



GLOBAL SHOWS

By Informa Markets, ISSA & PULIRE Network

FOR IMMEDIATE RELEASE

ISSA, Informa Markets & ISSA Pulire Network Launch Global Show Portfolio

DALLAS — Sept. 13, 2021 — In its ongoing effort to disseminate critical education and knowledge, connect buyers and sellers, and promote the advancement of innovation and cleaning technologies, the portfolio of ISSA Global Shows and events now covers five continents around the world.

“We’re excited to expand our events across five continents to serve more global communities and change the way the world views cleaning,” said Lindsay Roberts, Group Director, Informa Markets US. “By leveraging the strength of both partners, Informa Markets and ISSA, we are well positioned to scale events, experiences, and member benefits internationally.”

The Global Show Portfolio includes 10 events branded as ISSA Shows, Conferences, or Pavilions. Through Informa Markets, the portfolio has added ISSA Pavilions in Mexico and China, and ISSA Conferences in India and Southeast Asia, in addition to the flagship show in the United States. Through ISSA, the portfolio has added tradeshow in Canada and Australia, and through the ISSA Pulire Network, the portfolio has added shows in Italy, Russia, and West Africa.

“Access to educational and networking events enables organizations and their employees to expand their skillsets, create new business opportunities, and discover effective solutions that support commercial cleaning and facility management,” said Toni D’Andrea, CEO, ISSA Pulire Network. “We look forward to these upcoming events and to developing additional shows for other markets in the future.”

The 2021-2022 Global Show Portfolio schedule includes:

ISSA Pulire – The Smart Show

Verona, Italy

September 7-9, 2021

This biennial event serves the European commercial cleaning industry and will be moving to Milan starting in 2023.

ISSA Pavilion at Abastur and ExpoMed

Mexico City, Mexico

September 29-October 1, 2021

This co-located event serves both the Latin American hospitality and healthcare industries.

ISSA Conference

Mumbai, India

October 21-22, 2021

This event serves the Indian commercial cleaning and facility management industries.

Clean Expo Pulire

Moscow, Russia

October 26-28, 2021

This event serves the Russian commercial cleaning industry.

ISSA Show North America

Las Vegas, Nevada

November 15-18, 2021

This event serves the North American and global commercial cleaning industry.

ISSA Conference

Phuket, Thailand

December 2-3, 2021

This event serves the Southeast Asian hospitality and commercial cleaning industries.

ISSA Pulire Clean Africa

Lagos, Nigeria

February 16-18, 2022

This event serves the West African commercial cleaning, facility management, waste management, and hospitality industries.

ISSA Cleaning & Hygiene Expo

Sydney, Australia

March 16-17, 2022

This event serves the Australian commercial cleaning industry.

ISSA Pavilion at China Clean Expo

Shanghai, China

March 29-April 1, 2022

This event serves the Chinese cleaning, facility management and hospitality industries.

ISSA Show Canada

Toronto, Canada

June 8-9, 2022

This event serves the Canadian commercial cleaning and hospitality industries.

“ISSA and Informa Markets are proud to have created a deeper relationship to serve members in China and work in tandem to deliver ISSA member benefits,” said ISSA Executive Director John Barrett. “We are committed to providing the highest quality platforms to industry professionals in this rapidly growing market so they can uphold cleanliness in key environments.”

In addition to the 10 global shows, the partners have created an international sales network which will draw in exhibitors and sponsors from additional regions such as Korea, Japan, Turkey, and Taiwan. Both the Global Show Portfolio and international sales network will continue to grow, with new regions being added in late 2022 and beyond.

Exhibit and Sponsorship Opportunities

A variety of opportunities are available in all 10 Global Show Portfolio events for manufacturers to reach international buyers, including booth space, sponsorships, digital, print, virtual, membership, and global marketing consultant services.

Global manufacturers can gain additional exposure through the new Global Supporters Package which recognizes companies serving and participating in at least three of the global events. The Global Supporters Package offers additional benefits as an appreciation to these companies dedicated to advancing the global cleaning industry.

The Global Market Consulting Services helps manufacturers adapt to the new business environment, explore international markets, and schedule meetings with qualified contacts. ISSA, in partnership with RGX Cross Border Trade Experts, helps make key connections in new countries or improve options in existing markets.

For more information on the Global Show Portfolio, visit issashow.com/en/industry/issa-global-shows.html

About ISSA

With more than 10,500 members—including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners and associated service members—ISSA is the world’s leading trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment and an improved bottom line. Headquartered in Rosemont, Ill., USA, the association has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information about ISSA, visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate, and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience, and do business through face-to face exhibitions, specialist digital content, and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

About ISSA PULIRE NETWORK

The ISSA PULIRE NETWORK represents the largest international platform for professional cleaning and facility management trade shows and executive education events. It was formed by ISSA, the worldwide cleaning industry association, and Afidamp, the leading association for the Italian cleaning industry. With important consolidated trade shows in the foremost markets, and with new concepts in the planning stages, the ISSA PULIRE NETWORK creates new business opportunities through trade show events, forums, and an extensive variety of training options at the trade shows. For more information, please visit www.issapulirenetwork.com.

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