

Australian Cleaning Industry's Enthusiastic Response to the NEW ISSA Cleaning & Hygiene Expo 2017

Sydney, NSW, Australia, October 26, 2016—Australia's commercial and institutional cleaning industry is pleased to announce the launch of the ISSA Cleaning & Hygiene Expo, Australia. This new dedicated expo experience is one of the first accomplishments resulting from the recent National Cleaning Suppliers' Association (NCSA) merger into ISSA, the worldwide cleaning industry association. The ISSA Cleaning & Hygiene Expo will debut 9–10 May, 2017, at the Melbourne Convention and Exhibition Centre, Victoria.

Following the merger, ISSA asked Australian industry leaders what was most needed in the market and a single exhibition experience was resoundingly requested. This led to an agreement between Interpoint Events and Intermedia, owner of Australia's leading cleaning and hygiene trade publication, INCLEAN Magazine, and ISSA to consolidate and replace the previously competing AUSCLEAN Pulire and CleanScene shows in the region.

“This is perhaps the most significant marketing initiative in our Australian cleaning industry's recent history,” notes Stuart Nicol, ISSA Oceania Council Chairman. “Our industry has been crying out for a number of years for one dedicated event that addresses the needs of our audiences in this highly competitive and challenging environment, and the ISSA Cleaning & Hygiene Expo is the answer to that. The positive industry response to this—from a wide range of stakeholders—has been overwhelming.”

“It became clear to ISSA that many Australian cleaning and hygiene industry firms and their customers felt that having two competitive events was financially unsustainable, logistically unworkable, and didn't deliver enough value,” said Dianna Steinbach, ISSA Director of Europe, Middle East, Africa and Oceania. “Therefore we chose to pursue a partnership with Interpoint to more quickly deliver what the industry most needed. Now, the industry can plan for one annual event that will rotate between the two major cities of Melbourne and Sydney.”

ISSA and Interpoint, will jointly own and collaboratively administer and promote the event to all end-user buyers, including building service contractors; contract cleaners; carpet and restoration technicians; and in-house executives working in healthcare, hospitality, retail, government, industry, and education. The ISSA Cleaning & Hygiene Expo will be a major 'go to' event, reflecting the same ethos demonstrated at other worldwide ISSA shows. The expo will be complemented with a robust seminar and workshop program,

networking opportunities, and co-located events such as the Safety First Conference & Expo and National Manufacturing Week, featured at the ISSA Cleaning & Hygiene Expo, 2017.

“The Interpoint and ISSA teams are excited to be bringing the very best to our audiences, in product innovation; education and training; and opportunities for national and local networking as part of one dedicated event,” said Simon Grover and Simon Cooper, managing partners of Interpoint and Intermedia. Interpoint’s partner AFIDAMP, owner of the Pulire brand of events, is also an ardent supporter of the dedicated expo for this region.

“We and ISSA will be keeping the industry fully informed as the comprehensive ISSA Cleaning & Hygiene Expo program develops further through our leading trade publications INCLEAN Australia and INCLEAN New Zealand, as well as our fortnightly e-newsletter, e:clean ,” Mr. Grover added.

“The ISSA Cleaning & Hygiene Expo is in the enviable position of being able to tap into ISSA’s prodigious international assets as well as build on well-established local resources such as INCLEAN magazine and its e:clean newsletter,” points out Ms. Steinbach. “This is just the first step of many that ISSA will take to reinforce its new local commitment to the Oceania region.”

Firms already contracted into the AUSCLEAN Pulire 2017 event will be seamlessly transferred to the new expo. Any additional firms interested in booking space can contact Interpoint or ISSA for further information.

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About ISSA

With more than 7,000 members including distributors, manufacturers, manufacturer representatives, building service contractors, in-house service providers, and associated service members, ISSA is the leading trade association for the cleaning industry worldwide. The association is committed to helping its members change the way the world views cleaning by providing its members with the business tools they need to promote cleaning as an investment in human health, the environment, and an improved bottom line. For more information on ISSA, visit www.issa.com or call 800-225-4772 (North America) or 847-982-0800.

The association is headquartered in Northbrook, IL, USA, with regional offices in Mainz, Germany, and Shanghai, China. For more information, visit www.issa.com, follow ISSA on social media at www.facebook.com/issaworldwide and www.twitter.com/issaworldwide,

or join the discussion in [ISSA—The Worldwide Cleaning Industry Association LinkedIn group](https://www.issa.com/linkedin) at www.issa.com/linkedin.

About Interpoint Events

Interpoint has been in business since August 2004 and has since that time has organised more than 120 events. Many of these events included every facet of organization – from planning, sales and sponsorship, marketing, operations, registration, catering, audio visual, speaker management through to post event evaluation. Interpoint takes a highly personalised approach to events and conferences which ensures a high retention of delegates and sponsors.

Interpoint Events is part of The Intermedia Group, one of Australia’s largest and most respected B2B publishing houses with more than 25 separate printed magazines and 30 digital publications. This allows Interpoint Events to have access to extensive databases and contact lists across a number of key industry sectors including cleaning and hygiene, healthcare, accommodation and hospitality, government, retail and many more.

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