



World's largest
annual safety event

nsc Safety Congress & Expo

New Orleans, LA

2023

Congress & Expo Oct. 23-25

2023 Exhibitor Prospectus

Reserve Your Space Today!

91%
of our
audience
has buying
influence

    MAKE CONNECTIONS


National Safety Council

Why exhibit?

The workplace is rapidly evolving. But one thing remains unchanged: safety is paramount. Against this backdrop, we're thrilled to gather with the nation's leading safety, health and environmental professionals at the 2023 NSC Safety Congress & Expo. Together, we'll forge new alliances, reconnect with old friends and shape a common path forward.

Exhibitors play a vital role in this process. Join us at this historic gathering so you can build lasting bonds with those attending and share your ideas about the workplace of tomorrow.

Where? Ernest N. Morial Convention Center

When? October 23-25

**Thousands
of professionals
from the U.S., Canada
and multiple other
countries from
around the world
will be there!**



World's largest annual safety event

This is your opportunity to be a part of the world's largest annual safety event in a destination location. New Orleans offers countless opportunities for dinners, team-building and excursions, all of which help you make lasting business connections.

Expo Hours*

Monday, October 23

Tuesday, October 24

Wednesday, October 25

Expo Open

10 a.m. – 4 p.m.

9:30 a.m. – 4 p.m.

9:30 a.m. – 1 p.m.

Dedicated Expo Hours

10 a.m. – 1 p.m.

9:30 a.m. – 1 p.m.

11 a.m. – 1 p.m.

*Tentative schedule. Times are subject to change.

Meet and talk to decision-makers from major organizations



Attendee Job Function

- 22% CEO/COO/President/Owner
- 16% Safety Vice President/Administrator/Manager/Supervisor/Superintendent
- 15% Distributor/Sales Representative
- 12% Safety Coordinator
- 12% Safety Director
- 9% Safety Consulting/Engineering
- 6% Other (including Industrial Hygienist, Human Resources and Security Manager)
- 3% Facility Management
- 3% Skilled Tradeperson/Union/Committee Rep.
- 2% Risk/Loss Control Management

Audience Professional Experience

- 69% High-ranking professionals with more than 10 years' experience
- 19% Moderately experienced with 4-9 years' experience
- 12% New to the field or have taken on additional responsibilities with 1-3 years' experience

Including but not limited to key decision-makers, buyers and end-users from the following companies:

- | | |
|------------------------------|---------------------------------|
| Anixter | ExxonMobil |
| Aramark | Federal Bureau of Investigation |
| Argonne National Laboratory | FONA International |
| Baker Hughes a GE Company | Ford Motor Company |
| BASF | GE |
| BNSF Railway Company | HD Supply |
| Boeing Company | Land O Lakes |
| Bridgestone | La-Z-Boy |
| Caterpillar | Lockheed Martin |
| Chevron Phillips | Rush University Medical Center |
| Coca Cola Company | Satellite Services |
| Daimler Trucks North America | Siemens Energy |
| Deer & Company | Sodexo |
| Delta Airlines | The Dow Chemical Company |
| Discount Tire Company | ThyssenKrupp |
| Duke Energy Company | Walgreens |
| ESPN/Walt Disney Co. | Walmart |

congress.nsc.org/exhibit

Meet with key business partners and new prospects

What do exhibitors say?

"NSC Congress & Expo is a tremendous value for our business. We are able to effectively connect with industry peers, current customers and prospect for new business due to the high caliber of attendees."

Jennifer Lastra
360 Immersive

"If you're looking to obtain new customers, I would highly suggest you exhibit!"

John Marsh
Safety Rite

"We would never miss this event. Every year, we find that the attendance is great and provides many opportunities for us to connect with our current customers as well as prospects."

Steve Crawley
GotSafety



Areas of Expertise

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

References

CONCLUSIONS

22. Five-Digit Numbers

Q2: 51 ± 17 (T) 66 (U)

2% of total funding

9% of the population (5 million) is

3% Risk Management/Loss Control/Insurance

0% Environmental Protection

2% Experiment

2% Human Recomb

2% Industrial Hygiene

2% Labor Union Repro



Buyers with a wide variety of product interests

- Personal Protection
- General Safety
- Emergency Response
- Administrative/Risk Management/Services
- Hazard Control
- Facility Design, Maintenance and Operation
- Fall Protection
- Industrial Hygiene/Occupational Health
- Environmental Protection
- Ergonomics
- Home & Community
- Transportation
- Security

Industry Representation



103: C. (D. H. A.)

23. T. J. L.

98% Outcomes: 4/5

9% Utility

70% Professionals

7% Services (G.I.B.)

48% Petrochemical/Mining

49% Transportation



28%
of our
audience are
distributors



Attendee Buying Habits

42% of our audience plans to spend more than \$100,000

16% - \$100,000 to \$499,999

9% - \$500,000 to \$1 million

17% - More than \$1 million

58% of our audience plans to spend up to \$99,999

51% of our audience plans to purchase within six months

16% - Immediately

35% - 1 - 6 months

10% - 7 - 9 months

39% - 10 - 12 months

Reach your audience as they consider new ideas

First Look Exhibitor Pavilion **NEW!**

If you've never exhibited at the NSC Safety Congress & Expo, the First Look New Exhibitor Pavilion is for you. It's a great way to showcase your products to the safety industry and buyers and make business connections. Plan now to be a part of this exciting addition to the conference! Reach out to our sales team listed below.

We promote the 2023 NSC Safety Congress & Expo through an effective and far-reaching monthly integrated marketing plan that reaches more than 250,000 contacts and includes:

- Direct Mail Campaigns
- Print and Web Advertising
- Email Marketing
- Trade Publications
- Social Media (Facebook®, Instagram®, LinkedIn®, Twitter®, YouTube®)
- Corporate Meeting Programs and In-Conjunction With Meetings

Marketing campaigns reach more than 250,000 potential attendees

Get 24/7 exposure at congress.nsc.org

Hundreds of thousands of buyers are expected to visit the 2023 NSC Safety Congress & Expo website this year to seek solutions for their safety challenges. As an exhibitor, you get elevated exposure and reach your target in a high-trust environment.

- 3.1 million people viewed our website
- All exhibitor searches resulted in 451,300 views, a 13% increase over previous year.

3.1 million people viewed our website

FREE resources to promote your presence – a \$975 value You have access to personalized tools

- Exhibitor Guest Passes (three day Expo only – value up to \$225)
- One-time use of the pre- and post-show attendee mailing list* – \$750 value

**Available only to NSC member companies.*

Promotional opportunities to help you stand out

- **Best in Show – New Product Showcase** – Our Best In Show award spotlights three companies for excellence. The program has been a huge success and helps create a buzz among attendees about new product launches. Winners are announced before 2,000 people during the Occupational Keynote.
- **Sponsorship Opportunities** – Sponsor an event and stand out from competitors. It's a savvy investment that can help **increase booth traffic and awareness of your brand.**
- **Video Showcase** – Post a 2-3 minute video and promote your message to attendees before the show. Videos have been proven to **increase online traffic by 35%!**
- **Safety+Health® Magazine** – Consider advertising in Safety+Health® Magazine for more visibility at the show. Visit safetyandhealthmagazine.com/advertise.

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**BEST
IN SHOW**
2023 NSC SAFETY
CONGRESS & EXPO
SAFETY+HEALTH®

Health and Safety Guidelines*. For the most up to date information visit congress.nsc.org

**Subject to change.*

Exhibit, Marketing and Sponsorship Sales

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congress.nsc.org/exhibit



Don't Delay! Exhibit Today!

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