



EXHIBITOR SERVICE MANUAL

November 18-21 | 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 2013 Exhibitor Service Manual is available via GES's Espresso website. All GES products and services can be ordered online to ensure an immediate confirmation. You are able to make edits to existing orders and download the complete manual to keep on file.

IMPORTANT [Extended Hours & New Schedule](#): The ISSA/INTERCLEAN show floor will be open Tuesday-Thursday with extended hours due to attendee demand for increased face-to-face time. Please be sure to plan your evening events accordingly.

Highlighted programs and services for 2013:

- **NEW** [Three Keynote Speakers](#)- There will be a keynote speaker Tuesday-Thursday located on the trade show floor to increase show floor traffic to your booth. View speaker details at www.issa.com/keynote.
- **NEW** [Invite a Customer Premium](#)-Take advantage of this free marketing tool in your ConnectME dashboard. You can upload your personal lead lists and keep them confidential, reach out to customers with customized templates and keep track of who has registered to attend, all while earning rewards. Visit www.issa.com/inviteacustomer for more details.
- **NEW** [ISSA/INTERCLEAN Bistro](#)- Make your lunch reservation at the ISSA/INTERCLEAN Bistro. Enjoy assorted menu options while networking on the show floor. Reserve a table or purchase an individual ticket at www.issabistro.com.
- [ISSA's 2013 Innovation Award Program](#)- The online innovation program has made its way to the trade show floor. Find out how you can participate before and during the trade show under the "Advertising & Promotional Opportunities" section.
- [Co-location Partners](#): We are happy to have [Building Service Contractors Association International](#), the [International Executive Housekeepers Association](#), and the [Association of Residential Cleaning Services International](#) back as co-locating partners for this year's event.

Please remember to customize your [Digital Listing](#), as the information is used in the online exhibitor directory, the Official Exhibit Directory, and the mobile app. Update your organization's products and services before, during, and after the trade show to add value to your ISSA/INTERCLEAN® exhibiting experience.

Don't forget to book your [hotel rooms](#) through the official housing vendor, onPeak, to receive the lowest rates and a complimentary shuttle bus pass with your room reservation. Reserve your [meeting space](#) at the convention center, on the show floor, or at our official hotels in advance.

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

On behalf of the ISSA Board and staff, we look forward to seeing you in November and here's to a very successful show in Las Vegas!

Sincerely,

Kim Althoff
Director of Conventions & Meetings

Leah Mrazek
Trade Show & Meetings Manager