



FOR IMMEDIATE RELEASE

ISSA/INTERCLEAN North America Delivers Solid 2017 Edition

Even in the face of uncontrollable challenges, cleaning professionals gathered to support each other and conduct important industry business

Northbrook, IL, USA – October 10, 2017 – Like its predecessors, the [2017 ISSA/INTERCLEAN® North America Trade Show and ISSA Convention](#) succeeded in being the event where key leaders and decision-makers in the cleaning industry converged to experience the most efficient and informative way to find new opportunities and strengthen business connections. Despite the challenges many attendees and exhibitors faced in the aftermath of Hurricanes Harvey and Irma, the event provided a platform for not only a week of productive business, but also an opportunity to give back, as attendees and exhibitors generously donated to those devastated by the hurricanes as well as to the [Ronald McDonald House Charities of Greater Las Vegas](#), [City of Hope](#), and [Cleaning for a Reason](#).

Co-produced by ISSA, the worldwide cleaning industry association, and its trade show partner, RAI Amsterdam, ISSA/INTERCLEAN 2017 took place in Las Vegas, NV, September 11-14, 2017, at the Las Vegas Convention Center. The 2017 event garnered 16,212 registered visitors from 76 countries, with 15 percent coming from outside the United States. The show saw an increase in the number of attendee companies, including 15 percent more distributor companies, an 11 percent increase in building service contractor (BSC) companies, and a 22 percent boost in-house service provider organizations.

Exhibitor statistics for the 2017 event were also worth noting. Of this year's 757 exhibitors, 142 were new, and 18 percent hailed from outside the United States, drawing from 24 countries.

"We are so grateful for the exhibitors and members who went over and above to make sure they attended this year's event," says ISSA Executive Director John Barrett. "Our hearts truly go out to those members who wanted to be there but could not due to the historic weather events the country has endured. ISSA remains committed to doing everything we can to support our members in areas affected by the recent hurricanes. Even amid these challenges, the industry came together to not only support each other, but also to discover industry innovation and advances, participate in cutting-edge education, and join in unprecedented networking opportunities."

— more —

Innovation Everywhere

The 2017 trade show featured an expanded show floor, which included an Outdoor Exhibits area and showcased the latest advances in facility solutions, including:

- Smart technology
- Robotics
- UV light
- Photocatalytics (self-cleaning surfaces)
- Infection control techniques
- Floor and carpet care
- Powered cleaning equipment and accessories
- Cleaning agents/supplies, chemicals, and disinfectants
- And more.

For a full list of exhibitors, visit www.issa.com/exhibits.

New Audiences and Pavilions

In addition to all the new products and services, this year's show also drew some new audiences, including ISSA's latest co-located event, EPIC 2017, presented by TriMega and Independent Stationers, the industry's leading office products dealer groups. EPIC 2017 took place September 10-12 alongside ISSA/INTERCLEAN North America.

EPIC joined the returning co-located events, the Building Service Contractors Association International (BSCAI) Annual Convention, the Cleaning Equipment Trade Association (CETA) Annual Convention, and the IEHA Annual Convention.

Providing even more opportunities for the cleaning industry to converge was the show floor's new [Residential Pavilion](#), designed to embrace the residential segment of the market and inspired by ISSA's recent merger with the Association of Residential Cleaning Services International (ARCSI), which is now a division of ISSA.

Other pavilions included:

- [Italian](#)
- [International](#)
- [First-Time Exhibitors](#)
- [CETA](#)
- [Asia/Pacific](#).

Education & Networking

This year's ISSA/INTERCLEAN event featured more than 60 top-notch education seminars, training, and certification workshops as part of the ISSA Convention, the educational arm of the exhibition.

And as the one week when the whole industry comes together, ISSA/INTERCLEAN 2017 offered an unprecedented abundance of networking opportunities, including several first-time attendee orientation sessions, show floor tours, a Welcome Networking Reception, and Evening Roundtables. These networking opportunities give the industry the opportunity to build relationships, identify business opportunities, and share best practices in a relaxed and casual setting.

To provide even more value to the attendees, ISSA/INTERCLEAN offered an array of additional business opportunities, innovation, and education. Some highlights include:

- ISSA Hygieia Network Awards Ceremony and Reception, where the winners of the [ISSA Hygieia Network Awards](#) were revealed.
- Playbook, which featured a casual conversation between Aikman and his long-time buddy and former teammate Babe Laufenberg as well as audience participation.
- DEAL Awards Ceremony: ISSA recognized the outstanding performance, contributions, and leadership of ISSA-member organizations that participate in the **DEAL (Distributor Efficiency Analytics & Learning) program**.
- *State of the Economy* panel with [Frank Luntz](#) (moderator), [Jim Messina](#), [Karl Rove](#), and [Brian Beaulieu](#) featured an interactive discussion of current events and a peek into the future.
- [ISSA Keynote Address by Howie Mandel: Coming Clean](#) where the famed comedian and *America's Got Talent* host delivered a rollicking standup act, followed by impromptu audience Q&A.
- [ISSA Innovation Award Ceremony and Reception](#) in the [ISSA Innovation Award Showcase](#): Mandel joined ISSA Executive Director Barrett for this ceremony that announced the ISSA Innovation Visitors' Choice Awards and the overall ISSA Innovation of the Year Award. The ceremony also recognized the ISSA Innovation Category winners, which were announced earlier in the week during the [Lunch and Learn, Powered by Purpose featuring Scott Deming](#).
- Individual *State of the Industry* panel discussions for [distributors](#), [residential cleaners](#), BSCs, and [in-house service providers](#), many of which were standing room only as the leaders of the industry discussed the trends and pitfalls facing the industry.

For video highlights from the show, visit www.issa.com/live. To pre-register for the 2018 ISSA/INTERCLEAN North America Trade Show and ISSA Convention, which takes place October 29-November 1, 2018, in Dallas, TX, visit www.issa.com/2018show.

About ISSA/INTERCLEAN

The award-winning ISSA/INTERCLEAN® family of exhibitions brings together executives from all segments of the cleaning industry to do business and share information to better manage distribution and 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. ISSA also hosts more than 60 educational seminars and networking opportunities in conjunction with ISSA/INTERCLEAN North America. For more information, visit www.issa.com/tradeshows.

About ISSA

With more than 7,000 members—including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the leading trade association for the cleaning industry worldwide. The association is committed to changing the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. For more information about ISSA, visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.

The association is headquartered in Northbrook, IL, USA, with regional offices in Whitby, Canada; Mainz, Germany; Botany, Australia; and Shanghai, China. For more information, visit www.issa.com, join the discussion at www.linkedin.com/groups/1799553, and follow ISSA on social media www.facebook.com/issaworldwide/ and www.twitter.com/issaworldwide.

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