



EXHIBITOR SERVICE MANUAL

October 25-28 (Exhibits 26-28) | Chicago, IL
South Hall, McCormick Place

ISSA MEDIA CONTACT LIST

Public relations are a great way to gain free publicity for your company. By sending out information to the media regarding your business, its new products and services, and especially, its participation in ISSA/INTERCLEAN® North America 2016, in Chicago, IL, USA, you can build awareness of your company throughout the industry and the world. You can even increase your booth traffic by alerting the press and other media outlets about your company to gain press coverage. To help you reach the right contacts in the cleaning, maintenance, and related industry, we've compiled the following list. Remember to send your press releases out at least 6-8 weeks prior to an issue's publication date and call to make sure editors have received the information and don't have any unanswered questions.

Please note: This is a list of media and related groups that usually cover the facility, cleaning, and related industries and/or the show. Depending on the show's location, and media needs and schedules, not all media will be present at the show itself. Exhibitors are also encouraged to contact nonindustry media with news and editorial ideas that may be of regional, local, or national interest and/or relevant to the public

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FSP = Facility Service Provider, D = Distributor

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