

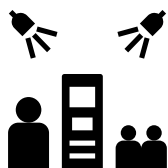
CONVINCE YOUR BOSS TO ATTEND INTERCLEAN AMSTERDAM





InterClean Amsterdam is the largest professional cleaning trade show in the world and the leading international business networking platform for the cleaning and hygiene industry. This year promises to be bigger, bolder and better with even more m² show floor and exhibitors than ever before!

INTERCLEAN AMSTERDAM 2024



900+ exhibitors



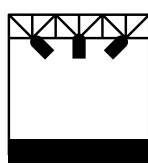
11 exhibition halls



30,000 expected visitors



100+ knowledge sessions



4 stages



Visitors from **120+** countries

What our attendees say about us

"InterClean is by far the best show for our companies, and I am sure for everyone exhibiting."

Manuel Koulianos,
ACS Industries, Inc

"It's always a pleasure coming back to the home of cleaning, getting updated on the industry and catching up with key people in the cleaning business."

Donatella Bernardelli,
Lavorwash S.p.A.

"By far the best cleaning show in the world!"

Stefania Benetti, P.A.
S.p.A.

✓ Research & preparation

- Gather information about the +900 **exhibitors** and +100 content sessions at InterClean Amsterdam 2024.
- Target the **segments** and sessions relevant to your role.
- Explain why it is relevant to your role and the company's objectives.



Our exhibitor list unites the entire professional cleaning and hygiene industry under one roof. Find out which exhibitors focus on your field of expertise.

EXHIBITOR LIST

Explore the segments

Equipment

Healthcare

High pressure

Machines

Data & Digital

Steam cleaning

Washroom

Window cleaning

Detergents





✓ Provide a clear agenda

Over 4 days, Interclean Amsterdam explores what's got people buzzing in every major sector of the industry, identifying the trends, challenges and opportunities propelling the world of professional cleaning and hygiene forward.

- Include a detailed agenda of the conference and what you'll gain from it.
- Highlight the specific skills, knowledge or insights that are most relevant to your team, job role and career goals.
- Study the **programme timetable** ahead of time to decide which sessions and presentations to target.

100+ content sessions:

- Keynote by German Ramirez, a digital pioneer: "Time for a Clean Start"
- Sessions by the European Hygienic Engineering & Design Group on cleaning in the food service industry
- Sessions by the World Toilet Organisation on washroom and toilet hygiene
- Panel discussion on diversity and inclusion in the workforce
- Presentations on greenwashing and sustainability in the hospitality industry
- Presentations on the value of data

✓ Outline objectives

Provide specific examples of how attending will benefit your company, such as learning new technologies, expanding your network, or gaining insights into industry trends that can improve company performance.

- **Lead generation:** Professionals from the cleaning and hygiene fraternity gather from all over the world to find the solutions which are revolutionising the industry. Find potential customers and start building a network of leads that will continue to deliver long after the show is over.
- **Market research:** Interclean Amsterdam gathers the world's most exciting companies, from household brands to the exciting startups changing the way things are done across the globe. Meet them, share ideas and stay ahead of the latest trends in your industry.
- **Networking:** Interclean Amsterdam is where you can meet industry professionals from all over the world, do business with leading manufacturers and be part of tomorrow's solutions!

✓ Address the costs and logistics

Your boss is concerned about the bottom line – and rightly so!

- Explain how in today's climate, it's vital to stay ahead of your competitors.
- Identify any valuable takeaways which could result in a positive return on investment for your organisation.
- Be transparent about the costs associated with attending the show including **registration fees, travel expenses** and any other relevant costs.
- Provide a clear plan for how you will manage these costs and ensure that the company can benefit.

Did you know this year there are 4 different tickets for the show?

Interclean Ticket
Interclean Premium Ticket
Friday Ticket
HCF Conference Ticket

REGISTER NOW

Remember you can register free of charge via an exhibitor or your association.

✓ Demonstrate your commitment to the company

- Convey your passion and commitment to the company and explain how attending Interclean Amsterdam will help you to achieve the company's goals.
- Reassure your boss that you will remain fully involved with your job responsibilities while attending the show and provide a plan for how you will share what you learn with the rest of the team.

- Remind your boss that investing in your personal and professional growth shows you're in it for the long haul.

✓ Create a proposal

- Write a letter to your boss proposing all the benefits of attending the show using this handy checklist.

✓ Schedule a meeting with your boss

- Use this toolkit to prepare your perfect pitch and get ready to bowl your boss over.

See you at Interclean Amsterdam 2024!

For more information, please consult the **FAQ**.

For questions about the show, please contact the Interclean team via interclean@rai.nl





intercleanshow.com/china

