Attendee Profile:

- Demographic:
  - North American Attendees: 68%
  - International Attendees: 32%
  - Gender: Male 58%, Female 42%
  - Age:
    - Under 45: 45%
    - 45+: 55%

Top Resources People Attend:

- Brochure: 89%
- Video: 85%
- Online Exhibit Hall: 84%
- Workshops: 82%
- Networking Events: 78%
- Attendee Directories: 75%
- Attendee Showcase: 74%
- Top Attendee Job Functions:
  - Manager/Supervisor: 25%
  - Sales/Marketing: 16%
  - Director/Manager: 14%
  - Other: 45%

Attendee Buying Power:

- $102,000
- $1 million
- $10 million

Top attended networking events:

- Awards Reception: 40%
- Networking Events: 38%
- In-Person Event Attendance: 36%
- Conference: 26%
- Post-Show Networking: 25%

Top attended workshops:

- Innovation Industry Choice Awards: 76%
- Infection Prevention & Control: 45%
- Facility Service Provider Choice Award: 40%

Product Categories:

- Paper Products*: 40,059
- Food Service Disposables: 26%
- Floor & Carpet Care*: 25%
- Exterior Maintenance: 19%
- Facility Maintenance, Repair & Equipment: 17%
- Cleaning Service/Contract Cleaning*: 15%
- Infection Prevention & Control: 12%
- Indoor Air Quality: 10%
- Tools & Accessories*: 7%
- Odor Control Products: 6%
- Skincare & Personal Hygiene: 5%
- Safety & Industrial Supplies: 5%
- Restoration & Remediation: 5%
- Packaging Supplies: 5%
- Restroom Care & Supplies*: 5%
- Tools & Accessories*: 5%

Innovation Award Program:

- Awards: 24
- Total Prize: $7,859

Top Innovation Award Winners:

- Tork, an Essity brand
- Soap2o
- Brady IPS
- Sanitary Supply Distributors, Inc.
- ABM

Educational Program Stats:

- 5,027 Sessions
- 396 Digital Impressions
- 1,874 Impressions
- 62 decking presentations
- 164 PowerPoint presentations

Top attended networking events:

- Awards Reception: 20,008
- Networking Events: 62
- In-Person Event Attendance: 50
- Conference: 34
- Post-Show Networking: 27

Top attended workshops:

- Innovation Industry Choice Awards: 1,989
- Infection Prevention & Control: 1,874
- Facility Service Provider Choice Award: 1,801

Japanese Attendees:

- Number of Japanese Attendees: 9%
- Top Japanese Attendee Job Functions:
  - Manager/Supervisor: 26%
  - Sales/Marketing: 17%
  - Director/Manager: 16%
  - Other: 41%

Top Industry Buying Groups Represented:

- National Accounts: 34%
- Hospital: 26%
- Hotels: 19%
- K-12: 16%
- Higher Education: 15%

Top Attended Sessions:

- Innovative Cleaning Solutions: 16
- Environmental Management & Sustainability: 14
- Infection Prevention & Control: 14
- Disinfection & Sanitization: 13

Top 10 Product Categories Searched:

- Tools & Accessories*
- Odor Control Products
- Paper Products*
- Restroom Care & Supplies*
- Packaging Supplies
- Office Products & Supplies
- Facility Service Provider Choice Award
- Facility Maintenance, Repair & Equipment
- Food Service Disposables
- Indoor Air Quality

In-Person Event Attendance:

- Average Upgraded Listing Views: 12,506
- Average Listing Views: 12,506
- Average Listing Views: 12,506

Impressions:

- Average Impressions: 10,432
- Average Impressions: 10,432
- Average Impressions: 10,432

Followers:

- Average Followers: 1,842
- Average Followers: 1,842
- Average Followers: 1,842

Listing Views:

- Average Listing Views: 383
- Average Listing Views: 383
- Average Listing Views: 383

Top 10 Companies:

- Hillyard, Inc.
- Amazon
- Consolidated Office Depot
- Staples
- Keen Maids
- ISS Facility Services
- Delta Airlines
- Alaska Airlines
- Southwest Airlines
- Target Corp.