

Demographic Report

ISSA SHOW
NORTH AMERICA 2018

ATTENDEE SUMMARY

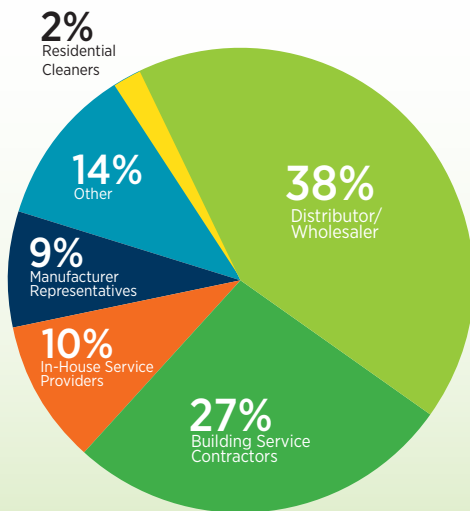
14,019 Industry Professionals

80% of executive-level visitors indicated a likelihood they would attend ISSA Show North America 2019

12% international attendees from **67 countries**



BUYERS BY TARGET TYPE



38%	Distributors/Wholesalers: 3,272 individuals from 1,066 companies
27%	Building Service Contractors: 2,370 individuals from 908 companies
10%	In-House Service Providers: 863 individuals from 474 organizations
9%	Manufacturer Representatives: 740 individuals from 172 companies
2%	Residential Cleaners: 207 individuals from 133 companies
14%	Other: 1,251 individuals from 616 companies [associate manufacturers, associate services, publishers, etc.]

PRIMARY MARKET SEGMENTS

DISTRIBUTOR

Commercial	56%
Education	12%
Industrial	12%
Health Care	8%
Hospitality/ Public Venues	6%
Retail	4%
Government	3%

IN-HOUSE SERVICE PROVIDER

Education	33%
Health Care	21%
Commercial	19%
Hospitality/ Public Venues	14%
Government	10%
Industrial	2%
Retail	1%

BUILDING SERVICE CONTRACTOR

Commercial	70%
Government	7%
Industrial	5%
Retail	4%
Health Care	4%
Education	4%
Construction	3%
Hospitality/ Public Venues	2%

TOTAL PURCHASING POWER OF BUYERS IN ATTENDANCE = \$4.13 Billion

ISSA SHOW North America 2018 by the Numbers

ATTENDEE PURCHASING AND SALES BUDGET

44%	of distributors reported annual revenue of more than \$10 million
24%	of distributors reported annual revenue of more than \$50 million
46%	of BSCs reported annual revenue of more than \$5 million
23%	of BSCs reported annual revenue of more than \$50 million
32%	of ISPs reported annual purchasing budgets of more than \$500,000
66%	of ISPs reported annual purchasing budgets of more \$100,000
12%	of residential cleaning companies reported annual purchasing budgets of more than 100,000

TOP REASONS FOR ATTENDING

Distributors

1. Seeing new products/innovations
2. Staying up-to-date with industry trends
3. Finding new suppliers

In-House Service Providers

1. Seeing new products/innovations
2. Keeping up with industry trends
3. Staying up-to-date with industry trends

Building Service Contractors

1. Staying up-to-date with industry trends
2. Seeing new products/innovations
3. Education sessions

Residential Cleaners

1. Seeing new products/innovations
2. Finding new suppliers
3. Education sessions

A SAMPLE OF EXECUTIVE LEVEL ATTENDEES FROM WORLD-CLASS ORGANIZATIONS

DISTRIBUTORS

- Amazon Business
- Brady
- Brame Specialty Co., Inc.
- Cintas Corp.
- EBP Supply Solutions
- Imperial Dade
- North American Corp.
- Pollock
- Staples Facility Solutions
- SupplyWorks
- Veritiv Corp.
- Waxie Sanitary Supply

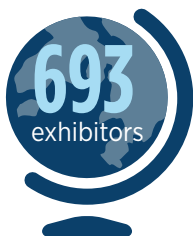
IN-HOUSE SERVICE PROVIDERS

- City of Los Angeles
- Georgia World Congress Center Authority
- Kohl's Department Stores
- Legoland California Resort
- Miami Dolphins
- Pepsico
- The Ohio State University
- U.S. Postal Service
- Walgreens
- Walt Disney World

BUILDING SERVICE CONTRACTORS

- Able Services
- ABM
- City Wide Franchise
- Crothall Services Group
- Diversified Maintenance
- DMS Facility Services
- Executive Management Services
- J & J Worldwide Services
- Jani-King International, Inc.
- Jan-Pro International
- Marsden Holding, LLC
- Sodexo
- United Cleaning Services Ltd.

EXHIBITOR SUMMARY



20% international exhibitors from **26 countries**

75% were satisfied with the quality of attendees (based on decision-making authority, propensity to buy, etc.)

Note: All currency is in U.S. dollars

BEST FEATURES

- 85%** of visitors accomplished all they had planned to
- 82%** of distributors felt the show enabled them to stay up-to-date with industry trends
- 85%** of BSCs were satisfied with the amount of new products and innovations
- 89%** of residential cleaning professionals were satisfied with networking opportunities
- 89%** of all attendees were satisfied with the quality of the exhibition

ATTENDEE ENGAGEMENT

- 5** hours average time attendees spent on the trade show floor
- 2** hours average time attendees spent in exhibitor booths
- 90** leads scanned on average by exhibitors during the show

TOP 20 PRODUCT CATEGORIES SEARCHED

- Abrasives
- Absorbents—Oil, Grease & Water
- Automotive Cleaning Specialties
- Cleaning Agents
- Cleaning Tools & Supplies
- Computer Systems & Software
- Disinfectants/Sanitizers—Private Label/Brand Name
- Facility Maintenance & Safety Supply
- Food Service Disposables & Equipment
- Gloves
- Laundry Chemicals
- Mops
- Odor-Control Devices
- Paper Products & Dispensers
- Plastic Bags
- Restroom Care & Service
- Robotic Cleaning Equipment
- Sanitizers
- Skin Care & Personal Hygiene
- Vacuum Cleaners

