

ISSA/INTERCLEAN NORTH AMERICA 2016 FACTS & FIGURES



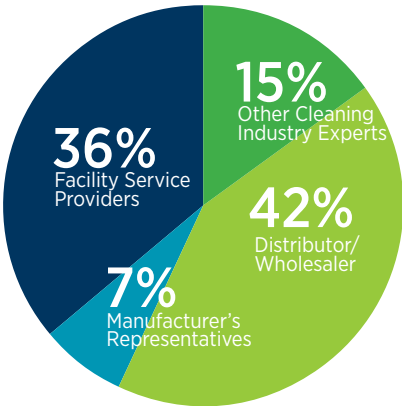
The award-winning ISSA/INTERCLEAN® North America brings together executives from all segments of the janisan industry to do business and gather information to better manage distribution companies, building services companies, and facility management departments. ISSA, the worldwide cleaning industry association, and its trade show partner RAI Amsterdam, produce ISSA/INTERCLEAN shows around the world.

ATTENDEE SUMMARY

- 73% of executive-level visitors** indicated some likelihood that they would attend in 2017
- The average buyer company brought 3 people.
- 13% international attendees** from **74 countries**

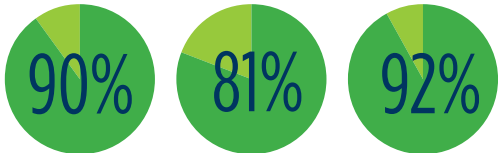


BUYERS BY TARGET TYPE



42%	Distributor/Wholesalers: 4,567 individuals, 1,344 companies
36%	Facility Service Providers: 3,940 individuals, 1,461 companies
7%	Manufacturer Rep: 744 individuals, 221 companies
15%	Other: 1,631 individuals, 663 companies

EXECUTIVE LEVEL OR UPPER-MANAGEMENT ATTENDEES



Distributors Building Service Contractors (BSC) In-house Service Providers (ISP)

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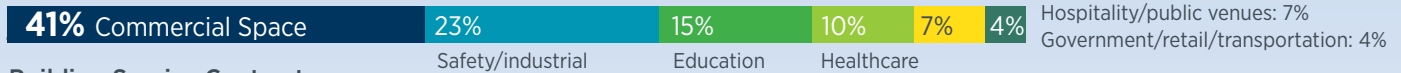


TOP PRODUCT CATEGORIES OF INTEREST

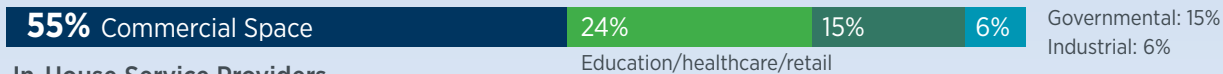
Distributors	Cleaning agents, cleaning tools and supplies, equipment and accessories, floor care and carpet care, paper products and dispensers
Building Service Contractors	Floor and carpet care, equipment and accessories, cleaning tools and supplies, cleaning agents, facility maintenance and safety supplies
In-House Service Providers	Cleaning tools and supplies, cleaning agents, facility maintenance and safety supply, equipment and accessories, paper products and dispensers

PRIMARY MARKET SEGMENTS

Distributors



Building Service Contractors



In-House Service Providers



REASONS FOR ATTENDING

Distributors

- 84% - Meet current suppliers
- 74% - See new products/innovations
- 69% - Finding new suppliers

Building Service Contractors

- 87% - See new products/innovations
- 81% - Keep up with industry trends
- 70% - Find new ideas to solve problems

In-House Service Providers

- 87% - Keep up to date with industry trends
- 79% - Find new ideas to solve problems
- 67% - Networking

ATTENDEE PURCHASING AND SALES BUDGET

50%	of distributors reported annual revenue of more than US\$10 million
20%	of distributors reported annual revenue of more than \$50 million
48%	of BSCs reported annual revenue of more than \$5 million
13%	of BSCs reported revenue of more than \$50 million
46%	of ISPs reported annual purchasing budgets of more than \$500,000
80%	of ISPs reported annual purchasing budgets of more \$100,000

BEST FEATURES

- 97% distributor executives found networking valuable
- 99% BSC executives found the new products and innovations valuable
- 100% ISP executives said finding new supply lines was valuable
- 79% executives accomplished all they had planned to
- 85% executives said the quality of exhibitors was valuable

EXHIBITOR SUMMARY



20% international exhibitors from **28 countries**

- 88% said they found the quality they were looking for in attendees
- 71% said the show met or performed extremely well as to introduce new products or services
- 71% met their objective to brand their companies

Attendees visited **an average of 51 booths**, 35% of which were new suppliers.

