GLOBAL

NSC 2019
Congress & Expo
San Diego, CA
Congress: September 7-13
Expo: September 9-11
San Diego Convention Center

2019 EXHIBITOR PROSPECTUS

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WORLD’S LARGEST ANNUAL SAFETY EVENT

EXHIBIT TODAY

congress.nsc.org/exhibit

STAY CONNECTED

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Experience the power of meeting face-to-face with key business partners - Exhibit with us in San Diego!

What do our exhibitors say?

“Exhibiting at the NSC Congress & Expo provides us the opportunity to have great interaction with customers and product level conversations with end-users. We're also able to train distributors on our latest products and make new sales. The event keeps getting bigger and better every year!”

Jason Jones, 3M

“Having hundreds of people come through our booth to sample our product is incredibly valuable. Our business has seen an incredible amount of growth in the course of 5-years.”

Jack Pok, All Sports, Inc.

“As a first time exhibitor, I was extremely pleased with our early return on investment!”

Karin Strub, Rhino Marking & Protection Systems
The NSC 2019 Congress & Expo is one of a kind – world’s largest annual safety, health and environmental event serving the billion-dollar occupational safety and health market.

Why Exhibit?

When?
September 9-11

Where?
San Diego Convention Center – San Diego, CA

Attendance:
More than 15,000 professionals representing 71 countries including U.S. and Canada

Expo hours:
<table>
<thead>
<tr>
<th>Expo open:</th>
<th>Dedicated expo hours:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, September 9</td>
<td>9:30 a.m. – 4:00 p.m.</td>
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<tr>
<td>Tuesday, September 10</td>
<td>9:30 a.m. – 4:00 p.m.</td>
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<tr>
<td>Wednesday, September 11</td>
<td>9:30 a.m. – 1:00 p.m.</td>
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Why do business in San Diego?

- San Diego International Airport connects San Diego to the world with nonstop flights to 59 destinations including London and Tokyo
- Home to Qualcomm, SDG&E owner of Sempra Energy, CareFusion Corp., Leap Wireless International and PriceSmart
- More than 400 biotechnology companies
- Key economic resources - military, research, manufacturing and biotechnology
- Eighth largest city in the US
Connect with decision makers, distributors and end-users from the top of their field

40% increase in C-Suite participants and 21% increase in Safety VP/Administrator/Manager/Supervisor/Superintendent participants in 2018

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO/COO/President/Owner</td>
<td>23%</td>
</tr>
<tr>
<td>Distributer/Sales Representative</td>
<td>17%</td>
</tr>
<tr>
<td>Safety Vice President/Administrator/Manager/Supervisor/Superintendent</td>
<td>13%</td>
</tr>
<tr>
<td>Safety Coordinator</td>
<td>12%</td>
</tr>
<tr>
<td>Safety Director</td>
<td>10%</td>
</tr>
<tr>
<td>Safety Consulting/Engineering</td>
<td>8%</td>
</tr>
<tr>
<td>Facility Management</td>
<td>5%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>3%</td>
</tr>
<tr>
<td>Risk/Loss Control Management</td>
<td>3%</td>
</tr>
<tr>
<td>Skilled Tradesperson</td>
<td>3%</td>
</tr>
<tr>
<td>Union Representative</td>
<td>2%</td>
</tr>
<tr>
<td>Industrial Hygienist</td>
<td>1%</td>
</tr>
<tr>
<td>Security Manager</td>
<td>1%</td>
</tr>
</tbody>
</table>

Including but not limited to representatives from the following companies:

- Anixter
- Aramark
- Argonne National Laboratory
- Baker Hughes a GE Company
- BASF
- BNSF Railway Company
- Boeing Company
- Bridgestone
- Caterpillar
- Chevron Phillips
- Coca Cola Company
- Daimler Trucks North America
- Deer & Company
- Delta Airlines
- Discount Tire Company
- Duke Energy Company
- ESPN/Walt Disney Co.
- ExxonMobil
- Federal Bureau of Investigation
- FONA International
- Ford Motor Company
- GE
- HD Supply
- Land O Lakes
- La-Z-Boy
- Lockheed Martin
- Rush University Medical Center
- Satellite Services
- Siemens Energy
- Sodexo
- The Dow Chemical Company
- ThyssenKrupp
- Walgreens
- Walmart

Professional Experience

66% of our audience consists of high-ranking professionals with more than 10 year’s experience
22% are moderately experienced with 4-9 years’ experience
12% are new to the field or have taken on additional responsibilities with 1-3 years’ experience

Don’t Delay! Exhibit Today! – Exhibit, Marketing and Sponsorship Sales

Bill Steinbach
Phone: (630) 775-2403
Fax: (630) 285-0798
Email: bill.steinbach@nsc.org

Joe Valentino
Phone: (630) 775-2339
Fax: (630) 285-0798
Email: joe.valentino@nsc.org
It’s the must exhibit event of the year. And, we are working to keep it that way.

For more than a year, we promote the NSC 2019 Congress & Expo through an effective and far-reaching monthly integrated marketing plan that reaches more than 100,000 contacts and includes:

- Direct Mail Campaigns
- Print and Web Advertising
- Email Marketing
- Trade Publications
- Social Media (Facebook®, LinkedIn®, Twitter®, YouTube®)
- Corporate Meeting Programs and In-Conjunction With Meetings

Marketing campaigns reach more than 100,000 potential attendees

Enjoy exclusive 24/7 online exposure at congress.nsc.org

Hundreds of thousands of buyers are expected to visit the 2018 NSC Congress & Expo website year round, seeking solutions to their safety challenges. When you exhibit, you boost your exposure through our online presence. The numbers speak for themselves. Last year:

- 1.3 million people viewed our website
- All exhibitor searches resulted in 346,000 views

We help you promote your presence for FREE.

You have access to personalized tools:

- Exhibitor Guest Passes (three day Expo only - value up to $225)
- One-time use of the pre-and post-show attendee mailing list* – $750 Value

*Available only to NSC Member companies.

More promotional opportunities to assure your success:

- **Best in Show** – New Product Showcase - Last year marked the 4th Annual New Product - Best in Show awards program where three companies were crowned “Win, Place, Show” winners. The program was a huge success and created excitement among attendees about the new products being launched at the show.

- **Sponsorship Opportunities** - Not only does sponsoring set you apart from your competition as a supporter of the National Safety Council but increases your booth traffic and builds brand awareness.

- **Video Showcase** - Videos are proven to increase your online traffic 35% or more. Promote your company and product to attendees before the show. Post a 2-3 minute video.

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Areas of Expertise

8% increase in OSH&E and 11% increase in safety representation in 2018

30% Occupational Safety, Health and Environment

4% Safety Engineering

4% Engineering/Design

3% Safety Maintenance Administration

3% Labor Union Representative

3% Industrial Hygiene

3% Human Resources

3% Fire Protection

3% Risk Management/Loss Control/Insurance

3% Fire Protection

3% Educator/Trainer

2% Environmental Protection

2% Fleet Safety

2% Traffic/Highway Safety

1% Home & Community Safety

1% Ergonomics

Industry Reputation

17% increase in manufacturing representation from 2018

30% Manufacturing

13% Construction

12% Trades

9% Services including Health Care

8% Government/Public Administration

7% Professional Services

7% Petrochemical

5% Utilities

4% Transportation

2% Aerospace

1% Insurance

1% Agriculture

1% Mining

1% Information Technology

Buyers with a wide variety of product interests

- Personal Protection
- General Safety
- Emergency Response
- Administrative/Risk Management/Services
- Hazard Control
- Facility Design, Maintenance and Operation
- Fall Protection
- Industrial Hygiene/Occupational Health
- Environmental Protection
- Ergonomics
- Home & Community
- Transportation
- Security

Attendee Buying Habits

40% of audience plans to spend more than $100,000

52% of audience plans to purchase within six months

- Immediately - 16%
- 1 - 6 months - 36%
- 7 - 9 months - 9%
- 10 - 12 months - 39%

60% Up to $99,999

- $100,000 to $499,999
- $500,000 to 1 Million
- More than 1 Million

15% 8% 7%