

# e-Update

The Member Newsletter of the Canadian Sanitation Supply Association

## IN THIS ISSUE

- 2** The Cost Effectiveness of Exhibition Participation
- 3** Can Clean 2009 Booth Space Still Available
- 5** Gala Event: CSSA Invites You To Attend The Prestigious Awards Dinner

## RECOGNITION

# Thirty Year Can Clean Awards

On Tues. Apr. 28, 2009, in conjunction with the CSSA Awards Dinner, the following companies will be honoured for their continued participation in Can Clean, the trade show dedicated to the cleaning professional, over the past 30 years:

Advantage Maintenance Products  
 Armstrong Manufacturing  
 Atlas Graham Industries Co. Ltd.  
 Canadian Mill Supply  
 Champion Products  
 Chemspec  
 Clark Canada  
 Deb Canada  
 Dustbane Products  
 Ecolab Professional Products  
 Electrolux  
 Ferris Agency  
 Frost Products

Jan-Mar Sales Ltd.  
 JohnsonDiversey  
 Kimberly Clark Professional  
 Kleep Quip - Ted Harding  
 Kruger Products  
 Marino Manufacturing  
 Michael's Equipment  
 Nilfisk-Advance Canada  
 Rubbermaid  
 Swish Maintenance  
 3M Canada  
 Wood Wyant



### Canadian Sanitation Supply Association

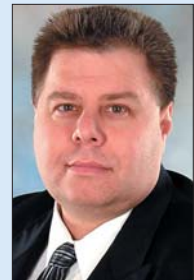
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## RON MCQUADE

The Canadian Sanitation Supply Association sends its condolences to the family of Ron McQuade, who recently passed away after a short illness.

Ron was instrumental along with Keith Sopha in the negotiation of the alliance that was formed between CSSA and the Canadian Association of Environmental Management (CAEM).

McQuade, of Breeze Facilities Solutions Inc., will be sadly missed by his many friends in the industry.





The **Canadian Sanitation Supply Association** is a non-profit corporation, established in 1957 and registered under the Canada Corporation Act, representing member companies engaged in the manufacturing, distribution and selling of sanitary maintenance products and services.

The purpose of the CSSA is to provide a high degree of professionalism, technical knowledge and business ethics within our membership. Representing the leading product / service providers in the industry, the association promotes a greater public awareness and understanding of sanitary maintenance principles, while contributing to improved public health and environmental awareness in Canada.

**e-Update** is the official member newsletter of the CSSA. It is published four times per year and keeps members informed on news, events and circumstances that affect the industry.

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## BUSINESS NOTES

# The Cost Effectiveness of Exhibition Participation

To determine the cost effectiveness of exhibiting, a survey was conducted among sales and marketing managers of random firms over all sectors of the industry with annual sales of approximately \$50 million. When asked the question, 'Annually, how many people visit your trade show displays?' respondents answers averaged 20,000 visitors per year! These 20,000 visitors

present thousands of opportunities to capture better qualified sales leads, making exhibiting clearly the right choice when it comes to a truly cost-effective method of selling.

Among other findings of the survey, it was determined that in order to make an initial, face-to-face visit with a potential customer, companies can expect to incur the following costs.

### With an Exhibition Lead

# \$215

This includes:

- Exhibition construction, storage, transportation, exhibit space, salesperson salary, travel and entertainment.

### Without an Exhibition Lead

# \$1039

This includes:

- The \$596 cost of contacting the prospect in the field and the \$443 to identify the prospect prior to the first sales call.

## How Much Does It Cost to Identify a Potential Customer?

To determine a company's expenditure when it comes to identifying a potential customer, participants were asked, 'Prior to a sales call, what is the average cost of identifying a prospect

through means other than a trade show?' Furthermore, by using the average cost per exhibition to a company or organization - also found in the proc-

*Continued On Page 4*



## ALLIANCES

# CSSA Welcomes Special Guests to Can Clean 2009

The Canadian Sanitation Supply Association (CSSA) and the Canadian Association of Environmental Management (CAEM) would like to welcome the following special guests, partners and colleagues to Can Clean 2009. Each of these organizations brings value to our membership by providing support, advice and expertise related to Environmental Services / Cleaning industry.

**Canadian Institute of Public Health Inspectors** – CIPHI advances the profession, science and field of Environmental Public Health through certification, advocacy, education and setting standards. They protect the health of Canadians and represent environmental public health professionals across Canada. They provide great guidance to Environmental Services during infectious outbreaks and work closely with us on a common goal.

CIPHI works to protect the health of all Canadians on environmental issues while promoting the science of environmental health and the profession.

**Options Inc.** – Options Inc. is a professional consulting firm that provides comprehensive ergonomic services. Their knowledgeable consultants possess over 30 years of combined work and research experience in the field of ergonomics and human factors. They take both pride and satisfaction in meeting a wide range of challenges, and are experts in ergonomics and MSD

prevention in the Housekeeping field.

Options's teams support clients throughout North America from its main office located in Guelph, Ont.

**Recycling Council of Ontario** – RCO is a not-for-profit registered charity which was established in 1978 to promote the development of recycling and waste reduction programs in Ontario. Over the years its mandate has evolved to include research, policy development, advocacy, public education and demonstration projects. In 1989, the RCO was recognized by the United Nations with an environmental award for its role in establishing Ontario's highly successful blue box curbside recycling program. The RCO provides its members advice and direction towards waste reduction initiatives in Ontario. They host an annual awards event which recognizes leaders in waste reduction initiatives in Ontario.

**Regional Infection Control Networks** – RICN are designed to coordinate infection prevention and control activities, and promote standardization in health care facilities across Ontario. Development of the networks has brought together infection prevention and control experts from sectors and settings across the health care continuum including acute care, public health, community care and long-term care homes.

*Continued On Page 4*

## Can Clean 2009

### Booths Still Available

With less than four weeks to go before Can Clean 2009, things are starting to heat up. Pre-registration numbers are over 1000 to date, a good sign that the educational programs we have put together are of great value to end-users and distributors alike.

The Canadian Association of Environmental Management (CAEM), the Regional Infection Control Networks (RICN) and the Ontario Healthcare Housekeepers Association (OHHA) are bringing out their members in full force to share in this knowledge.

There is still time to show your wares at Canada's Cleaning Exposition dedicated to the cleaning professional. Contact the CSSA office at (905) 665-8001, Toll Free: 1-866-684-8273 or visit the association web site at [www.cssa.com](http://www.cssa.com).

## New Chapter Chair in Atlantic Canada

The Atlantic Chapter of CSSA would like to thank **Marc Costandi** of Avmor Ltd., for the time and effort he put in as Chapter Chairman. Marc passes the baton to **Jeff Zettler** of Capital Paper Products, who is looking forward to the challenges that lay ahead.

Continued From Page 3

## CSSA Welcomes Special Guests to Can Clean 2009

RICN coordinators provide great support to the housekeeping industry and our members by assisting in standardization and education. They are a great resource and are available to support our members throughout Ontario.

**Provincial Infectious Diseases Advisory Committee / PIDAC Sub Committee on Infection Prevention and Control** – PIDAC developed the principles of cleaning and disinfection for environmental surfaces within the health care environment. The upcoming PIDAC document will provide our members best practice guidelines for environmental cleaning in all health care settings. Our association appreciates being invited to participate in the PIDAC Best Cleaning Practice working document and value the opportunity to provide environmental expertise towards the new standards for health care cleaning.

## Can Clean 2011

This will be the last Can Clean in Toronto until 2011, so contact the association office today and put your company in front of the major decision makers in our industry. Visit our web site at [www.cssa.com](http://www.cssa.com) for details.

Continued From Page 2

## How Much Does It Cost to Identify a Potential Customer?

ess of this survey - the cost of identifying a prospect at an exhibition was also calculated.

The results of the survey indicated that meeting a prospective customer at an exhibition versus in the field saves an organization \$228. The costs to identify a new customer are shown below.

In more ways than one, the results of this study clearly illustrate the value of exhibitions as a marketing medium.

Of the total visitors to any one exhibition, 295 are potential customers - or attendees with buying authority. **That means that at any one exhibition, on average, an exhibitor has 295 opportunities for face-to-face contact with a buyer.** An exhibitor has a powerful influence over buying decisions - a fact which has been proven for decades by CEIR research.

### With an Exhibition Lead

# \$215

This includes:

- Exhibition construction, storage, transportation, exhibit space, salesperson salary, travel and entertainment.

### Without an Exhibition Lead

# \$443

This includes:

- The cost to identify the prospective customer prior to the first sales call.

## What is the Perceived Value of Exhibition Participation?

In order to gauge non-monetary value of exhibition participation by study respondents, participants were asked to indicate the event of their agreement/disagreement with the following views on a five-point scale, ranging strongly agree to strongly disagree.

*Exhibitions Increase Corporate and/or Brand Recognition -*

**67% Agree or Strongly Agree**

*Exhibitions Assist in Gaining/Retaining Market Share -*

**63% Agree or Strongly Agree**

*Fewer Sales Calls are Needed to Close a Sale with an Exhibition Lead because the Potential Buyer was able to meet with Sales/Technical Staff at the Exhibition -*

**66% Agree or Strongly Agree**

*Fewer Sales Calls are Needed to Close a Sale with an Exhibition Lead because the Potential Buyer has Seen an Organization's Product on the Exhibition Floor*

**68% Agree or Strongly Agree**



## MEDIA RELATIONS

# Sanitation Canada Magazine Named Official Publication of ISSA in Canada

For some time, *Sanitation Canada* has been a voice for ISSA in Canada. The ISSA is now pleased to announce that *Sanitation Canada* and ISSA have agreed that, commencing immediately, *Sanitation Canada* will be the official publication for the association in Canada.

In addition to continuing to provide association updates for the ISSA-news section of the magazine ("Inside ISSA"), ISSA will work more closely with *Sanitation Canada* to share additional content for your benefit.

ISSA encourages you to submit your company press releases and news to *Sanitation Canada* as well as to the ISSA.com news team to promote your success.

"*Sanitation Canada* and Perks Publications Inc. are proud of our long-time association with ISSA, and we look forward to the continued sharing of ideas and opportunities in an effort to better serve the membership," said *Sanitation Canada* publisher Mike Nosko.



*Sanitation Canada* has long been a respected voice for our industry and for ISSA as well as for the Canadian Sanitation Supply Association (CSSA), and we are excited that *Sanitation Canada* will provide subscriptions to our members in Canada as well as expand ISSA content.

The Association's ISSA Today magazine will also be made available electronically at [www.issa.com/magazine](http://www.issa.com/magazine).

## 2009 CSSA Awards Dinner

Join us on Tues. Apr. 28 as the CSSA pays tribute to the people in our industry who have excelled in giving their time and effort for the betterment of the industry. Being held at the Hyatt Regency Toronto on King (formerly the Holiday Inn) - 370 King St. W., Toronto - the gala event will see the presentation of our most prestigious industry award - the Sam Tughan Achievement Award.

Confirm your attendance today! Tickets are \$135 each. Please RSVP before Apr. 20 by calling the CSSA office at (905) 665-8001 or Toll Free at 1-866-684-8273.

## CSSA 2009 Golf Season

The 2009 CSSA Golf Tournament schedule is ramping up.

To kick off the 2009 CSSA Golf Season, the Quebec Chapter will be holding its annual golf tournament on **Tues. May 26** at the **Club de Golf de Blainvillier**. The tournament will honour Claude Bouchard.

The always popular Ontario Chapter golf tournament is scheduled for **Tues. Jun. 10** at the **Richmond Hill Golf Club**.

Full details on these and other golf tournaments will be made available shortly.

**MAKE OUR 30TH YEAR CELEBRATION  
YOUR EDUCATIONAL EXPERIENCE OF THE YEAR...**



**Can  
Clean 2009**

April 29 & 30, 2009 • The Direct Energy Centre • Toronto, Ontario

*Hygiene... Today's Future!*

**Canadian Sanitation Supply Association**

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**30TH ANNIVERSARY EDITION**