After surveying past participants, it became abundantly clear there was a strong preference for a virtual experience. So, we’re moving forward with plans to provide everything you’ve come to expect from an in-person NSC Safety Congress & Expo event, including:

- Educational opportunities
- State-of-the-art safety solutions
- The ability to showcase products and services
- Opportunities to chat with peers and connect with clients

You can expect the same interaction as leading safety professionals carefully examine safety products, services and solutions as they look to meet current and future safety needs.

We’ve partnered with Intrado, the industry’s top virtual event platform, to offer you the best virtual experience available. Here is some of what you can expect:

- Virtual convention center with a lobby
- Conference theater
- Networking lounge
- Expo hall

The National Safety Council is moving its flagship event online, March 3-5, 2021. We are excited to offer the next NSC Safety Congress & Expo virtually while also prioritizing the safety of stakeholders during this pandemic environment.
Global Safety Congress & Expo

Virtual 2021

Audience Profile

49% of audience plans to purchase within six months

<table>
<thead>
<tr>
<th>Purchasing timeframe - %</th>
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<tbody>
<tr>
<td>Immediately - 14%</td>
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<tr>
<td>1 - 6 months - 35%</td>
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<tr>
<td>7 - 9 months - 9%</td>
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<tr>
<td>10 - 12 months - 42%</td>
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37% of audience plans to spend more than $100,000

<table>
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<tr>
<th>Spend more than $100,000</th>
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<tbody>
<tr>
<td>$100,000 to $499,999</td>
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<tr>
<td>$500,000 to 1 Million</td>
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<tr>
<td>More than 1 Million</td>
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| 15%  | 8%  | 14% |

Areas of Expertise

28% Occupational Safety, Health and Environment
23% Safety Management Administration
15% Construction
4% Safety Engineering
4% Engineering/Design
4% Risk Management/Loss Control/Insurance
4% Educator/Trainer
3% Fleet/Traffic/Highway Safety
3% Fire Protection
3% Industrial Hygiene
3% Human Resources
2% Labor Union Representative
2% Environmental Protection
2% Ergonomics

Job Function

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

Industry Representation

26% Manufacturing
17% Construction
10% Trades
9% Services (including Health Care)
9% Government/Public Administration
8% Other (including IT)
7% Utilities
6% Professional Services
4% Petrochemical/Mining
4% Transportation

For more information and to view the floor plan, visit congress.nsc.org/exhibit
As an exhibitor, you will receive a professional and personalized online booth. We’ll prepare the initial setup and design, while you provide your own customization. Your online booth will allow for:

- **VIDEOS, PRODUCT IMAGES, SERVICES**: Highlight all you have to offer in a variety of ways
- **RESOURCES**: Post as many downloadable documents as you’d like about your company and your products
- **DIRECT LEADS**: Engage personally with attendees on the platform, in live chats or through offline messaging
- **LIVE DEMO**: Utilize the video option and showcase your capabilities in an interactive demonstration and video chat
- **ANALYTICS**: Track booth visits, downloads, video views and more
- **EXPO POWER HOURS**: Live chat with attendees during exclusive Expo floor power hours
- **PRIORITY POINTS**: All virtual exhibitors will receive a priority point for participating

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>Virtual Booth</th>
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<tbody>
<tr>
<td>Customized Virtual Booth</td>
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<td>Premier Sponsorship Program</td>
<td>Unlimited VIP Guest Passes &amp; Staff Badges</td>
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<td>Attendee Passport/Gamification</td>
<td>2 Virtual Banner ads</td>
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<td>Begins at $15,000</td>
<td>Begins at $10,000</td>
<td>Begins at $5,000</td>
<td>Begins at $2,000</td>
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Contact us today to secure your virtual participation!

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Email: bill.steinbach@nsc.org

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