

Exhibitor Prospectus

# ISSA SHOW

CANADA 2020

**September 2 & 3, 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:



MediaEdge



# INNOVATION ON DISPLAY



# ISSA SHOW CANADA 2020

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 September 2 and 3, 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**



## 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 YOUR BOOTH SPACE 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.



## 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**
- **Building Service and Maintenance Professionals**
- **Consultants**
- **Professional Service Providers**
- **Others Allied to the Industry**



## SHOW FEATURES

- ✓ Two-day trade show floor
- ✓ Extensive education program (in specified session rooms)
- ✓ High profile keynote session
- ✓ Industry awards program
- ✓ Multiple networking opportunities
- ✓ Lunches, coffee breaks and receptions (trade show floor)
- ✓ Opening and closing reception (trade show floor)

**Make sure your company and products are in front of an eager audience of prospective buyers. A booth at ISSA Show Canada will enable you to:**

- ✓ Showcase your products and services in front of thousands of customers and prospects
- ✓ Develop strong and profitable relationships with senior decision makers who have buying power
- ✓ Engage a wide range of professionals involved in the Canadian Real Estate and Building Maintenance industries
- ✓ Increase brand awareness
- ✓ Launch or introduce new products and services
- ✓ Take on-site orders
- ✓ Meet new supplier partners
- ✓ See what your competition is currently offering and keep them in your rear view mirror – Your competition will be present, make sure the show sales leads don't go their way
- ✓ Through a very robust Show Education Program with top notch presenters, you will hear about current trends, new technologies, and other important issues that affect your client's day-to-day building operations

# ISSA SHOW

## CANADA 2020

### 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:



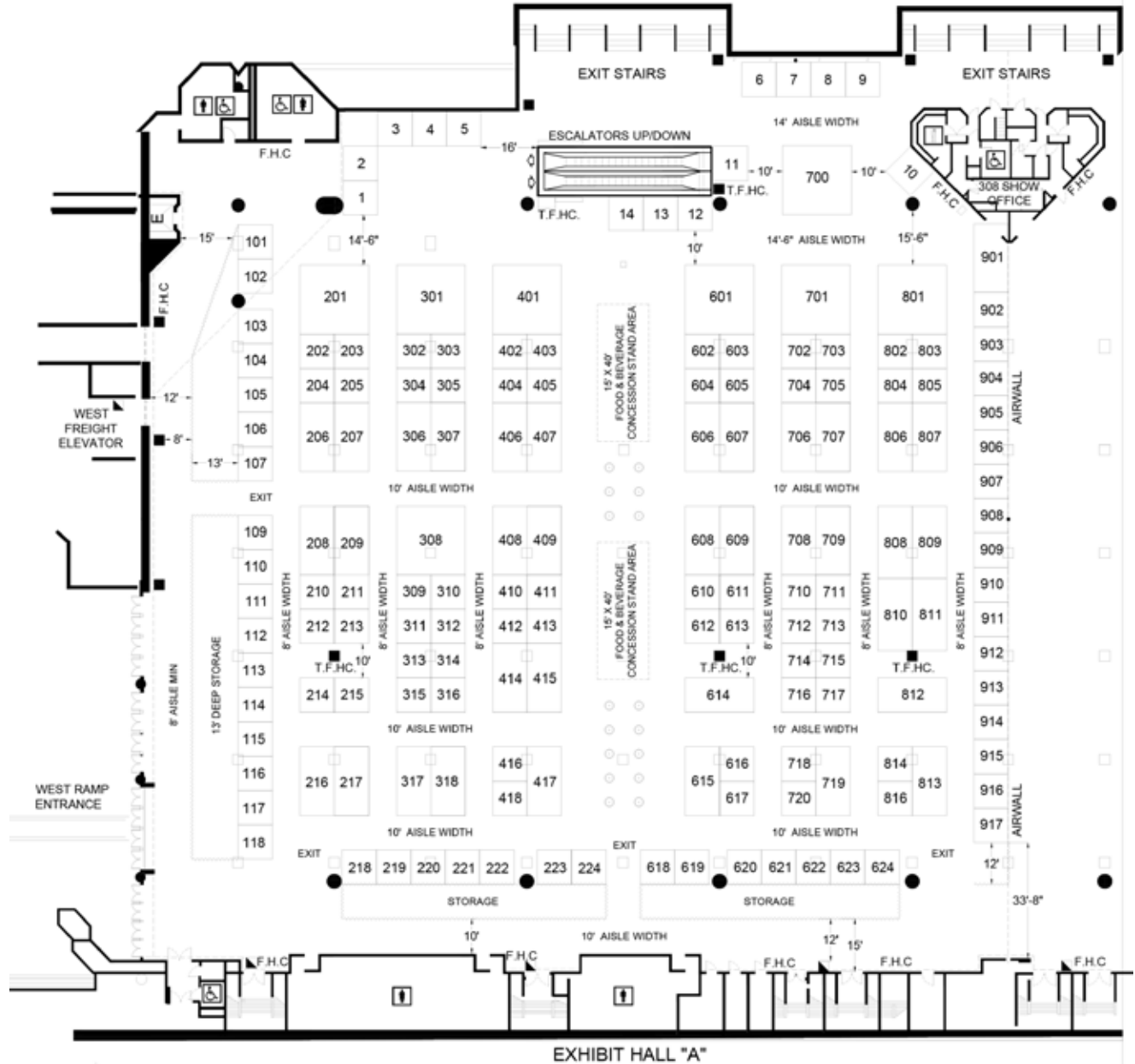


# ISSA SHOW

## CANADA 2020

### 2020 ISSA Show Canada Schedule (Tentative)

Tuesday, September 1: ISSA Workshop and Exhibitor Move-in Day	
9:00 a.m. - 5:00 p.m.	Cleaning Industry Management Standard (CIMS) I.C.E. Certification Workshop
10:00 a.m. - 3:00 p.m.	Global Biorisk Advisory Council (GBAC) Bio-Remediation & Response Training
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, September 2: 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
10:00 a.m. - 11:00 a.m.	ISSA BSC Council Panel Discussion - Overcoming the Painpoints of the Building Service Contactor
11:30 a.m. - 12:30 p.m.	How Automation and Smart Technology are Changing the Way Buildings are Cleaned (Speaker: Jon Hill, LaserClean)
11:45 a.m. - 1:45 p.m.	Lunch and Booth Visitation (Trade Show Floor - Food Pavilions)
1:00 p.m. - 2:00 p.m.	(TIPS Master Class) Understanding the Crucial Links Between IAQ & Environmental Surfaces ( <i>Dr. Syed Sattar and Dr. Bahram Zargar, CREM CO Labs</i> )
2:30 p.m. - 3:30 p.m.	Safer, More Sustainable Solutions: Simply the Right Thing to do for Everyone of Us ( <i>Jim Flieler, VP Sales Canada, Charlotte Products Ltd.</i> )
4:00 p.m. - 5:00 p.m.	Opening Networking Reception (Trade Show Floor)
5:00 p.m. - onwards	Private Receptions, Meetings, Dinners
Thursday, September 3: 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
10:00 a.m. - 11:00 a.m.	How to Build a Million Dollar Maid Service ( <i>Debbie Sardone, America's Top Cleaning Business Consultant</i> )
11:15 a.m. - 12:15 p.m.	Implementation of the New CSA Cleaning and Disinfection Standard ( <i>Richard Dixon, chair of the CSA Cleaning &amp; Disinfection Committee</i> )
11:45 a.m. - 1:45 p.m.	Lunch and Booth Visitation (Trade Show Floor - Food Pavilions)
12:30 p.m. - 1:30 p.m.	(TIPS Master Class) Developing Effective, Verifiable and Defendable Water Management Plans Across All Facilities ( <i>Chris Boyd, NSF International</i> )
2:00 p.m. - 3:00 p.m.	Closing Networking Reception (Trade Show Floor)
3:00 p.m. - onwards	Private Receptions, Meetings, Dinners
<p><b>For additional show details or to book your space, please contact:</b>  <b>Mike Nosko at <a href="mailto:mike@issa-canada.com">mike@issa-canada.com</a> or (905) 665-8001</b></p>	



## Questions, Ready to Book?

Please contact your ISSA Show Canada exhibit team:

**Mike Nosko**

Executive Director

Email: [mike@issa-canada.com](mailto:mike@issa-canada.com)

Office: (905) 665-8001

Cell: (416) 704-8569

**Tracy MacDonald**

Canadian Operations Manager

Email: [tracy@issa-canada.com](mailto:tracy@issa-canada.com)

Office: (905) 665-8001

Toll Free: (866) 684-8273

**September 2 & 3, 2020**Metro Toronto Convention Centre,  
Toronto, Ontario, Canada**For Office Use**

Booth(s) Assigned: \_\_\_\_\_

Square Ft: \_\_\_\_\_

Booth Cost: \$ \_\_\_\_\_

HST (13%): \$ \_\_\_\_\_

Total (Cdn): \$ \_\_\_\_\_

*This Agreement for exhibit space at the event ("Show") is made between ISSA Show Canada ("Show Management") and the company listed below ("Exhibitor"):*

Exhibiting Company Name (EXACTLY AS IT IS TO APPEAR IN SHOW GUIDE & WEBSITE LISTINGS):  
\_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ Province / State \_\_\_\_\_ Postal / Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

Key Contact \_\_\_\_\_ Direct Phone \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_ Cell \_\_\_\_\_

Booth Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ Booth Size \_\_\_\_\_

**PAYMENT INFORMATION**

- 
- Cheque
- 
- Credit Card
- 
- 
- VISA
- 
- MASTERCARD
- 
- AMERICAN EXPRESS

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Amount (CDN) \$ \_\_\_\_\_

Signature \_\_\_\_\_

**EXHIBIT DESIGN GUIDELINES:**

In order to maintain a high quality appearance, all exhibits must feature backwalls of a "hardwall" or "pop-up" nature. Curtains will only exist for masking purposes. Hanging banners from the curtains or otherwise relying on the drape for your backdrop is prohibited. Your backwall and its contents must not exceed 8ft. Sidewalls may be up to 8 ft., but only if located 3 ft. from the backwall - after which they must taper or drop to 3 ft. Do not obstruct your neighbours! Please note that there is an 8ft. height limitation on the display and equipment for all single and double in-line booths, unless authorized prior to the show by show management. Display rules for multiple and perimeter booths will be included in the Exhibitor Service Manual.

**I accept the terms and conditions herein and acknowledge that this shall become a binding contract upon acceptance and co-signature by MediaEdge Communications Inc. :**

Authorized Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Company Name \_\_\_\_\_

Date \_\_\_\_\_

**Accepted by MediaEdge Communications Inc. on behalf of REMI Show:** \_\_\_\_\_

Date: \_\_\_\_\_

**SEND CHEQUES PAYABLE TO:**ISSA Show Canada  
c/o MediaEdge Communications Inc.  
2001 Sheppard Ave. E. Suite 500, Toronto, ON M2J 4Z8  
Phone: 416-512-8186 Fax: 416-512-8344**EXHIBIT SPACE RATES**

(PER 10' X 10' BOOTH IN CDN. DOLLARS PLUS TAX):

	Member Rate*	Non-Member Rate
1 booth	\$2,350	\$2,950
2-4 booths	\$2,250/booth	\$2,850/booth
5-9 booths	\$2,150/booth	\$2,750/booth
10+ booths	\$2,050/booth	\$2,650 / booth

**PAYMENT SCHEDULE**50% due with this Contract  
Balance of 50% due by July 31, 2020**TERMS AND CONDITIONS:**

Should the exhibitor cancel or otherwise breach the terms of this agreement, all payments received by show management are non-refundable and the total space fees remain due in full. The exhibitor accepts and will comply with the rules and regulations in this agreement and in the exhibitor service manual. Show management reserves the right to relocate the assigned exhibitor booth(s) to an alternate space or to relocate the show to an alternate location. Such relocations shall not relieve the exhibitor of their obligations. If the 2020 show is cancelled and rescheduled to a 2021 date, the exhibitor will be required to pay a 50% deposit equal to their total booth costs to hold their 2021 booth space following the payment schedule in this agreement. The 50% deposit payment will secure the exhibitor's booth space and will be applied in full to the 2021 Show. The remaining 50% balance is due within 120 days of the new show date in 2021. If an exhibitor has paid 100% of their total booth fees prior to the show moving to a new date in 2021, those fees will be applied in full to the new show date in 2021 with no further payments required. The exhibitor also has the option to receive a refund on any monies paid over the 50% deposit fee amount, but the 50% deposit will still be retained to hold the space for 2021. The exhibitor agrees to carry a minimum of \$2,000,000 commercial general liability insurance, naming the ISSA Show Canada and the Metro Toronto Convention Centre (MTCC) as additional insureds for the duration of the show from move-in through move-out. The exhibitor agrees to conduct all business at the show in accordance with the Occupational Health and Safety Act as outlined by the appropriate Provincial Ministry of Labour.

**Questions? Please contact Mike Nosko at  
(905) 665-8801, toll free (866) 684-8273 or mike@issa-canada.com**