

# DEMOGRAPHIC HIGHLIGHTS

**LAS VEGAS** 652 EXHIBITORS

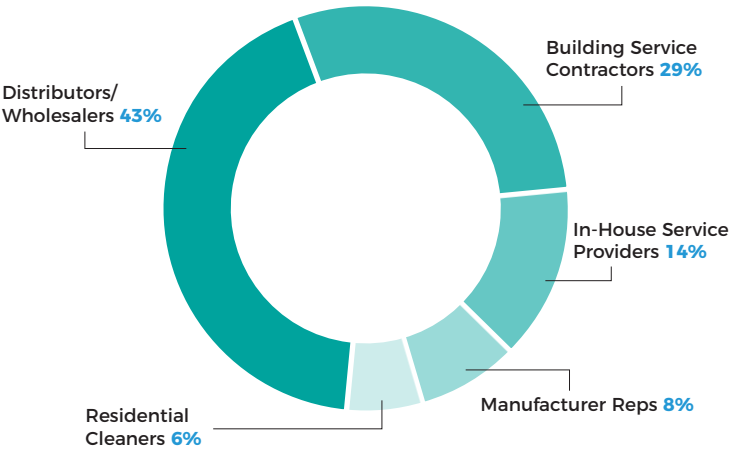
TOTAL ATTENDANCE | INTERNATIONAL

**16,215** | **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**