

## ISSA Show North America 2019 Exhibitor Pre-Show Checklist

TO DO LIST	DEADLINE	DESCRIPTION	CONTACT/QUICK LINK
<b>EXHIBIT LOGISTICS</b>			
Reserve Exhibit Space Deposit Due	Submit w/Application	Deposit due within 10 business days after exhibit app is submitted online. Company Check, Wire Transfer and Credit Cards accepted	Contact your Account Executive: Iris Weinstein - Iris@issa.com Micah Ogburn - Micah@issa.com Abby Ingram - Abby@issa.com Scott Beech - Scott@issa.com
Exhibitor Portal	Upon Application Approval	The ISSA Sales team sends a confirmation e-mail after the application has been submitted. The confirmation e-mail includes a unique password and username to access the Exhibitor Portal	The Exhibitor Portal is your one stop shop for any exhibit related question.
Final Exhibit Space Payment Due	April 1, 2019	A copy of your final invoice is located in the exhibitor portal.	If you have special payment instructions, please send the request to Jessica@issa.com.
Hotel Reservations	Ongoing	Reserve your hotel through ISSA's official vendor - <i>OnPeak</i> .	<a href="http://www.issa.com/hotels">http://www.issa.com/hotels</a>
Register Booth Staff	October 1, 2019	Complimentary booth staff badges must be redeemed by October 1, 2019.	A link is available through your Exhibitor Portal or <a href="http://www.issa.com/register">http://www.issa.com/register</a>
Exhibitor Service Manual	Available July 2019	Available 90 days prior to the show	<a href="http://www.issa.com/servicemanual">http://www.issa.com/servicemanual</a>
Exhibit Directory Listing Proof Deadline	July 1, 2019	All exhibitors must approve exhibit directory listing data through the Exhibitor Portal	<a href="#">Click here to access your portal.</a>
ISSA North America 2020 Booth Selection	August/September	Submit your 2020 exhibit application + deposit to participate TBD.	Contact your Account Executive Iris Weinstein - Iris@issa.com Micah Ogburn - Micah@issa.com Abby Ingram - Abby@issa.com Scott Beech - Scott@issa.com
Las Vegas Convention Center Meeting Room Requests	September	Return the meeting room request forms to the ISSA Convention Department by September 2019.	Contact Emilija Piric - Emilija@issa.com
Booth Approval (Island/Peninsula booths)		Booth approvals are required for booth spaces 1,000+ sq. ft.	Contact Allison Hill - Allison@issa.com
EAC Authorization Form		Official Contractors/EAC forms due to the ISSA Convention Department.	Contact Emilija Piric - Emilija@issa.com
Lead Retrieval (Experient)		Deadline date for discounted pricing to order lead retrieval device.	Login to Exhibitor Registration Dashboard to order.
GES services & Vendors		Deadline date for discounted pricing on GES & other Vendors.	<a href="http://www.issa.com/servicemanual">http://www.issa.com/servicemanual</a>
<b>DIGITAL ADVERTISING</b>			
Featured Listing in ISSA.com/directory	August 1, 2019	Your company will appear at the top of the search results on ISSA.com Buyer's Guide.	Quick Link: <a href="http://www.issa.com/sponsorships">http://www.issa.com/sponsorships</a>
Upgraded Digital Listing	On-going	Upgrade your digital listing and receive attendee leads.	
ISSA Connect E-Blast	On-going	Customized e-blast to registered attendees and CMM audience.	
Mobile App Promotions	On-going	Purchase push notifications and banners in the official show app.	
ISSA Innovation Award Program	July 1, 2019	Have a new innovative product you want to promote to the cleaning industry? Fee: \$3,000.00 Standard Package & \$6,000.00 Premium Package (member only program)	Quick Link: <a href="http://www.issa.com/innovation">http://www.issa.com/innovation</a>
<b>ISSATODAY PRINT PUBLICATIONS</b>			
ISSA Today Magazine	Published 6 x a year	Each publication has a market focus, industry trends and is considered the premier magazine for top decision makers.	Quick Link to Media Kit for more information about pricing and market focus: <a href="http://www.issa.com/advertise">http://www.issa.com/advertise</a>
Pre-Convention Issue August 2019	June 28, 2019	Talent Development & Training	Contact your ISSA Account Executives to place your print advertising order at <a href="mailto:sales@issa.com">sales@issa.com</a>
OFFICIAL EXHIBIT DIRECTORY	September 30, 2019	ISSA North America 2019	
Post Convention Issue December 2019	November 28, 2019	ISSA Review & Technology	
<b>SPONSORSHIPS</b>			
2019 Sponsorship Opportunities	On-going	Differentiate your brand at ISSA and add SIZZLE to your marketing efforts by becoming an ISSA Bronze, Silver, Gold or Platinum sponsor.	Quick Link: <a href="http://www.issa.com/sponsorships">http://www.issa.com/sponsorships</a>