



Introducing

ISSA PAVILION
FHA-HoReCa

25 - 28 OCTOBER 2022 | SINGAPORE

ISSA Pavilion: Introduction

- The brand-new **ISSA Pavilion at FHA-HoReCa** marks the second year ISSA (Worldwide Cleaning Association) and Informa Markets do a deep dive into the commercial cleaning industry in Southeast Asia, and it is the 10th geographic addition to the ISSA Global Portfolio of Shows.
- The **ISSA Pavilion** will be the primary area where global commercial cleaning companies exhibit and showcase their products and services to the Southeast Asian hospitality industry.
- ISSA will also be partnering with FHA-HoReCa to develop and deliver customised **educational conference content** in the show floor theaters. Topics include cleaning for infectious disease, innovation, and technologies advancing the future of cleaning.



ISSA Pavilion: Visitor Profile

Meet with key decision makers, buyers and influencers from the following industry sectors:

- Airlines / Cruise Liner / Rail
- Bakery / Confectionery Retailer
- Bar / Pub / Nightspot Operator
- Convenience Store / Grocery Store
- Country Club
- E-Retailer
- Fast Food / Quick Service
- Hotel / Resort

- Importer / Wholesaler / Distributor
 - Coffee Beans, Equipment & Accessories
 - Foodservice Equipment & Supplies
 - Hospitality Equipment & Supplies
 - Tea Leaves
 - Wine / Spirits / Alcoholic Drinks
 - Wine & Spirits Related Accessories & Equipment

- Institutional Catering
- Manufacturer
 - Bakery / Confectionery
 - Food & Drinks
 - Hospitality Equipment & Supplies
- Property Management
- Restaurant / Bistro / Café
- Serviced Apartment
- Specialty Food Retailer
- Supermarket / Hypermarket
- Venue Operator
- Wine / Spirits / Alcoholic Drinks Retailer

ISSA Pavilion: Exhibiting Options

- Raw Space: SG\$640/sqm* (*minimum size 18sqm*)
- Standard Package: SG\$725/sqm* for space plus standard package
- ISSA Members “Best Of” Showcase: SG\$4,000 flat fee

***ISSA Members receive a 15% discount on published stand rates**



Standard Package



3000mm



3000mm

| STANDARD PACKAGE Entitlement | | | | | | | | | | | |
|---|---|----|----|----|----|----|----|----|----|----|----|
| Stand Area in m ² | 9 | 12 | 15 | 18 | 21 | 24 | 27 | 30 | 33 | 36 | 39 |
| Number of fluorescent tube | 2 | 3 | 3 | 4 | 5 | 6 | 6 | 7 | 8 | 9 | 9 |
| Number of 13 Amp sockets | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| Reception desk | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Folding chair | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| Coffee table | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 |
| Easy chair | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 6 | 6 |
| Display block | 1 | 1 | 1 | 2 | 2 | 3 | 3 | 3 | 3 | 4 | 4 |
| Wastepaper Basket | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |
| <i>Please tick ONE:</i> | | | | | | | | | | | |
| <input type="checkbox"/> Wall shelving OR | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 6 | 6 |
| <input type="checkbox"/> Display board | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 |

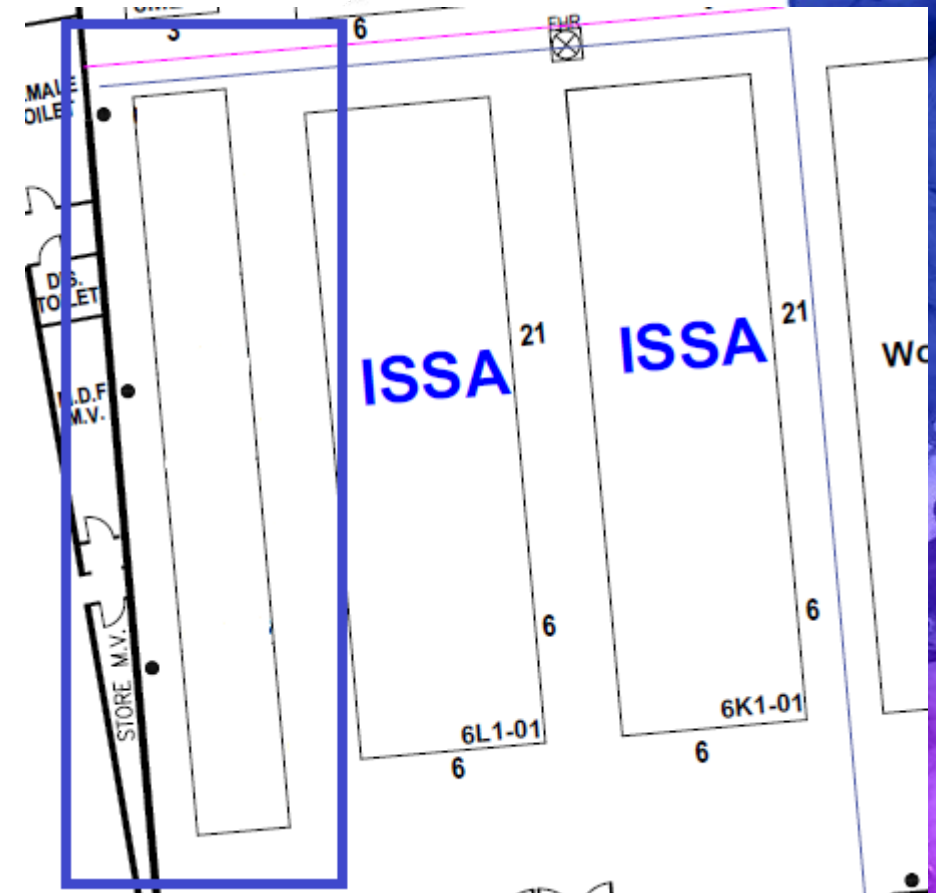


Standard Package



ISSA Members “Best Of” Showcase

- Exclusive opportunity for ISSA members to showcase their cutting-edge solutions to the ASEAN region
- Ideal for new to market and established brands alike
- Participation provides:
 - Product Display
 - Branding Opportunity
 - Discussion Area
 - Full Exhibitor Listing



ISSA: Global Portfolio of Shows



Shanghai, China
March 29 - April 1, 2022



Toronto, Canada
June 8 - June 9, 2022



Mexico City, Mexico
August 31- September 2, 2022



Sydney, Australia
September 14 - 15, 2022



Chicago, Illinois
October 10 - 13, 2022



Milan, Italy
October 18-19, 2022



Singapore
October 25 - 28, 2022



Mumbai, India
November 3 - 4, 2022



Lagos, Nigeria
November 16 - 18, 2022



Milan, Italy
May 9 - 11, 2023



Contact Us



Booth Sales

Jeffrey Au, Jeffrey.Au@informa.com

Advertising & Promotion

Pamela Lin, Pamela.Lin@informa.com

Content & Sponsorship

Carl Press, Carl.Press@informa.com

Thank You

