



ASSE PROFESSIONAL DEVELOPMENT CONFERENCE & EXPOSITION

Exposition: June 19-21, 2017 | Conference: June 19-22, 2017
Denver, CO | safety.asse.org



BE WHERE YOUR CUSTOMERS ARE

CONSISTENTLY THE TOP BUYING SHOW IN THE INDUSTRY

The ASSE Conference and Exposition attracts the leaders in the industry by consistently delivering a focused, educational, and networking conference. This is your chance to network with 8,000 Safety, Health & Environmental professionals who want to make the most of their investment and have the authority to buy, and budgets to support their purchasing goals. 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 2017

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 consulting, and construction industry comprise the three largest industry classifications represented by the conference attendees.

Agriculture, Forestry, & Fisheries	3%
Construction Industries	12%
Finance, Insurance, and Real Estate	11%
Manufacturing	21%
Mineral & Chemical Industries	2%
Government/Public Administration	11%
Service Industries	9%
Consulting	12%
Transportation, Communication & Utilities	8%
Retail, Wholesale Trade	2%
Oil & Gas	9%

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	51%
Specify	12%
Other role in the buying process	10%

KEY DUTIES AND RESPONSIBILITIES OF CONFERENCE ATTENDEES

Safety Management/Administration
Risk Management/Insurance
Safety Engineering
Fire Protection
Industrial Hygiene
Construction
Safety Training
Fleet Safety
Product Safety
Off-Job Safety

DECISION-MAKERS FROM THE TOP OF THEIR FIELD

Over half of the attendees are safety directors, managers, engineers, or consultants

President, Owner, Partner	7%
Director, Manager, Dept. Head, Chief - Safety	38%
Safety Specialist, Engineer	17%
Consultant, Advisor, Analyst	9%
Branch, District, Division, Area, Regional Manager	9%
General Manager, Executive Vice President	4%
Other	16%



36% OF THE ATTENDEES PLAN TO SPEND \$50,000 OR MORE FOR PRODUCTS SEEN AT THE SAFETY EXPOSITION

BIG BUDGETS

36% of the buyers report they plan to spend \$50,000 or more for products seen at the SAFETY Exposition.

- 7% Over \$1 Million
- 5% \$500,001 - \$1 Million
- 13% \$100,001 - \$500,000
- 11% \$50,001 - \$100,000
- 9% \$25,001 - \$50,000
- 10% \$10,001 - \$25,000
- 14% Up to \$10,000
- 13% not involved in the purchasing decision
- 18% are unsure of their dollar target

Purchasing Plans Over The Next 12 months

EXPERIENCED BUYERS

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

- 38% 25+ years
- 23% 18-24 years
- 19% 11-17 years
- 14% 4-10 years
- 5% 1-3 years
- 1% Under 1 year

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

- 28% Environmental Compliance
- 47% Ergonomics
- 27% Consulting/Service
- 50% Training Programs
- 53% Personal Protective Apparel (Gloves, Suits, etc.)
- 35% Eye Protection/Eyewash Station
- 38% Face/Head Protection
- 35% Hearing Protection
- 38% Safety Footwear
- 15% Back Support Equipment
- 13% Cleaners/Solvents
- 38% Computers and Software Programs
- 23% Emergency Life Equipment
- 28% Respirators and/or Breathing Apparatus
- 29% Safety Floor Products
- 27% First Aid Supplies
- 36% Monitoring Devices
- 16% Storage Containers
- 28% Sound/Noise/Vibration Control Devices
- 20% Safety Awards & Incentive Programs
- 28% Emergency Signs/Labels
- 14% Air Purification Equipment
- 32% Web Based Products and Services
- 25% Fire Protection
- 18% Security
- 34% Detection Devices (Gas, Vapors, etc.)
- 34% Hands & Arms Protection
- 35% Industrial Hygiene
- 38% Mobile Apps

27%

OF THE ATTENDEES HAVE FINAL DECISION AUTHORITY FOR PURCHASING PRODUCTS AND SERVICES SEEN AT THE SAFETY EXPOSITION

80%

OF THE ATTENDEES HAVE MORE THAN 10 YEARS EXPERIENCE IN THEIR FIELD

38%

OF THE AUDIENCE INDICATE THEY VISIT THE EXPOSITION TO SEE NEW PRODUCTS AND DEVELOPMENTS

71%

OF ATTENDEES IDENTIFIED NEW COMPANIES TO DO BUSINESS WITH AS A RESULT OF VISITING THE EXPOSITION

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 2017 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 company 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 2017 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 2017 Web Site Promotions, E-mail broadcasts, and links from other key industry Web sites increase Safety 2017 exposure.

ON-LINE PROMOTIONS

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

THE BEST BOOTHS GO QUICKLY RESERVE YOURS TODAY!

JOIN THESE INDUSTRY LEADERS IN 2017

These market driven companies made SAFETY 2016 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!

3E Company Environmental, Ecological and Engineering
3M
A & A Sheet Metal Products, Inc.
ABET
ABUS USA
Accuform Signs
Ace Industries
ACGIH®
Acme United Corp.
Acorn Controls
Acoustiblok
Active Release Techniques
ADSI MaxProactive
Advanced Safety Engineering & Management, UAB
Air Systems International Inc.
Airgas, Inc.
ALERT Safety Products
AlertDriving
Alliance of Hazardous Materials Professionals
Alliant Corporation
AllOne Health
ALS Environmental
American Anchor
American Board of Industrial Hygiene
American Emergency Response Training
American Family Care
American Heart Association
American National Standards Institute
American Road and Transportation Builders Association
American Safety Council
American Traffic Safety Services Association
Amphibious Medics
Ansell
Aon Global Risk Consulting
Apollo First Aid
Apollo Performance Gloves
ArgusHazzco
ARI
Ariat International
Armor Guys
Armourx Safety
Art-Craft Optical
A-Safe
ASI Health Services
ASSE Colorado Chapters
ASSE Georgia Chapter
ASSE OSH Risk Assessment Institute
Assignar
ATI Worksite Solutions
AUBIN Industries, Inc.
Aubrey Daniels International
AuSuM Systems
AveryProducts Corp.
Avelta - formerly PICS
AVO Training Institute
Axiom Medical Consulting, LLC
Banom, Inc.
BASIC Engineering, P.C.
Batavia Services Inc.
Beagle 1, Inc.
Berne Apparel
Bill Sims Company
Biolife LLC
Blackline Safety
Bloomberg BNA
BlueWater Mfg. Inc.
Board of Certified Safety Professionals
Bob Dale Gloves
Bolle Safety
Bon-Mar
Boot Barn
Boss Manufacturing
Bosse Tools LLC
Bowen EHS, LLC.
Bradley Corporation
Brady Worldwide
BrimGuard LLC
BROWZ
BSI EHS Services and Solutions
BTE Technologies, Inc.
Buckingham Mfg. Co. Inc.
Bullard
BulleX
Bulli Ray - Occupational Dog Bite Prevention
Bulwark Protective Apparel
Bureau Veritas

Business & Legal Resources
C3 Softworks
Capstone Fire Management Inc.
CarbonX
Cardiac Science, Inc.
Carhartt
Carnie Products LLC
Casella CEL, Inc.
Caterpillar Safety Services
Certified Occupational Safety Specialist
Certified Safety MFG
Chemwatch Americas LLC
Chill Skinz
Chippewa Boots
Cinch WRX
Cintas Corporation
CiscoEagle, Inc.
ClickSafety.com
CLM - Safety Training
CMC Rescue
Coaching Systems, LLC
Cobra Systems, Inc.
Coca-Cola
Colden Corporation
Columbia Southern University
Complete Equity Markets, Inc.
Compliance Solutions
CompliPOINT
Consentium Search LLC
ConstructSecure Inc.
Contour Design
Convergence Training
Cordova Safety Products
CORE Health Networks
Cornerstone Environmental, Health and Safety, Inc.
Corporate Imaging Concepts
Coral Lab Inc.
CrewSafe
Crisis Prevention Institute
Crowcon Detection Instruments
Crown Matting Technologies
CTEH, LLC
Dakota Software Corp.
Danehe LLC
DAP Safety
DataChem Software, Inc.
Davey Textile Solutions Inc.
DEB USA
DEKRA Insight
Derma Shield
DevonWay
DNV Business Assurance
Draeger Safety, Inc.
DRIFIRE
Dropsafe
DSM Dyneema
Duggan Associates
DuPont Protection Technologies
DuPont Sustainable Solutions
DYMO
Dynamic Ear Company
E.A.R. Inc.
EasyIH
eCompliance
Edge Eyewear
EHS Today
Electric Fan Engineering
Electrical Safety Specialists
Elk River, Inc.
Elvex Corporation
Embry-Riddle Aeronautical University
Encan Safety Products
ENMET
Enovative Technologies
ERB Safety
ErectaStep
Ergodyne
ErgoGenesis, LLC
ESIS Health, Safety and Environmental
Essilor Prescription Safety Eyewear
Eifflex Corp.
eTracker
Evolved Safety LLC
Examintics, Inc.
Eyeweb
E-Z UP International Inc.
FabEnCo, Inc.

Facility Safety Management Magazine
Fall Protection Distributors, LLC
Fall Protection Systems
FallTech
Fastenal Company
Faztek
Flexbar
Flexible Lifeline Systems, Inc.
Flip Productions
Footwear Specialties International
Forestry Suppliers
FORM Premium Insoles
FrenchCreek Production, Inc.
FSP USA
G&K Services
Garlock Safety Systems
Gas Clip Technologies
Gasmet Technologies Inc.
Gateway Safety, Inc.
Genie a Terex Brand
Genuine First Aid
Gerson Company
GfG Instrumentation, Inc.
GlenGuard
Global Glove & Safety Mfg. Inc.
Global Safety Management
Glove Guard LP
Gorbel Inc.
GRABBER INC.
Grace Industries
Grain Handling Safety Coalition
Grainger
Gravic, Inc.
Gravitec Systems
GSS Safety LLC
Guardair Corporation
Guardian Equipment
Guard-Safe Guarding
GVS North America
HaberVision
Hatco
Haix North America
Hall Signs
Hammerhead Industries, Inc.
Harness
Hawaiian Moon
Haws Corporation
HazTek Safety Management
Health & Safety Institute
Health Conservation Inc.
HealthPostures
Helly Hansen, Inc.
HETI
HexArmor
Hilco
HJ Corp
HOFS
Houston Area Safety Council
Hughes Environmental
Hughes Safety Showers
HumanTech
Hy-Safe Technology
Hylest Safety Footwear
IFO Group
Illinois State University
Impact Recovery Systems
Impacto Protective Products Inc.
Improv TVS/Improv Safety
Incom Manufacturing
Indiana University of Pennsylvania
Industrial Biodynamics
Industrial Cutting Tools
Industrial Scientific
Industrial SunScreen
IndustrySafe - A Product of TRA, Inc.
Infinite Trading Inc
INNOLITE
InnoLytics, LLC
Innovative Access Solutions
Innovative Safety Supply Inc.
InspectAll
InstantCard
Institute of Industrial Engineers
InTandem Promotions
Intelex Technologies
Interactive Safety Products, Inc.
Interactive Safety Products, Inc.

International Society for Fall Protection
International Society of Occupational Ergonomics and Safety
Intrepid Industries Inc.
ION Science
ISHN
ISN
J Keller & Associates
JLG Industries
Jofemar USA, Inc.
Justin Original Workboots
Justrite Manufacturing Co. LLC
Kappler Inc.
KASK America
Kee Safety, Inc
KEEN Utility
KeepSafe, Inc.
Kestrel Management
Kirk Key Interlock
Klever Innovations
Kordata
KTR Associates
Lac-Mac Limited
Lakeland Industries
LAPCO Manufacturing
Laser Institute of America
LASTing Sales & Consulting LLC
Leading Edge Safety
Learning Unlimited
LeHigh Outfitters
Lewellyn Technology
IFS Glove
Liberty Glove & Safety
Liberty Mutual Insurance
Lif'n Buddy, A Southworth Company
Lingualinx
Little Giant Ladders
IJB Inc.
Lobo Systems
Machine Guard & Cover
Macurco Gas Detection
MadGrip
Magid Glove & Safety
Mahavir Spinfab Pvt. Ltd.
Majestic Glove
Malta Dynamics
Man Lift Mfg. Co.
Mancomm, Inc.
Marcom Group, Ltd.
Marshall University
Martin Technical
Martor USA
Master Lock Company LLC
MCR Safety
Mechanix Wear
Medcor
Medgate
MEGACornfort Inc.
Mellow Walk Footwear
Melltric Corporation
Metreel Ltd.
Miller Electric Mfg. Co.
Millersville University of Pennsylvania
ML Kishigo
Mobile Inspection
Moldex-Metric, Inc.
Moran Environmental Recovery, LLC
Motion Industries
Mount Vernon Mills
Mountain and Plains ERC
Mountain Regional Equipment Solution
MPS Centurion
MPUS Inc.
MR. CHAIN
MSA
MSC Industrial Supply
Murray State University
Nasco Industries, Inc
National Center for International Cooperation in Work
Safety, SAVVS, CHINA
National Fire Protection Association
National Safety Apparel
National Safety Council
National Vision, Inc.
Neese Industries, Inc.
New Pig Corporation
NEWCAL, LLC
Nightstick by Bayco Products Inc.
NIOSH
NJ & Associates, Inc.
NMC - National Marker Company
No Slippin Way
NorFab Corporation
Norman-Spencer
North American Safety Products, Inc
NTT Training
NVI Global
Oakland University
Oberon Company
Occupational Health & Safety
OEL WorldWide Industries
OHD, Inc.
OLFA (a div. of World Kitchen, LLC)
Omaha Steaks

OneLook Systems
Onguard a Dunlop Protective Footwear Company
OP USA INC
Open Range Software LLC
Orange Technologies Inc.
Orr Safety Corporation
OSHA Training Institute Education Center
Otto Trading Inc
Pacific Handy Cutter, Inc.
Palmetto EHS
PBI Performance Products, Inc.
Pelsue
PenSafe
Performance Textiles
Petzl America
Phonak LLC
Physio-Control, Inc.
Pigeon Mountain Industries, Inc.
Polar Life Pod
Portagas, Inc.
Portwest Ltd.
Power Breezer / Breezer Holdings
Power Pusher, Division of Nu-Star, Inc.
Predictive Solutions
Princeton Tec
Prism Lighting Services, LLC
ProcessMAP Corporation
ProtectEar USA, Inc.
Protective Industrial Products
PS DOORS
Public Risk Management Assn.
Pulpstream
Pyramex Safety Products
Q&T Tek
Quality Lockout, LLC
QUEST
R2X Inc.
Rack Armour
RADIA
Radians Inc.
Railhead Corporation
Rasco FR
Red Wing Brands of America
RedVector
RegScan, Inc.
Reliance Fall Protection
Remedy Interactive
RICHCHEM INC
Rigid Lifelines
Risk Control Technologies
Rivo Software
RKI Instruments, Inc.
Roco Rescue
Rooftop Anchor, Inc.
Rowland Safety & Supply
Safeguard Technology
SafeLineFP.com
SAFEmap International
SafeStart
SafeTec
Safe-T-Shelter
Safety Management Systems, Inc.
Safety Rail Company
Safety Storage
SafetyAwardStore.com
SafetyPlusWeb
SafetySkills
SafeVision, LLC
SAF-T-Glove
Sandler Occupational Medicine Associates, Inc.
SAS Safety Corp.
Saudi Aramco
Scaffold Training Institute
Scantron Corp.
Scott Safety
SDSpro
Sedona footwear
Se-Kure Domes and Mirrors
Select International
Sempermed USA
Sensidyne, LP
Seton
SGS Galsion Laboratories
Shoes For Crews
SHOWA
Simple But Needed
Single Source Health & Safety
SiteHawk
SIX Safety Systems Inc
Skechers
Skillsoft Compliance Solutions
SKYLOTEC N.A., LP
Slate Rock Safety
SlipDoctors
SlipNOT Metal Safety Flooring
Slip-Test, Inc.
Sologic, LLC
SoloProtect
Solaris LLP
Southeastern Oklahoma State University
Space Age Electronics
SPAN Safety Workshops
SPC Industrial

Speakman Company
Sper Scientific
SpokenHere Communications
Sportex Safety
Sawincher Corporation
SRmax Slip Resistant Shoes
Stanley Boots
Staples Business Advantage
Steel Blue
Steel Grip Inc.
SteefFlex
S-Top Co., Ltd.
Stop-Lite
A Division of Avondale Innovative Products
Streamlight Inc.
Strong Man
Sunbelt Rentals, Inc.
Superior Glove Works Ltd.
Superior Mfg Group - Notrax Floor Matting
SuperVision
Sure Foot Corporation
Sustainable Workplace Alliance
SW Safety Solutions Inc.
System Improvements/ TapRoot®
T K Group, Inc.
TAPCO (Traffic & Parking Control)
Tec Laboratories
Tech Safety Lines, Inc.
Techs4Biz - Pervidi Software
Tempest Technology
TenCate Protective Fabrics
Tesla Motors Inc.
The Andersen Company
The EI Group, Inc.
The Ergonomics Center
The HearSafe Group
The Institute of Internal Auditors
The Marlin Company
Thermo Fisher Scientific
Tingley Rubber Corporation
Towa Corporation
TPC Trainco
Tractel Inc.
Traffic Logix
Tramas
Travelers
Trinidad State Junior College
TSI, Inc.
Turning Technologies
Turtle Plastics
U.S. Jaclan
U.S. Mobile Health Exams
U.S. Rigging Supply - Pelican Rope
U.S. Tarping Systems
UIC/ Great Lakes Centers
UL EHS Sustainability
Ultrasafety LLC
United Academy a United Rental Company
University of Central Missouri
University of Frederick
University of Pittsburgh
Usang Industrial Co., Ltd.
Valumax International Inc.
VelocityEHS
Verizon Networkfleet
Vest Safety Medical Services
VFC Inc.
Vigil Antislip LLC
Visual Workplace
VitalSmarts
W. Kent Jessee & Associates
Walman Optical
Warwick Mills
Web Devices
Wells Lamont Industrial
West Chester Protective Gear
West Virginia University
Westex by Milliken
Westone Laboratories
Whistles for Life, LLC
White Pak Leather Industries
Wiha Premium Tools
Wildeck, Inc
Winter Walking
Wolverine
Wonder Grip
WorkCare, Inc.
Working Concepts
Workrite Uniform Company
WorkSaver Employee Testing Systems
Yoke Industrial Corp.
Zappos.com
ZOLL Medical Corporation

AS OF MAY, 2016



ASSEE YOU IN DENVER, COLORADO!

Come to the Mile High City and enjoy blue sky and big mountains in a walkable, sophisticated urban setting only minutes away from outdoor adventure. Denver offers something for everyone: casual brew pubs and glamorous night clubs; steak houses and haute cuisine; museums and eight professional sports teams; mountain peaks, raging rivers and shopping malls. Take advantage of the business opportunities of Safety 2017 while sampling the wide range of experiences available in this unique, Western city.

www.asse.org



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SAFETY 2017 EXPOSITION

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PROPOSED EXHIBIT HOURS

Monday, June 19	3:00PM – 5:30PM
Tuesday, June 20	9:00AM – 3:30PM
Wednesday, June 21	9:00AM – 3:00PM

The American Society of Safety Engineers

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