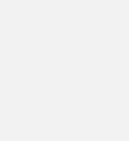


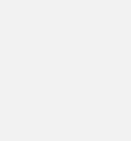


## 2021 DEMOGRAPHIC REPORT

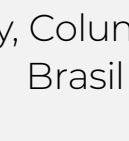
### IN-PERSON EVENT ATTENDANCE



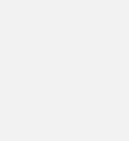
**10,022**  
Total  
Attendees



**10%**  
International  
Attendance



**TOP 5  
COUNTRIES  
REPRESENTED**  
Canada, Mexico,  
Italy, Columbia,  
Brasil



**552**  
Exhibiting  
Companies

### ATTENDEE PROFILE



**Distributors &  
Wholesalers**

**33%**



**Building Service  
Contractors**

**35%**



**Manufacturers**

**20%**



**Residential  
Cleaners**

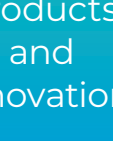
**4%**



**In-House Service  
Providers**

**8%**

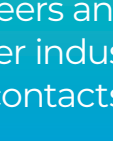
#### TOP REASONS PEOPLE ATTEND



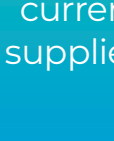
See new  
products  
and  
innovation



Stay up to  
date with  
industry  
trends



Network with  
peers and  
other industry  
contacts



Meet with  
current  
suppliers

#### BUYERS FROM WORLD CLASS ORGANIZATIONS

**Distributors &  
Wholesalers**

Aramco

Cintas Corp.

Envoy Solutions

Gordon Food  
Service

Hillyard, Inc.

Home Depot  
Pro

Imperial Dade

Kelsan, Inc.

Maintex, Inc.

Medline  
Industries, Inc.

North American

Office Depot

Staples Facility  
Solutions

Waxie Sanitary  
Supply

**Building Service  
Contractors**

ABM

AHI Facility  
Services, Inc.

Aramark

City Wide  
Facility  
Solutions

GDI Services,  
Inc.

IH Services, Inc.

Jani-King  
International,  
Inc.

Kimco Facility  
Services, LLC

Pegasus  
Building  
Services

PRIDE  
Industries

SBM  
Management,  
LP

ServiceMaster

Sodexo

Vonachen  
Group

**Manufacturers**

BASF Corp.

Electro Motor,  
LLC

Fabio Perini

North America,  
Inc.

Genesis  
Biosciences

Independent  
Suppliers Group

multitech.com

National Wiper  
Alliance, Inc.

Novozymes

Omnova  
Solutions, Inc.

Paper  
Converting  
Machine Co.

Print Pro, Inc.

Sunbelt Rentals

Technetics  
Robotics

United Rentals

**Residential  
Cleaners**

Alpine Maids

Buckets & Bows  
Maid Service

Elite Home  
Cleaners, LLC

Good Witch  
Cleaning  
Services, LLC

House Cleaning  
Heroes, LLC

Jeannie  
Cleaning

Maid Brigade

Molly Maid of  
Saddleback  
Valley

Pink Power  
Home Cleaning

Prestigious  
Cleaning Team

Stanley  
Steamer  
International,  
Inc.

The Maids  
International

Town & Country  
Services

You've Got  
Maids Of  
Central  
Houston

**In-House Service  
Providers**

Allegiant  
Stadium

Best Western  
Hotels &  
Resorts

California  
Prison Industry  
Authority

City of  
Edmonton

Delta Airlines

Forefront  
Healthcare

Kaiser  
Permanente

Kansas City  
Public Schools

Mandalay Bay  
Convention  
Center

McCarran  
International  
Airport

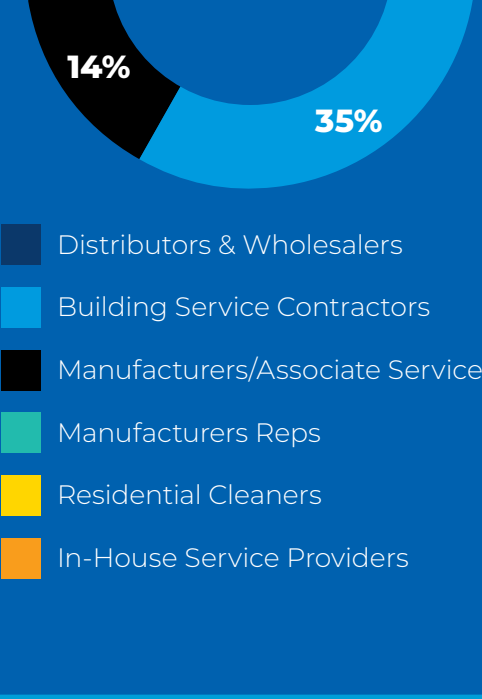
Michigan State  
University

U.S.  
Department of  
Veterans Affairs

Walmart

Walt Disney  
World/ABC

#### ATTENDEE COMPANY CLASS BREAKDOWN



■ Distributors & Wholesalers  
■ Building Service Contractors  
■ Manufacturers/Associate Services  
■ Manufacturers Reps  
■ Residential Cleaners  
■ In-House Service Providers

#### ATTENDEE BUYING POWER

**58%** of attendees are key executive decision makers with titles of President, Vice President, Director

**37%** of attendees have an annual purchasing budget of more than \$500,000

**51%** of attendee have an annual sales volume over \$5,000,000

**42%** of attendee companies have 100+ employees

**75%** of attendees make or influence buying decisions

#### TOP 3 INDUSTRY BUYING GROUPS REPRESENTED

**1**

**NETWORK  
SERVICES  
CO.**

**2**

**AFFLINK**

**3**

**PRO-LINK**

### DIGITAL ENGAGEMENT

**593,315**  
Total Web Impressions

**146,719** Exhibitor Listing Views

**131** Average Exhibitor Showroom Views for Basic Listings

**415** Average Exhibitor Showroom Views for Upgraded Listings

**125** Average Digital Leads

**250** Product Categories

**329** Brands Represented

**649** Exhibitor Collateral Pieces

#### PRODUCT CATEGORIES

**17**

**PRIMARY  
PRODUCT  
CATEGORIES**

**404**

**FEATURED  
PRODUCTS**

#### TOP 10 PRODUCT CATEGORIES SEARCHED

- 1 Equipment & Accessories
- 2 Cleaning Agents
- 3 Cleaning Tools & Supplies
- 4 Infection Prevention & Control
- 5 Odor Control Products
- 6 Services/Technology
- 7 Paper Products & Dispensers
- 8 Facility Maintenance & Safety Supply
- 9 Floor & Carpet Care
- 10 Foodservice Disposables & Equipment

### EDUCATION ENGAGEMENT

#### DIGITAL 365 WEBINAR SERIES



**1,703**  
Total number  
of Attendees



**3,631**  
Total number  
of page views



**15**  
Number of  
Webinars



**3,584**  
Webinar  
Views

#### IN-PERSON EDUCATION

**1,052**  
Conference  
Attendees

**10**

Networking  
Events

**27**

Live Stream  
Sessions

**120**

Total Education  
Sessions

**3**

Spotlight  
Events

### INNOVATION

**26**

Product Entries

**7,458**

Digital Views

#### 15 JUDGES



**Alex Crowley**  
VP of Client  
Experience  
Vonachen Group



**Aubrey Weekes**  
Dir. EPS  
Department of  
Veterans Affairs



**Bruce Vance**  
President  
Town & Country  
Services



**Celeste Hamner**  
Asst. Dir., Aviation  
Terminal Operations  
McCarran Intl Airport



**Chris Cunliss**  
VP Franchise  
Development  
Anago Franchising, Inc.



**Jay Shearer**  
President  
J.J. Shearer Company



**Jeannine Henderson**  
Founder & CEO  
Jeannie Cleaning



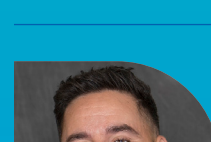
**Jim Lety**  
VP of Sales  
Imperial Dade



**Joe Chappin**  
Dir. of Operations  
Support  
City Wide Facility  
Solutions



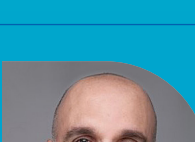
**John Beers**  
President  
Wind Associates, Inc.



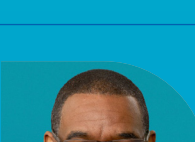
**Justin Clark**  
VP of Sales  
Kelsan, Inc.



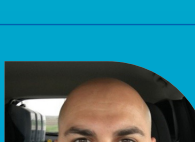
**Lazell E. O'Field, II**  
Custodial Services &  
Warehouse, Dir.  
Kansas City Public  
Schools/Facilities &  
Operations



**Matt Simpson**  
Central FM | Dir.  
Walmart



**Melvin Crawford**  
Exec. Dir. EVS  
Kettering Health  
Network



**Nate Sparrow**  
Business  
Development  
Manager  
Area Distributors

#### 2021 INNOVATION AWARD WINNERS

##### Innovation of the Year Award

Tork®, an Essity brand was honored with the **Innovation of the Year Award** for its Interactive Training for Healthcare

##### Innovation of the Year Honorees

► Flex Scrub™ from Malish Corp

► Force of Nature PRO from Force of Nature

► Simple Check™ from Core America

► The EZ CARE Floor Care System from SC Johnson Professional

► The PureDri Sanitizing Hand Dryer from Bobrick Washroom Equipment Inc.

##### Innovation Industry Choice Awards

► **Distributor Choice Award:** Aunt Flow's Model R Recessed, Free-Vend Menstrual Product Dispenser

► **Facility Service Provider Choice Award:** Diversey's MoonBeam™3

► **Manufacturer Representative Choice Award:** Dial Complete® Clean + Gentle Antibacterial Hand Soap Refills from Dial Professional, Henkel Consumer Goods Inc.

► **Residential Cleaning Choice Award:** Ecolab Inc.'s Peroxide Multi Surface Cleaner and Disinfectant