

**ISSA SHOW<sup>®</sup>**  
NORTH AMERICA  
**VIRTUAL EXPERIENCE**  
NOVEMBER 16 - 19, 2020

# eSPONSORSHIP BROCHURE

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

Organized by:



Partnered with:



[issashow.com/sponsor](https://issashow.com/sponsor)

# VIRTUAL EXPERIENCE

## BOOTH PACKAGES

	Premium	Premium <b>PLUS</b>
<b>Audience Insights</b> Direct access to your ideal customer profile, comprehensive reporting and detailed lead information.	X	X
<b>Basic Company Listing</b> Company Name, Address, Phone, Fax, Email & Website.	X	X
<b>Branded Company Logo.</b>	X	X
<b>Company Profile</b> Maximum of 70 Words.	X	X
<b>Content Hub</b> Maximum of 8 - Press Releases, White Papers, Case Studies, etc.	8	8
<b>Live Online Chats</b> Included with Virtual Business Cards.	X	X
<b>New Product Entry</b> Included in the Virtual New Product Gallery.	4	4
<b>Product Category Selection</b> Maximum of 20 Categories.	X	X
<b>Product Image Listings</b> With Text Descriptions.	7	7
<b>Scheduled Event Promotions.</b>	1	1
<b>Show Specials Listing</b> Virtual Product or Service Display.	2	2
<b>Social Media Profile Connections.</b>	X	X
<b>Trade Mark Brands.</b>	10	10
<b>Video Promotion Panel</b> Supports Images and Text.	3	3
<b>Virtual Business Cards</b> Including Chat.	4	6
<b>Guest Expo Only Passes</b>	Unlimited	Unlimited
<b>Priority Placement</b> at the top of all online searches		X
<b>Inclusion in the Featured Exhibitor Search</b>		X
<b>Additional Booth Selection Points</b>	2	4
	<b>\$1,950 / \$2,450</b> Member / Non-Member	<b>\$2,500 / \$3,000</b> Member / Non-Member

# ENHANCED VIRTUAL EXPERIENCE BOOTH PACKAGES

Benefits	Boost	Boost <b>PLUS</b>
Sponsor Level	Bronze	Silver
Premium Virtual Booth Package	<b>X</b>	
Premium PLUS Virtual Booth Package		<b>X</b>
Product Category Banner Ad Within Matchmaking Platform <i>\$2,500 Value!</i>	1	1
Employee All-Access Passes <i>\$199 Value Each!</i>	2	4
Show Website Banner <i>\$3,000 Value!</i>		1
Medium Rectangle Ad in Attendee Newsletter		1
Guest All-Access Passes <i>\$199 Value Each!</i>	2	4
Additional Booth Selection Points	2	5
	<b>\$5,450 / \$6,450</b> Member / Non-Member	<b>\$10,450 / \$12,950</b> Member / Non-Member

# PREMIER SPONSOR BENEFITS

Benefits	Platinum	Gold	Silver	Bronze
Social Media Spotlights	X	X		
Social Media Mentions			X	X
Priority Placement in Sponsor Promotions	X			
Show Website Footer Sponsor Listing <i>On Every Page!</i>	X	X	X	
Show Website Sponsor Page Listing	X	X	X	X
Featured Listing	X			
Listing in All Promotional Emails	X	X		
Employee All-Access Passes <i>\$199 Value Each!</i>	5	3	2	1
Guest Expo Only Passes	Unlimited	Unlimited	Unlimited	Unlimited
Guest All-Access Passes <i>\$199 Value Each!</i>	5	3	2	1
Booth Selection Points	4	3	2	1
	\$25,000	\$15,000	\$10,000	\$5,000



# PRESENTING REGISTRATION PACKAGE



Benefits	Platinum Level
Premium <b>PLUS</b> Virtual Booth Package	<b>X</b>
ISSA Connect E-Blast	1
Registration Homepage Page Banner	<b>X</b>
Registration Confirmations Banner	<b>X</b>
Logo Included Throughout Registration	<b>X</b>
Show Website Banner	1
	<b>\$40,000</b>

# PRESENTING DIGITAL PACKAGE

SOLD TO



Think ahead.

EXCLUSIVE



Benefits	Platinum Level
Presenting Sponsor Logo on Digital Platform Header	X
Virtual Event Directory Banner	1
Product Spotlight Banner	1
Show Website Banner	X
Scheduled Event Add-ons <i>\$4,500 Value!</i>	3
	<b>\$35,000</b>

# ADVANCING CLEAN. DRIVING INNOVATION.



## Innovation Package \$3,000

Associate your brand with the latest in innovation by entering your new product or service into the most popular feature at ISSA Show North America, the Innovation Awards Program. Exhibitors participating in the Innovation Program attract 80% more buyers on average!

- Product Entry Showcased on Show Website Through Q1 of 2021
- Featured Directory Listing in My Virtual Planner
- Product Demonstration through a Scheduled Event in Your Virtual Booth
- Additional New Product Gallery Entry – 5 Entries Total!
- 6+ Months Exposure on the Innovation Showcase Section of the Show Website
- Innovation Voting Button on Virtual Booth Profile
- Extensive Media Exposure Throughout all ISSA Media Channels
- Featured in Innovation Awards Program Social Media Programs
- Inclusion in Industry-wide Press Releases Promoting the Awards Program and Awards Announcements

**Innovation of the Year Award Winner** is nominated by an esteemed panel of judges and is presented to the company that showcases the most innovative solution for the year.

The Award Winner is announced during the ISSA Show North America Virtual Experience.

**Category Award Winners** are selected based on the most votes received through online voting from September 1 - November 17.

Category Winners are announced during the ISSA Show North America Virtual Experience.

# Why Make 1 Impression, When You Can Make 1 Million!



Your prospects visit the ISSA Show North America Website OR attend the Virtual Experience.



Your desired prospect lists are uploaded to boost your digital advertising reach.



The Buyer Access Program optimizes your ideal buyer leads and expands your reach to a custom lead profile segment.



Your prospects receive your digital promotional ad.

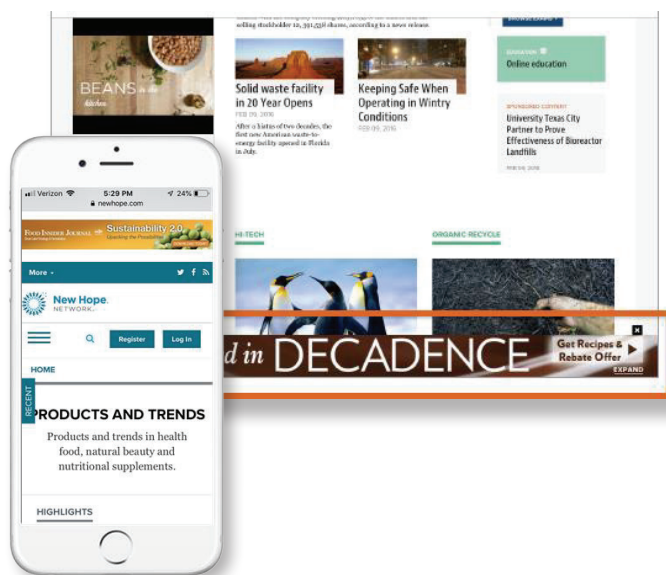


Ready to churn buyers click to visit your website or landing page where you can capture their information!

Take advantage of the **NEW** Buyers Access Program where you can put your brand in front of registered buyers and customized audiences that are eager to convert into sales!

This is your opportunity to reach hundreds of powerful leads right in their homes (or offices) by:

- ✓ Building your digital brand presence through an advance, machine learning program allowing you to connect directly with our show audience and similar audiences year-round.
- ✓ Amplify your company's reach through digital re-targeting resulting in a year-round exposure – guaranteeing a better ROI!
- ✓ Drive higher-quality traffic directly from the show's website to yours!
- ✓ Optimize your marketing campaigns through increased digital reach to a curated target audience, bound to churn.
- ✓ Drive lead generation in all areas of your marketing efforts by increasing your digital brand recognition.
- ✓ **PLUS** — Access your custom, real-time insights dashboard that showcases which ads are performing best!



**Looking for Something In-between?** The sky is the limit! Pricing is set at a rate of \$15 CPM (Cost Per Thousand) and are limitless!

Packages	Impressions	Cost
Starter	500,000	<b>\$7,500</b>
Premium	1,000,000	<b>\$15,000</b>

**Contact Us Today to Start Converting Buyers!**

# À LA CARTE OPPORTUNITIES

Can be purchased in addition to the virtual experience booth packages.



## Branded Education Track

\$15,000

Seven signature education tracks are offered at ISSA Show North America.

Each track builds on the conference theme of **Changing the Way the World Views Cleaning** and spreads across the week, thus insuring the sponsor visibility throughout the entire conference program.



## Branded Seminar

\$2,500

Don't miss this opportunity to catch the attention of seminar attendees as well as anyone else who visits the Conference Web Page!

Everyone who views the online conference information will see your company's logo and web site link proudly displayed as a seminar sponsor.



## ISSA Connect E-Blast

\$5,500

Target potential leads comprised of the ISSA Show North America, ISSA, the Worldwide Cleaning Industry Association and Cleaning & Maintenance Management (C&MM)'s databases.

To enhance your reach, the Connect E-Blast includes a shared e-blast the week of the show to drive additional engagement.

**sold out**



Distributors,  
Manufacturers &  
Wholesalers



Education

**sold out**



Hospitality



ISPs & BSCs



Healthcare



Residential  
Cleaners

## Journey Maps

\$7,500

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.



# À LA CARTE OPPORTUNITIES

Can be purchased in addition to the virtual experience booth packages.



## New Product Gallery

\$500

Through the NEW Virtual New Product Gallery buyers will have the ability explore and engage with companies showcasing the newest product and service offerings to date.



## Online Exhibit Directory

\$9,000

Displayed to all virtual attendees and industry professionals in anticipation and preparation for ISSA Show North America Virtual Experience.

Premium Virtual Booth Required



## Product Spotlight

\$1,500

Showcase an image or video of your product on the Directory Home Page. A live link will direct customers right to your company's listing, increasing more opportunity for your company brand.

Premium Virtual Booth Required

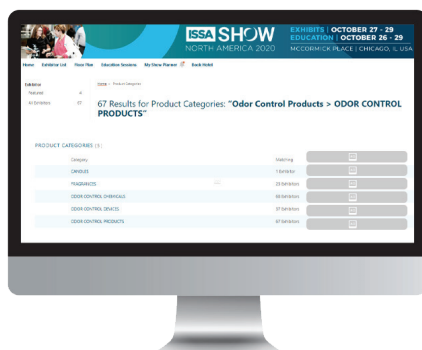


## Scheduled Events

\$1,500

Drive traffic to your listing by promoting any special events you may be hosting, such as guest speakers, live or recorded webinars, live chat, or Q&A sessions in the Scheduled Events section of your listing.

Premium Virtual Booth Required



## Sub Category Banner

\$450

Select your desired product category and place your company as the leader in that industry segment. Premium Virtual Booth Required

# À LA CARTE OPPORTUNITIES

Can be purchased in addition to the virtual experience booth packages.



## Targeted Attendee E-Blast

\$500 CPM

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 per send.



## Thought Leadership Session

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

The cornerstone of the Thought Leadership Session is curated content that showcases a company's area of expertise.

Place your brand as the thought leader in the industry by leading your own education session in the conference program for the event and on-demand throughout the year.



## Virtual Happy Hour

Call for Pricing

Enjoy networking and conversation at a safe social distance. Connect with other professionals and catch up on tips for continuing business virtually. Bring a beverage of choice and hang out with your loyal buyers and prospects.



## Webinars

\$5,500

Take advantage of getting your brand out into the marketplace year-round. Through educational webinars featuring experts, the commercial, institutional and residential cleaning community will seek your industry expertise to help drive their day-to-day operations. Free to register for attendees, they can attend your live presentation, or view them on-demand in the webinar library.

# À LA CARTE OPPORTUNITIES

Can be purchased in addition to the virtual experience booth packages.

## Show Daily eNewsletters

Reach thousands of ISSA Show North America Attendees by advertising in the Show Daily eNewsletters.

Each opportunity is by the week. Each eNewsletter is sent out 6x, one per show day and a version to registered and non-registered attendees.

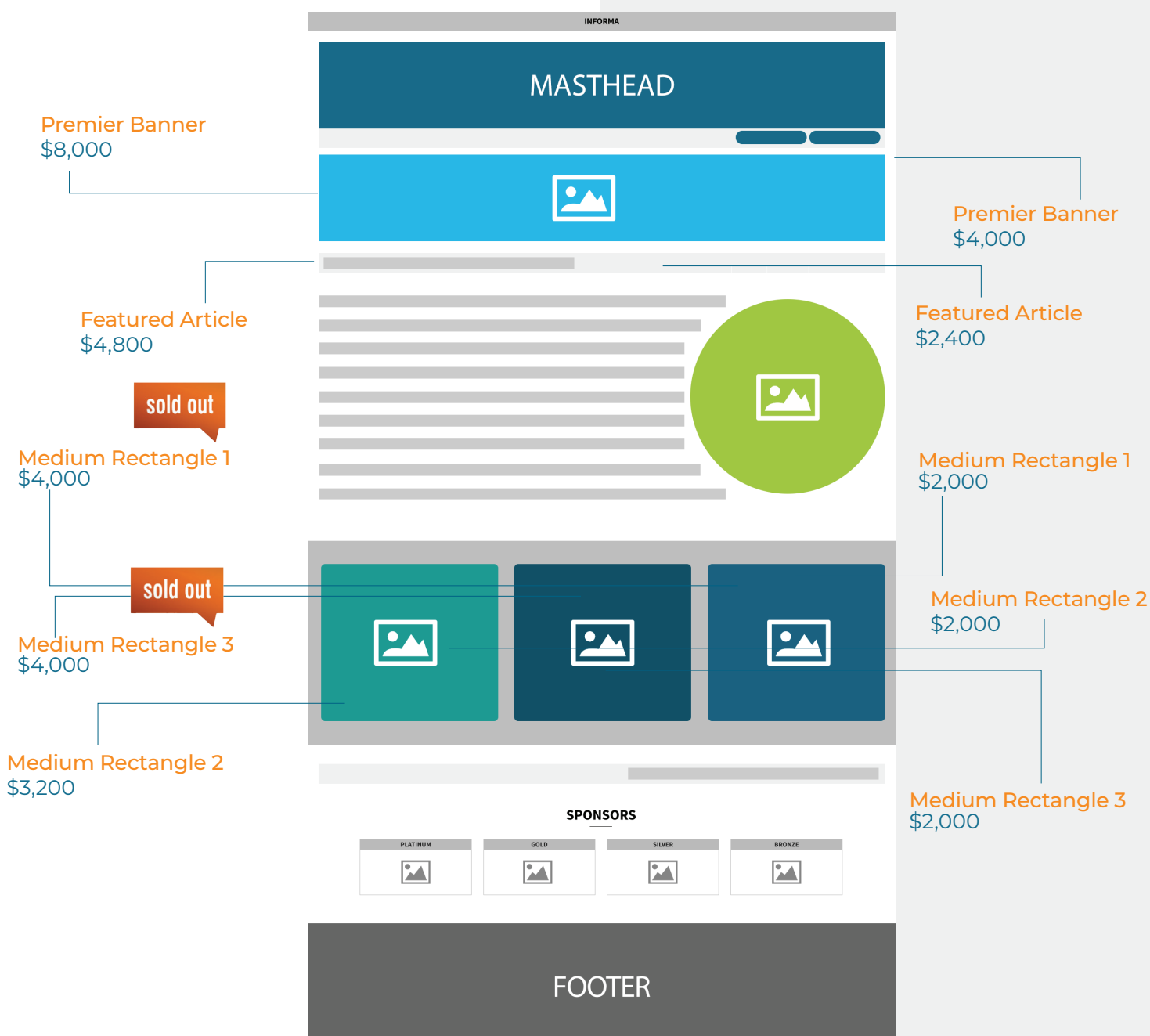
## Attendee eNewsletters

September | October | November

Get a jump-start on your marketing program by reserving your ad space now in the only official show attendee eNewsletters for ISSA Show North America.

Each eNewsletter is sent out once per month, separate versions to registered and non-registered attendees.

Pricing is based on the month of email sends.







# GLOBAL BIORISK SYMPOSIUM

By Informa Markets

## EVERYONE IS A MICROBIAL WARRIOR

ISSA Global Biorisk Symposium brings together the people and companies redefining the global cleaning community.

Comprised of international leaders in the field of microbial-pathogenic threat analysis, mitigation, response, and recovery.

Each virtual symposium aligns with a local partner within the native country tackling key issues head-on with the single mission of preventing future global pandemic outbreaks.

Benefits	Level 1	Level 2
Inclusion in all Symposium promotions	X	
Dedicated landing pages on all symposium organizer and partner websites	X	X
Dedicated landing page on ISSA Global Biorisk Symposium digital platform.	X	X
Branded opening and closing presentation slides for all sessions.	X	X
Hosted video on all event-related landing pages.	X	X
Dedicated introduction of symposium speakers.	X	X
Lead information for all registered attendees.		X
Closing 5-minute product demo or elevator pitch.		X
	\$1,500	\$4,500

EXCLUSIVE

## THREE SYMPOSIUMS. ONE MISSION.

Changing the Way the World Views Cleaning.



### GLOBAL BIORISK SYMPOSIUM

CHINA

By Informa Markets



### GLOBAL BIORISK SYMPOSIUM

ASEAN

By Informa Markets



### GLOBAL BIORISK SYMPOSIUM

INDIA

By Informa Markets

# 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.



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