

Price: \$9,000



Hotel Product Placement

Drop literature or product samples in one (1) of the official hotels of ISSA Show North America. Please call for locations and sponsorship details.

Quantity: Multiple

Price: \$6,000



Conference Notebook

Get in the hands of the conference attendees! Notebooks are always needed to take notes while attendees are in education sessions and your brand will be top of mind with your branded notebook. Please call for sponsorship details.

Quantity: Exclusive

Price: \$4,500



Conference Pen

Get in the hands of the education attendees! Put your logo on the official show pen! While jotting down ideas, appointments or notes, attendees will be reminded of your brand. Please call for sponsorship details.

Quantity: Exclusive

Price: \$4,500

ONSITE BRANDING



Hotel Key Cards

Get in the hands of every attendee and exhibitor staying within the official hotel block of ISSA Show North America. Please call for locations and sponsorship details.

Quantity: Multiple

Price: \$3,000



Floor Graphics

Attendees will follow your message straight to your booth when you lead them there with your custom floor advertisement. Use floor graphics on the trade show floor, or in public spaces to promote your presence at the show! Please call for locations and sponsorship details.

Quantity: Unlimited

Price: \$1,750 / Floor Graphic

SIGNAGE



Exclusive Column Wraps

Display your company's brand message with 3-paneled column wraps directly in front of the trade show floor entrance and registration on level 3!

Quantity: Exclusive

Price: \$51,000



Grand Lobby Banner

Make a powerful impact and welcome ISSA Show North America visitors to Chicago with your company's brand message. Please call for locations and sponsorship details.

Quantity: 2

Price: \$25,000



Column Wraps

Display your company's brand message with 3-paneled column wraps directly in front of the trade show floor entrance and Registration on level 3! Please call for locations and sponsorship details.

Quantity: 4

Price: \$15,000



Hanging Lobby Banners **Level 3**

Place your company front and center when attendees walk from registration onto the trade show floor! Please call for locations and sponsorship details.

Quantity: 3

Price: \$12,500

SIGNAGE



Scoop Signs

Scoop Signs promoting your show presence will be placed in high traffic attendee areas outside of the trade show floor. Please call for locations and sponsorship details.

Quantity: 10

Price: \$10,000



Hanging Lobby Banners

Level 2.5

Hanging lobby banners are a great opportunity to catch attendees while they are heading to registration before entering the trade show floor! Please call for locations and sponsorship details.

Quantity: 8

Price: \$6,500



Hanging Lobby Banners

Level 1

Hanging lobby banners are a great opportunity to catch attendees while they are heading to registration before entering the trade show floor! Please call for locations and sponsorship details.

Quantity: 3

Price: \$5,000

SIGNAGE



Meter Board Sign

Attract attendees to your booth by increasing your visibility throughout the convention center using a double-sided meter board featuring your brand message. Locations vary throughout the Grand Lobby where visitors flow leading up to registration and the trade show floor entrance. Please call for locations and sponsorship details.

Quantity: Unlimited

Price: \$2,500



Expo Aisle Sign

Place your company's logo and booth number on the expo aisle signs that direct attendees around the trade show floor. Please call for locations and sponsorship details.

Quantity: 20

Price: \$1,600 / Sign

RESTROOM BRANDING

Place your brand message in restrooms located in and around the show floor and public spaces.

ISSA Show North America visitors use the restroom facilities throughout the week. Don't miss out on these great opportunities to engage visitors in a prime location within ISSA Show North America's leased space. Each opportunity is exclusive. Locations vary, please call for sponsorship details. Please call for locations and sponsorship details.



Urinal Screens - SOLD!

Price: \$7,500



Floor Mats - SOLD!

Price: \$7,500



Hand Sanitizers

Price: \$7,500



Towel & Toilet Tissue Dispenser Clings - SOLD!

Price: \$22,000



Mirror Clings

Price: \$22,000



Odor Control Products

Price: \$7,500

PRINT ADVERTISING

ISSA Show North America distributes ISSA Today's Official Exhibit Directory, to every attendee when they arrive at the show. It contains valuable information such as the schedule, session times and descriptions, exhibitor descriptions and maps.

Enhance your presence at the show by reaching 16,000+ attendees at the show and 30,000+ online. Advertising in the Official Exhibit Directory is a great way to position your message in front of key buyers in all aspects of the industry. Please call for sponsorship details.



SPECS

TRIM SIZE: 7.875"(w) x 10.875"(h)

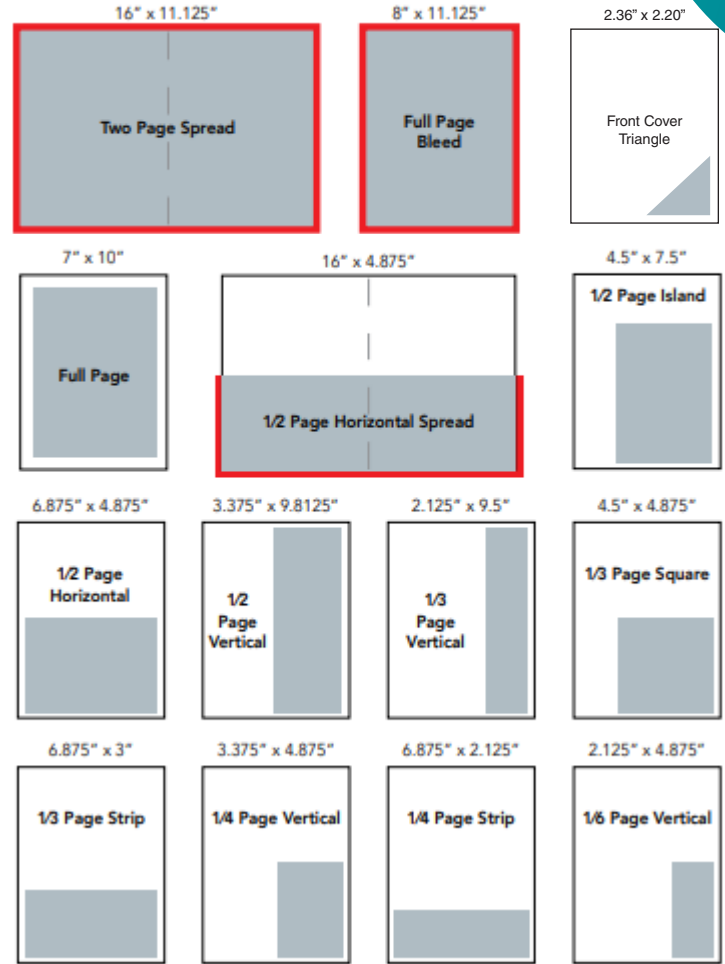
BLEED: Image must extend .125" beyond trim size.
Keep live matter .375" from final trim

LIVE AREA: 7.25"(w) x 10.5"(h)

PRINT SPECS: High Resolutions (Press Optimized) PDF's. All fonts and images embedded. Convert all colors to CMYK. Convert all fonts to outlines if possible. All images should be 300 dpi. Flatten layers/transparencies.

PRINT ADVERTISING

Rates	Specs	Rate
Featured Listing		\$500
1/4 Page Square	3.5" x 4.875"	\$2,825
1/3 Page Vertical	2.125" x 9.5"	\$3,390
1/3 Page Strip	6.875" x 3"	\$3,390
1/3 Page Square	4.5" x 4.875"	\$3,390
1/2 Page Island	4.5" x 7.5"	\$3,740
1/2 Page Vertical	3.375" x 9.8125"	\$4,500
1/2 Page Horizontal	6.875" x 4.875"	\$4,500
Full Page - Opposite Table of Contents	8" x 11.125"	\$6,000
Full Page Bleed	8" x 11.125"	\$6,760
Full Page	7" x 10"	\$6,760
Inside Back Cover	8" x 11.125"	\$7,000
Front Cover Triangle - SOLD!	2.36" x 2.20"	\$7,100
1/2 Page Horizontal Spread	16" x 4.875"	\$9,000
Inside Front Cover	8" x 11.125"	\$9,300
Back Cover - SOLD!	8" x 11.125"	\$11,500
2-Page Spread	16" x 11.125"	\$12,250
Belly Band	19.4375" x 4.5"	\$16,550
3-Page Spread - Back of Floorplan - SOLD!	Panel 1 (Left) 7.25" x 10.875" Panel 2 (Center) 7.375" x 10.875" Panel 3 (Right) 7.625" x 10.875"	\$21,000



1.8. Bellyband folds right over left looking at back cover.

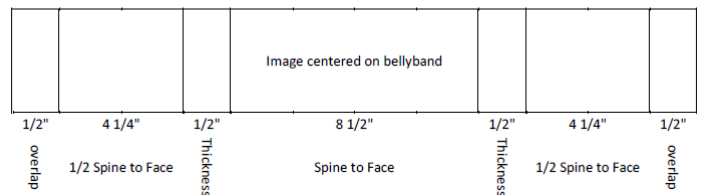
1.9. Bellyband overlap is to be 1".

1.10. Bellyband length calculation example:

1.10.1. Band length = (2 X Book Spine to Face Measurement) + (2 X Book thickness) + 1" Overlap.

1.10.2. A typical example would be: 19" = (2X 8.5") + (2 X .5") + 1"

1.10.3. Image must be centered on bellyband



Featured Listing

Highlight your brand in the ISSA Today's Official Exhibit Directory. The one location where every attendee goes to when they arrive at the show. It contains valuable information such as the schedule, session times and descriptions, exhibitor descriptions and maps. Please call for sponsorship details.

Quantity: Multiple

Price: \$500

DIGITAL ADVERTISING



Registration Sponsor

Welcome attendees to the show by becoming the Official Registration Sponsor of ISSA Show North America! Please call for sponsorship details.

Quantity: Exclusive

Price: \$15,000

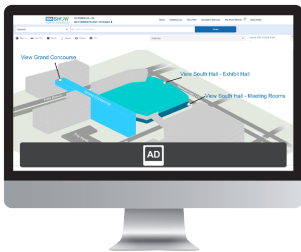


Mobile App Title Sponsor

Every year, attendees look to the ISSA Show North America Mobile App for event information, details and updates in real-time. Become the ISSA Show Mobile App Title Sponsor and receive maximum exposure within the app as well as in communications related to the app including print, on-site signage, and digital communications. Please call for sponsorship details.

Quantity: Exclusive

Price: \$15,000

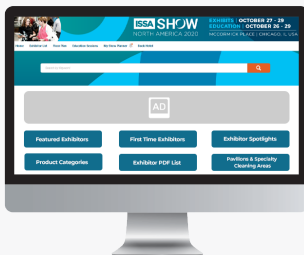


Exclusive Online Hall Sponsorship

The Exclusive Online Hall Sponsor will have an exclusive banner promoting their booth space and presence at the show located on the online floor plan! Please call for sponsorship details.

Quantity: Exclusive

Price: \$5,000 (Including Level 2 Package)



Exclusive Online Directory Sponsorship

This digital sponsorship gives you the opportunity to place a banner ad on the online directory that will be visible to all attendees visiting. This is a great opportunity to get your company in attendees minds prior to the show! Please call for sponsorship details.

Quantity: Exclusive

Price: \$9,000 (Including Level 2 Package)

DIGITAL ADVERTISING

Journey Map

Take your attendees on a journey! Journey maps are an experience designed to guide your targeted attendees through ISSA Show North America. Journey maps include education sessions, distinctive products, solutions and technology, and experiential learning opportunities dedicated to increasing knowledge and bottom-line impact. Please call for sponsorship details.



Distributors



Wholesalers



Building Service
Contractors



In-House Service
Providers



Residential Cleaners

Quantity: 5

Price: \$7,500



ISSA Connect E-Blast

An exclusive e-mail to the combined databases of ISSA Show North America 2020 pre-registered attendees, ISSA Show North America 2019 attendees and ISSA's Cleaning & Maintenance Management's e-mail databases.

In addition to the exclusive e-mail, the Connect promotion also includes a shared e-mail the week of ISSA Show North America to drive additional engagement and awareness. Total e-mail deployment is 47,000+. Please call for sponsorship details.

Quantity: 30 - **6 Sold!**

Price: \$5,500

Targeted Attendee E-Blast

Reach highly targeted audiences for either pre-show or post-show.

Proven to drive traffic to your booth and call attention to your product(s). Why? Because targeted emails specifically address your recipient's needs and interests, while mass emails get deleted or marked as SPAM.

Targeted emails rely on segmentation to divide your audience by geography, interests, demographics, or other factors in order to hone in on what makes them tick – and click.

ISSA Show North America exhibitors may purchase a pre-show or post-show attendee e-blast. Increase your exposure to attendees by selecting key attributes to create your desired targeted list. Minimum of 5,000 names for send.

Quantity: Unlimited

Price: \$500 CPM



DIGITAL ADVERTISING

Official Exhibit Directory - SOLD!

Digital Sponsor



The Official Exhibit Directory digital replication is the highest distributed and most highly read issue of ISSA Today.

Reaching all ISSA members and pre-registered ISSA Show North America attendees in anticipation and preparation for ISSA Show North America 2020. Distributed onsite to 16,000+ attendees and digitally to another 30,000+ industry professionals. Please call for sponsorship details.

Quantity: Exclusive

Price: \$5,000

Show Daily eNewsletter

Reach industry pros as they begin and plan their day at the ISSA Show North America 2020. Include your messaging alongside the latest news, insight and happenings going on at the show in Chicago, IL. Sold by the day, Monday through Friday the week of the ISSA Show North America. Distribution ~16,000+ daily. Please call for sponsorship details.

Premier Banner

Quantity: Exclusive

Price: \$8,000

Featured Article (Product Spotlight)

Quantity: Exclusive

Price: \$4,800

Medium Rectangle 1 - SOLD!

Quantity: Exclusive

Price: \$4,000



Medium Rectangle 3 - SOLD!

Quantity: Exclusive

Price: \$4,000

Medium Rectangle 2 - SOLD!

Quantity: Exclusive

Price: \$3,200

DIGITAL ADVERTISING



Show Highlights Sponsorship

Show off your product(s) on the online directory home page by either image or video to get attendees to notice you prior to ISSA Show North America 2020! Please call for sponsorship details.

Quantity: 21

Price: \$3,000 (Including Level 2 Package)

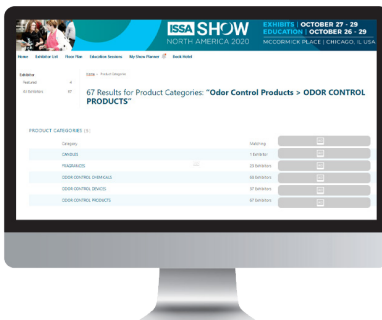


Show Website Banner

Attendees, industry professionals and exhibitors constantly access the event website leading up to and throughout the event. Your website banner ad will reach a targeted industry audience, even those who are unable to attend the show. Please call for sponsorship details.

Quantity: 7

Price: \$3,000

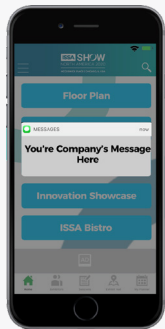


Product Category Sponsorship

This digital sponsorship gives you the opportunity to have a banner placed within the online directory when an attendee views the exhibitors by product category. Exhibitor will select product category and provide artwork. Please call for sponsorship details.

Quantity: Multiple

Price: \$1,745 (Including Level 2 Package)



Mobile App - Push Notifications

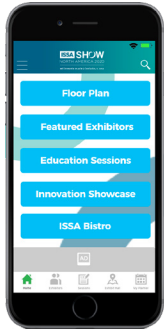
Reach out to attendees during the event. Push your very own invite or product message with our website link to ISSA Show North America attendees through the mobile app. Push notifications allow users to send out instant messages to designated attendees on a specific day and time. Please call for sponsorship details.

Quantity: 20

Price: \$1,595

DIGITAL ADVERTISING

Mobile App - Rotating Banner



The “go-to” place for event information, maps and messages, the ISSA Show North America mobile app receives more show engagement than any other form of social media your mobile app ad creates brand awareness on any user’s mobile device.

This sponsorship allows up to eight (8) advertisement placements to rotate in each position each time the app is opened or refreshed. Please call for sponsorship details.

Quantity: 8

Price: \$1,595

Level 2 Package



The ISSA Show North America website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show. Please call for sponsorship details.

Includes:

- All benefits of the Level 1 package (Detailed below)
- 4 additional video panels (total of 8 display panels)
- 1 additional product image/text panel
- Online booth is highlighted with a corner peel
- Priority placement at the top of all online searches
- Inclusion in the Featured Exhibitor Search

Quantity: Multiple

Price: \$1,500

Level 1 Package



The ISSA Show North America website houses the official exhibitor directory, floor plan, and show planner attendees use to find new products and services while planning their visit to the show. It is the only complete resource for exhibitor information that is updated in real time before, during, and after the show. Please call for sponsorship details.

Includes:

- Company Logo & Press Releases
- 3 Product Images (with text description)
- 1 Video Panel (or image/text)
- 50 Word Company Profile
- Advertisement of Show Specials
- Access to Online Leads

Quantity: Multiple

Price: \$750

TRACKS OVERVIEW



Commercial Cleaning

Grow your business, provide top-notch customer service, master recruiting and retention, and use data wisely.



Distributor

Explore the gamut of leading-edge technologies and solutions to drive your business into the future.



Healthy Green Schools & Colleges

Presented by Healthy Schools Campaign

Gain the answers and knowledge on best practices, insider information and expert advice on the issues that impact your bottom line.



Healthcare

Presented by IEHA, a Division of ISSA

Build your skills, leadership and knowledge of facility cleaning for hospitals and healthcare institutions.



Hospitality

Presented by IEHA, a Division of ISSA

Learn about better housekeeping practices, exceeding customer expectations, secrets to passing inspection, and so much more.



Residential Cleaning

Presented by ARCSI, a Division of ISSA

Improve efficiency, grow your business, increase profits, and get your operation into shipshape condition. Four ultra-productive days that will polish your business for the coming year.

EDUCATION



Show Floor Education Sponsor

Brand one of the two (2) hottest features on the show floor, the Specialty Cleaning Theater or Solve for X! Please call for sponsorship details.

Quantity: 2

Price: \$25,000



Premier Education Track Sponsor

With 100+ educational sessions offered throughout the week. Brand one (1) of the seven (7) tracks at ISSA Show North America 2020. This opportunity allows you to get in front of your target audience either before, during or after all the sessions. Please call for sponsorship details.

Quantity: 6

Price: \$15,000



Spotlight Speaker Sponsor

Reach the entire cleaning industry by hosting the spotlight speaker taking place on Monday, October 26th. There will be 1,000+ registered attendees in the industry at this event! Please call for sponsorship details.

Quantity: 1 / Speaker



Lunch & Learn Sponsor

Win over the hearts and stomachs of 750+ attendees by sponsoring the annual Lunch & Learn. This plated lunch gives the opportunity to network and discuss the latest trends in the industry. Please call for sponsorship details.

Quantity: 1 / Lunch & Learn

Price: \$7,500

EDUCATION



Thought Leadership Session

Lead your own session during the event week and highlight your company as a thought leader in the industry! This is a unique opportunity for companies wishing to lead their own session at the ISSA Show North America. Opportunities are extremely limited! Please call for sponsorship details.

Quantity: 5

Price: \$4,000 Renewal / \$5,000 New



On Floor Demonstration

New Offering!

Share your knowledge and build your reputation as a leader in the commercial and institutional cleaning industry in either the Specialty Cleaning Theater or Solve for X on the show floor. Please call for sponsorship details.

Quantity: Multiple

Price: \$3,000



Branded Seminar Sponsor

With 100+ education sessions offered at the ISSA Show North America throughout the week. You can choose any session to sponsor and get in front of a captive audience before, during and after the session. Please call for sponsorship details.

Quantity: Multiple

Price: \$2,500

EVENTS



Exclusive Welcome Reception

Help kick-off a night of networking with cocktails and hors d'oeuvres by sponsoring the Welcome Reception. The Welcome Reception is a great way to promote your company's presence at ISSA Show North America and is a must attend event! Please call for sponsorship details.

Quantity: Exclusive

Price: \$15,000



Exclusive VIP Reception

The VIP Reception is your ultimate opportunity for exclusive networking after a full day of exhibits and education. All c-level insiders are invited to this upscale reception for hors d'oeuvres, libations and entertainment.

You are invited to host this exclusive event that is sold on a first come, first served basis! Please call for sponsorship details.

Quantity: Exclusive

Price: \$12,500



Attendee Orientation

Did you know that 50% of ISSA Show North America attendees are new to the show each year? Make a first impression with this high-potential audience at the attendee orientation by greeting 300+ breakfast attendees. Please call for sponsorship details.

Quantity: Exclusive

Price: \$12,500

EVENTS



Welcome Reception

Help kick-off a night of networking with cocktails and hors d'oeuvres while increasing your company's brand presence at the Welcome Reception. Please call for sponsorship details.

Quantity: 3 (non-exclusive)

Price: \$2,500



VIP Reception

The ultimate opportunity for exclusive networking at the VIP Reception where you'll find all c-level insiders in this upscale reception for hors d'oeuvres, libations and entertainment. Please call for sponsorship details.

Quantity: 3 (non-exclusive)

Price: \$2,500

INNOVATION AWARDS PROGRAM

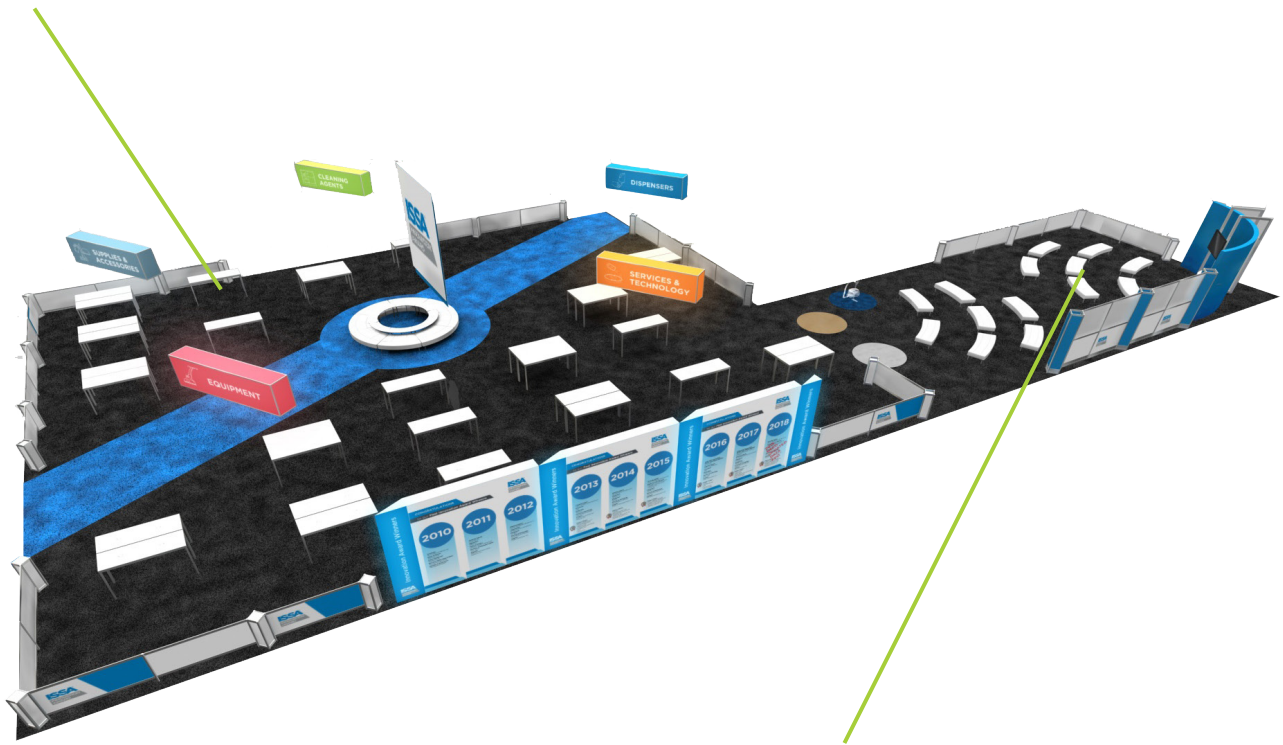
The Innovation Awards Program serves as a platform for exhibitors at ISSA Show North America to launch their product or service innovations. Over the past 11 years, the Innovation Awards Program has offered new solutions to the challenges faced by industry professionals. When exhibitors enter their innovative product or service they get the opportunity to raise awareness within the cleaning industry. The Innovation Awards Program helps drive the cleaning industry forward by supporting and recognizing the latest in products and services our members have to offer!



Standard Innovation Entry

Innovation is defined by you, so if you think your product is unique or new—or is updated with new technology—we welcome your product into the program. On average, exhibitors that take part in the Innovation Program **attract 75% higher aisle to booth conversion rate, than those who do not participate.**

Quantity: Multiple
Price: \$3,000



Premium Innovation Entry

Accelerate the number of eyes on your new product or service by taking center stage and go to market by adding an ISSA TV interview or a 30-minute demonstration in the Innovation Theater. **Exhibitors participating in the Innovation Theater attract 80% more buyers on average.**

Quantity: Multiple
Price: \$6,000

INNOVATION AWARDS PROGRAM

PRODUCT CATEGORIES



CLEANING AGENTS



DISPENSERS



EQUIPMENT



SERVICES &
TECHNOLOGY



SUPPLIES &
ACCESSORIES

PACKAGE OPTIONS

DESCRIPTION	PREMIUM	STANDARD
30-minute product demo or in-booth interview	✓	
Product placement in the Innovation Showcase, Booth #4206	✓	✓
3+ months exposure on the Innovation Showcase section of the ISSA Show website	✓	✓
Access to Innovation Awards Engagement Summary	✓	✓
Extensive media exposure: Innovation entries showcased across all ISSA media channels	✓	✓
Products included in the ISSA.com and issashow.com weekly showcase	✓	✓
Featured in Innovation Awards Program social media campaign	✓	✓
Innovation participants branding included in ISSA's Official Exhibit Directory	✓	✓
Innovations highlighted in ISSA Show North America Mobile App	✓	✓
Products featured in ISSA Today, CMM and Cleanfax publications (print and online)	✓	✓
Industry-wide press releases on award program and announcement of winners	✓	✓
Access to the Innovation Success Kit with product promotional tools	✓	✓



Evening Roundtables

ARCSI, a Division of ISSA welcomes you to be the leader of the industry and spark discussions with industry peers during this jam-packed Evening Roundtables event.

To kick off the event, ARCSI, a Division of ISSA will present the ARCSI Professional Cleaner of the Year Award and the Chairman's Award Winners. Followed by the awards for the Best Logo, Best Uniform, Best Vehicle Graphics and Best Website Awards.

The Evening Roundtables will begin following the ARCSI Awards Ceremony. Formatted in an energizing question and answer session to get you thinking about your business operations. Each table will have a pre-selected moderator that will lead and guide the discussion. The event is comprised of three 45-minute sessions, with a 15-minute break between each session. Get ready to establish your company as the pioneer of the residential cleaning community.

Event Sponsor

Quantity: Exclusive

Price: \$7,500

Table Sponsor

Quantity: Multiple

Price: \$1,250



Residential Attendee Notebook

Notebooks are always needed to take notes while attendees are in education sessions and your brand will be top of mind with your branded notebook.

Quantity: Exclusive

Price: \$1,750

ARCSI Welcome Kit

Every registered Residential Cleaner attendee will receive a welcome kit that includes useful information to navigate the week. Welcome Kits are distributed to Residential Cleaner attendees during their first general session.

Opportunity Details:

- Company Logo in premier location on kit
- Sponsor may provide 1 piece of literature, postcard, or give-away in kit

Exclusive Sponsor

Quantity: Exclusive

Price: \$2,500

Welcome Kit Insert

Quantity: Multiple

Price: \$2,500



Professional Image Awards

Professional Cleaner of the Year Award



Who will walk away with ARCSI's most prestigious awards - the Professional Cleaner of the Year Award?

Rewarding fantastic staff is important. Take the opportunity to present the industry's best cleaning tech or trainer as the Professional Cleaner of the Year award recipient at the Evening Roundtables on Wednesday, October 28 at 7 p.m. at the Holiday Inn Mart Plaza.

Quantity: Exclusive

Price: \$2,500

Professional Image Awards

The Chairman's Award



Who will walk away with ARCSI's most prestigious awards - The Chairman's Award?

Celebrating the industry's top staff, the ARCSI Chairman's Award recognizes those without whom their businesses simply runs smoothly and whom they depend on when others are out of the office.

Take the opportunity to present the industry's best worker as The Chairman's Award Winner at the Evening Roundtables on Wednesday, October 28 at 7 p.m. at the Holiday Inn Mart Plaza.

Quantity: Exclusive

Price: \$2,500

Residential Cleaner Conference Pen



Get in the hands of the Residential education attendees! Put your logo on the official show pen! While jotting down ideas, appointments or notes, attendees will be reminded of your brand.

Quantity: Exclusive

Price: \$1,250

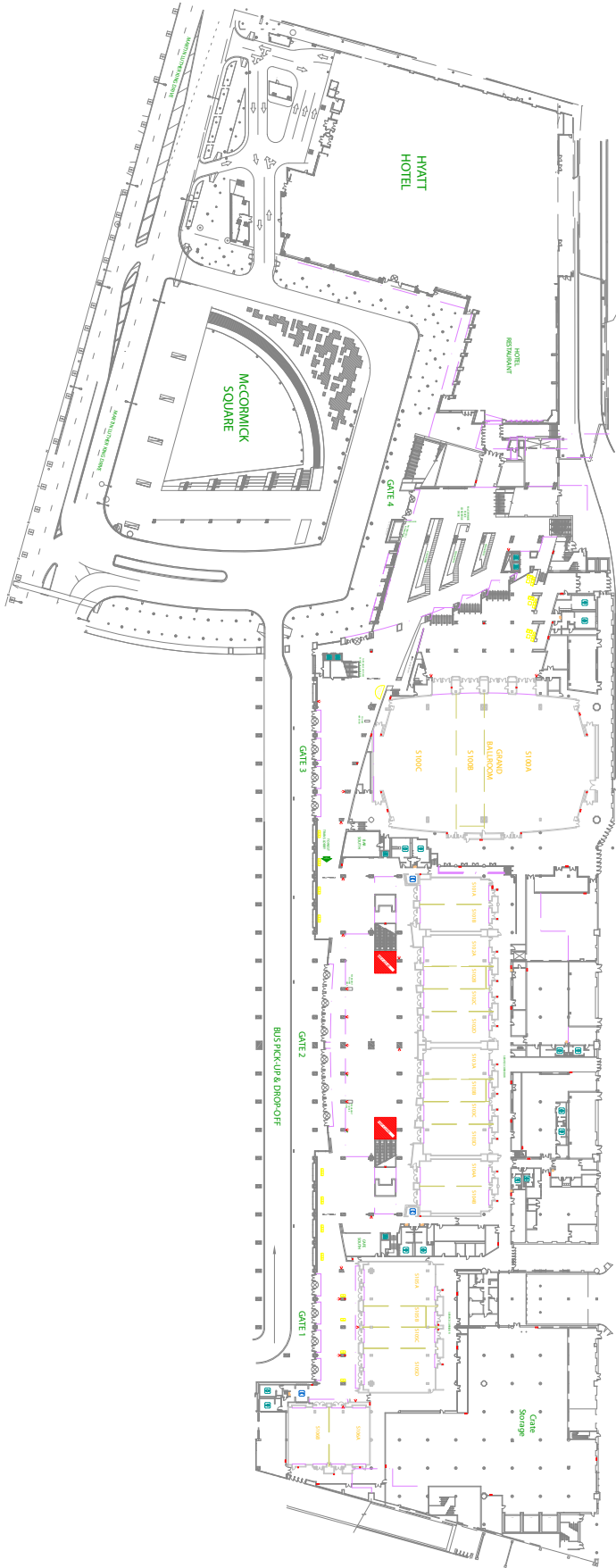
FLOOR PLANS

EXHIBIT HALL - SOUTH HALL



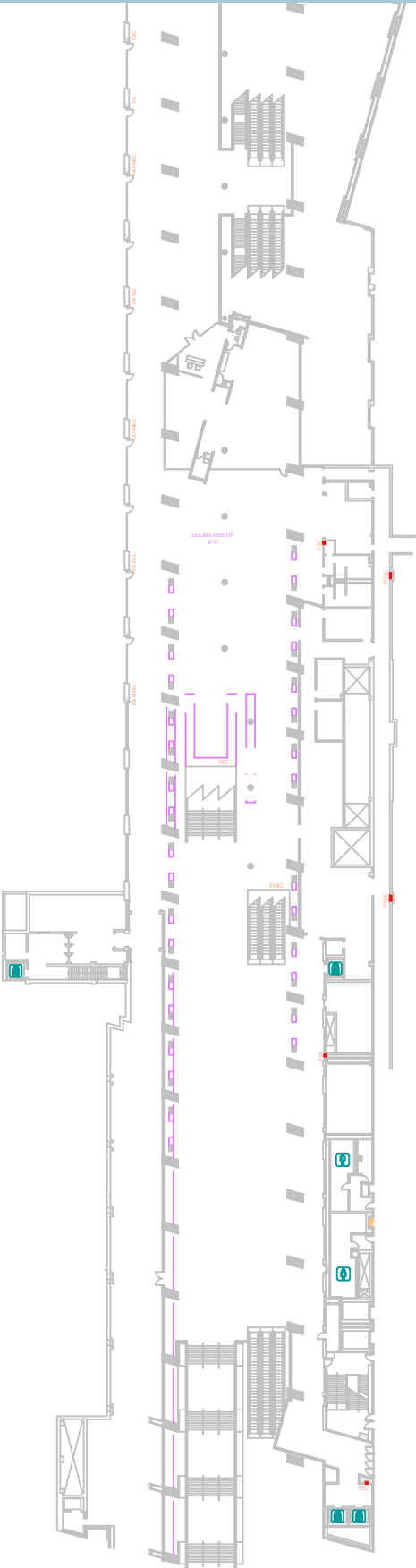
FLOOR PLANS

SOUTH HALL - MEETING ROOMS



FLOOR PLANS

GRAND CONCOURSE



CONTACT US TODAY

Our goal is to understand your marketing objectives and create custom solutions to help you achieve your goals and deliver a real return on your investment.

Take advantage of ISSA Show North America's position in the market and its vast audience to grow your business.



#, A – M

John Gebhard

Sales Manager
972-819-7602

John.Gebhard@informa.com



N – Z

Keaton Cunningham

Jr. Account Executive
972-536-6399

Keaton.Cunningham@informa.com



**Strategic Partners &
International Accounts**

Iris Weinstein

847-982-3468

Iris@issa.com



Strategic Partner Accounts

Micah Ogburn

847-982-3486

Micah@issa.com

CHANGING THE WAY
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