



EXHIBITOR SERVICE MANUAL

November 18-21 | Las Vegas, NV
Las Vegas Convention Center

ISSA Advertising & Promotional Opportunities Quick Links

- [Invite a Customer Premium](#) is a marketing tool, FREE to use in your [ConnectME dashboard](#). Upload and keep your lead lists confidential, customize pre-created templates, and track your success with helpful reporting tools, all while earning rewards towards 2014. Visit www.issa.com/inviteacustomer.
- Enter the 2013 [ISSA Innovation Award Program](#) (www.issa.com/innovation) and maximize your presence with four months of exposure on ISSA.com. Exhibiting entries will also be featured on the trade show floor in Las Vegas and in an ISSA-TV Live Stream interview. Plus, your odds of winning double this year with twice the number of awards—five category winners will be selected by customers online and five additional Visitors' Choice awards will be selected by attendees at the show!
- Advertise in the official [ISSA/INTERCLEAN Mobile App](#)! Stand out when attendees use the mobile app to plan their show experience in Las Vegas. Banner ads, push notifications, a new scavenger hunt, and other opportunities are available within the app to drive traffic to your booth and increase leads. Details coming soon at www.issa.com/app!
- [Customize your Digital Listings](#)! Your digital listing is used in the online exhibit directory, the Official Exhibit Directory, and the mobile app. Update your products, services, special show discounts, and contact information before, during, and after the show! Visit www.issa.com/digitallisting for instructions.
- Download the official ISSA/INTERCLEAN [Media Contact List](#)! Public relations are a great way to gain free publicity for your company. Send out press information on your business, its new products and services and your participation in ISSA/INTERCLEAN.
- Download [ISSA Widgets](#)! ISSA provides widgets as a service to help cleaning industry businesses add fun, attention-getting, and customizable content to their Web sites without the need to hire technical designers and programmers.
- Download the [2013 Media Kit](#)! Learn more about advertising and sponsorships available at ISSA/INTERCLEAN 2013.
- Get the official ISSA logos! [Download](#) your ISSA Member logo (exclusive member benefit), or request the official ISSA/INTERCLEAN® logo from leahm@issa.com

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Contact your sales representative:

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