

## ISSA SHOW NORTH AMERICA GOES VIRTUAL

### VIRTUAL EXPERIENCE ANNOUNCED

IRVING, TX, AUGUST 14, 2020 – [ISSA Show North America](#) announced today the show will move to a **fully virtual event over the same dates, November 16 - 19, 2020**. ISSA Show North America will remain the primary event to network, learn best practices, and discover new products and solutions for the commercial, institutional, and residential cleaning industry. The transition of ISSA Show North America to a virtual event will offer exceptional content, the ability to source new products, learn, share ideas, and network in a convenient online setting.

“Our mission statement doesn’t change as we connect as a united industry this November. Every opportunity is still in front of us; it will just look and feel a little different. As we drew closer to the show dates it became clear a virtual event was our path forward.” said Lindsay Roberts, Group Director, ISSA Show North America. “We’ve all had to adapt this year, and the ISSA Show is no exception. This industry is resilient and positive. I believe we’ll take full advantage of the new opportunities that lay in front of us this year. We’re excited to build something effective and engaging for the industry we serve.”

#### ***Even More Value in Registration***

[Registration is open for the ISSA Show North America Virtual Experience](#). All registrants have *even more* options this year to make the most out of investing in world-class education, certifications and networking events.

The Virtual Experience features a mix of live and on-demand content available to all registrants **through March 31, 2021** making it easier than ever for industry professionals to participate from wherever and at their own pace.

Education programs and networking opportunities will offer insights on the challenges the industry has faced challenges, lessons learned, and how the industry and the world will look moving forward.

Not only has **Early Bird Pricing been extended through September 30**, the new Virtual Experience will offer:

- **Virtual Exhibit Directory** showcasing industry leading companies and their new product innovation solutions for attendees.
- **Virtual Product Showcases and a New Product Gallery** allowing attendees to discover new products and technologies based on company needs.
- **A robust conference program** bringing together the best forward-thinking minds in the industry, including accomplished industry professionals who will share their insights on the current state of the industry, emerging technologies, economic trends, issues facing the industry, future growth, and more.
- **Engaging networking events** that spark connections with colleagues via Live Online Chats, Webinars, and more.

“Although many things have been disrupted this year, the need for top-notch cleaning education and products never stops. We are proud to offer the cleaning community a comprehensive education conference and product gallery. The

show's cutting-edge platform will deliver the much-needed content directly to the industry professionals wherever they are located," said Amie Gonzalez, Show Director for ISSA Show North America. "This is not going to be your everyday virtual meeting. For the first time ever, attendees will get access to every piece of content we deliver, on-demand."

### **An Easier Registration Process**

ISSA Show North America Virtual Experience registration passes are [now available](#) in registration. To make things easier and more convenient, all virtual and in-person passes are the same price and can be used interchangeably. Anyone who registered for the in-person event now has access to the virtual event.

**Starting August 17**, all packages and pricing will shift to a simpler layout. Expo Only Virtual Passes are **FREE** to all ISSA members and non-members. The Expo Only Virtual Pass will feature the virtual trade show and several education sessions typically delivered on the show floor.

To gain **All-Access to the Virtual Experience**, registrants can upgrade to the All-Access Pass for \$99 as an ISSA member and \$199 as a non-member.

All-Access Pass registrants have access to all education sessions, networking events and spotlight speakers **LIVE and On-demand - through March 31, 2021!**

For further information on how to register, pricing, and packages visit [issashow.com/register](https://issashow.com/register).

### **More Opportunities & Exposure for Participating Companies**

ISSA Show North America has announced new digital exhibit and sponsorship opportunities for companies eager to participate in the Virtual Experience. For further information on exhibits and sponsorships visit [issashow.com/exhibit](https://issashow.com/exhibit).

The ISSA Show North America website, [www.issashow.com](https://www.issashow.com), will continue to have the latest information about the *new* Virtual Experience event.

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### **About ISSA Show North America - Virtual Experience**

The [ISSA Show North America](#) exhibition and conference brings together executives and leaders from all segments of the commercial and residential cleaning industries. This annual event is produced in partnership by Informa Markets and ISSA, the worldwide cleaning industry association, and is the leading platform for manufacturers, distributors, and facility service providers to connect, do business, and share information. In addition to an extensive exhibitors and products, the show offers a robust education program where attendees learn the latest trends from industry experts, discuss best practices with peers, and earn technical training and professional certification. For 2020, the show will be hosted virtually. For more information, visit [issashow.com](https://issashow.com).

### **About ISSA, the Worldwide Cleaning Industry Association**

With more than 9,300 members—including distributors, manufacturers, manufacturer representatives, wholesalers, building service contractors, in-house service providers, residential cleaners, and associated service members—ISSA is the world's leading 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 they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. Headquartered in Northbrook, IL, USA, the association

has regional offices in Mainz, Germany; Whitby, Canada; Parramatta, Australia; Seoul, South Korea; and Shanghai, China. For more information, visit [www.issa.com](http://www.issa.com), join the discussion with ISSA's [LinkedIn group](#), follow ISSA on our [Facebook page](#) and [Twitter account](#), or call 800-225-4772 (North America) or 847-982-0800.

## **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including *Pharmaceuticals*, *Food*, *Medical Technology* and *Infrastructure*. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).