



# EXHIBITOR SERVICE MANUAL

October 20-23 (Exhibits 21-23) | Las Vegas, NV  
Las Vegas Convention Center

Dear Valued Exhibitor,

Thank you for exhibiting at ISSA/INTERCLEAN® North America, and welcome to Las Vegas! The 2015 Exhibitor Service Manual is available in PDF and electronic formats. All GES products and services can be ordered online to ensure an immediate confirmation. Please note that all utilities will be ordered through the appropriate Las Vegas Convention Center forms enclosed.

**Show Hours & Schedule:** The ISSA/INTERCLEAN show floor will be open Wednesday-Friday. The trade show hours begin at 9:00am each day. Please be sure to plan your evening events accordingly.

## Highlighted programs and services for 2015:

- **NEW Show Floor Happy Hour** – Thursday October 22, 2015 4:00-5:00pm Network with peers, find new solutions, and enter to win premium prizes during the Show Floor Happy Hour. Participating in the raffle is easy and fun! Just visit participating exhibitors, who will be offering hospitality in their booth space, and pick up raffle tickets.
- **NEW GES APP** – GES now offers the Espresso Mobile APP for ordering last minute items like chairs, tables, and carpet. You can also use the app to submit a service request, view your booth's order history and access show information.
- **Friday Finale** Friday is jam packed with a full day schedule. Don't miss the ISSA Excellence Award Ceremony featuring "Shark Tank's" Kevin O'Leary, beginning at 1:00pm. Invite your customers to attend! Check out the ISSA Excellent Idea Contest with our excellent idea guru, Kevin O'Leary.
- **Three Keynote Speakers**– The week is packed with a punch with three keynote speakers located on the trade show floor to increase show floor traffic to your booth. View speaker details at [www.issa.com/keynote](http://www.issa.com/keynote).
- **Earn Points**– Book inside the official housing block, and earn 1 priority point, good towards your total booth points for the 2016 booth drawing – plus get a free bus pass to the convention center by booking in the onPeak hotel block. Deadline to receive your point is August 14<sup>th</sup>. View additional hotel details at [www.issa.com/hotels](http://www.issa.com/hotels)
- **Co-location Partners:** ISSA/INTERCLEAN welcomes four co-locating partners in 2015; the [Cleaning Equipment Trade Association](#), [Building Service Contractors Association International](#), the [International Executive Housekeepers Association](#), and the [Association of Residential Cleaning Services International](#).

IMPORTANT: Don't forget to customize your Digital Listing, as the information is used in the online exhibitor list, the Official Convention Program & Exhibit Directory, and the mobile app, all of which add value to your ISSA/INTERCLEAN® experience. Learn how at [www.issa.com/digitallisting](http://www.issa.com/digitallisting).

Ask your sales representative [Iris Weinstein](#) or [Mikel Gabrielson](#) about the many branding opportunities available, and have one customized just for you!

On behalf of the ISSA Board and staff, we look forward to seeing you in October!

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Althoff". The signature is stylized with a large, looped "K" and a cursive "Althoff".

Kim Althoff  
Director of Conventions & Meetings