



EXHIBITOR PROSPECTUS

ISS
INSIDE SELF-STORAGE
WORLD EXPO

2024 Inside Self-Storage World Expo
Education: April 2-5 | Exhibits: April 3-4
Caesars Forum Conference Center | Las Vegas
issworldexpo.com



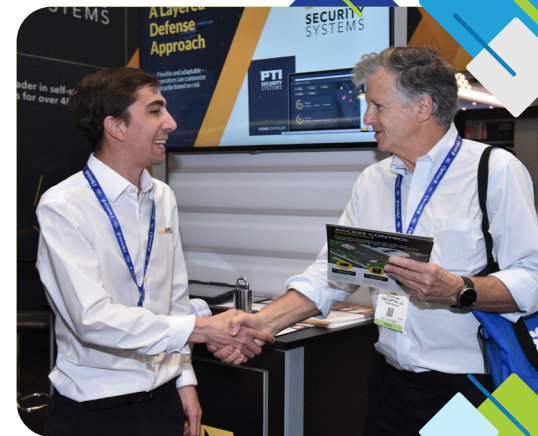
The world's largest self-storage conference and tradeshow will return to the Caesars Forum Conference Center in Las Vegas, April 2-4, 2024. The next ISS World Expo will be packed with learning and networking opportunities for its thousands of participants! The industry continues to innovate, and owners 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

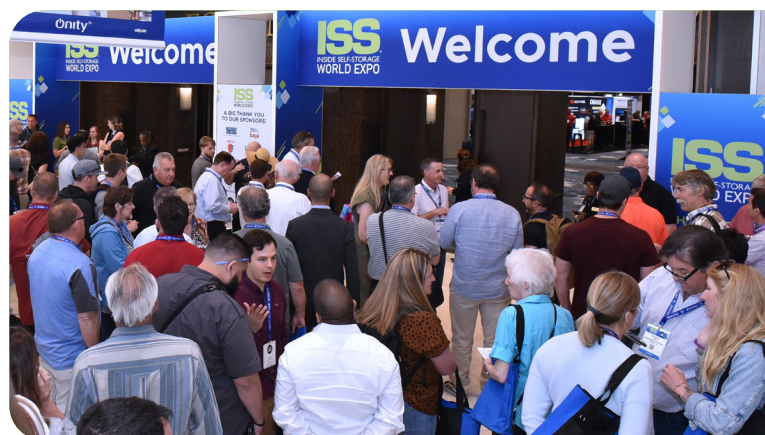
| | |
|-----|----------------------------|
| 73% | Self-Storage |
| 12% | Real Estate (Non-Storage) |
| 7% | Construction (Non-Storage) |
| 6% | Boat/RV Storage |
| 2% | Finance |

From 2023 ISS World Expo exhibitors:

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

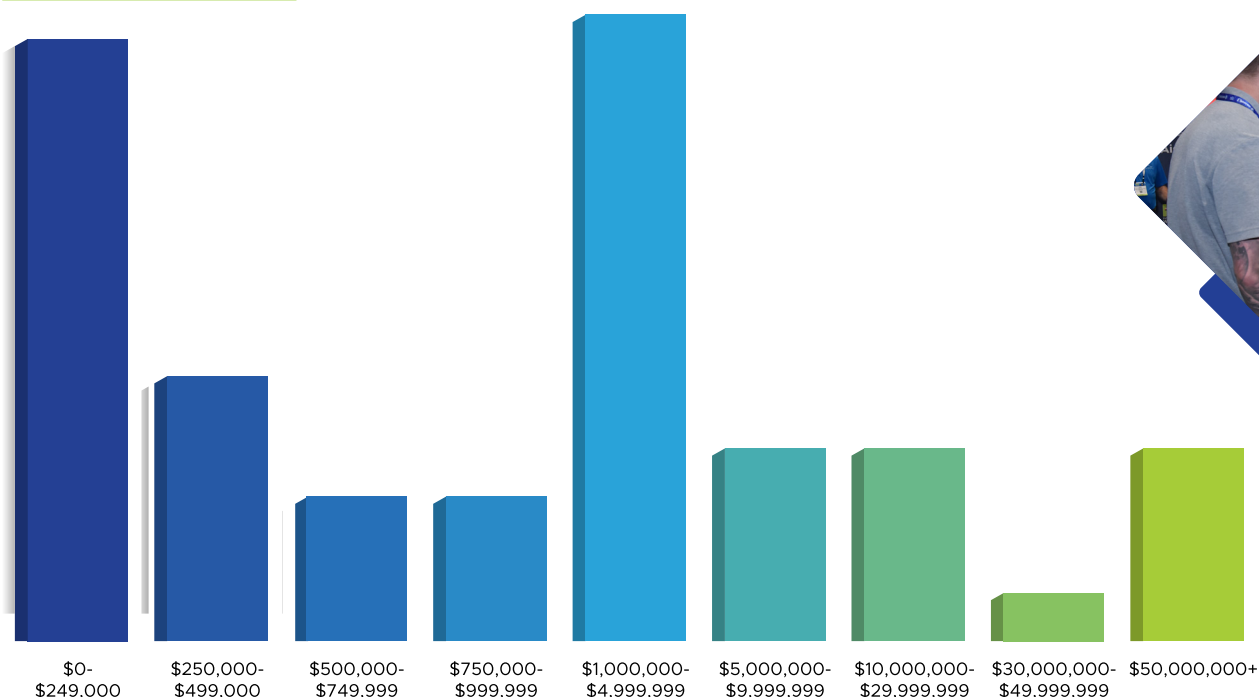
 **96%** plan to exhibit again in 2024.

“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:

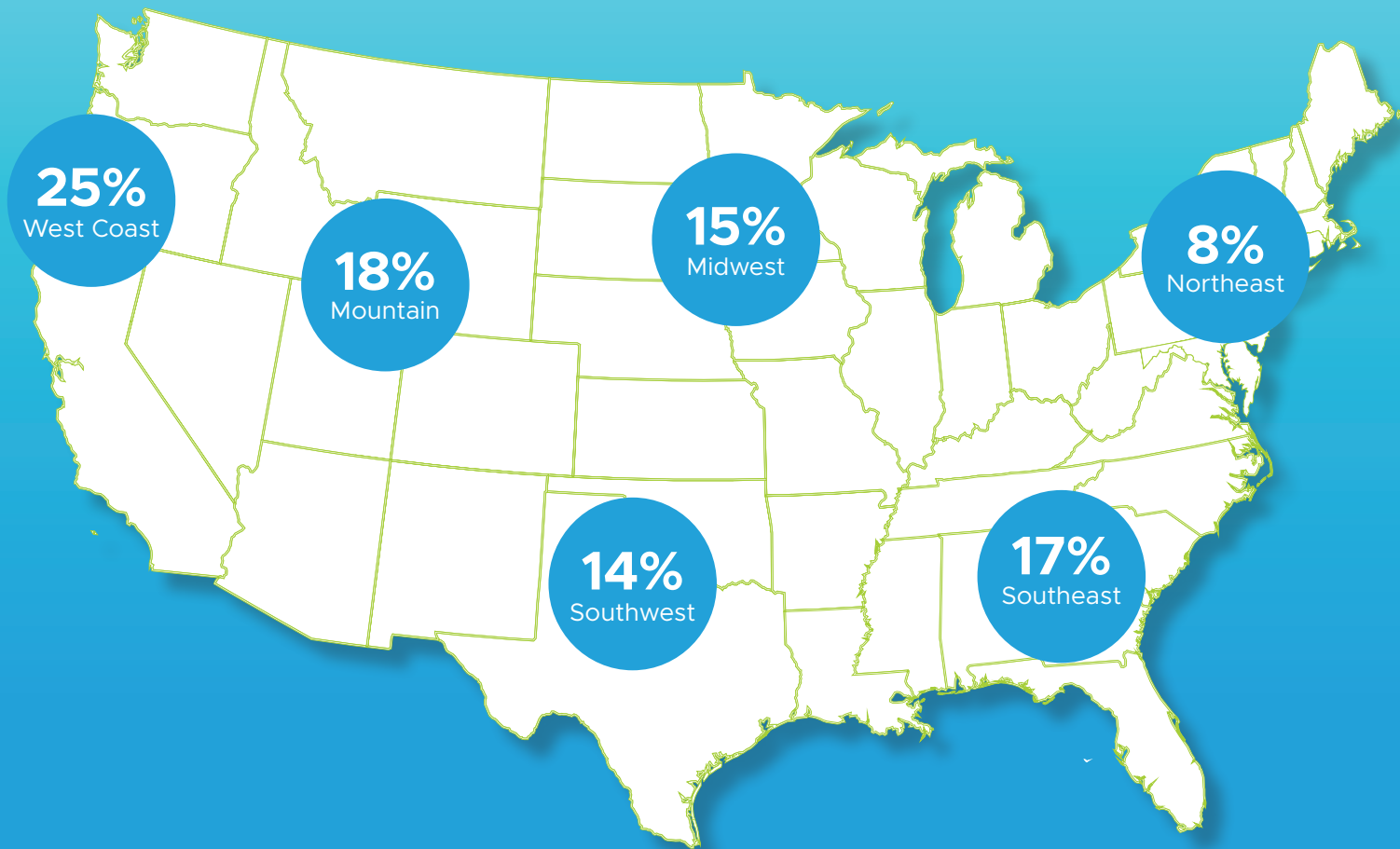


1. To see/source new products, services and suppliers.



2. To meet/network with existing suppliers.

ATTENDEE GEOGRAPHIC BREAKDOWN



TOP INTERNATIONAL COUNTRIES REPRESENTED:

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

THE INDUSTRY'S TOP OPERATORS

According to the 2022 *Inside Self-Storage Top-Operators Lists*,
49% of attendees own 10 or fewer facilities.

15 of the top 20 facility owners attend the ISS World Expo.

9 of the top 10 facility-management companies attend the show.

Some of the top self-storage operators that attend the expo include:

Andover Properties

Highline Storage Partners

KO Storage

Morningstar Properties

Red Dot Storage

Simply Self Storage

Spartan Investment Group

SROA Capital

Stein Investment Group

Store Space Self Storage

StorQuest Self Storage

Trojan Storage



“Great event to meet new people and network, find new suppliers, and gather information about all aspects of self-storage.”

—Scott Ring,
Cedarview Storage,
Columbia, TN

2024 BOOTH RATES

\$45 per SF
(10x10 booth)

Island-premium
fee: +\$750

Corner-premium
fee: +\$250

PAYMENT TERMS

- 50% deposit due at time of contract submission through Dec. 31, 2023
- 100% due at time of contract submission on and after Jan. 1, 2024
- Booth space without deposit will not be held

EXHIBITOR DIRECTORY LISTING

Make the best, first impression among attendees with your exhibitor listing. Basic listing includes logo, company description and contact information. Do you have explainer videos or case studies telling your company's story? Choose an upgraded package!*

*All exhibitors are required to choose at least one package

EXHIBITOR BENEFITS

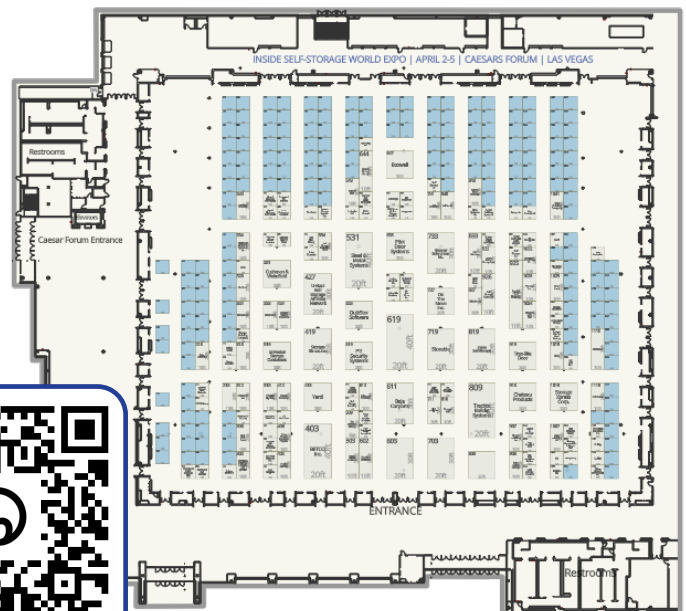
- Four complimentary badges for booth personnel
- Company listing on the official ISS World Expo website
- Company listing in the official Show Planner
- Company listing in the official Show Guide
- Up to 20 discounted passes for your customers and prospects
- 8' draped back wall, 36" side rails and 7" x 44" ID sign
- VIP Customer Invite Program to help you invite customers to the show



RESERVE YOUR BOOTH!

For information about exhibiting and sponsorship opportunities, contact:

Debbie Pirkey
Business Development Manager
debbie.pirkey@informa.com
212.710.7424 (Office)
480.372.7590 (Mobile)



SCAN QR CODE TO VIEW INTERACTIVE, LIVE FLOOR PLAN!

EXHIBITOR SCHEDULE*

MOVE-IN

Monday, April 1

10 a.m. - 5 p.m.

(Booths of 600+ square feet ONLY)

Tuesday, April 2

8 a.m. - 5 p.m.

(All exhibitors)

Wednesday, April 3

8 a.m. - 2 p.m.

(All exhibitors)

EXHIBIT HOURS

Wednesday, April 3

3-7 p.m.

Thursday, April 4

1-5 p.m.

MOVE-OUT

Thursday, April 4

5-9 p.m. (overtime rates apply)

Friday, April 5

10 a.m. - 2 p.m.

PLEASE NOTE: Overtime charges for labor and materials handling will apply Monday through Friday, 5 p.m. to 8 a.m., and all day on Saturday, Sunday and holidays. Please refer to the appropriate order form(s) for rates.

* Schedule is subject to change without notice.

HOST VENUE AND HOTEL



The Caesars Forum Conference Center is Silver-Certified by LEED (Leadership in Energy and Environmental Design). Estimated to be 44% more water-efficient than buildings of similar size, the venue will save 4.6 million gallons of water per year, equivalent to seven Olympic-sized swimming pools!

HOST HOTEL

Harrah's Las Vegas

3475 Las Vegas Blvd S.
Las Vegas, NV 89109

Harrah's has reserved a special room rate of \$139 per night plus taxes.

These rates are for ISS World Expo exhibitors and attendees, based on availability through March 9, 2024.