



EXHIBITOR SERVICE MANUAL

November 4-7 (Exhibits 5-7) | Orlando, FL
Orange County Convention Center

Dear Valued Exhibitor,

Thank you for exhibiting at ISSA/INTERCLEAN® North America, and welcome to Orlando! The 2014 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 Orange County 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 2014:

- **NEW Friday Finale**-Friday is jam packed with a full day schedule. Don't miss the ISSA Excellence Award Ceremony featuring Sugar Ray Leonard, beginning at 1:00pm. Invite your customers to attend!
- **NEW Four Keynote Speakers**- The week is packed with more punch with four keynote speakers located on the trade show floor to increase show floor traffic to your booth. View speaker details at www.issa.com/keynote.
- **NEW Earn Points**- Book inside the official housing block, and earn 1 priority point, good towards your total booth points for the 2015 booth drawing. Deadline to receive your point is August 15th. View additional hotel details at www.issa.com/hotels
- **NEW Co-location Partners:** ISSA/INTERCLEAN welcomes two new co-locating partners in 2014; the [Cleaning Equipment Trade Association](#), and the [International Window Cleaning Association](#), in addition to our long standing partners; [Building Service Contractors Association International](#), the [International Executive Housekeepers Association](#), and the [Association of Residential Cleaning Services International](#).
- **Invite a Customer Premium**-Take advantage of this free marketing tool in your registration 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.. Visit www.issa.com/inviteacustomer for more details.
- **ISSA/INTERCLEAN Bistro**- Dine with colleagues, or host a lunch meeting 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.

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.

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!

Sincerely,

Kim Althoff
Director of Conventions & Meetings

Leah Mrazek
Trade Show & Meetings Manager