SAFETY 2018

Conference: June 3-6, 2018 / Exposition: June 3-5, 2018
Henry B. Gonzalez Convention Center / San Antonio, Texas
Find The Qualified Buyer’s You’re Looking For

Consistently The Top Buying Show in the Industry
The ASSE Conference and Exposition offers unapparelled exposure and attracts the leaders in the industry by consistently delivering a focused, educational, and networking conference. This is your chance to network with 8,000 occupational safety and health professionals. Conference attendees 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 First-Class Educational Conference Will Insure the Buyers Will Be At Safety 2018
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 occupational safety and health. 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 industry and construction industry comprise the two largest industry classifications represented by the conference attendees.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry, &amp; Fisheries</td>
<td>2%</td>
</tr>
<tr>
<td>Construction Industries</td>
<td>12%</td>
</tr>
<tr>
<td>Finance, Insurance, and Real Estate</td>
<td>9%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>23%</td>
</tr>
<tr>
<td>Mineral &amp; Chemical Industries</td>
<td>2%</td>
</tr>
<tr>
<td>Government/Public Administration</td>
<td>10%</td>
</tr>
<tr>
<td>Service Industries</td>
<td>2%</td>
</tr>
<tr>
<td>Consulting</td>
<td>8%</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>6%</td>
</tr>
<tr>
<td>Other</td>
<td>17%</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.

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have final decision authority</td>
<td>20%</td>
</tr>
<tr>
<td>Recommend</td>
<td>60%</td>
</tr>
<tr>
<td>Specify</td>
<td>10%</td>
</tr>
<tr>
<td>Other role in the buying process</td>
<td>10%</td>
</tr>
</tbody>
</table>

Decision-Makers From The Top of Their Field

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>President, Owner, Partner</td>
<td>4%</td>
</tr>
<tr>
<td>Director, Manager, Dept. Head, Chief - Safety</td>
<td>30%</td>
</tr>
<tr>
<td>Safety Specialist, Engineer</td>
<td>22%</td>
</tr>
<tr>
<td>Consultant, Advisor, Analyst</td>
<td>8%</td>
</tr>
<tr>
<td>Branch, District, Division, Area, Regional Manager</td>
<td>10%</td>
</tr>
<tr>
<td>General Manager, Executive Vice President</td>
<td>4%</td>
</tr>
<tr>
<td>Director, Manager, Dept. Head, Chief – Others</td>
<td>3%</td>
</tr>
<tr>
<td>Other Option</td>
<td>19%</td>
</tr>
</tbody>
</table>

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

51% of the attendee’s plan to spend $50,000 or more for products seen at the SAFETY Exposition.
Big Budgets
51% of the audience report they plan to spend $50,000 or more for products seen at the SAFETY Exposition.

10% Over $1 Million
6% $500,001 - $1 Million
20% $100,001 - $500,000
15% $50,001 - $100,000
9% $25,001 - $50,000
12% $10,001 - $25,000
11% Up to $10,000
17% not involved in the purchasing decision

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.

34% 25+ years
21% 18-24 years
20% 11-17 years
17% 4-10 years
5% 1-3 years
3% Under 1 year

The Best Booths Go Fast!
Reserve Now!

76% of the attendees have more than 10 years experience in their field

Buyers Have a Wide and Overlapping Interest in Products and Services Seen on the Exhibit Floor

24% Environmental Compliance
38% Ergonomics
22% Consulting/Service
39% Training Programs
44% Personal Protective Apparel (Gloves, Suits, etc.)
36% Eye/ Face Protection
29% Hearing Protection
30% Safety Footwear
10% Back Support Equipment
8% Cleaners/Solvents
30% Computers and Software Programs
21% Emergency Life Equipment
24% Respirators and/or Breathing Apparatus
23% Safety Floor Products
21% First Aid Supplies
29% Monitoring Devices
13% Storage Containers
23% Sound/Noise/Vibration Control Devices
18% Safety Awards & Incentive Programs
26% Emergency Signs/Labels
13% Air Purification Equipment
22% Web Based Products and Services
21% Fire Protection
15% Security
25% Detection Devices (Gas, Vapors, etc.)
25% Head Protection
32% Hands & Arm Protection
30% Industrial Hygiene
29% Mobile Apps

20% of the attendees have final decision authority for purchasing products and services seen at the SAFETY Exposition

35% of the audience indicate they visit the Exposition to see new products and developments

of the audience report they plan to spend $50,000 or more for products seen at the SAFETY 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 2018 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 in the Exposition 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 2018 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 2018 Web Site Promotions, E-mail broadcasts, and links from other key industry Web sites increase Safety 2018 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 2018

These market driven companies made SAFETY 2017 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!
Famous for its River Walk, the Alamo, its’ culture and heritage, San Antonio is visited by millions of tourists each year. San Antonio has just about any attraction or activity that you could want, from historical sights and authentic culture to pro sports and modern theme parks. San Antonio is infused with the history and traditions of the past. The River Walk, also known as the Paseo del Rio, provides relaxing entertainment as it meanders through a truly cosmopolitan city. Take a stroll along the river that winds through the center of downtown, and stop in shops and restaurants along the way.