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.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, &amp; Fisheries</td>
<td>3%</td>
</tr>
<tr>
<td>Construction Industries</td>
<td>12%</td>
</tr>
<tr>
<td>Finance, Insurance, and Real Estate</td>
<td>11%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>21%</td>
</tr>
<tr>
<td>Mineral &amp; Chemical Industries</td>
<td>2%</td>
</tr>
<tr>
<td>Government/Public Administration</td>
<td>11%</td>
</tr>
<tr>
<td>Service Industries</td>
<td>9%</td>
</tr>
<tr>
<td>Consulting</td>
<td>12%</td>
</tr>
<tr>
<td>Transportation, Communication &amp; Utilities</td>
<td>8%</td>
</tr>
<tr>
<td>Retail, Wholesale Trade</td>
<td>2%</td>
</tr>
<tr>
<td>Oil &amp; Gas</td>
<td>9%</td>
</tr>
</tbody>
</table>

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%

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

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
35% Eye Protection/Eyewash Station
38% Face/Head Protection
35% Hearing Protection
38% Safety Footwear
15% Back Support Equipment
32% 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

THE BEST BOOTHS GO QUICKLY
RESERVE YOURS TODAY!

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.
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!
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 nightclubs; 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