

New Virtual Event exhibit opportunities from ASSP!

The American Society of Safety Professionals (ASSP) is launching a new Virtual Event series of focused education under their popular SafetyFOCUS brand. These events are a unique opportunity for exhibitors to engage with a powerful audience in an intimate, virtual setting, over the next eight months.

Unconstrained by the physical safety limitations of an in-person event during the COVID-19 pandemic, these Virtual Events will attract a broad range of occupational safety and health (OSH) professionals who are at the forefront of keeping workers safe on the job during this unprecedented time in our history.

Here is the schedule:

| Date | SafetyFOCUS |
|-----------------------|----------------------------------|
| August 26-27, 2020 | Construction |
| September 16-17, 2020 | Safety Management Systems |
| October 20-21, 2020 | Risk Assessment and Management |
| October 22, 2020 | Industrial Hygiene |
| November 17, 2020 | Leadership and Business Skills |
| November 18-19, 2020 | Human Organizational Performance |
| January 26, 2021 | Standards |
| March 9, 2021 | Ergonomics |
| March 10-11, 2021 | Training and Education |

The global market for Occupational Safety & Health is growing rapidly because of COVID-19 and reports indicate that the demand for safety products and services information is at an all-time record-high.

We invite you to participate in this exciting new platform to showcase your products and services to hundreds of safety professionals with a Virtual Booth during these live online events—plus the 30 day on-demand period following each conference.

Reserve your Virtual Booth TODAY!

One (1) Virtual Event for \$995
(limited to 8 exhibitors)

All nine (9) Virtual Events
for just \$6,995

**Limited to 8 Virtual Booths
per SafetyFOCUS
Virtual Event!**

To secure your participation, contact:

Jeff Naccarato at E. jnaccarato@heexpo.com
P. 630.929.7916

Zach Erickson at E. zerickson@heexpo.com
P. 630.929.7934

or E. Safety@heexpo.com
P. 630.434.7779





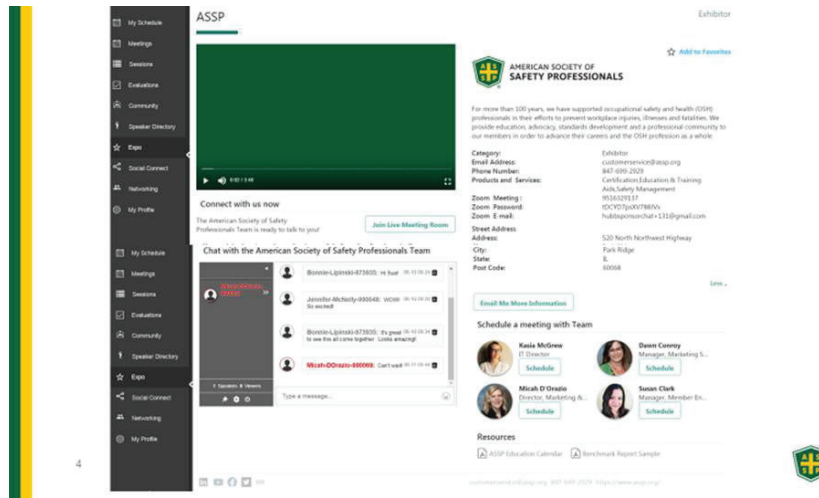
A New Opportunity to Connect with your Target Audience!

This new, intimate format will provide each exhibitor with virtual access to key leaders in occupational health and safety, and opportunities to build your business and cultivate strong relationships.

Each SafetyFOCUS Virtual Booth includes:

- Company logo, description, images
- A robust product category search function
- Social media links
- Pre-loaded content and video presentations
- Offline 24/7 viewing after the conference
- Live chat during each event
- Private zoom room for meetings
- Lead generation report of virtual booth visitors
- Provide a single place to upload content and more

Standard Booth Example:



Each SafetyFOCUS Virtual Booth has access to this reporting:

- Individual Overview Report
 - # of attendee visits to booth
 - # of times booth has been favorited
 - # of visits to the live meeting room
 - # downloads for each promotional video and resource
 - # social media icons clicked
 - # meetings across all booth staff
 - # video views
 - Average time video watched
 - Attendee leads –Contact information for anyone who clicked “email me more info” in your virtual booth (Name, company, title, email)
- Meeting details for your staff
 - Contact information for each attendee your staff initiated a zoom meeting with through the event platform, including date, time, participant name and email
- Resource download detail report
 - Attendee contact information for anyone who downloaded a resource/video in your virtual booth (Name, email, company, title)

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