Orlando is known as one of the most popular vacation spots in the United States, and it has become a unique meeting place for attendees. After a full day of networking with customers and prospects, take a break and experience some of Orlando’s world-famous theme parks and attractions. Considering the multitude of entertainment options, the world-class Orange County Convention Center and the year-round sunshine, there’s no doubt that Orlando is the perfect destination for Safety 2014.
The ASSE Conference and Exposition offers a rare opportunity to meet with a high quality audience in the professional atmosphere of a focused, educational, and networking conference. This is your chance to network with nearly 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 Conference attracts the leaders in safety by offering top quality programming and networking opportunities. The range of conference topics combined with the quality of speakers makes this educational 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 SAFETY Exposition!

The manufacturing industry and construction industry comprise the two largest industry classifications represented by the conference attendees.

Agriculture, Forestry, & Fisheries 2%
Construction Industries 16%
Finance, Insurance, and Real Estate 11%
Manufacturing 22%
Mineral & Chemical Industries 10%
Government/Public Administration 11%
Service Industries 10%
Transportation, Communication & Utilities 8%
Retail, Wholesale Trade 1%

PROFESSIONALS FROM ALL INDUSTRY SECTORS

90% of the attendees have buying influence for at least one of the major product categories exhibited at the SAFETY Exposition.

Have final decision authority 28%
Recommend 54%
Specify 8%
No role in the buying process 10%

ATTENDEES WITH SERIOUS BUYING POWER

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THE BEST BUYING SHOW IN AMERICA

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THE HIGHEST QUALITY CONFERENCE WILL ATTRACT THE LEADING PROFESSIONALS TO SAFETY 2014

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SAFETY ATTENDEES: THE PEOPLE YOU WANT TO MEET

44% of the attendees plan to spend $50,000 or more for products seen at the SAFETY Exposition.
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

EXPO EDUCATION PROGRAM

54% of the audience indicate they visit the Exposition to see new products and developments.

54% of the attendees have final decision authority for purchasing products and services seen at the SAFETY Exposition.

76% of the attendees indicate they identified new companies to do business with as a result of their visit to the Exhibit floor.

HOW ASSE WILL HELP YOU SUCCEED

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 2014 Mobile App and Directory of Exhibits that insures 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 2014 attendees which will be available to you for a small fee as an exhibitor.

ENHANCED SHOW PROMOTION

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.

ON-LINE PROMOTIONS

National and local industry media reporting on the size and scope of the SAFETY Conference & Exposition.

BIG BUDGETS

44% of the buyers report they plan to spend $50,000 or more for products seen at the SAFETY Exposition.

Over $1 Million 12%
$500,001 - $1 Million 15%
$100,001 - $500,000 8%
$50,001 - $100,000 9%
$25,001 - $50,000 9%
$10,001 - $25,000 10%
Up to $10,000 10%
Not involved in the purchasing decision plans over the next 12 months 13%

EXPERIENCED SAFETY AND HEALTH PROFESSIONALS

SAFETY attendees are experienced and high-ranking professionals. 78% have more than 10 years experience in their field.

25+ 30%
18-24 23%
11-17 25%
4-10 17%
1-3 3%
Under 1 2%

BUYERS HAVE A WIDE AND OVERLAPPING INTEREST IN PRODUCTS AND SERVICES SEEN ON THE EXHIBIT FLOOR

19% Environmental Compliance
22% Consulting/Service
43% Training Programs (Video, Films, Written)
46% Personal Protective Apparel (Gloves, Suits, etc.)
29% Eye Protection/Eyewash Station
26% Face/Head Protection
28% Hearing Protection
31% Safety Footwear
10% Back Support Equipment
11% Cleaners/Solvents
25% Computers and Software Programs
19% Emergency Life Equipment
22% Safety Floor Products
19% First Aid Supplies
28% Monitoring Devices
15% Storage Containers
6% Refuse Collection Systems
26% Sound/Noise/Vibration Control Devices
21% Safety Awards & Incentive Programs
23% Emergency Signs/Labels
12% Air Purification Equipment
33% Ergonomics
26% Web Based Products and Services
22% Fire Protection
13% Security
27% Detection Devices (Gas, Vapors, etc.)
These market driven companies made SAFETY 2013 an integral part of their marketing plan in 2013. If you are serious about meeting the top buyers who are advancing the environmental, health and safety profession then you need to be represented!