



EDUCATION: November 16-19
EXPO HALL: November 17-19
MANDALAY BAY CONVENTION CENTER
LAS VEGAS, NV

2026

EXHIBITOR PROSPECTUS

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The Leading Cleaning Event

The ISSA Show North America is the can't miss event for the cleaning industry, bringing together professionals, innovators, and decision-makers from around the globe. Our event provides a platform to discover the latest products, technologies, and solutions shaping the future of cleaning, sanitation, and facility management. With an extensive lineup of educational sessions, networking events, and an expansive exhibit hall, ISSA Show North America is the ultimate destination for staying ahead in the industry.

For manufacturers, suppliers and technology providers, the ISSA Show North America connects you face-to-face with key buyers and influencers actively seeking the latest innovations. By exhibiting at the event, you can access thousands of professionals, including distributors, facility services providers, and building service contractors. It's the perfect opportunity to position your company as an industry leader, attract high-quality leads, gather valuable market insights and build relationships that drive long-term business growth.

With a highly targeted audience, ISSA Show North America provides an exceptional return on investment, offering connections and collaborations that are unmatched in the cleaning industry. Don't miss the chance to be part of the leading event for the cleaning industry for innovation and opportunity.

"Hands-down the best trade show in the world for the cleaning industry.."

- Adam Latham, VP of Growth Strategy
| Janitorial Manager

Who Exhibits

Top Reasons Exhibitors Participate



Quality & Quantity
of Attendees



Network with
Existing Clients



Generate
New Leads & Sales



Find New Distributor
and Reseller Partners



Build Brand
Awareness in
the Industry



Launch New
Innovations in
the Market

Exhibitor Product Categories

- Cleaning Agents
- Cleaning Service/ Contract Cleaning
- Dispensers/Dilution Control
- Equipment & Accessories
- Exterior Maintenance
- Facility Maintenance, Repair & Operations
- Floor & Carpet Care
- Food Service Disposables & Equipment
- Indoor Air Quality
- Infection Prevention & Control
- Laundry & Ware wash
- Odor Control Products
- Office Products & Supplies
- Packaging Supplies
- Paper Products
- Restoration & Remediation
- Restroom Care & Supplies
- Safety & Industrial Supplies
- Skin Care & Personal Hygiene
- Technology & Business Solutions
- Tools & Accessories
- Waste Management
- Robotics and Autonomous Machines

"Great cleaning event that most of people in this industry know that they can meet key vendors find good products here.."

- Anita Chen, Sales | Gausium

Over 584 exhibitors

Participate Each Year



Attendance Demographics

In-Person Event Attendance



11,300+
 Total
 Attendance



35%
 New
 Attendees



13%
 International
 Attendees



**Top 5 Countries
 Represented**
 Canada, Mexico,
 Japan, Brazil,
 China

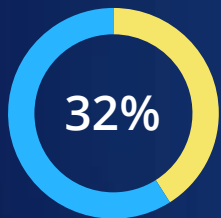


625+
 Exhibiting
 Companies

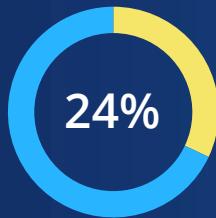
Top Business Types



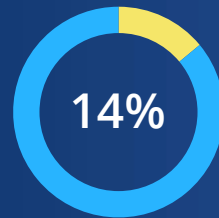
Distributors
 & Wholesalers



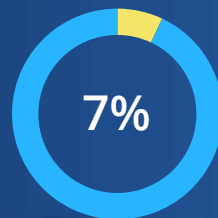
Building Service
 Contractors



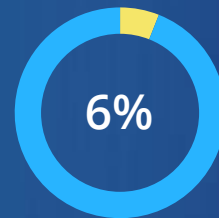
Facility Services
 Providers



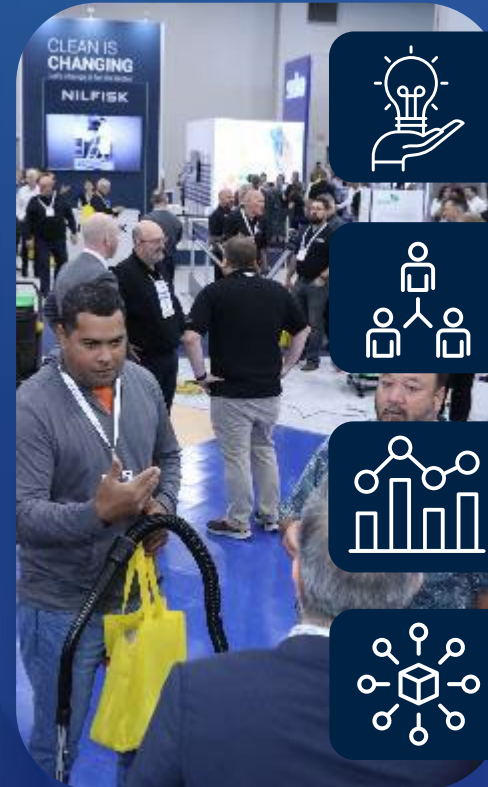
Manufacturer
 Representative



Associate
 Services



Top Reasons to Attend



Discover
 New Products
 & Innovations



Network with
 Peers and Industry
 Professionals



Stay Up to Date with
 Market Trends



Source
 New Suppliers

Attendee Buying Power

Meet face-to-face with the right buyers and decision-makers.

\$451.63 Billion Dollar Industry

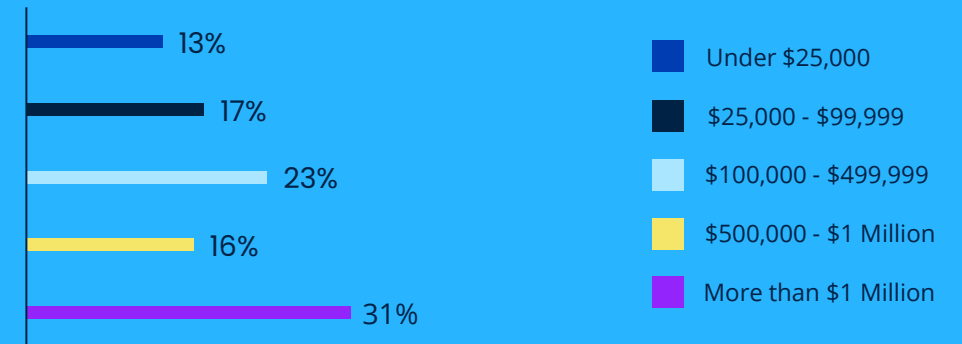
41% of attendees are under 45

78% of attendee has an annual sales volume over \$1 Million

"ISSA North America is a premium event that brings together several stakeholders in the sanitary and janitorial industry to showcase their technologies, display products, share ideas, learn best practices and have meaningful discussions. It provides a great platform for small technology businesses like mine to launch and highlight transformational solutions to buyers, end users, consultants and distributors all under one roof in a more affordable and environmentally sustainable."

- Prakash Naganath, CEO | Optisolve

Annual Cleaning Budget



83% of attendees make or influence buying decisions.

Building Service Contractors

86% of Building Service Contractor attendees make or influence buying decisions

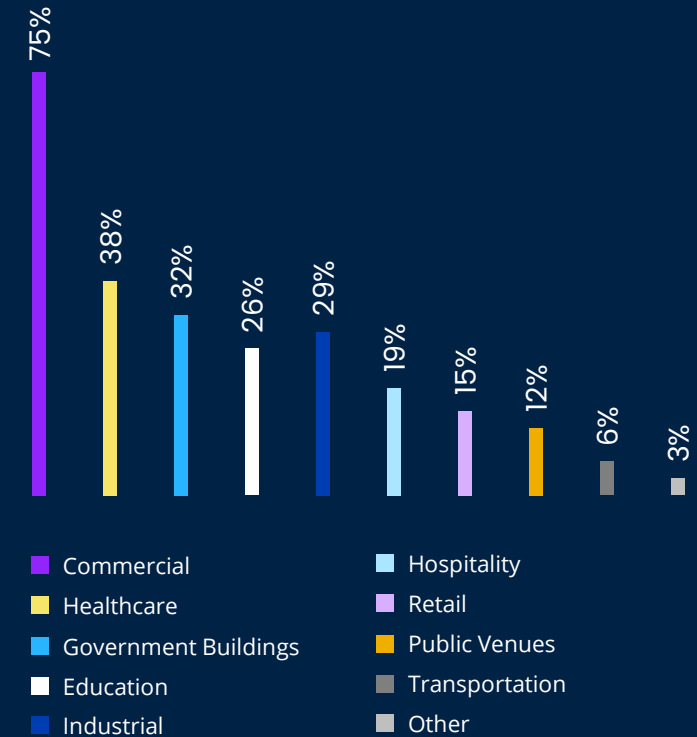
33% have an annual cleaning budget of over \$500,000

40% have an annual sales of \$10 million or more

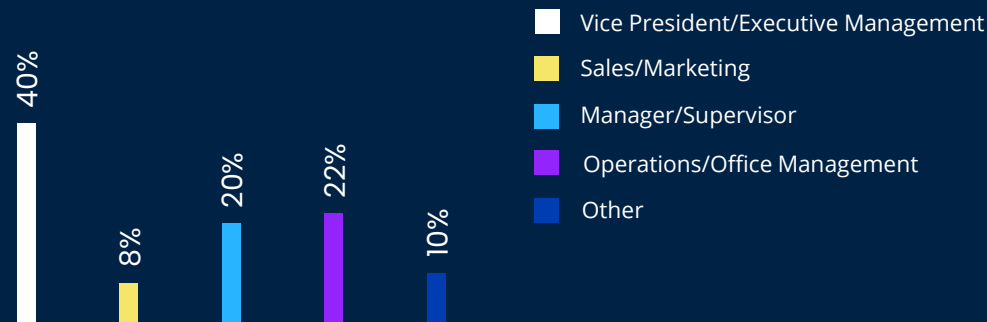
38% of Building Service Contractor attendees were new attendees



Primary Market Segments



Job Functions



Distributors

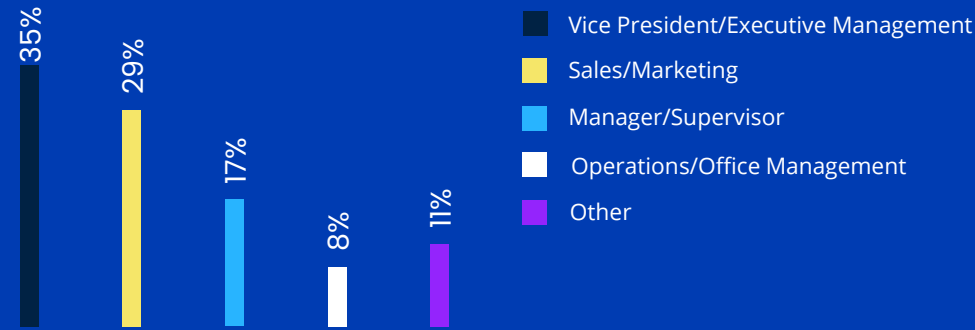
82% of Distributor attendees make or influence buying decisions

54% have an annual sales of \$10 million or more

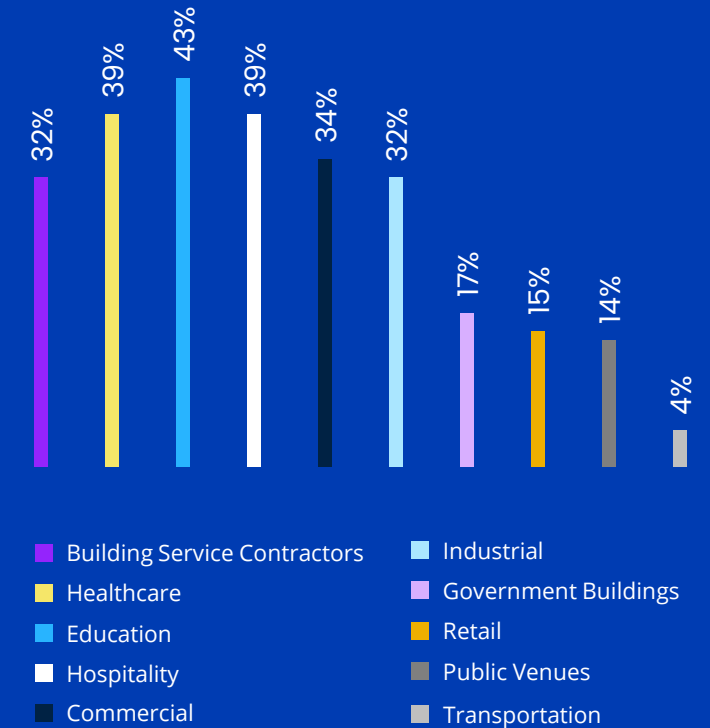
26% of Distributor attendees were new attendees



Job Functions



Primary Customer Types



Facility Services Providers

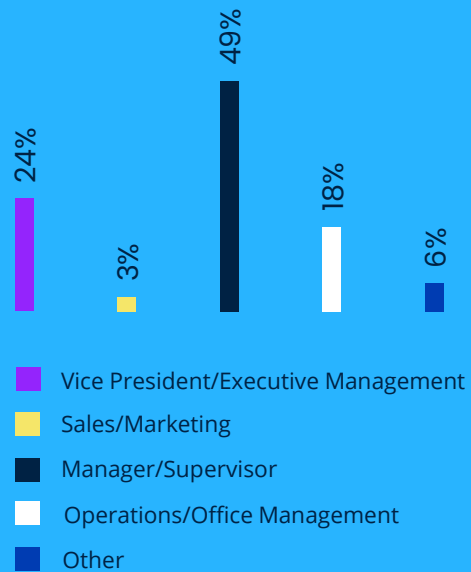
86% of Facility Services Providers attendees make or influence buying decisions

39% have an annual cleaning budget of over \$500,000

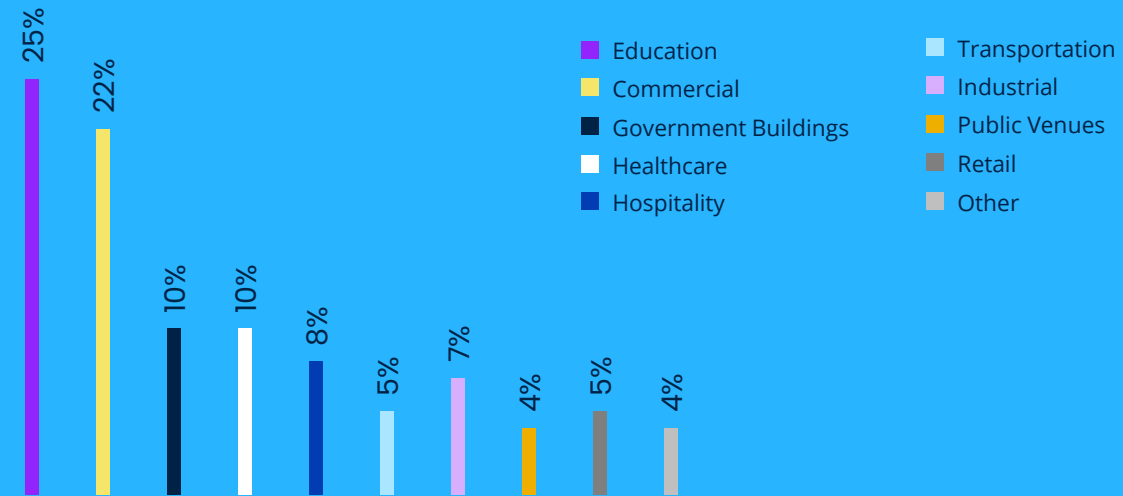
51% of Facility Services Providers attendees were new attendees



Job Functions



Facility Type



Audience Access

Audience Access

Exhibitors are able to utilize innovative new tools to reach new clients and create networking connections before, during and after the event. These are all included with every booth location.

- Networking Platform

- Find potential clients either through search or AI recommendations
- Communicate directly with audience members
- Setup meetings before or during the event

- Lead Insights - NEW

- Innovative tool to support audience outreach
- Track engagements and have leads scored automatically
- Real-time capabilities to connect with highly engaged attendees

Networking Engagement



1,910 Contacts Made



1,851 Messages Exchanged



4.6 out of 5 Average Contact Quality Reported



40% of the User Audience were Show App Users

Exhibitor Directory Listing Engagement

151,244 Total Profile Views

17,903 Total Profile Favorites

Upgraded Listings received
156% More Profile Views

Upgraded Listings received
156% More Profile Favorites

Lead Insights - NEW

Actionable Leads. Richer Insights.

Your custom Lead Insights platform offers a single, near real-time view of all your event and digital campaign leads and reporting in one place.

Understand who your leads are and how they have engaged with your content, enabling you to prioritize and target them with tailored follow up messaging faster and more effectively.

Lead Insights unlocks the full potential of your event and digital campaigns through near real-time, actionable insights that help you turn your leads into customers and maximize your return on investment.

Target the right leads, with the right message, at the right time.

Benefits

- **Lead Access:** Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems.
- **Lead Scoring:** Leads are ranked by the most frequent and meaningful engagement with your content, allowing you to save time, effort and budget by prioritizing the leads most likely to convert to customers.
- **Lead Profiles:** Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.
- **Lead Targeting:** Sophisticated customizable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.
- **Campaign Insights and Reporting:** Quickly visualize how your campaign is performing and whether you are attracting the right audience to analyze the success of different products and measure ROI.

Booth Rates and Booth Space Features

MEMBER	STANDARD RATE - 11/14/25 – 4/30/26	LIST RATE - 5/1/26 – 11/19/26
<400 sq. ft	\$44.79 / sq. ft	\$47.15 / sq. ft
401 – 1,600 sq. ft	\$42.11 / sq. ft	\$47.15 / sq. ft
1,601 + NSF	\$37.23 / sq. ft	\$39.19 / sq. ft

NON-MEMBER	STANDARD RATE - 11/14/25 – 4/30/26	LIST RATE - 5/1/26 – 11/19/26
<400 sq. ft	\$54.20 / sq. ft	\$55.00 / sq. ft
401 – 1,600 sq. ft	\$48.41 / sq. ft	\$50.96 / sq. ft
1,601 + NSF	\$42.79 / sq. ft	\$45.04 / sq. ft

Premium Fees

Corner Fee: \$500 per corner

Peninsula Fee: \$1,000 (two applicable corner fees)

Basic Listing Package: \$836 per application

Standard Booth Share Fee: \$995 per company

ISSA Member Value-Added Features

- 2 complimentary booth staff badges for ISSA Member tiers
- 5 complimentary booth staff badges for ISSA Industry Partner Members

Booth Space Features

- One booth staff badge per 100 sq. ft.*
- Listing in the Official Show Guide, digital directory on issashowplanner.com and mobile app
- 4' high sidewall drape
- 8' high backwall drape
- One 11"x17" company ID sign
- Customer Invite Program – discounted passes for customers and prospects
- Onsite scheduling tool
- Registered press list
- Press release template
- Online company listing
- Mobile app company listing

***Please note, the facility is not carpeted and show management requires flooring in all booths.*

[View the Floor Plan](#)

[Reserve Booth Space](#)

What Our Customers Have to Say



"ISSA Show North America delivers real value—not just in product discovery, but in strategic insight. It's where innovation meets execution. I came away with actionable ideas, strong vendor connections, and a clearer vision for aligning cleaning and facility investments with broader organizational goals. It's a must-attend for any leader serious about operational excellence and sustainability."

- Alejandro Cantu, Limpieza SOS Cleaning Supplies

"The ISSA show allows me to select what is relevant for me to be successful in my role, whether it is education to make me a better leader or product selection to improve my team's cleaning."

- Mark Heatley, Quality & Standards Manager | Aramark Healthcare+

"ISSA has been very beneficial to my business; the exposure to cleaning and building maintenance tools and equipment, cleaning products and solutions are very valuable for businesses in the cleaning and building maintenance industry."

- Dr. Thecla Lewis, Director of Operations and Human Capital | Lewis Industries Ltd.

Where Facility Innovation Meets Cleaning Excellence



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