



Another Successful ISSA Cleaning & Hygiene Expo Revitalizing the Australian Cleaning Industry

Northbrook, IL, USA, September 6, 2018—ISSA and its trade show partner Interpoint Events have once again raised the bar for the Australian cleaning industry. The two-day ISSA Cleaning & Hygiene Expo, held in Sydney, Australia, August 29-30, 2018, came to a successful close, with exhibitors and attendees alike excited for next year's show.

Held at the International Convention Centre in Sydney, the second annual ISSA Cleaning & Hygiene Expo achieved a 31 percent increase in attendance over 2017. The expo also achieved a 15 percent increase in exhibitors and an 18 percent increase in exhibit space.

"The tagline for the 2018 ISSA Cleaning & Hygiene Expo was 'It's Time to Shine,' and the show most definitely did!" says ISSA Oceania Manager Lauren Micallef. "Our exhibitors and attendees had high expectations, and the show hit all the right notes for them. It is fantastic to see the entire industry getting behind this expo and receiving real value from it."

The expo attracted attendees from all segments of the commercial cleaning industry—distributors, building service contractors, in-house service providers, and residential cleaners—and from a broad array of sectors, including health care, education, government and hospitality, to name but a few. And many travelled impressive distances to attend the event.

"What is noteworthy is the international recognition that the ISSA Cleaning & Hygiene Expo is gaining," says ISSA International Services Vice President Dianna Steinbach. "We had attendees from 16 countries including Malaysia, Singapore, Spain, Netherlands, Germany, and China. It is great to see the growth the show has experienced and exciting to see the direction in which it is headed."

Within Australia, all six states and two territories were represented, with 50 percent of the attendees coming from New South Wales. The caliber of the attendees was also impressive, with approximately 44 percent of attendees holding director, CEO, or manager decision-making positions.

Focused Education & SRCP

The 2018 ISSA Cleaning & Hygiene Expo featured a dedicated carpet and restoration wing presented by the Specialized Restoration and Cleaning Professionals (SRCP), formerly known as SCRIA prior to it merging to become a division of ISSA. This gave attendees the benefit of two education theaters on the show floor—the ISSA Speaker Theatre and the SRCP Speaker Theatre.

The ISSA Speaker Theatre focused on education for the general cleaning, health, and sanitation industry while the SRCP Speaker Theatre centered on carpet care, remediation, and restoration topics. Both theaters were well attended; Australian rugby legend John Eales' keynote session drew close to 100 attendees.

“The success of the dedicated carpet and restoration wing was a significant achievement for SRCP,” says SRCP Committee President Gidon Kabaker. “I received a lot of positive feedback from the vendors and attendees at the SRCP education sessions. Looking forward, I think next year will be an even bigger and better event!”

The 2018 expo also featured the Australasian Waste & Recycling Expo as a co-located event, adding to the overall attendee experience.

Innovation & Exhibitor Feedback

The expo served as the perfect platform for new product launches and product demonstrations. The show floor was further energized by the efforts of the exhibitors—many of which had opted for larger booth spaces that were more inviting and offered interactive devices to engage attendees and pique their interest.

“There was a massive increase in foot traffic at the expo this year, which was great to see, and there was a really positive buzz around the exhibitors,” says Lucas Paris, sales and marketing director, professional for Kärcher Australia, a platinum sponsor of the expo.

Errol Goldberg, managing director for Pall Mall, was also pleased with the show. “The first ISSA show in Melbourne last year was a giant step up from the trade events held in Australia over the last decade, and this year’s expo in Sydney was another step up,” he says. “If the current trend continues, it’s going to get bigger and better each year. The quality of people coming through was also incredibly high. We didn’t just get the volume, more importantly, the quality of the people coming through was at the decision-making level.”

Networking & Awards

The 2018 ISSA Cleaning & Hygiene Expo presented unparalleled opportunities to network on the show floor as well as at special events where attendees could meet and enjoy drinks with peers and industry experts. The networking session on day one also featured the presentation of the 2018 INCLEAN Innovation awards. The award program received a record number of entries in four of its five categories—Equipment, Technology and Services, Cleaning Agents, Janitorial Items, and Cleaning and Dispensing. The show concluded on day two with a fun networking event hosted jointly by ISSA and SRCP.

About ISSA

With more than 9,200 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.

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Headquartered in Northbrook, IL, USA, the association has regional offices in Mainz, Germany; Botany, Australia; and Shanghai, China. For more information, visit www.issa.com, join the discussion with [ISSA's LinkedIn group, and](#) follow ISSA on our [Facebook page](#) and [Twitter account](#). For more information visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.

About Interpoint Events

Since its start in 2004, Interpoint Events has organized more than 120 events. The group oversees all aspects of event planning, including sales and sponsorships, marketing, operations, registration, catering, audio visual, speaker management—even post event evaluation. Interpoint takes a highly personalized approach to event and conference management, which ensures a high retention of delegates and sponsors.

Interpoint Events is part of The Intermedia Group, one of Australia's largest and most respected B2B publishing houses with more than 25 separate printed magazines and 30 digital publications. This allows Interpoint Events to have access to extensive databases and contact lists across many key industry sectors, including cleaning and hygiene, health care, accommodation and hospitality, government, retail, and many others.

For more information about the ISSA Cleaning & Hygiene Expo, contact Lauren Micallef at laurenm@issa.com.

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