

Innovation

Innovation Showcase & Theater Presenting Sponsor

Investment: \$50,000 Exclusive

Sponsorship Opportunity Includes:

- One entry in the Innovative Leaders Award Program.
- Your company logo on event signage in booth on show floor indicating “Presenting Sponsor.”
- Presenting sponsor of the Innovative Leaders Award Announcement Ceremony.
- Presenting sponsor of the People’s Choice Award.
- 60 seconds sponsor acknowledgement and greeting at start of both awards ceremonies.
- Sponsor receives two (2) push notification on the mobile app.
- Special recognition on the issashow.com website.
- Sponsor receives one (1) target e-blast.
- Sponsor recognition on signage at networking events.
- Sponsor recognition in applicable sponsor onsite slides.
- Eligible for Platinum Level Premier Sponsor Benefits.



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Innovative Leaders Award Program

Investment: \$6,250

The ISSA Innovative Leaders Award program highlights the industry's latest innovations in the global cleaning industry. This program offers the opportunity to gain exposure, grow your brand, expand your network, and promote the latest technologies poised to transform the professional cleaning industry and shape the world of our built environments. **Ask about our Automation Runway Demo Area!**

This year, products and services may enter one (1) category below, and participating companies are eligible to win the following awards:

- Environment & Sustainability Innovation of the Year and Honorees'
- Hygiene Solutions Innovation of the Year and Honorees'
- Automation & Equipment of the Year and Honorees'
- Business Technology & Digital Services of the Year and Honorees'
- Facility Solution Care Products Innovation of the Year and Honorees'
- People's Choice Award



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Innovative Leaders Award Program

Innovative Leaders Award Program Package guidelines and inclusions:

- Products will be displayed online from August to December 2025.
- Participants will receive leads generated from the digital product listing.
- Product submission limited to one (1) category (category assignment subject to Show Management approval).
- Panel of judges will determine the top 3 products in each category.
- All products in each category will participate in LIVE CleanPITCH onsite at the Innovation Showcase & Theater.
 - Clean Pitch is a TED Talk-Style, rapid pitch session for entrants to reveal details about their product, how the product addresses an industry challenge and how the solution will benefit the future of the cleaning industry.
- All product entries are in the running to win the People's Choice Award, determined by onsite voting by show attendees.
- Product displayed in the Innovation Showcase & Theater.
- Product featured in the show Print/Digital Show Guide.
- One (1) company representative to work your product showcase within the Innovation Showcase during expo hours.
- Extensive media and marketing exposure of program.
- Participants will receive an Innovation Success Kit.
- Coverage in industry publications, in the pre/post-show attendee follow-up emails and pre/post-show press releases.
- Winners will receive an awards plaque, a winner icon logo to use and recognition in applicable ISSA Show marketing materials.

