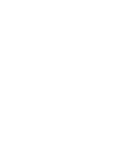




## 2022 DEMOGRAPHIC REPORT

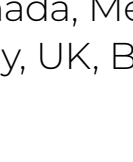
### IN-PERSON EVENT ATTENDANCE



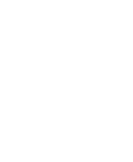
**11,000+**  
Total Attendees



**10%**  
International Attendance



**TOP 5 COUNTRIES REPRESENTED**  
Canada, Mexico, Italy, UK, Brazil



**571**  
Exhibiting Companies

### ATTENDEE PROFILE



**Distributors & Wholesalers**



**Building Service Contractors**



**Manufacturers**



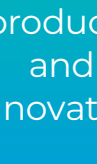
**Residential Cleaners**



**In-House Service Providers**



#### TOP REASONS PEOPLE ATTEND



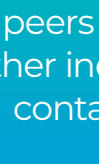
See new products and innovation



Stay up to date with industry trends



See product/equipment demonstrations



Network with peers and other industry contacts

#### BUYERS FROM WORLD CLASS ORGANIZATIONS

**Distributors & Wholesalers**

Acme Paper & Supply Co., Inc.

Amazon

American Sanitary Supply

BradyIFS

Envy Solutions

Gordon Food Service

Grainger

HD Supply Facilities Maintenance

Hillyard, Inc.

Imperial Dade

Kelsan, Inc.

KSS Enterprises

Leonard Paper Co.

Maintex, Inc.

Medline Industries, Inc.

NASSCO, Inc.

Office Depot

Pollock

Spruce Industries, Inc.

Staples Facility Solutions

Uline

Veritiv Corp.

Walter E. Nelson Co.

**Building Service Contractors**

ABM

ARAMARK

Buck Services, Inc.

City Wide Facility Solutions

Cleaning Services Group, Inc.

Compass Group

Crothall

Cummins Facility Services

Environment Control Southwest Ohio

Golden State Facility Services LLC

Hallmark Housekeeping Services Inc

Hotel Cleaning Services, Inc.

ISS Facility Services

Jani-King International, Inc.

JLL

KBS

National Industries for the Blind

Professional Contract Services, Inc.

Rozalado & Co. Commercial Cleaning

SBM Management, LP

Vonachen Group

ServiceMaster

SourceAmerica

**Residential Cleaners**

Aloha Maiden Cleaning Service, LLC

Beyond Expectations Household Service Professionals

Brilliant Results Cleaning Service, LLC

Busted Knuckles Cleaning

Clean In Between

Dallas Maids

Dutch Maids

Duster & Daisy Green Clean Service, LLC

Empire Facility Management Cleaning

Four Seasons Cleaning, Inc

Goldstar Cleaning Services

House Cleaning Heroes, LLC

Mopology, Inc.

Natural care Home Services

OCD Cleaning Chicago Inc.

Rivas Cleaning Service

Rochester Residential and Commercial Cleaning, LLC

Skyline Services, Inc.

Sparkling and Beyond, LLC

Star Maintenance, LLC

Top of the Class Clean

Xtracleaning Services Inc.

Gym Rescuers, Professional Gym Cleaners

**In-House Service Providers**

AbbVie

Best Western CCI

California Prison Industry Authority

Central Michigan University

City of Edmonton

Deerfield Episcopal Retirement Community

Delta Air Lines

Harrhas Resort Southern California

Kettering Health

Miami Dolphins Hard Rock Stadium

Omaha Airport Authority

San Diego Convention Center

Santa Monica Malibu Unified School District

State of Montana Dept. of Military Affairs

Tacoma Public Utilities

Target

The University of Alabama

The Walt Disney Company-Disneyland Resort

Toledo Zoo

University of Cincinnati

Walmart

Wisconsin State Fair Park

XSportFitness

#### ATTENDEE COMPANY CLASS BREAKDOWN



■ Distributors & Wholesalers

■ Building Service Contractors

■ Manufacturers/Associate Services

■ Residential Cleaners

■ In-House Service Providers

#### ATTENDEE BUYING POWER

**63%** 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 attendees 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

**596,064**  
Total Web Impressions

**156,648** Exhibitor Listing Views

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

**1,144** Average Exhibitor Showroom Views for Upgraded Listings

**178** Average Basic Digital Listing Views

**300** Product Categories

**25** Average Basic Listing Digital Leads

**572** Brands Represented

**1,033** Average Upgraded Digital Listing Views

**125** Average Upgraded Digital Listing Leads

### PRODUCT CATEGORIES

**20**

**PRIMARY PRODUCT CATEGORIES**

**10,312**

**TOTAL PRODUCTS SEARCHED**

#### TOP 10 PRODUCT CATEGORIES SEARCHED

- 1 Facility Maintenance, Repair & Operations
- 2 Safety & Industrial Supplies
- 3 Cleaning Service/Contract Cleaning
- 4 Odor Control Products
- 5 Paper Products
- 6 Dispensers/Dilution Control
- 7 Restroom Care & Supplies
- 8 Floor & Carpet Care
- 9 Equipment & Accessories
- 10 Cleaning Agents

### EDUCATION ENGAGEMENT

#### IN-PERSON EDUCATION

**1,188**  
Conference Attendees

**38**  
Networking Events

**138**  
Total Education Sessions

**3**  
Spotlight Events

### INNOVATION

**31**

Product Entries

**11,040**

Digital Views

#### 2022 INNOVATION AWARD WINNERS

**Innovation of the Year Award**  
Phantas by Gausium

**Innovation of the Year Honorees**

► Unger Generation 2 nLITE Waterfed Pole by Unger

► DMx Warewash Chemical Dispenser by Hydro Systems

► The Cleani Automated Door Handle Disinfecting Device by Cleani

► Cobi 18 by ICE Cobotics

► Rosie by Tailos

**Environment & Sustainability of the Year Award**

► HyTech Seas Dispensers by Sofidel Group

**Environment & Sustainability of the Year Honorees**

► EasyDose™ Laundry Detergent by Seventh Generation Professional, a Unilever Brand

► Jet H2 Ultra by Byoplanet/Clean Republic

**Innovation Industry Choice Awards**

► **Distributor Choice Award:** ALLORGANIC® USDA Certified Organic Hand Soap by Charlotte Products

► **Facility Service Provider Choice Award:** Tork Clarity Hand Washing Foam Soap by Tork, an Essity Brand

► **Manufacturer Representative Choice Award:** Clorox EcoClean™ Disinfecting Cleaner by Clorox Pro

► **Residential Cleaning Choice Award:** 800 Ct Lysol® Surface Disinfecting Wipesol Bucket and Refill Pack by Lysol Pro Solutions