



The Worldwide Cleaning Industry Association

Helping you change the way
the world views cleaning

ISSA[®]
Advancing Clean.
Driving Innovation.

Welcome to ISSA!

ISSA is helping you change the way the world views cleaning — promoting it as an investment in healthier people, higher profits, a greener planet, and more.

Inside this kit are tools and resources you need to take full advantage of your ISSA membership.

Opening Doors. Adding Value.

EUROPE, MIDDLE EAST, AND AFRICA (EMEA)

ISSA, the world's most recognised cleaning association, gives you the prestige of being part of a trusted global community along with more than 7,000 of the industry's top solutions providers. Plus, receive regional support from ISSA's helpful EMEA staff and a network of local peers.



Additionally, ISSA works with specific sectors of the cleaning industry and facilities management community improving professionalism and creating new business opportunities.

- › office cleaning
- › health care cleaning
- › facilities management
- › window cleaning
- › hotels, restaurants, and catering

ISSA membership offers you a world of benefits.

ISSA tools and resources

- › Member events
ISSA's goal is to connect members through different events, such as ISSA/INTERCLEAN® shows, regional seminars, trade delegations, and member gatherings throughout the EMEA region. See europe.issa.com/events.
 - › Educational resources
ISSA keeps its members informed and up-to-date with resources such as the bookstore, video library, business guides/market studies, seminars, webinars, the EMEA e-newsletter, and the *ISSA Cleaning Times*. ISSA members are entitled to special savings on these, and many more valuable business tools. See europe.issa.com/education.
 - › Innovative business tools
Members can find all the value that ISSA offers on issa.com, which records more than 2 million visits each year and for which members get a special login code. Access resources such as the ISSA Value of Clean® tools and information to promote cleaning as a necessary investment in better health, a better environment, and a better bottom line. See europe.issa.com/value.
 - › Cleaning standards and certification
ISSA sets the standard for industry certification. The ISSA Cleaning Industry Management Standard (CIMS) outlines the primary characteristics of a successful, quality cleaning organisation. CIMS is currently available in the United Kingdom and Ireland only. See europe.issa.com/ukice.
 - › Operations resources
ISSA provides a variety of operations resources to help members run their businesses more efficiently, develop staff, and improve their bottom lines. See europe.issa.com/education.
 - › Marketing resources
ISSA helps members promote their companies through resources such as member publications and ISSA social media groups on LinkedIn, Twitter, and Facebook. Learn more at europe.issa.com/connect. Plus, submit your company's press releases for inclusion in the Industry News section at europe.issa.com/news. We will also link releases directly to your company's online membership listing. See europe.issa.com/directory.
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ISSA's more than **90** years
of experience can mean
success for your future.



Expand your business

ISSA's online and print directories place you in front of potential customers every day and connect you to peers and suppliers all around the world.

- › More than 15,000 searches are conducted in the online ISSA member directory every month, generating more than 5,000 direct leads to member emails or websites each month.
- › Members receive a free listing in this valuable global resource and can upgrade to gain priority placement in search results.

Global networking

ISSA hosts several conventions produced in conjunction with Amsterdam RAI, under the brand name ISSA/INTERCLEAN®. These highly influential trade events bring together the key players in the industry to network, enhance education, facilitate commerce, and improve operations. Members receive discounted access to the following events, exhibiting options, accompanying educational programs, and networking opportunities:

- › ISSA/INTERCLEAN® North America
- › ISSA/INTERCLEAN® Amsterdam
- › ISSA/INTERCLEAN® Latin America
- › ISSA/INTERCLEAN® Central & Eastern Europe
- › ISSA/INTERCLEAN® Istanbul

For more tradeshow information, visit europe.issa.com/tradeshows.



Stay informed

Remain up-to-date through a variety of newsfeeds, periodicals, and newsletters. You can find the following publications at europe.issa.com/publications.

- › *ISSA Today* digital magazine and *ISSA Times* e-newsletter for distributors and manufacturers
- › *ISSA EMEA Update* e-newsletter specifically published for members in Europe, the Middle East, and Africa. *ISSA EMEA Update* offers news and information on programmes geared for ISSA members in these regions.

Enjoy executive support

ISSA's knowledgeable international staff can answer your questions and provide you with exclusive members-only resources and updates on cleaning industry issues affecting your company. Our global locations enable us to address member needs effectively and efficiently.

You gain access to a variety of services from offices in

- › Chicago, USA
- › Amsterdam, Netherlands
- › Mexico City, Mexico
- › Shanghai, China

Special member advertising

As an ISSA member, you get exposure for your products/services through the leading international website in the industry, issa.com, which records more than 50,000 monthly unique visitors and more than 200,000 monthly user sessions.

As an industry professional, maximising your return on investment is critical to the success of your business. ISSA provides a host of opportunities to gain continual exposure, including online, print, and tradeshow advertising, plus sponsorships. Visit europe.issa.com/advertise for more details.

Helping you reveal
the **true** value
of cleaning.



Quick Reference Guide

Member Services.....	emea@issa.com
Exclusive Member Resources	europa.issa.com/GetStarted
Member Directory	europa.issa.com/directory
Online Networks.....	europa.issa.com/connect
Event Calendar.....	europa.issa.com/events
Educational Resources.....	europa.issa.com/education
Value of Clean Toolkit	europa.issa.com/value
Standards & Certifications.....	europa.issa.com/ukice

For any questions about ISSA membership in the EMEA region contact:

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