FIND THE QUALIFIED BUYERS YOU’RE LOOKING FOR….CONSISTENTLY THE TOP BUYING SHOW IN THE INDUSTRY

The ASSE Conference and Exposition offers unparalleled exposure to top tier buyers 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 FIRST-CLASS EDUCATIONAL CONFERENCE WILL INSURE THE BUYERS WILL BE AT SAFETY 2015

In keeping with the needs of an ever-changing industry, this conference provides a forum for attendees to learn about the latest issues and trends in the SH&E profession. 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!

ATTENDEES WITH PURCHASING AUTHORITY
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 27%
Recommend 55%
Specify 8%
No role in the buying process 10%

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 38%
Safety Specialist, Engineer 22%
Consultant, Advisor, Analyst 12%
Branch, District, Division, Area, Regional Manager 9%
General Manager, Executive Vice President 4%
Other 9%

43% OF THE ATTENDEES PLAN TO SPEND $50,000 OR MORE FOR PRODUCTS SEEN AT THE SAFETY EXPOSITION
BIG BUDGETS
30% of the buyers report they plan to spend $100,000 or more for products seen at the SAFETY Exposition.

Over $1 Million 10%
$500,001 - $1 Million 5%
$100,001 - $500,000 15%
$50,001 - $100,000 19%
$25,001 - $50,000 8%
$10,001 - $25,000 7%
Up to $10,000 9%
Not involved in the purchasing decision plans over the next 12 months 12%
Unsure of their dollar target purchasing plans over the next 12 months 21%

EXPERIENCED BUYERS
SAFETY attendees are experienced and high-ranking professionals. 77% have more than 10 years’ experience in their field.

25+ 35%
18-24 24%
11-17 18%
4-10 16%
1-3 6%
Under 1 1%

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

27% Environmental Compliance
27% Consulting/Service
46% Training Programs
48% Personal Protective Apparel (Gloves, Suits, etc.)
33% Eye Protection/Eyewash Station
33% Face/Head Protection
30% Hearing Protection
33% Safety Footwear
17% Back Support Equipment
16% Cleaners/Solvents
35% Computers and Software Programs
22% Emergency Life Equipment
26% Safety Floor Products
23% First Aid Supplies
29% Monitoring Devices
15% Storage Containers
9% Refuge Collection Systems
30% Sound/Noise/Vibration Control Devices
23% Safety Awards & Incentive Programs
28% Emergency Signs/Labels
16% Air Purification Equipment
41% Ergonomics
30% Web-Based Products and Services
22% Fire Protection
17% Security
30% Detection Devices (Gas, Vapors, etc.)

WE’LL HELP YOU 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 2015 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 2015 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 2015 Web Site Promotions, E-mail broadcasts, and links from other key industry Web sites increase Safety 2015 exposure.

ON-LINE PROMOTIONS
National and local industry media reporting on the size and scope of the SAFETY Conference & Exposition.
JOIN THESE INDUSTRY LEADERS IN 2015

These market driven companies made SAFETY 2014 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!!
DALLAS, TEXAS

Texas has annually attracted the largest representation to the ASSE Conference and Exposition from any state in the country over the last five years, regardless of the location the event was held. We know holding Safety 2015 in Dallas is going to be a BIG year for attendance! As the nation’s ninth-largest city Dallas is a modern and sophisticated city which attracts worldwide travelers, making the area the No. 1 visitor and leisure destination in Texas.

Texas is home to the important oil and gas industry for the nation. Dallas is centrally located and within a four-hour flight from most North American destinations. Blend in moderate weather, year-round sports and true Southern hospitality for a true “taste” of the Dallas difference. Visitors are exposed to a city of success ... where optimism meets opportunity.