



## 2014 FACTS & FIGURES

Exhibitor impressions were that the quality of distributors and customers was strong, leading to high quality of sales leads and the overall event.

Of special note was the high percentage of buyers who attended in 2014 who hadn't attended the previous year. More than 800 firms participated in Orlando that were not in Las Vegas in 2013. Of them, 347 were distributor firms drawing strongly from the Southeast region, outside the U.S., and vertical markets, such as office products, industrial, and foodservice sectors.

ISSA attributes the positive results to its ongoing work to make ISSA/INTERCLEAN the one week when all major groups in the industry come together, providing access to the top distributors, building service contractors, and in-house decision makers.

### TOTAL ATTENDEES

14,123 attended from 72 countries

The average buyer company brought 3 people.

25% of U.S. buyer attendees hailed from Southeastern states.

83% of executive-level visitors said they are extremely likely or likely to return in 2015, higher than the industry average.

### VISITORS BY TARGET TYPE

Distributor: 3,551 individuals, 929 companies

Building Service Contractor: 2,293 individuals, 852 companies

In-House Service Provider: 1,117 individuals, 467 companies

### EXECUTIVE-LEVEL VISITORS

88% of distributor attendees are executive or upper-management positions.

75% of building service contractor attendees are executive or upper-management positions.

76% of in-house service provider attendees are executive or upper-management positions.

### VISITOR PURCHASING AND SALES BUDGETS

52% of distributor visitors reported annual revenue of more than U.S. \$10 million, while 24% reported revenue of more than U.S. \$50 million.

61% of building service contractors reported annual revenue of more than U.S. \$5 million, while 25% reported revenue of more than U.S. \$50 million.

32% of in-house service provider attendees reported annual purchasing budgets of more than U.S. \$500,000, part of the 70% who reported having budgets of more than U.S. \$100,000

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## VISITOR SATISFACTION

91%	of new visitors to ISSA/INTERCLEAN said they plan to return in 2015
94%	of distributor executives said they found the event's networking valuable
100%	of building service contractor executives said they found the new products and innovations at the event valuable
96%	of in-house service provider executives said finding new supply lines at the event was valuable
86%	of all executive-level visitors said they accomplished all they had planned to during the event

## BUYER CONTACT FACTS

The average ISSA/INTERCLEAN attendee visits only two events during a year, making the exhibition a vital outlet for reaching these contacts in an economical way.

While the average qualified attendee for all U.S. trade shows visits between 25-31 exhibitors during an event, according to Exhibitor Central, ISSA/INTERCLEAN's buyer attendees visited an average of 61 booths in 2014, 28% of which were new suppliers.

More than four out of five executive-level buyers (84%) said the quality of exhibitors was very valuable.

## FACILITY SERVICE PROVIDER PRIMARY SEGMENTS

In addition to commercial buildings, BSC and ISP attendees also represented the following market segments:

- healthcare
- education
- government
- retail
- hospitality and foodservice
- industrial
- and other public facilities.

## EXHIBITORS

Total exhibiting companies: 685

Drew from 27 countries

New ISSA/INTERCLEAN exhibitors in 2014: 140

15% of new exhibitors came from outside of the United States.

59 first-time exhibitors from 2013 returned in 2014.

28 first-time exhibitors from 2012 returned for the second year in a row in 2014.

## BUYER MOTIVATION

While most distributor executives indicated a main reason to attend was to meet current suppliers, 71% listed "finding new supply lines" as a prime reason they attended ISSA/INTERCLEAN, and 74% listed "see new products/innovations."

81% of BSC executives listed "ability to see new products/innovations" as the primary reason they attended ISSA/INTERCLEAN, followed by "keep up to date with industry trends" (71%), and "find new ideas to solve problems" (69%).

## DISTRIBUTOR PROJECT INTEREST

In addition to janitorial products distributors, attendees indicated their primary interest included categories such as:

- industrial packaging
- safety
- foodservice
- healthcare
- laundry and warewash
- hospitality
- office supplies
- school supplies
- and hardware.

## EXHIBITOR SATISFACTION

Year after year, ISSA/INTERCLEAN continues to be the top show for exhibitors, compared with other events inside and outside of the commercial cleaning market.

The top criteria exhibitors use to evaluate the event are "quality of attendees," and 90% of exhibitor executives reported finding the quality they were looking for in distributor attendees, while 85% were happy with the quality of BSC and in-house customers.

Three out of four exhibitor's senior executives (74%) said ISSA/INTERCLEAN performed well to extremely well as a platform to meet their objective to "introduce new products or services," and 71% felt they met their objectives to "brand their companies."

93% of exhibitor executives plan to participate in 2015.

