



THE BENEFITS OF **SPONSORING** ALT**US**

2026 SPONSORSHIP
& BENEFITS



WHAT IS ALTUS?

ALTUS IS A COMMUNITY
FOR BUILDING SERVICE
CONTRACTORS BUILT
BY BSCS, FOR BSCS.

The Altus Collective is a curated leadership ecosystem within ISSA, designed to bring **clarity, connection,** and **momentum** to the Building Service Contractor community.

Through **Altus Academy, Altus Principals,** and **Altus Summit** (formally Business Growth Strategies), the Collective transforms expertise into shared understanding, and understanding into better decisions—at scale.

ALTUS is Latin for high, deep, noble. It holds both height and depth—mirroring your work: Strategic from above, grounded in purposes.



WHY SPONSOR ALTUS

DIRECT ACCESS TO DECISION-MAKERS DRIVING THE INDUSTRY

Altus connects your brand with over 4,500 professionals across nearly 2,000 business service contractor companies, including owners, executives, and operational leaders responsible for purchasing decisions, growth strategy, and service delivery.

Sponsorship delivers consistent, high-impact exposure across digital and in-person channels.

ACCESS TO

Executive Decision-Makers

- CEO
- President
- Owner
- Managing Partner
- COO

Those Who Run the Business

- Director of Operations
- Director of Janitorial Services
- Managers and Other Leaders

Revenue & Strategy Leaders

- VP
- Director of Sales
- Chief Commercial Officer

50.4% OF THE
2,000 ALTUS
MEMBERS ARE

\$5M+
ORGANIZATIONS

THAT MEANS **MORE
THAN HALF OF THE
COMMUNITY**
OPERATES AT
MULTI-MARKET
ENTERPRISE SCALE

This is **NOT** a small-business-
heavy association slice.
Decision authority is
concentrated, not diluted

This is a **VERY STRONG SIGNAL**

1 IN 4 ALTUS
MEMBERS IS A

\$20M+
ORGANIZATION

1 IN 2 ALTUS
MEMBERS CONTROLS
ENTERPRISE-LEVEL
SPEND

Altus has near-equal representation
across all growth stages, enabling:

- Peer-to-peer credibility
- Upward influence
- Long-term sponsor pipelines

ALTUS MEMBER COMPOSITION

OVER 4,500 PROFESSIONALS ACROSS 2,000 BSC COMPANIES

FOUR METRICS

1. Annual Average Spend (Range)
2. Decision Authority (What they can say 'yes' to)
3. Decision Speed (How fast decisions move)
4. Commercial Impact (Revenue opportunity represented)

ASPIRE (0-\$1M)

Annual Average Spend

\$50K-\$150K

Decision Authority
Single-location tools, local vendors, certifications, entry platforms

Decision Speed
Fast, founder-led decisions

Commercial Impact
Early category loyalty and long-term lifetime value

Buying Behavior Insight
Often the first and final decision-maker

ADVANCE (\$1M-\$5M)

Annual Average Spend

\$150K-\$500K

Decision Scope
Regional vendors, core software, advisory services, compliance platforms

Decision Speed
Quarterly planning cycles

Commercial Impact
High-intent buyers with near-term conversion potential

Buying Behavior Insight
Optimizing for margin, systems and scalability

ACHIEVE (\$5M-\$20M)

Annual Average Spend

\$500K-\$2M+

Decision Scope
Enterprise platforms, multi-market contracts, capital investments

Decision Speed
Deliberate, but decisive

Commercial Impact
Multi-year contacts and platform standardization

Buying Behavior Insight
Moves slower — but moves at scale

ASCEND (\$20M+)

Annual Average Spend

\$2M-\$10M+

Decision Scope
National contracts, infrastructure, M&A services, strategic advisory

Decision Speed
Board-level or executive mandate

Commercial Impact
Category-defining partnerships and enterprise deals

Buying Behavior Insight
Portfolio-level decision authority

ALTUS PRINCIPALS

ALTUS PRINCIPALS ARE THE PEOPLE

They are the senior operators, executives, and industry leaders who form the intellectual core of Altus. Principals are selected—not recruited—for their lived experience, sound judgement, and ability to lead through complexity. They are not theorists, influencers, or consultants speaking from the sidelines. They are leaders who have built, scaled, and navigated real organizations.

The Altus Principals represent a key business discipline that drives successful cleaning companies, including:

- **Strategy**
- **Operations**
- **Sales & Marketing**
- **Technology**
- **Finance**
- **Human Resources**

The Altus Principals rotate leadership of monthly workshops, sharing their experience, lessons learned, and insights from operating and scaling successful businesses.



JILL FREY

**PRESIDENT & CEO
CUMMINS FACILITY SERVICES
ALTUS WORKSHOP: TECHNOLOGY**



STEVE MASTIN

**CHIEF FINANCIAL OFFICER
4M BUILDING SOLUTIONS
ALTUS WORKSHOP: FINANCE**



MIKE FITTS

**CHIEF COMERCIAL OFFICER
4M BUILDING SOLUTIONS
ALTUS WORKSHOP: STRATEGY**



CHASE CARLSON

**PRESIDENT & CEO
PIONEER
ALTUS WORKSHOP: OPERATIONS**



RICKY REGALADO

**CEO & FOUNDER
ROUTE/ROZALADO SERVICES
ALTUS WORKSHOP: SALES &
MARKETING**



CHANNING JOHNSON

**PRESIDENT
KB BUILDING SERVICES
ALTUS WORKSHOP: HUMAN RESOURCES**

ALTUS ACADEMY

EDUCATION & TRAINING

Altus Collective offers members **access to top industry experts** through focused, high-value education.

Each course delivers **practical insights** and **real-world strategies** tailored to every stage of business growth.

Designed for clarity, collaboration, and immediate impact, Altus Academy helps members strengthen their craft and rise together.

SCHEDULE OF ACADEMY WORKSHOPS

MAR
5

WELCOME
TO ALTUS

WITH
KARINA NEFF

MAR
26

STRATEGY

WITH
MIKE FITTS

APR
23

OPERATIONS

WITH
CHASE CARLSON

MAY
28

SALES &
MARKETING

WITH
RICKY REGALADO

JUL
23

TECHNOLOGY

WITH
JILL FREY

AUG
27

FINANCE

WITH
STEVE MASTIN

OCT
22

HUMAN
RESOURCES

WITH
CHANNING JOHSON

ALTUS IN PERSON EVENTS

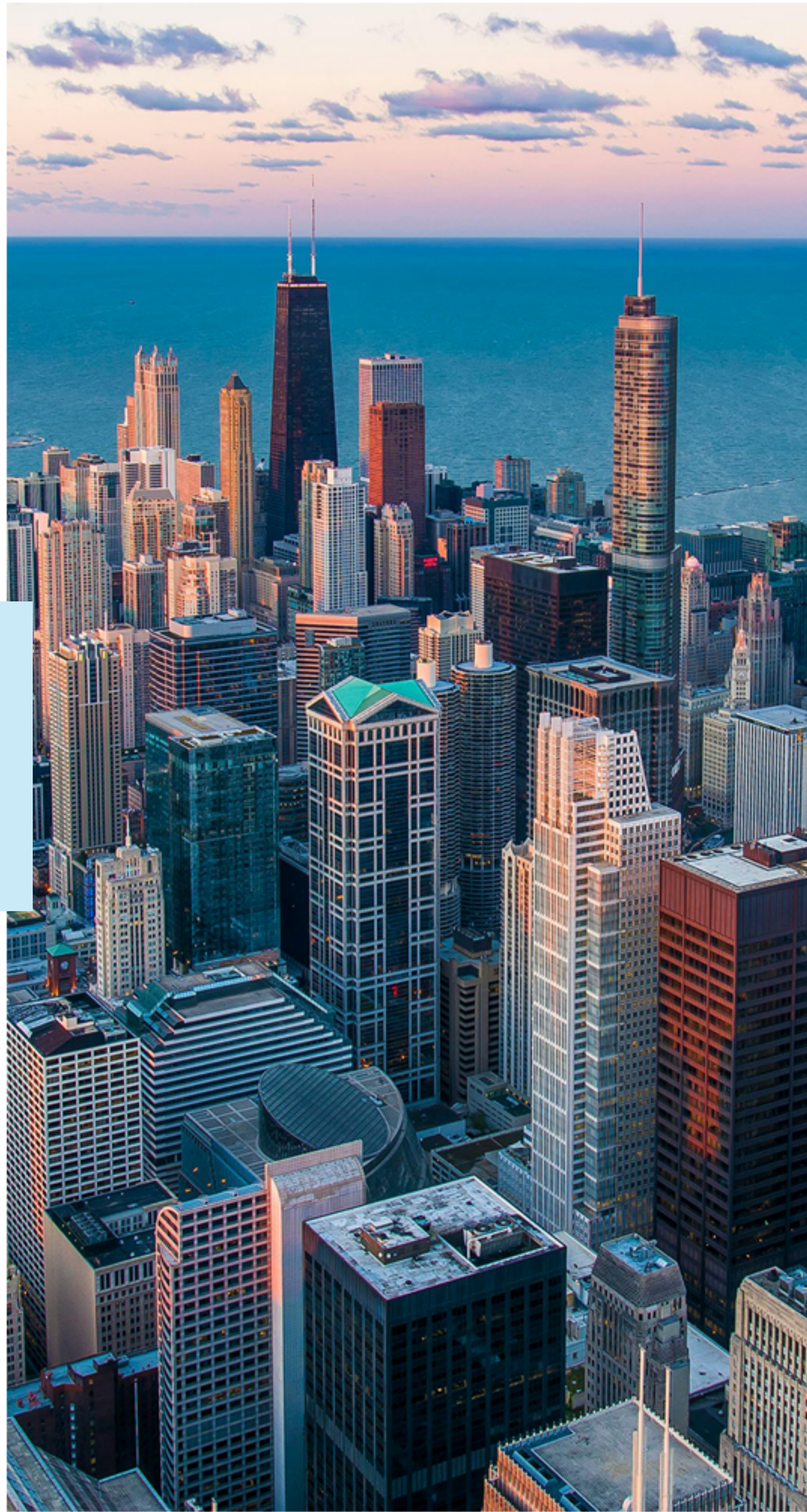
JUN 8-10

ALTUS
SUMMIT

(Formally Business Growth Strategies Conference)

NOV 16-19

ISSA SHOW
NORTH AMERICA



AL
TUS



JUNE 8-10

CHICAGO, ILLINOIS

WHERE THE INDUSTRY RISES TOGETHER

The Altus Summit (formally Business Growth Strategies Conference) **brings together the Business Services Contractor (BSC) community** for an event of **connection, insight, and growth**. From meaningful conversations to memorable experiences, Altus Summit is about bringing bringing people together, exchanging ideas between peers, and learning from industry leaders how to grow and scale your business.

Altus is not a conference you attend. It is a summit you step into, where leadership is elevated, relationships are forged, and the industry moves forward together.

 **June 08 - 10, 2026**

 **ISSA HQ**
10275 W. Higgins Road Rosemont, IL 60018

 **Sheraton Suites Chicago O'Hare**
6501 Mannheim Rd, Rosemont, IL 60018

LEARN MORE: events.issa.com/events/altus-summit/

ELEVATE PARTNER

\$5,000

- Sponsor highlighted in one issue BSC Clean Update newsletter
- Logo on BSC Peer Group Page on [issa.com](https://www.issa.com)
- Sponsor highlighted in ISSAToday Magazine
- Company listing in press release announcing partnership



Altus Summit Event

- 2 Tickets to attend Altus Summit
- 2 Tickets to attend Dine Around during Altus Summit
- 10% Discount for guests/staff to attend Altus Summit
- Sponsor Logo inclusion across Summit pre-event, live and post-event communications
- Summit Sponsor receives a tabletop in the multi-purpose area
- Summit Sponsor of Welcome Reception

Altus Academy Education Program

- Logo placement on Academy Program Communications

ISSA Show North America

- Altus Meet & Greet at ISSA Experience Hub

MOMENTUM PARTNER

\$15,000

- Sponsor highlighted in one issue BSC Clean Update newsletter
- Logo on BSC Peer Group Page on [issa.com](https://www.issa.com)
- Sponsor highlighted in ISSAToday Magazine
- Company listing in press release announcing partnership



Altus Summit Event

- 2 Tickets to attend Altus Summit
- 4 Tickets to attend Dine Around during Altus Summit
- 15% Discount for guests/staff to attend Altus Summit
- Sponsor Logo inclusion across Summit pre-event, live and post-event communications
- Summit Sponsor receives a tabletop in the multi-purpose area
- Summit Sponsor of Welcome Reception
- Summit 3-5-minute sponsor welcome or speaker introduction on select education
- Opportunity to distribute one promotional piece at Altus Summit

Altus Academy Education Program

- Altus Academy Sponsor of one Academy Session
- Sponsor may introduce Industry Principle during one Academy Session
- Attendee List of sponsored Altus Academy Session Participants
- Logo placement on Academy Program Communications

ISSA Show North America

- Altus Meet & Greet at ISSA Experience Hub
- Sponsor a team participating in the Housekeeping Olympics

SUMMIT PARTNER

\$25,000

- One (1) dedicated email blast to ISSA Members
- One (1) Straight Talk video interview with ISSA Media
- Logo on ISSA homepage
- Executive profile featured in ISSAToday Magazine
- Two (2) Social Media Posts on ISSA LinkedIn
- Sponsor featured in one issue BSC Clean Update newsletter
- Sponsor highlighted in one issue BSC Clean Update newsletter
- Logo on BSC Peer Group Page on issa.com
- Sponsor highlighted in ISSAToday Magazine
- Company listing in press release announcing partnership



Altus Summit Event

- 2 Tickets to attend Altus Summit
- 6 Tickets to attend Dine Around during Altus Summit
- 25% Discount for guests/staff to attend Altus Summit
- Sponsor Logo inclusion across Summit pre-event, live and post-event communications
- Summit Sponsor receives a tabletop in the multi-purpose area
- Summit Sponsor of Welcome Reception
- Summit 3-5-minute sponsor welcome or speaker introduction on select education
- Opportunity to distribute one promotional piece at Altus
- Summit Lunch Sponsor

Altus Academy Education Program

- Provide questions to include in participant workbook
- Altus Academy Sponsor of one Academy Session
- Sponsor may introduce Industry Principle during one Academy Session
- Attendee List of sponsored Altus Academy Session Participants
- Logo placement on Academy Program Communications

ISSA Show North America

- Altus Meet & Greet at ISSA Experience Hub
- Sponsor a team participating in the Housekeeping Olympics

PINNACLE PARTNER

\$40,000

- BSC Member Mailing List (one time use)
- Sponsor provides 1 (one) BSC focused article for ISSAToday Magazine
- One (1) dedicated email blast to ISSA Members
- One (1) Straight Talk video interview with ISSA Media
- Logo on ISSA homepage
- Executive profile featured in ISSAToday Magazine
- Two (2) Social Media Posts on ISSA LinkedIn
- Sponsor featured in one issue BSC Clean Update newsletter
- Sponsor highlighted in one issue BSC Clean Update newsletter
- Logo on BSC Peer Group Page on [issa.com](https://www.issa.com)
- Sponsor highlighted in ISSAToday Magazine
- Company listing in press release announcing partnership



SPONSOR

Altus Summit Event

- 2 Tickets to attend Altus Summit
- 8 Tickets to attend Dine Around during Altus Summit
- 50% Discount for guests/staff to attend Altus Summit
- Sponsor Logo inclusion across Summit pre-event, live and post-event communications
- Summit Sponsor receives a tabletop in the multi-purpose area
- Summit Sponsor of Welcome Reception
- Summit 3-5-minute sponsor welcome or speaker introduction on select education
- Opportunity to distribute one promotional piece at Altus Summit
- Summit Lunch Sponsor
- Summit Welcome Reception Featured Sponsor w/ welcome remarks
- Summit Keynote Speaker Welcome or speaker introduction

Altus Academy Education Program

- Sponsor to provide 1 industry Principle to lead 1 education track for 2027 membership year
- Altus Academy Sponsor of year round program
- Attendee List of Altus Academy participants
- Provide questions to include in participant workbook
- Altus Academy Sponsor of one Academy Session
- Sponsor may introduce Industry Principle during one Academy Session
- Attendee List of sponsored Altus Academy Session Participants
- Logo placement on Academy Program Communications

ISSA Show North America

- Altus Meet & Greet at ISSA Experience Hub
- Sponsor a team participating in the Housekeeping Olympics



WE CAN'T WAIT FOR YOU TO JOIN US!

For supply chain company sponsorship inquiries or more information, please contact:



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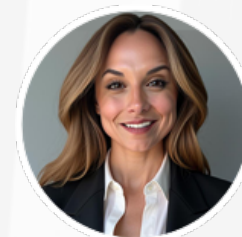


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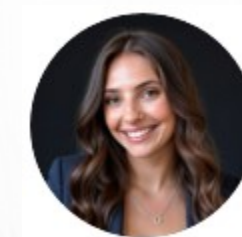
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