



## 2015 FACTS & FIGURES

Exhibitor impressions of ISSA/INTERCLEAN® North America 2015 were that the quality of distributors and facility service providers was strong, leading to high-quality sales leads and, thus, high ratings for the overall event's value to their companies. Of special note was the positive response from many exhibitors and attendees that the show was one of the best they'd attended in multiple years, leading to valuable connections and business opportunities.

Also of special note was that the trade show exhibit space sold out and was the most highly attended show in nearly a decade. Further, the 2015 event attracted a high number of distributor and wholesaler attendees, as well as the most building service contractors the show has ever seen.

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

### TOTAL ATTENDEES

16,311 attended from 77 countries

The average buyer company brought 3 people.

88% of all executive level visitors indicated some likelihood that they would attend ISSA/INTERCLEAN North America 2016 in Chicago.

### VISITORS BY TARGET TYPE

Distributor: 4,477 individuals, 1,111 companies

Building service contractor: 2,835 individuals, 1,166 companies

In-house service provider: 1,303 individuals, 545 companies

### EXECUTIVE-LEVEL VISITORS

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

82% of building service contractor attendees are executive or upper-management positions.

83% of in-house service provider attendees are executive or upper-management positions.

### VISITOR PURCHASING AND SALES BUDGETS

54% of distributor visitors reported annual revenue of more than U.S. \$10 million, while 27% reported revenue of more than U.S. \$50 million.

51% of building service contractors reported annual revenue of more than U.S. \$5 million, while 16% reported revenue of more than U.S. \$50 million.

39% of in-house service provider attendees reported annual purchasing budgets of more than U.S. \$500,000, part of the 75% who reported having budgets of more than U.S. \$100,000.

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## VISITOR SATISFACTION

96%	of distributor executives said they found the event's networking valuable
97%	of building service contractor executives said they found the new products and innovations at the event valuable
97%	of in-house service provider executives said finding new supply lines at the event was valuable
82%	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 72 booths in 2015, 28% of which were new suppliers.

More than four out of five executive-level buyers (85%) said the quality of exhibitors was valuable or 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: 729

Drew from 25 countries

New ISSA/INTERCLEAN exhibitors in 2015: 126

17% of exhibitors came from outside of the U.S.

73 first-time exhibitors from 2014 returned in 2015.

53% of first-time exhibitors in 2014 returned in 2015.

93 first-time exhibitors from 2013 returned for the second year in a row in 2015.

## BUYER MOTIVATION

While most distributor executives indicated a main reason to attend was to meet current suppliers, 72% listed "see new products/innovations" as a prime reason they attended ISSA/INTERCLEAN, and 68% listed "finding new supply lines."

78% of BSC executives listed "ability to see new products/innovations" and "keep up to date with industry trends" as the primary reasons they attended ISSA/INTERCLEAN, followed by "find new ideas to solve problems" (72%).

## 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 • hardware

## EXHIBITOR SATISFACTION

The top criteria exhibitors use to evaluate the event are "quality of attendees," and 93% of exhibitor executives reported finding the quality they were looking for in distributor attendees, while 90% were happy with the quality of BSC and in-house customers.

Three out of four exhibitor's senior executives (75%) said ISSA/INTERCLEAN met or performed extremely well as a platform to meet their objective to "introduce new products or services," and 79% felt they met their objectives to "brand their companies."

