

# CleanBuildings<sup>SM</sup>

## E X P O

A Unique Trade Show & Conference  
for the Commercial Cleaning Industry

March 17-18, 2020 at the Baltimore Convention Center



## SPONSORSHIP & ADVERTISING OPPORTUNITIES

Co-owned and organized by ISSA and CleanLink

Make a **strong impact** and  
STAND OUT from your competition.

# CleanBuildings<sup>SM</sup>

## E X P O

### SPONSORSHIP BENEFITS

**All Clean Buildings Expo sponsors receive the following benefits:**

**Featured Logo Placement:**

- » Clean Buildings Expo event website
- » Clean Buildings Expo event directory “Sponsors” section
- » Clean Buildings Expo event promotional materials
- » Sponsorship acknowledgement on signage at the event

**Additionally:**

- » One piece of collateral material to be posted in the virtual tote bag on [www.cleanbuildingsexpo.com](http://www.cleanbuildingsexpo.com)
- » Right of first refusal for the following year’s event.
- » Detailed sponsor exposure report post-event.

# CleanBuildings<sup>SM</sup> E X P O

## 2020 PROMOTIONAL PACKAGES

### 2020 Promotional Packages

Let us help you STAND OUT from your competition. Leveraging an affordable mix of sponsorships and integrated advertising will drive the right buyers to you! Elevate your brand presence at the event and gain recognition in one of the following sponsor levels:

\***Silver Level:** .....\$3,000 - \$4,999 Investment

\***Gold Level:** .....\$5,000 - \$9,999 Investment

\***Platinum Level:** .....\$10,000+ Investment

\* Total company spend in advertising and sponsorship products listed

## NEW SPONSORSHIPS

### Cash Prize Drawing

The ultimate visibility and exhibit-space traffic builder.

Add excitement and traffic to your exhibit space with this opportunity! Each attendee will receive an Enter-to-Win form, which they will drop off at the ballot box in your exhibit space. The cash prize will be awarded to a qualified attendee each day of the event. You also can have a company representative at the Main Stage to welcome attendees to the drawing, draw the winner, and present the prize.

**Investment:** .....\$5,000 exclusive (\$2,500 co-sponsor)

### Restroom Branding Opportunities

Contact your ISSA Sales Representative to learn about ways to promote your brand or place your product in the restrooms on the event floor.

**Investment:** ..... Contact ISSA Sales representative

### Buyer's Preview Mailer

The Buyer's Preview Mailer provides the opportunity to reach attendees before the event and generate interest. This mailer will be sent to all registered attendees prior to the event. Participating exhibitors will be featured on professionally produced 5" x 7" jumbo cards. Promote your company, show specials, website, and/or new products while generating product interest and increased booth traffic.

**Investment:** ..... Contact ISSA Sales representative

### Tote Bag Insert

Place one piece of your company's marketing collateral in all CBE attendee tote bags. The item must be approved by event management, and the sponsoring company must supply the insert and ship to the event venue directly.

**Investment:** .....\$1,500 per sponsor

# CleanBuildings<sup>SM</sup> E X P O

## 2020 PROMOTIONAL PACKAGES

### Networking Party - 1 Available

Align yourself with the NFMT and Cleaning Buildings Expo big kickoff celebration and be seen by hundreds of attendees networking and enjoying food, drinks and entertainment. This sponsorship includes:

- Introduction of sponsor by ISSA or Trade Press Media Group representative
- Large, visible signs will be positioned at your exhibit space, the food court area, conference walkways, and in the Expo Hall on Tuesday inviting attendees to the party
- Networking Party invitations to be distributed at registration, displaying your logo as sponsor
- Placard in your exhibit space acknowledging your company as a sponsor of the Networking Party

**Investment:** ..... \$16,000

### Tote Bags — Exclusive

Distributed to attendees as they arrive at Clean Buildings Expo, each bag contains the official event directory, lunch coupons, and other registration materials. Attendees receive their bag when they check-in at registration or at the badge pickup counters. Your company logo will be featured on the outside of the bag with the official event logo.

**Investment:** ..... \$7,000 Exclusivity (\$4,500 co-sponsor)

### Education Sponsor - 3 Available

Sponsor two days of education sessions offered at the Clean Buildings Expo. Sponsor may introduce speaker and your company logo will be placed on signage outside the education session rooms.

**Investment:** ..... \$3,000

### Registration Sponsor - 4 Available

Your company logo is featured on top of the attendee registration confirmation emails sent two times pre-event, once when they register, and once right before the event. Includes your company logo, a link to your website, a short tagline and exhibit space number. Additionally, your company logo will be featured in the registration area onsite at Cleaning Buildings Expo.

**Investment:** ..... \$3,000

### Badge Holders — Exclusive

This is your opportunity to have thousands of walking billboards in the Expo Hall. The attendee badge holders will feature your company logo, making sure your brand is in front of everyone during the event as all attendees will have the badge holder around their neck.

**Investment:** ..... \$5,000

### Lunch Coupons

Attendees find their lunch coupons in their tote bags. Each coupon features your logo. Additionally, plexiglas holders are placed on lunch tables displaying your logo. To make sure attendees stop and take a lunch break, 22" x 28" signs are on display near the concession area that also display your logo.

**Investment:** ..... \$2,000

### Aisle Banner

Prominently displayed aisle banners create an exciting visual marker for attendees as they navigate the Expo Hall floor. Increase your visibility, have your logo, and exhibit space number above the Expo Hall for all attendees to see.

**Investment:** ..... \$1,500

# CleanBuildings<sup>SM</sup> E X P O

## ADDITIONAL MARKETING OPPORTUNITIES

### Event Directory Advertising\*

Full page .....	\$1,595
Half page .....	\$1,275
Premium Full page .....	\$1,850
Back Cover Full page.....	\$2,025
2-page spread .....	\$2,950
Upgraded Company Listing .....	\$350

\* All ads 4-color

### Event Daily e-Newsletter

(available on first come, first served basis) ..... \$3,500 each

Reach pre-registered industry pros as they begin and plan their day at the Clean Buildings Expo. Include your messaging alongside the latest news, insight and happenings going on at CBE 2019 in Baltimore, MD.

Sold by the day, Monday, Tuesday & Wednesday the week of the CBE show.

### Product Showcase Display

\$795 per panel – 4 locations

\$2,800 for all 4 panels

**Call 800-225-4772**

## Contact Your Show Sales Exhibit Team!

**Iris Weinstein**  
Director of Strategic Partnerships  
& Trade Show Sales  
iris@issa.com

**Micah Ogburn**  
Director of Media  
& Trade Show Sales  
micah@issa.com

**Abby Ingraham**  
Sales Account  
Executive  
abby@issa.com