Sponsor Prospectus

June 10 & 11, 2020
Metro Toronto Convention Centre
- North Hall
Toronto, Ontario

Be part of Canada’s leading trade show and conference for property, facility and operations managers, and facility service providers

IMPACT OF TECHNOLOGY ON BUILDING CLEANING & WELLNESS

Proudly owned and operated by:

ISSA
MediaEdge
IFMA
ISSA, the worldwide cleaning industry association, will once again bring its annual trade show and conference to the Metro Toronto Convention Centre, 255 Front St. W., in downtown Toronto, on June 10 and 11, 2020.

ISSA Show Canada is the result of a partnership between ISSA, the International Facility Management Association (IFMA) and MediaEdge’s Real Estate Management Industry (REMI) Network. The unique trade show and conference creates a platform for informed insight on best practices, industry certifications and training, and educational programming that touches upon relevant and emerging topics within the Canadian facility and cleaning markets.

In these times of emerging technologies, the 2020 show will explore the “Impact of Technology and its Effect on Building Cleaning and Wellness.”

Providing a first-hand look at the innovative technologies available in the industry, ISSA Show Canada is a forum for facility, property and operations managers, as well as environmental services executives and facility managers in the healthcare, education, government, hospitality and building service sectors to meet leading suppliers of cleaning products and services, keep up with industry trends and share experiences with industry peers to benefit their buildings, staff and tenants.

ISSA Show Canada is for professionals committed to ensuring facilities are kept clean, healthy, sustainable and operating smoothly by highly-educated and motivated cleaning professionals. Not only does ISSA Show Canada unite the industry and raise the bar to achieve healthier and sustainable buildings, the event promises property and cleaning professionals from across the country an opportunity to grow their skill-sets by attending a multitude of informative and relevant education sessions and certification workshops.

With over 9,300 members, ISSA is the world’s premier trade association for the cleaning industry. The association is committed to changing the way the world views cleaning by providing its members with the business tools, educational products and industry standards they need to promote cleaning as an investment in human health, the environment and an improved bottom line.
THE FOUR PILLARS OF THE SHOW

BUILDING OPERATIONS
CLEANING & MAINTENANCE
ENERGY EFFICIENCY & SUSTAINABILITY
NEW TECHNOLOGIES

WHO WILL ATTEND ISSA SHOW CANADA?

Key decision-makers involved in the commercial, retail, industrial, educational, healthcare, government, multi-unit residential and hospitality sectors. Attendees will include the following segments:

- Distributors
- Wholesalers
- Building Service Contractors
- In-House Service Providers
- Environmental Services Supervisors
- Infection Control Professionals
- Residential Cleaners
- Manufacturers’ Reps
- Real Estate Developers
- Real Estate Owners
- In-House Property/Facility Management Organizations
- Third-Party Property/Facility Management Organizations
- Property, Facility and Operations Managers
- Consultants
- Professional Service Providers
- Others Allied to the Industry

STRATEGIC MARKETING
The Secret to Increasing Your Show ROI

Our large database and targeted marketing and promotional programs will help you expose your organization and maximize your return on your show investment. The items below are available to all ISSA Show Canada exhibitors, allowing you connect before, at and after the show:

COMPLIMENTARY TRADE SHOW FLOOR PASSES – these customized promotional passes will be offered to your firm by show management and can be sent to your clients, allowing them access to the show on your behalf. This will also increase traffic to your booth space and allow you to pre-book meetings at the show.

POSTING OF SPONSORSHIP AND COMPANY DETAILS – on the show website, e-newsletters, social media channels, show guide and print media products.

BECOME A SHOW SPONSOR – take advantage of the impressive list of sponsorship packages and entitlements that will increase your profile and show your support of this leading industry event.

MARKETING PROGRAM DISCOUNTS – all ISSA Show Canada exhibitors and sponsors will receive discounts off the normal, posted rates for all REMI media products.

www.ISSAShowCanada.com
ISSA Show Canada will be marketed through the following media products:

- ISSA website views per month – 60,000 +
- ISSA e-Newsletter subscribers per release – 18,000+
- ISSA Social Media channels (Facebook, Twitter and LinkedIn) – 47,000+
- ISSA is comprised of the following brands:
  - IFMA membership – 24,000 members in 100+ countries
  - IFMA website sessions per month - 83,000
  - IFMA social media channels (Facebook, Twitter and LinkedIn) – 100,000+
  - IFMA components include 138 Chapters, 16 Councils and 6 Communities
- REMI Network – Total database of over 100,000+
- Website views per month – 60,000+
- E-newsletter subscribers per release – 30,000+
- Social Media channels (Facebook, Twitter and LinkedIn) – 20,000+
- The REMI Network is comprised of the following brands:
### 2020 ISSA Show Canada Schedule (Tentative)

**Tuesday, June 9: ISSA Workshop and Exhibitor Move-in Day**
- **9:00 a.m. - 5:00 p.m.** Industry Workshops
- **10:00 a.m. - 8:00 p.m.** Exhibitor Set-Up / Move-in, Show Registration Open
- **5:00 p.m. - onwards** Private Receptions, Meetings and Dinners

**Wednesday, June 10: Trade Floor, Education Sessions & Networking Events**
- **8:00 a.m. - onwards** Show Registration Open
- **10:00 a.m. - 4:00 p.m.** Trade Show Exhibits Open
- **10:30 a.m. - 11:30 a.m.** Education Sessions
- **11:45 a.m. - 1:45 p.m.** Lunch and Booth Visitation (Trade Show Floor - Food Pavilions)
- **Noon - 1:00 p.m.** Education Sessions
- **1:30 p.m. - 2:30 p.m.** Education Sessions
- **3:00 p.m. - 4:00 p.m.** Opening Networking Reception (Trade Show Floor)
- **4:00 p.m. - onwards** Private Receptions, Meetings, Dinners

**Thursday, June 11: Trade Floor, Education Sessions & Networking Events**
- **8:00 a.m. - onwards** Show Registration Open
- **10:00 a.m. - 3:00 p.m.** Trade Show Exhibits Open
- **10:30 a.m. - 11:30 a.m.** Education Sessions
- **11:45 a.m. - 1:45 p.m.** Lunch and Booth Visitation (Trade Show Floor - Food Pavilions)
- **Noon - 1:00 p.m.** Education Sessions
- **1:30 p.m. - 2:30 p.m.** Education Sessions
- **2:00 p.m. - 3:00 p.m.** Closing Networking Reception (Trade Show Floor)
- **3:00 p.m. - onwards** Private Receptions, Meetings, Dinners

For additional show details or to book your space, please contact:
Mike Nosko at mike@issa-canada.com or (905) 665-8001

www.ISSAShowCanada.com
June 10 & 11, 2020
Metro Toronto Convention Centre,
North Hall
Toronto, ON, Canada

Questions, Ready to Book?
Please contact your ISSA Show Canada exhibit team:

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Lanyard Sponsorship – Only One Sponsor Position Available:
$5,000 CAD/per (Member Rate) / $7,500 CAD/per (Non-Member Rate)

The Lanyard Sponsors receive the following benefits:

Show Lanyards:
- Company logo printed on all attendee lanyards which will be given to attendees at the main registration desk
- Only one lanyard sponsorship is available for an ISSA Show Canada sponsor and one is available for either a REMI Show or IFMA Global Canada Show sponsor

Show Guide:
- One complimentary, 1/2 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

Print & Digital Media:
- One company profile story in a pre-show ISSA Show Canada e-newsletter release
- Applicable to partake in specially-designed REMI media marketing packages

Other Sponsor Benefits:
- 250 additional lanyards will provided to the sponsor for their own use

- Company logo positioned on all pre-show attendee promotional materials (printed and digital)
- Company logo positioned on on-site signage under this sponsor heading
- Prominent sign indicating this sponsorship level for display at your exhibit space
- Verbal sponsor recognition on June 10 and 11 via the trade floor PA system and in all ISSA Show Canada education sessions
- Four complimentary full attendee registrations and tickets to all show social events
- Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Education Program Sponsorship – Only One Sponsor Position Available:
$4,000 CAD/per (Member Rate) / $6,000 CAD/per (Non-Member Rate)

The ISSA Show Canada Education Program Sponsor receives the following benefits:

Show Guide:
- One complimentary, 1/2 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

Print & Digital Media:
- One company profile story in a pre-show ISSA Show Canada e-newsletter release
- Applicable to partake in specially-designed REMI media marketing packages

Other Sponsor Benefits:
- Company logo positioned on all pre-show attendee promotional materials (printed and digital)

- Company logo positioned on on-site signage under this sponsor heading
- Company logo positioned on signage and on the rotating Power Point slides in each education session room
- Company logo positioned on the session room speaker podium
- Prominent sign indicating this sponsorship level for display at your exhibit space
- Verbal sponsor recognition on June 10 and 11 via the trade floor PA system and in all ISSA Show Canada education sessions
- Two complimentary full attendee registrations and tickets to all show social events
- Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021
The exclusive WiFi Sponsor receives the following benefits:

**WiFi Password:**
- Exclusive opportunity to customize the show WiFi password using your company name and/or product name
- Your sponsorship provides all show attendees with the opportunity to have WiFi access in all show areas – education session rooms, trade show floor, receptions and common areas

**Show Guide:**
- One complimentary, full page/four-colour company advertisement, positioned on the OBC (outside back cover)
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

**Print & Digital Media:**
- One company profile story in a pre-show ISSA Show Canada e-newsletter release
- Applicable to partake in specially-designed REMI media marketing packages

**Other Sponsor Benefits:**
- Company logo positioned on all pre-show attendee promotional materials (printed and digital)
- Company logo positioned on on-site signage under this sponsor heading
- Prominent sign indicating this sponsorship level for display at your exhibit space
- Verbal sponsor recognition on June 10 and 11 via the trade floor PA system and in all ISSA Show Canada education sessions
- Four complimentary full attendee registrations and tickets to all show social events
- Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

Delegate Bag Sponsorship - Only Three Sponsor Positions Available:
$2,500 CAD/per (Member Rate) / $4,000 CAD/per (Non-Member Rate)

The Delegate Bag Sponsors receive the following benefits:

**Delegate Bag:**
- Delegate bags will be given to show attendees at the main registration desk
- Company logo on the front of all delegate bags
- Company literature placed inside all delegate bags

**Show Guide:**
- One complimentary, 1/4 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

**Print & Digital Media:**
- Applicable to partake in specially-designed REMI media marketing packages

**Other Sponsor Benefits:**
- 100 extra delegate bags provided for your company use
- Company logo positioned on all pre-show attendee promotional materials (printed and digital)
- Company logo positioned on on-site signage under this sponsor heading
- Prominent sign indicating this sponsorship level for display at your exhibit space
- Two complimentary full attendee registrations and tickets to all show social events
- Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021
There are two attendee networking receptions planned for the 2020 ISSA Show Canada that will occur on the trade show floor as follows:

- 3:30 p.m. to 5:00 p.m. – Wednesday, June 10 (day one reception)
- 2:00 p.m. to 3:00 p.m. – Thursday, June 11 (day two closing reception)
- The format includes networking and beverages
- The beverage serving stations will be strategically positioned near the booths of each of the three reception sponsors for increased interaction and engagement

The Trade Floor Networking Reception Sponsors receive the following benefits:

**Show Guide:**
- One complimentary, 1/4 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

**Print & Digital Media:**
- Applicable to partake in specially-designed REMI media marketing packages

**Other Sponsor Benefits:**
- Verbal sponsor recognition during the two Receptions (over the main sound system)
- Beverage serving stations to be positioned near the sponsor’s booth space
- 25 extra drink tickets for each sponsor to provide to their clients and staff
- Company logo and sponsor recognition on signage and table tent cards that will be positioned at the beverage serving stations
- Opportunity for each of the three networking sponsors to provide a draw prize for each day’s reception that will be announced over the show sound system and handed out at each sponsor’s booth
- Company logo positioned on on-site signage under this sponsor heading
- Prominent sign indicating this sponsorship level for display at your exhibit space
- Two complimentary full attendee registrations and tickets to all show social events
- Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021
Coffee Break Sponsorship – Only Two Sponsor Positions Available:
$3,500 CAD/per (Member Rate) / $5,000 CAD/per (Non-Member Rate)

There are two coffee breaks planned for the 2020 ISSA Show Canada that will occur on the trade show floor as follows:
• 10 a.m. to 10:30 a.m. – Wednesday, June 10
• 10 a.m. to 10:30 a.m. – Thursday, June 11
• The format includes coffee, tea, water
• The beverage serving stations will be strategically positioned near the booths of each of the coffee break sponsors for increased interaction and engagement

The Coffee Break Sponsors receive the following benefits:

Show Guide:
• One complimentary, 1/4 page/four-colour company advertisement
• Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
• Company logo and sponsor recognition in exhibition floor plan spread
• Booth location reference and colour highlight on exhibition floor plan
• Enhancement of company’s alphabetical booth listing

Print & Digital Media:
• Applicable to partake in specially-designed REMI media marketing packages

Other Sponsor Benefits:
• Verbal sponsor recognition at the two coffee breaks (over the main sound system)
• Beverage serving stations to be positioned near the booth spaces of the sponsors
• Company logo and sponsor recognition on signage and table tent cards that will be positioned at the beverage serving stations
• Opportunity for each of the sponsors to provide a draw prize for each day’s coffee break that will be announced over the show sound system and handed out at each sponsor’s booth
• Company logo positioned on all pre-show attendee promotional materials (printed and digital)
• Company logo positioned on on-site signage under this sponsor heading
• Prominent sign indicating this sponsorship level for display at your exhibit space
• Two complimentary full attendee registrations and tickets to all show social events
• Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
• Permission to use this sponsor level reference in corporate marketing materials
• First right of refusal on this sponsorship for 2021

Water Station Sponsorship – Only Four Sponsor Positions Available:
$2,000 CAD/per (Member Rate) / $3,500 CAD/per (Non-Member Rate)

Four water stations will be set up on the trade show floor throughout the entire event. Each water station will be strategically positioned near the booth of each of the water station sponsors for increased interaction and engagement.

The Water Station Sponsors receive the following benefits:

Show Guide:
• One complimentary, 1/4 page/four-colour company advertisement
• Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
• Company logo and sponsor recognition in exhibition floor plan spread
• Booth location reference and colour highlight on exhibition floor plan
• Enhancement of company’s alphabetical booth listing

Print & Digital Media:
• Applicable to partake in specially-designed REMI media marketing packages

Other Sponsor Benefits:
• Verbal sponsor recognition over the main sound system on both June 10 and 11
• Water stations to be positioned near the booth spaces of the sponsors
• Company logo and sponsor recognition on signage and table tent cards that will be positioned at the water stations
• Opportunity for each of the sponsors to provide a draw prize for each day that will be announced over the show sound system and handed out at each sponsor’s booth
• Company logo positioned on all pre-show attendee promotional materials (printed and digital)
• Company logo positioned on on-site signage under this sponsor heading
• Prominent sign indicating this sponsorship level for display at your exhibit space
• Two complimentary full attendee registrations and tickets to all show social events
• Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
• Permission to use this sponsor level reference in corporate marketing materials
• First right of refusal on this sponsorship for 2021
Hand Sanitizer Station Sponsorship – Only Two Sponsor Positions Available:
$2,500 CAD/per (Member Rate) / $4,000 CAD/per (Non-Member Rate)

A minimum of six, total hand sanitizer stations will be set up throughout the entire ISSA Show Canada. The sanitizer stations will be strategically positioned at areas such as; the sponsor’s booths, show registration area, trade floor entrance, meal and break areas, main floor isles, etc.

The Hand Sanitizer Station Sponsors receive the following benefits:

Show Guide:
- One complimentary, 1/4 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

Print & Digital Media:
- Applicable to partake in specially-designed REMI media marketing packages

Other Sponsor Benefits:
- Verbal sponsor recognition over the main sound system
- Sanitizer stations to be positioned near the booth spaces of the sponsors and in other areas throughout the show
- Company logo and sponsor recognition on signage that will be positioned at the sanitizer stations
- Opportunity for each of the sponsors to provide a draw prize for each day that will be announced over the show sound system and handed out at each sponsor’s booth
- Company logo positioned on all pre-show attendee promotional materials (printed and digital)
- Company logo positioned on on-site signage under this sponsor heading
- Prominent sign indicating this sponsorship level for display at your exhibit space
- One complimentary full attendee registrations and tickets to all show social events
- Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021
The Trade Show Lunch Sponsors receive the following benefits:

**Co-Lunch Sponsor position:**
- We will be offering two lunches – one on Wednesday, June 10 and one on Thursday, June 11 – from 11:45 a.m. to 1:45 p.m.
- One food and seating area will be sponsored by an ISSA Show Canada sponsor and one for either a REMI Show or IFMA Global Canada show sponsor
- Company logo on lunch tickets
- Name of the company can be name of each Food Pavilion (or a name they choose) will be determined by both parties
- The food pavilion areas will provide seating for lunch and also throughout the day for attendees to conduct on-site meetings and to relax
- The pavilion will be branded with your company logo on signage and via table tent cards and your company literature positioned on each table. The literature placed on each table can announce your new offerings, programs, case studies, etc.
- For reasons of sustainability, there will be NO water bottles at the ISSA Show Canada. Instead, we have water stations and biodegradable cups

**Show Guide:**
- One complimentary, 1/2 page/four-colour company advertisement
- Company logo placed on a sponsor recognition advertisement (under this sponsor category heading)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

**Trade Show Floor Lunch Sponsorship – Only One Sponsor Positions Available:**

- $5,000 CAD/per (Member Rate) / $7,500 CAD/per (Non-Member Rate)
- Company logo and sponsor recognition in exhibition floor plan spread
- Booth location reference and colour highlight on exhibition floor plan
- Enhancement of company’s alphabetical booth listing

**Print & Digital Media:**
- One company profile story in a pre-show ISSA Show Canada e-newsletter release
- Applicable to partake in specially-designed REMI media marketing packages

**Other Sponsor Benefits:**
- Verbal sponsor recognition on June 10 and 11 via the trade floor PA system during the lunches
- Company logo positioned on all pre-show attendee promotional materials (printed and digital)
- Company logo positioned on on-site signage under this sponsor heading
- Prominent sign indicating this sponsorship level for display at your exhibit space
- Six complimentary full attendee registrations and tickets to all show social events
- Five complimentary booth staff registrations will also be made available for staff working the booth space during the show (for each 10’ x 10’ booth)
- Permission to use this sponsor level reference in corporate marketing materials
- First right of refusal on this sponsorship for 2021

For more information, contact:

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