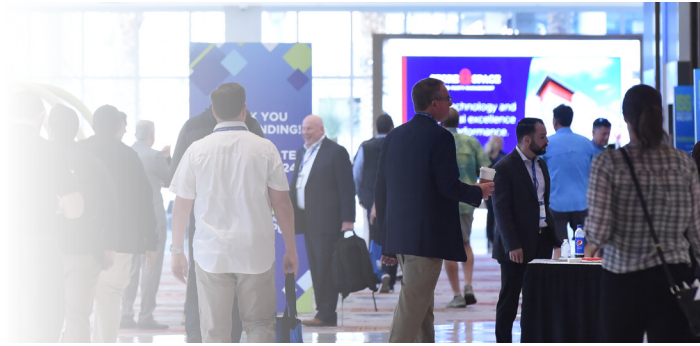


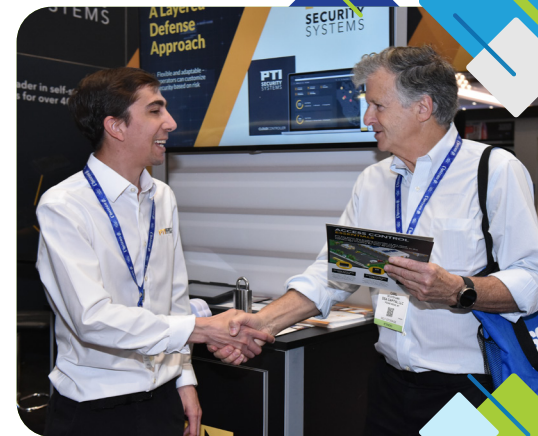
The world's largest self-storage conference and tradeshow will return to the Caesars Forum Conference Center in Las Vegas, April 2-4, 2024. The next ISS World Expo will be packed with learning and networking opportunities for its thousands of participants! The industry continues to innovate, and owners are looking for new products and services to protect and grow their investments. Do you offer solutions to help them succeed?



# ATTENDEE DEMOGRAPHICS

## JOB FUNCTION


49%	Owner/Proprietor/Partner - 10 or fewer facilities
13%	Builder/Developer
9%	Senior Management/C-Level
9%	Investor
6%	Owner/Proprietor/Partner - 11 to 100 facilities
6%	Facility Manager (Single Site)
5%	Facility Manager (Regional/Divisional)
3%	Property-Management Company
1%	Owner/Proprietor/Partner - 101 to 500 facilities



## PRIMARY BUSINESS

73%	Self-Storage
12%	Real Estate (Non-Storage)
7%	Construction (Non-Storage)
6%	Boat/RV Storage
2%	Finance

## From 2023 ISS World Expo exhibitors:

 **95%** felt exhibiting is important to their business.

 **96%** plan to exhibit again in 2024.

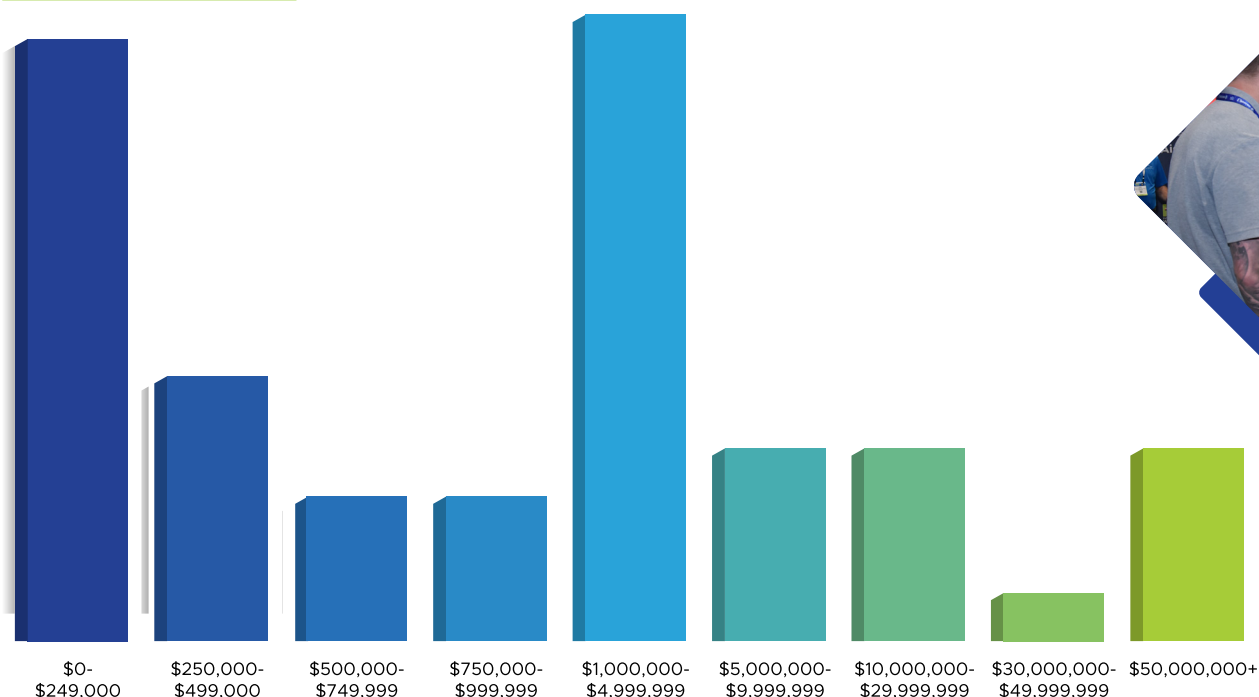
“The expo really assisted me in meeting with vendors that have products and services that fit my needs at the 12 properties I manage.”

—Kayla Jacobs, Storage Asset Management, Augusta, GA



# ATTENDEE DEMOGRAPHICS

## ANNUAL SALES



## THE MOST POPULAR PRODUCT CATEGORIES

61% Facility Operation

57% Building Components & Services

48% Technology

47% Software

46% Real Estate

44% Security Systems

37% Data/Research

36% Finance

32% Add-On Profit Centers

31% Insurance & Legal

### 2023 ATTENDEES



4,126

88%

approve or  
recommend buying  
decisions.



46%

were first-time  
participants.



# WHY THEY ATTENDED

**90%**

felt the expo provided them with the products, services and education to grow their business.



The exhibit hall was the top-rated show feature.



On average, attendees placed \$25,000+ worth of orders.

Attendees ranked the top two reasons for attending:

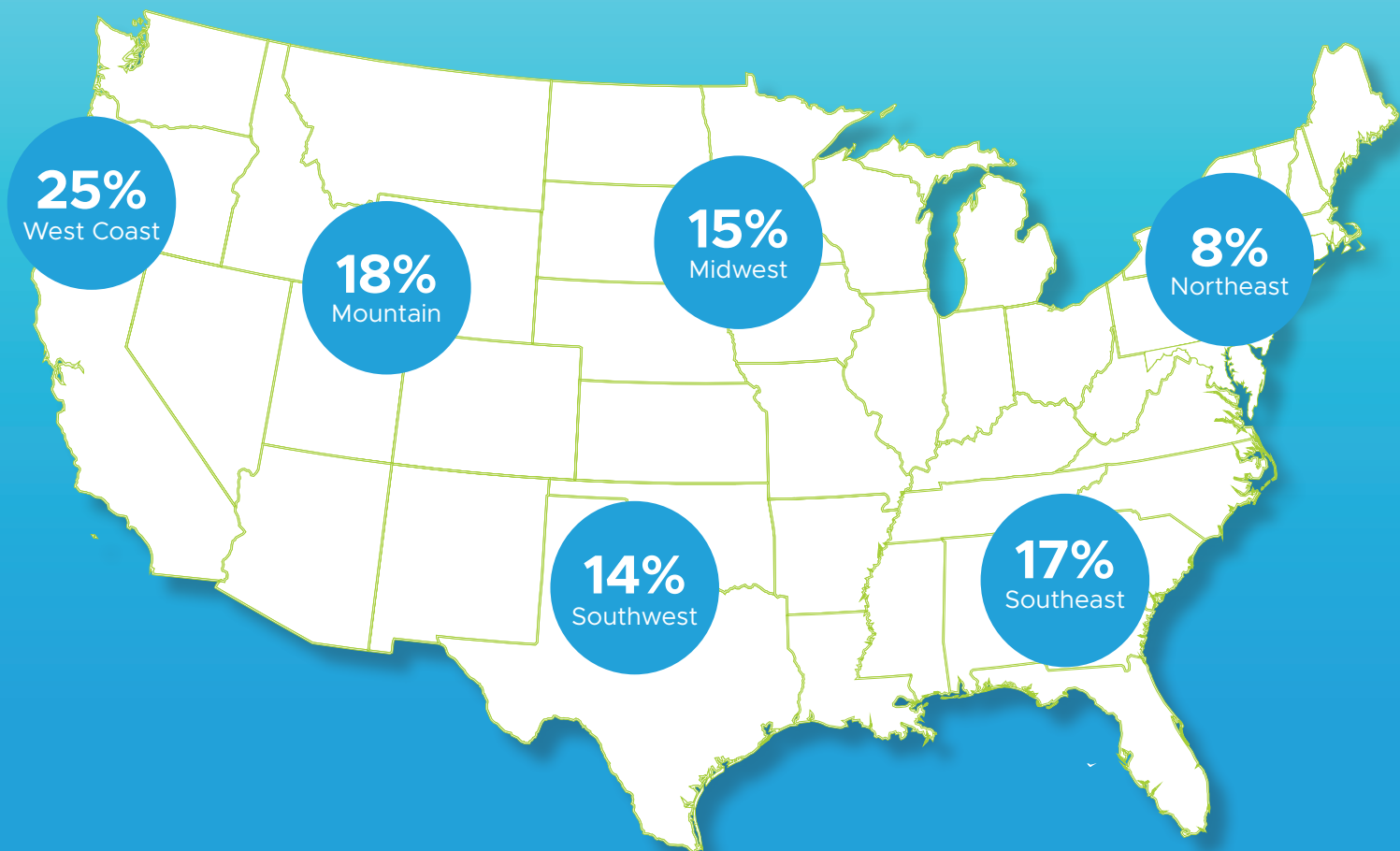


**1.** To see/source new products, services and suppliers.



**2.** To meet/network with existing suppliers.

## ATTENDEE GEOGRAPHIC BREAKDOWN



### TOP INTERNATIONAL COUNTRIES REPRESENTED:

- Canada
- China
- Chile
- Mexico
- United Kingdom
- France