

GLOBAL

NSC 2020

Congress & Expo

Indianapolis - Indiana Convention Center

Professional Development Seminars: Oct. 2-4 and 7-8
Congress & Expo: Oct. 5-7

World's Largest Annual Safety Event



2020 EXHIBITOR PROSPECTUS

EXHIBIT TODAY!



MAKE CONNECTIONS

congress.nsc.org/exhibit



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Why Exhibit?



91% of our audience has buying influence

The NSC 2020 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. By exhibiting, your company will expand its reach and **meet face to face with key decision-makers, buyers, distributors and end-users** searching for the latest products, services and technology.

When?

October 5-7

Where?

Indiana Convention Center - Indianapolis, IN



Attendance:

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

Expo Hours:*

Monday, October 5

Tuesday, October 6

Wednesday, October 7

Expo Open:

9:30 a.m. – 4:00 p.m.

9:30 a.m. – 4:00 p.m.

9:30 a.m. – 1:00 p.m.

Dedicated Expo Hours:

9:30 a.m. – 1:00 p.m.

9:30 a.m. – 2:00 p.m.

11:00 a.m. – 1:00 p.m.

*Tentative schedule. Times are subject to change.

Why do business in Indianapolis?



- Indianapolis International Airport connects Indianapolis to the world with nonstop flights to 51 destinations
- Home to more than 700 businesses, including the global headquarters for companies such as Anthem, Eli Lilly and Company, Dow AgroSciences, Simon Property Group and ExactTarget.
- Key economic resources - manufacturing, healthcare, government, wholesale trade, professional and business services

WORLD'S LARGEST ANNUAL SAFETY EVENT

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"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.

Interact with leaders and decision-makers from major organizations

21% increase in Safety Consultant/Safety Engineer and 20% increase in Safety Director participants in 2019



22% CEO/COO/President/Owner

14% Distributor/Sales Representative

14% Safety Vice President/Administrator/Manager/Supervisor/Superintendent

12% Safety Coordinator

12% Safety Director

8% Safety Consulting/Engineering

8% Other (including Industrial Hygienist and Security Manager)

4% Facility Management

3% Human Resources

3% Risk/Loss Control Management

Including but not limited to key decision-makers, buyers and end-users 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

- 68% of our audience consists of high-ranking professionals with more than 10 years experience
- 19% 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

Exhibit, Marketing and Sponsorship Sales

Bill Steinbach

Phone: (630) 775-2403

Fax: (630) 285-0798

Email: bill.steinbach@nsc.org

Don't Delay! Exhibit Today!

Joe Valentino

Phone: (630) 775-2339

Fax: (630) 285-0798

Email: joe.valentino@nsc.org

WORLD'S LARGEST ANNUAL SAFETY EVENT



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

What do our exhibitors say?

"We were delighted to exhibit and launch a new product at the NSC Congress & Expo because the decision-makers from companies all over North America and the world attend."

**Bernadette Geronazzo,
Blackline Safety**

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

**Karin Strub,
Rhino Marking & Protection Systems**

"The NSC Congress & Expo is the perfect place to network with distributors, reps, customers and end-users. In my opinion it is the Super Bowl of safety shows!"

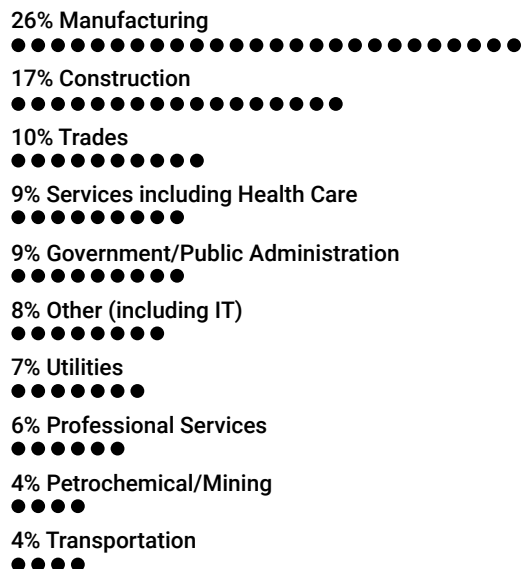
**Jeff Larson,
Kappler Inc.**



Areas of Expertise



Industry Representation



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

37% of our audience plans to spend more than \$100,000

15% - \$100,000 to \$499,999

8% - \$500,000 to 1 Million

14% - More than 1 Million

63% of our audience plans to spend up to \$99,999

49% of our audience plans to purchase within six months

Immediately - 14%

1 - 6 months - 35%

7 - 9 months - 9%

10 - 12 months - 42%

It's a great opportunity to extend your reach and increase your impact



For more than a year, we promote the NSC 2020 Congress & Expo through an effective and far-reaching monthly integrated marketing plan that reaches more than 200,000 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 200,000 potential attendees

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

Hundreds of thousands of buyers are expected to visit the NSC 2020 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:

- 1.4 million people viewed our website
- All exhibitor searches resulted in 401,200 views, a 16% increase over last year.

1.4 million people viewed our website

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 5th Annual New Product - Best in Show awards program where three companies were crowned 1st, 2nd, 3rd place winners. The program was a huge success and created excitement among attendees about the new products being launched at the show. In addition, winners were announced in front of more than 2,000 attendees during the Occupational Keynote.
- **Sponsorship Opportunities** - Not only does sponsoring set you apart from your competition as a supporter of the National Safety Council but it also 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 products to attendees before the show. Post a 2-3 minute video.



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