FIND THE QUALIFIED BUYERS ....CONSISTENTLY THE TOP BUYING SHOW IN THE INDUSTRY

The ASSE Conference and Exposition offers a rare opportunity to meet the high-quality buyers in the professional atmosphere of a focused, educational, and networking conference. This is your chance to network with 5,000 Safety, Health & Environmental professionals who want to make the most of their investment. Attendees of the SAFETY Conference embrace the Exposition as a place to conduct business.

The Highest Quality Conference Will Insure The Buyers Will Be At Safety 2016
The Conference attracts the leaders in safety by offering top-quality programming and networking opportunities. The range of topics combined with the quality of speakers makes this conference program the most engaging in the industry. The sessions provide leading edge education which ties in to the hands-on opportunities that can be seen on the exhibit floor. This is the perfect combination to attract your best prospects to the ASSE exposition!

ACCESS TO EVERY INDUSTRY
The manufacturing industry comprises the largest industry classification represented by the conference attendees.

Agriculture, Forestry, & Fisheries 1%
Construction Industries 11%
Finance, Insurance, and Real Estate 11%
Manufacturing 25%
Mineral & Chemical Industries 4%
Government/Public Administration 10%
Service Industries 6%
Consulting 11%
Transportation, Communication & Utilities 7%
Retail, Wholesale Trade 3%
Oil & Gas 11%

Attendees With Purchasing Authority
91% of the attendees have buying influence for at least one of the major product categories exhibited at the SAFETY Exposition.

Have final decision authority 25%
Recommend 58%
Specify 8%
No Role in the buying process 9%

Decision-Makers From The Top of Their Field
Over half of the attendees are safety directors, managers, engineers, or consultants
President, Owner, Partner 6%
Director, Manager, Dept. Head, Chief - Safety 37%
Safety Specialist, Engineer 24%
Consultant, Advisor, Analyst 10%
Branch, District, Division, Area, Regional Manager 12%
General Manager, Executive Vice President 5%
Other 6%

We know holding Safety 2016 in Atlanta is going to be a BIG year for attendance! As one of the top 50 most populated cities in the country, Atlanta is also home to the largest airport in the country, Hartsfield-Jackson Atlanta International Airport and is a major hub for most travel routes.

Georgians are known for their hospitality and has some of the country’s finest selections of comfort food. Visitors can experience a diverse and thriving community of art, culture, music, history, and good food. There’s a myriad ways to find your balance between business and pleasure.

42% OF THE ATTENDEES PLAN TO SPEND $50,000 OR MORE FOR PRODUCTS SEEN AT THE SAFETY EXPOSITION
Purchasing Plans Over The Next 12 months
Are unsure of their dollar target
Not involved in the purchasing decision
Up to $10,000
$10,001 - $25,000
$25,001 - $50,000
$50,001 - $100,000
$100,001 - $500,000
$500,001 - $1 Million
Over $1 Million

SAFETY Exposition.
$50,000 or more for products seen at the
42% of the buyers report they plan to spend
context. For more information, contact:

discuss their products and services if presented in an educational
nature, direct promotion is not permitted. Exhibitors can, however,
discuss their products and services if presented in an educational
case. For more information, contact: pdcspeaker@asse.org

SAFETY attendees are experienced and high-
ranking professionals. 80% have more than 10
years’ experience in their field.

25+ 37%
18-24 22%
11-17 22%
4-10 13%
1-3 5%
Under 1 1%

Buyers Have a Wide and Overlapping Interest in Products and Services Seen on the Exhibit Floor
26% Environmental Compliance
27% Consulting/Service
50% Training Programs
54% Personal Protective Apparel (Gloves, Suits, etc.)
35% Eye Protection/Eyewash Station
33% Face/Head Protection
36% Hearing Protection
36% Safety Footwear
17% Back Support Equipment
9% Cleaners/Solvents
33% Computers and Software Programs
21% Emergency Life Equipment
27% Respirators and/or Breathing Apparatus
26% Safety Floor Products
22% First Aid Supplies
34% Monitoring Devices
14% Storage Containers
7% Refuse Collection Systems
27% Sound/Noise/Vibration Control Devices
23% Safety Awards & Incentive Programs
25% Emergency Signs/Labels
14% Air Purification Equipment
44% Ergonomics
27% Web Based Products and Services
23% Fire Protection
16% Security
35% Detection Devices (Gas, Vapors, etc.)

Expo Education Program — Don’t miss this opportunity to contribute to the Safety industry!
The Expo Education Program offers a forum for exhibitors to present technical programs; showcase the positive contributions of SH&E professionals from around the world; and/or describe their vision for the future of the safety profession. Designed to be educational in nature, direct promotion is not permitted. Exhibitors can, however, discuss their products and services if presented in an educational context. For more information, contact: pdcspeaker@asse.org

WE’LL HELPEYOU MAXIMIZE YOUR BRAND
When you compare the SAFETY Exposition to other expositions, this is the most cost-effective investment you can make. Once you decide to exhibit in the exposition, you will have access to many tools designed to help you make your participation a success. We provide you with the following.

Planning Tools
A listing in the Safety 2016 Mobile App and Directory of Exhibits that ensures reach to the audience and reinforces your message and serves as a valuable reference.

Complimentary exposition registrations for you to distribute to your existing customers and prospects inviting them to visit you at the exposition.

A Virtual Exposition that includes basic contact information and inclusion in the product or service index.

A Welcome Reception attended by the registrants held on the Exhibit Floor on opening night.

Listing in Professional Safety magazine and other industry publications.

The ASSE Website at www.asse.org is continuously updated with the latest information on exhibitors and conference sessions.

You will have access to a list of the 2016 attendees which will be available to you for a small fee as an exhibitor.

Different From The Other Events
Awareness and attendance is achieved with an extensive promotional plan that reaches hundreds of thousands of top prospects. This multi-faceted approach insures penetration into a myriad of industries from top management to the front line safety professional that face new challenges everyday.

• Ad campaigns in the trade publications that reach around the world from safety management to regulatory compliance and risk management to safety training.

• Direct Mail campaign to include conference information and exhibitor lists.

• Thousands of Safety 2016 Web Site Promotions, E-mail broadcasts, and links from other key industry Web sites increase Safety 2016 exposure.

On-line promotions
National and local industry media reporting on the size and scope of the SAFETY Conference & Exposition.
These market driven companies made SAFETY 2015 an integral part of their marketing plan. If you are serious about meeting the top buyers who are advancing the environmental, health and safety profession then you need to be represented! 

JOIN THESE INDUSTRY LEADERS IN 2016

These market driven companies made SAFETY 2015 an integral part of their marketing plan. If you are serious about meeting the top buyers who are advancing the environmental, health and safety profession then you need to be represented! 

JOIN THESE INDUSTRY LEADERS IN 2016
LEVERAGE YOUR EXPOSITION PARTICIPATION WITH AN INTEGRATED CAMPAIGN THROUGH VARIOUS ASSE CHANNELS

PROFESSIONAL SAFETY JOURNAL
#1 publication read by our members

23% average open rate

YEARS OF MEMBERSHIP

25% CSP
4% CIH
3% ARM
3% P.E.
3% CHST
3% CHMM
2% OHST

TOP INDUSTRIES

Agriculture
Chemical & Allied Products
Construction
Electrical/Mechanical
Government
Health/Risk Services
Insurance
Manufacturing
Metal & Fabrication
Mining
Oil & Gas/ Petroleum Refinery
Paper/Publishing
Services
Transportation
Utilities

WEBSITE METRICS

ASSE.org (Per month)

325,000 average page views
58,000 visitors

Safety 2014.org (January-June)

277,000 total page views
99,000 visitors

78% of members say Professional Safety is a primary reason they join ASSE
58% save issues for future reference
78% spend one hour or more reading an issue

RESERVE BOOTH SPACE BY CONTACTING

SAFETY 2016 EXPOSITION
Georgia World Congress Center | Atlanta, Georgia

The American Society of Safety Engineers
Exposition Management
Hall-Erickson, Inc.
98 East Chicago Avenue
Westmont, IL 60559
1-800-440-0231 Toll Free U.S. and Canada
+1 630-434-7779 Tel
+1 630-434-1216 Fax
safety@helexpo.com

Advertising in Professional Safety, E-newsletters, ASSE Web site / Fox Associates / 1-800-440-0231 / Adinfo@foxrep.com

25,000+ Niche Memberships 27 Practice Specialties and Common Interest Groups

70% have visited an advertiser's website as a result of seeing an ad through ASSE media
GENERAL INFORMATION

EXHIBIT SPACE ASSIGNMENT PROCEDURE:

Space will be assigned by the number of years of participation (seniority), size, and configuration of exhibit space requested, then by date of receipt of application. After the initial round of assignments is completed, space will be assigned on a first-come, first-served basis. After space is assigned, a confirmation and invoice will be e-mailed to you with an invoice crediting the amount of deposit paid and showing the balance due.

WHAT’S INCLUDED IN SPACE RENTAL:

— Standard Booth Equipment - Drape background for in-line booths 8’ high along the back line, with side rails 33” high, and a uniform identification sign 7” x 44” showing company name and booth number.
— Soft drinks during the Welcome Reception.
— Complimentary exhibit hall invitations for your customers.
— Inclusion in the Virtual Exposition.
— Tables, furniture, carpeting, etc. can be obtained at an additional cost by contacting the appropriate show contractor following confirmation of exhibit space. An online Exhibitor Manual will be available to you outlining each of the services available at the Safety Show.
— Access to the conference sessions. No CEU credits will be offered unless registered to attend the conference.

DISPLAY RULES AND REGULATIONS

Standard Booth: For displays occupying one or more standard 10’ x 10’ booths in a straight line, all display fixtures over four (4) feet in height and placed within ten (10) lineal feet of an adjoining exhibit must be confined to that area of the exhibitor’s space which is at least five (5) feet from the aisle line and no display fixture or sign shall exceed eight feet three inches (8’3”) in height.

Perimeter Wall Booth: For standard booth(s) located on the outer perimeter wall of the exhibit area, all display fixtures over four (4) feet in height and placed within ten (10) lineal feet of an adjoining exhibit must be confined to that area of the exhibitor’s space which is at least five (5) feet or more from the aisle line and no display fixture shall exceed twelve (12) feet in height.

Island Booth: Displays occupying four or more spaces in the exhibit area, with aisles on all four sides, will be permitted to a maximum height of twenty (20) feet provided written approval is received from Show Management at least 60 days prior to the show.

Peninsula Booth: Displays occupying 400 square feet, with an aisle on three sides, will be permitted to a maximum height of twenty (20) feet provided written approval is received from Show Management at least 60 days prior to the Show. All display fixtures over four (4) feet in height and placed within ten (10) lineal feet of a neighboring exhibit must be confined to the area at least five (5) feet from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

SAFETY 2016 EXPOSITION
Atlanta, Georgia | www.safety2016.org

EXHIBIT SCHEDULE

PROPOSED INSTALLATION
Friday, June 24     8:00 AM – 4:30 PM
Saturday, June 25    8:00 AM – 4:30 PM
Sunday, June 26     8:00 AM – Noon

NOTE: Installation of all exhibit materials must be completed by noon the last day of installation and all shipping crates and packing cases must be ready for removal in order to allow sufficient time for a final cleaning prior to the 3:00 PM opening. No freight will be received after noon on the opening day of the Exposition.

PROPOSED EXHIBIT HOURS
Sunday, June 26    3:00 PM – 5:30 PM
Monday, June 27    9:00 AM – 3:30 PM
Tuesday, June 28   9:00 AM – 3:00 PM

DISMANTLING HOURS:
Tuesday, June 28   3:00 PM – 8:30 PM
Wednesday, June 29 8:00 AM – NOON

FOR ADDITIONAL INFORMATION CONTACT:
Safety 2016 Exposition Office
c/o Hall-Erickson, Inc.
98 E. Chicago Avenue,
Westmont IL 60559
+ 1 800-752-6312 Toll Free
(U.S. & Canada)
+ 1 630-434-7779 Tel (Intl)
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