

Exhibit Space Perks Up 4.4% in November

Space Sales at the SEMA Show Jump an Astounding 60,000 NSF

BY DARLENE GUDEA, *president*; CAROL ANDREWS, *editor-at-large*; and HIL ANDERSON, *senior editor*

Oceanside, CA – The holiday spirit was building in November for trade show organizers who reported a 4.4% spike in exhibit space compared to 2012, along with solid increases in attendance and the number of exhibitors who set-up shop in convention centers around the U.S.

Exhibitor totals were 2.8% higher than the previous November and attendance grew 2.3%, reversing a gloomier October where the exhibitor count grew a paltry 0.5% and attendance and exhibit space metrics ended up in the red.

The 23 shows included in the *Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics* received a solid boost from the SEMA Show, which was not only the largest show of the month at 1,060,000 net square feet (nsf), but also posted an impressive 6.0% increase in exhibit space from the even 1,000,000 nsf reported in 2012.

The adjusted totals for the month, which exclude outliers that saw changes of 25% or more in at least one metric, grew to 4,247,821 nsf of exhibit space.

The exhibitor total reached 15,188 and attendance totaled 513,700. That boiled down to an average of 202,277 nsf, 690 exhibitors and 25,685 attendees.

There were a number of large shows that took place in November. A dozen of the 23 events were 100,000 nsf or larger and eight were on the *TSE Gold 100* roster of largest U.S. trade shows. One show, the *ArchitectureBoston Expo (ABX)*, was on the *TSE Fastest 50*, but the brisk growth the show enjoyed last year cooled off and the show actually declined in its attendance and exhibit space metrics. The number of exhibitors was up 8.8% at ABX, but exhibitors took less space.

Only three *Dashboard* shows reported declines in all three metrics while nine shows moved up in all three.

Car Crazy in Vegas

Cars were the talk of Las Vegas in November, and the topic was not the traffic on The Strip. A new marketing strategy in the city declared the first full week of the month to be *Automotive Aftermarket Industry Week*. It turned the spotlight on two concurrent shows that week that were among the must-attend

events for the auto industry aftermarket.

The SEMA Show and the *Automotive Aftermarket Products Expo (AAPEX)* drew a combined 276,587 attendees and gobbled up more than 1.5 million nsf of exhibit space. Both of the *Gold 100* shows reported gains in all three metrics, most of which were higher than the *Dashboard* averages for the month.

“Trade shows reflect the industries they serve and the unprecedented participation levels we saw this year indicate that the industry is moving into a growth mode,” said Chris Kersting, president and CEO of the Specialty Equipment Market Association (SEMA). “This was a record-breaking year for us and we saw companies that were ready and eager to do business.”

The SEMA Show results included a 6.0% increase in exhibit space and 5.8% more exhibitors. The unaudited attendance count grew 1.5% to a record 137,000, which included a brisk walk-up registration business during the show at the Las Vegas Convention Center.

“We saw more exhibitors taking part in programs such as the *New Products Showcase*,” Kersting said, adding that the Showcase received more than 2,000 entries.

The aisles at AAPEX were also busy. William T. Glasgow, Inc. increased its exhibit space sales at the Sands Expo Convention Center by 4.0% to 521,000 nsf. The number of exhibitors was up 3.0% to 2,394. Attendance increased 4.4% to 139,587. Glasgow helped drive its international attendance by scheduling special *Global Market Update* sessions that provided a close-up look at the auto aftermarket industry in Colombia, India and Australia.

Growth Leaders

- **FABTECH** returned to Chicago and the industrial heartland of the U.S., and saw a huge increase in attendance and exhibitor participation. Attendance jumped 57% and exhibit space soared 40.7% to 632,256



Hardly a Drag. The SEMA Show was hopping with a larger crowd and 6% increase in exhibit space. Drag racing legend “Big Daddy” Don Garlits (R) was among the booth attractions.



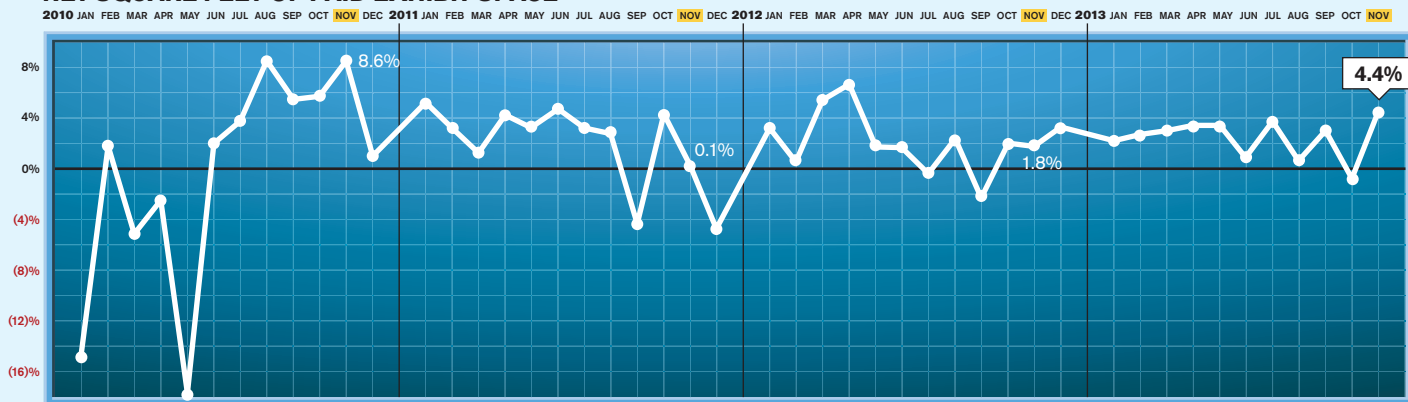
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Trade Show Executive

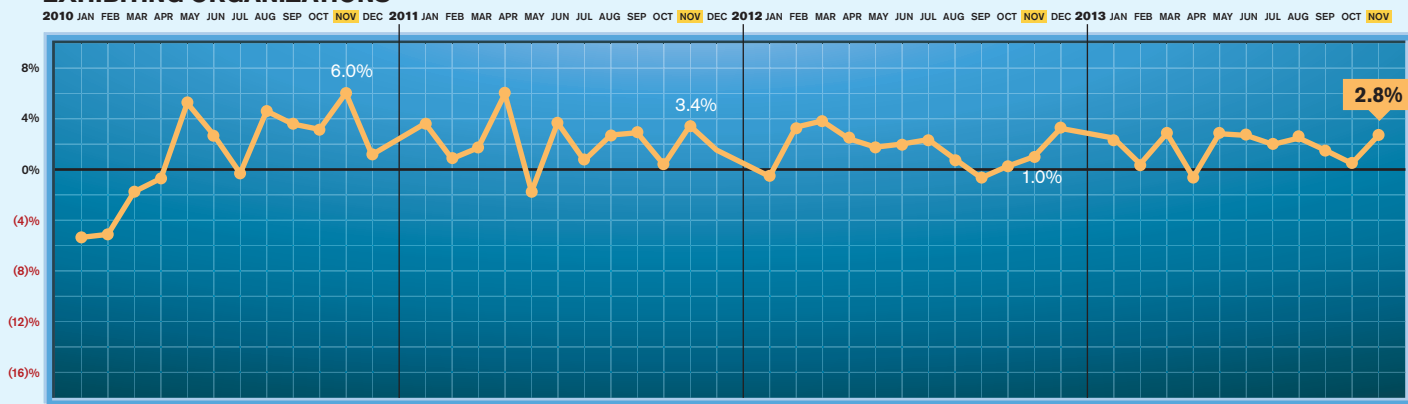
Dashboard Snapshot – MONTHLY OVERVIEWS

November Rebound. Trade show metrics were back on the upswing after a slight swoon in October. Exhibit space was up an encouraging 4.4%, one of the highest increases of the year. Attendance and exhibitor numbers grew more than 2.0%

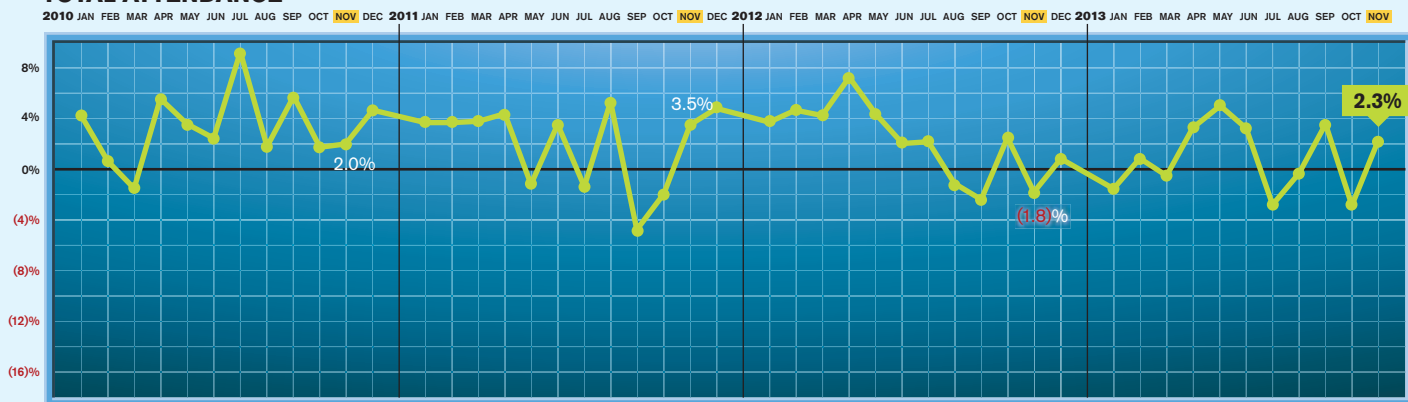
NET SQUARE FEET OF PAID EXHIBIT SPACE



EXHIBITING ORGANIZATIONS



TOTAL ATTENDANCE



Methodology

Survey questionnaires were sent to November shows listed in *TSE's ZOOM Trade Show Locator* and *Gold 100 directory*. All responses were cross-checked by *TSE* editors for discrepancies.

The *Trade Show Executive Dashboard* was created to give show organizers and

CEOs a fast read on trade show performance at a time when up-to-date, quality information is paramount to making decisions in today's business world. We recognize that simple statistics don't tell the full story about a show, and year-over-year growth is not the key factor in a show's value to the industry it serves. The *TSE Dashboard* still provides

the traditional metrics of show growth but also lists other significant characteristics and accomplishments such as quality of attendees, international attendance, sales transactions and conference and sponsorship growth.

We are grateful to the organizers who shared both quantitative and qualitative data.

Continued from page 20

nsf. The increases were so large that they were considered outliers and thus excluded from the *Dashboard* adjusted totals.

But the Society of Manufacturing Engineers said the show was a resounding success in ways other than the metrics.

"While breaking our own records was impressive, the most important thing was the reports we received from attendees and exhibitors," said show co-manager John Catalano. "Attendees were impressed with the scope of the shows and new products on display. Exhibitors reported sales activity was brisk and leads were plentiful."

- *Conference for the Advancement of Science Teaching* is a Texas-based event that this year saw sizable increases when it moved to Houston from the smaller 2012 venue of Corpus Christi. Attendance was up 85.8% to 7,700 and a 13.3% jump in exhibit space to 41,000 nsf generated record gross earnings for the Science Teachers Association of Texas.

- *The Greater New York Dental Meeting* is consistently one of the largest medical meetings in the U.S., and continues to be more of a national and international event than the show name implies. More than 130 nations and all 50 U.S. states were represented. The number of exhibitors was up 13.2% to 731 and the exhibit space increased 11.8% to 156,615 nsf. The educational program was expanded this year to include full and half-day seminars and workshops.

More Records Fall

Meanwhile, two other *Gold 100* shows broke previous records for their metrics in November.

- The *Private Label Trade Show* saw active pre-registration in the months leading up to its run in Rosemont. There was also keen interest in space in the *Pet Pavilion*, which launched last year for store-label chow and other pet products. The result was a 10.6% increase in exhibit space to a record 253,400 nsf and a 20.3% increase in the number of exhibitors.

- The *IAAPA Attractions Expo* set a 10-year high for exhibit space with 528,578 nsf, an increase of 6.8% from last year. The indoor space in Orlando was sold out and the outdoor exhibit area was the largest in show history despite a (5.9)% drop in the number of exhibitors. Attendance was up 9.4% with 29,000 visitors, of which 18,200 were classified as buyers. "Business was booming," said Paul Noland, president and CEO of the International Association of Amusement Parks and Attractions (IAAPA). "The week was filled with big project announcements and contracts being signed."

Top Cities

Las Vegas was back on top in terms of hosting the most exhibit space for the month. Along with *AAPEX* and the *SEMA Show*, Las Vegas hosted *ISSA/INTERCLEAN North America* for a total of 1,873,200 nsf.

Orlando was in second place with 1,026,278 nsf, thanks to *IAAPA*, *POWER-GEN International* and the *DEMA Show*. *FABTECH* took Chicago into the third spot with 632,256 nsf.

Next Month

The holidays usually put a crimp in the December show calendar, but the last month of the year gets a boost in 2013 from *RSNA*, the medical meeting in Chicago formally known as the *Radiological Society of North America 99th Scientific Assembly and Annual Meeting*.

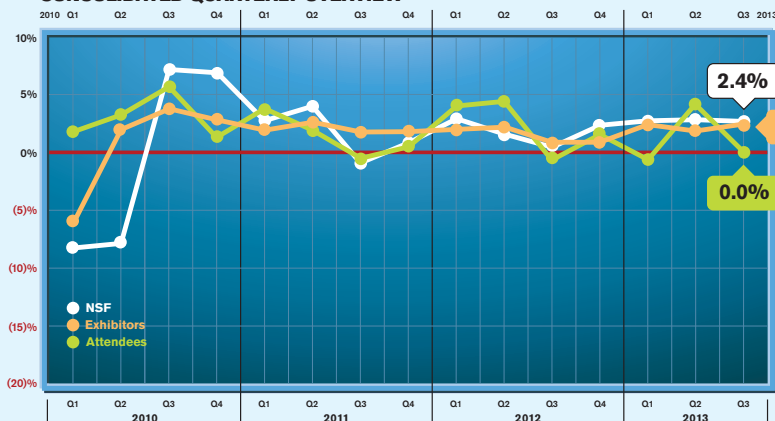
RSNA is usually held in the final days of November; however the late Thanksgiving this year pushed the *Gold 100* event into December.

The Running Event, a leader in the *Fastest 50* rankings, drew another good crowd to Austin and chalked up another sizable increase in exhibit space.

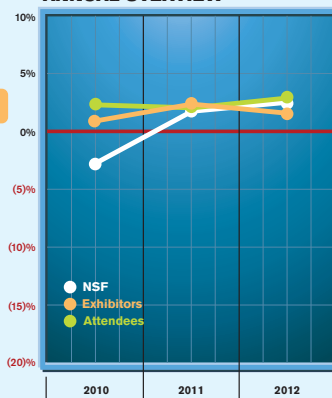
Texas was also the site of the *International Association of Exhibitions and Events (IAEE) Annual Meeting and Expo! Expo!*. More than 2,000 attendees covering the gamut of the trade show industry took over Houston for nearly a week of education, networking and exhibits. "This year's *Expo! Expo!* is being touted as one of the best meetings we've held yet," said IAEE President and CEO David DuBois.

Next month's *Dashboard* will provide the details of how well *Expo! Expo!* and other shows did in closing out 2013. **TSE**

CONSOLIDATED QUARTERLY OVERVIEW



CONSOLIDATED ANNUAL OVERVIEW



◀ Quiet Quarter (left).

The Third Quarter was not much changed from the quarter before. No metrics grew much more than 2.0% and attendance growth was flat.

◀ Respectable Growth (right).

2012 took the trade show industry on the same moderate growth path as 2011. Of the three metrics, attendance growth was in the lead.

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I N T E R N A T I O N A L

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Dashboard – NOVEMBER TRADE SHOW METRICS

SPONSORED BY


BY CAROL ANDREWS,
editor-at-large



BENCHMARKS: AVERAGE GROWTH

- NSF: 4.4%
- Exhibitors: 2.8%
- Attendance: 2.3%



TOP MANAGEMENTS*

- SEMA
- Society of Manufacturing Engineers
- IAAPA



TOP CITIES*

- Las Vegas
- Orlando
- Chicago

**Based on total nsf*






GROWTH LEADERS

- FABTECH
- CAST
- Greater New York Dental Meeting



TOP INDUSTRY SECTORS*


- Automotive
- Manufacturing
- Parks & Attractions

November 2013	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Qualitative Data
SHOW INFORMATION	2013/2012	2013/2012	VARIANCE	2013/2012	VARIANCE	2013/2012	VARIANCE	2013 VS. 2012
AAPEX Automotive Aftermarket Products Expo William T. Glasgow, Inc. www.aapexshow.com 	Las Vegas Las Vegas	521,000 500,800	4.0%	2,394 2,324	3.0%	139,587 133,642	4.4%	Several factors have impacted the continued growth of the show, including globalization, economic indicators, environmental responsibility and technology. Additional factors that fuel the industry include the number of vehicles reaching prime aftermarket age, the cost of fuel and the amount of unperformed maintenance.
ABX (Architecture Boston Expo) 2013 Boston Society of Architects www.abexpo.com 	Boston Boston	48,000 50,000	(4.0)%	407 374	8.8%	12,530 13,029	(3.8)%	Attendance at the conference portion of the event increased 35% and verified attendance grew 4% in 2013. The average number of days spent at the show and the number of hours spent at the show increased as well.
AIA Minnesota Annual Convention & Product Exposition AIA (American Institute of Architects) Minnesota www.aia-mn.org	Minneapolis Minneapolis	20,000 20,200	(1.0)%	200 204	(2.0)%	1,900 est. 1,900	No change	The event showcased the latest innovative design and construction industry products and services. A new exhibitor webinar enabled exhibitors to get the most from their show investment. Since 85% of AIA Minnesota's members work in the Twin Cities metro area, the Minneapolis Convention Center has been the ideal location for the show.
American Academy of Ophthalmology Annual Meeting American Academy of Ophthalmology www.aao.org 	New Orleans Orlando	236,500 232,000	1.9%	592 573	3.3%	N/A 24,525	CU	Final attendance figures for 2013 were not available, but the number of domestic preregistrants was about the same as last year. The show focused on ophthalmic technology, products and services and included Subspecialty Day exhibits.
American Public Health Association Annual Meeting & Expo American Public Health Association www.apha.org	Boston San Francisco	60,000 62,000	(3.2)%	574 569	0.9%	12,700 12,500	1.6%	The meeting addressed current and emerging health science, policy and practice issues. There were more than 1,000 scientific sessions, roundtables, poster sessions, institutes and panel discussions. Also, there was a CareerMart and a public health awards reception and ceremony.

N/A = Not Available CU = Comparison Unavailable

Trade Show Executive

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SHOW INFORMATION	2013/2012	2013/2012	VARIANCE	2013/2012	VARIANCE	2013/2012	VARIANCE	2013 VS. 2012
ASN Kidney Week American Society of Nephrology www.asn-online.org <i>*pre-audited</i>	Atlanta San Diego	44,000 39,750	10.7%	155 154	0.6%	12,766* 13,156	(3.0)%	Exhibit sales increased by almost 10%. This is due, in part, to increased exhibit sales in the international sector. The theme of the event was "Changing Focus: Innovation and Individualization."
Conf. for Advancement of Science Teaching (CAST) Science Teachers Association of Texas statweb.org/exhibits/about	Houston Corpus Christi, TX	41,000 36,200	13.3%	275 257	7.0%	7,700 4,145	85.8%	The show enjoyed record gross revenue from exhibit sales. The conference included a movie screening; a keynote by Adam Steltzner, lead landing engineer of NASA's Mars Science Laboratory Curiosity Rover Project; and entertainment by a rock and roll band of scientists.
DEMA Show (Diving Equipment & Marketing Association) Diving Equipment & Marketing Association www.dema.org ; www.demashow.com	Orlando Las Vegas	124,500 est. 126,400	(1.5)%	629 est. 636	(1.1)%	9,203 est. 9,815	(6.2)%	Attendees came from 95 countries and all 50 U.S. States. 97% of attendees are involved in their company's purchasing decisions. DEMA seminars addressed the state of the industry and current economic issues. The Image Resource Center was an exclusive area of the show floor that featured photo- and video-related exhibitors and seminars on underwater photography and videos.
FABTECH Society of Manufacturing Engineers www.fabtechexpo.com 	Chicago Las Vegas	632,256 449,500	40.7%	1,513 1,192	26.9%	40,667 25,903	57.0%	The show broke records in all measurements of growth. Exhibitors invested in larger booths, bringing new technology and machinery. An extensive multilevel educational conference, numerous networking opportunities and special events provided additional value for attendees. Also, there is extensive cooperation among all event co-sponsors.
Greater New York Dental Meeting Greater New York Dental Meeting www.gnydm.com	New York New York	156,615 140,095	11.8%	731 646	13.2%	54,629 53,305	2.5%	The event attracted attendees from all 50 states and 130 countries. More than 1,500 technical exhibits demonstrated the newest technology for the dental profession. There was an expanded auxiliary program with full- and half-day seminars, essays, hands-on workshops and a glass-enclosed Live Patient Demonstration Area.
Greenbuild International Conference and Expo Hanley Wood Exhibitions www.greenbuildexpo.org ; www.hanleywood.com	Philadelphia San Francisco	159,960 171,140	(6.5)%	739 862	(14.3)%	23,301 est. 24,660	(5.5)%	The show enjoyed record-setting sponsorship revenue. Also, the Pennsylvania Convention Center increased waste diversion from 10% to 75% for the expo. Two international events were announced for 2014: Brazil (August 4-7) and Italy (October 8-10).
Green Industry Show & Conference Landscape Alberta Nursery Trades Association www.greenindustryshow.com	Edmonton, AB, Canada Edmonton, AB, Canada	25,400 25,720	(1.2)%	166 163	1.8%	1,800 est. 1,800	No change	With the Passport Program, attendees had passport booklets stamped by participating exhibitors and were eligible to receive a GPS. Awards, including Grower of the Year, were presented at a banquet. Proceeds from an auction benefited horticulture research programs and projects.

Continued on next page

Trade Show Executive




Dashboard – NOVEMBER TRADE SHOW METRICS

Continued from page 25

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SHOW INFORMATION	2013/2012	2013/2012	VARIANCE	2013/2012	VARIANCE	2013/2012	VARIANCE	2013 VS. 2012
HealthAchieve Ontario Hospital Association www.healthachieve.com	Toronto Toronto	31,200 32,500	(4.0)%	243 258	(5.8)%	6,484 6,009	7.9%	There were 91 new exhibitors and more than 30 international exhibitors. The show surpassed its 2013 sponsorship target by 12%. A new layout gave the show a fresh look and designated exhibit-only hours were implemented. A new interactive area, The Marketplace, gave delegates another opportunity to network and a New Product Showcase enabled 20 organizations to demonstrate new technologies, products and services.
IAAPA Attractions Expo International Association of Amusement Parks & Attractions www.iaapa.org 	Orlando Orlando	528,578 494,770	6.8%	1,098 1,167	(5.9)%	29,000 26,500	9.4%	The show had the most total exhibit space in 10 years. There was a record number of sponsorships, and attendance experienced a 10-year high, fueled by an increasing number of facilities attending, an increase in middle management participation and deeper company penetration. Expo-related activities raised \$115,000 for Give Kids The World, a resort for children with life-threatening illnesses. Also, expansion of the Exhibitor Guest Pass program delivered significant results.
ISSA/INTERCLEAN North America ISSA – Worldwide Cleaning Industry Association www.issa.com 	Las Vegas Chicago	292,200 263,000	11.1%	690 623	10.8%	16,217 15,861	2.2%	Record-breaking new-exhibitor participation lead to greater exhibit space sales, along with a new for-fee Meeting Hub area on the show floor that was sold out two of the three exhibit days. Centralized keynote addresses held in the exhibit hall also lead to higher traffic, maximizing face-time with attendees. Following attendee requests, exhibit hours were expanded this year.
MILCOM (Military Communications Conf.) J. Spargo & Associates, Inc. www.jspargo.com	San Diego Orlando	32,900 43,900	(25.1)%	207 257	(19.5)%	4,097 3,337	22.8%	Sessions addressed communications for warfighters, cyber security and survivability, and technology innovations. Speakers included Alfred Grasso, president and CEO, The MITRE Corporation; Dr. Irwin Jacobs, founding chairman and CEO Emeritus, Qualcomm; and Steven W. Busby, a major general in the U.S. Marine Corps.
National Council for the Social Studies Annual Conference National Council for the Social Studies www.socialstudies.org/conference	St. Louis Seattle	30,000 28,500	5.3%	175 170	2.9%	4,300 4,200	2.4%	Several new features were introduced on the show floor, including exhibitor classrooms for demonstrations. Exhibitors appreciated the increase in attendee traffic, and 95% of new exhibitors plan to return in 2014. The show secured five new sponsors and exceeded its sponsor revenue goal.
Pacific Marine Expo Diversified Communications www.divcom.com	Seattle Seattle	66,668 62,600	6.5%	450 400	12.5%	8,775 7,941	10.5%	According to past surveys, 8 of every 10 attendees found new products for their businesses, and 70% made purchases as a result of the show. 85% were involved in or influenced purchasing decisions. A highlight of the show was the Fisherman of the Year Contest.

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PLMA's Private Label Trade Show Private Label Manufacturers Association www.plma.com 	Rosemont, IL Rosemont, IL	253,400 229,200	10.6%	1,299 1,080	20.3%	4,800 est. 4,800	No change	The show experienced record-breaking growth in all categories. The Sky Hall, which debuted in 2012, was sold out, with large anchor exhibitors requesting more booth space. The number of international pavilions from Europe, South America, Asia and Africa increased to 18, and service companies that help bring products to market were added.
POWER-GEN International PennWell Corporation www.pennwell.com 	Orlando Orlando	373,200 382,300	(2.4)%	1,306 1,327	(1.6)%	20,401 21,570	(5.4)%	The show celebrated its 25th anniversary this year. The conference addressed a wide range of topics related to the power generation industry. Attendees were eligible to win a new car when they had entry forms stamped at sponsors' booths.
SC13, The Intl. Conference for High Performance Computing, Networking, Storage and Analysis Hall-Erickson, Inc. www.heexpo.com ; www.sc13.supercomputing.org	Denver Salt Lake City	137,600 135,160	1.8%	335 334	0.3%	10,589 9,714	9.0%	The show celebrated its 25th anniversary this year. Since the conference has always had a large number of international attendees, show management provided special resources for them. A survey of past international attendees revealed that the most frequent problem they encountered was applying for visas. Therefore, the show created a section on its Web page to provide assistance to those applying for a visa.
SEMA Show SEMA (Specialty Equipment Market Association) www.semashow.com 	Las Vegas Las Vegas	1,060,000 1,000,000	6.0%	2,380 2,250	5.8%	137,000 135,000	1.5%	This was SEMA's largest show to date. Attendees came from more than 130 countries. The show has grown exponentially over the past 40 years, and the growth has been due, in large part, to SEMA's commitment to small and mid-size businesses.
Win-Door North America Shield Associates Ltd. www.salshow.com	Toronto Toronto	38,000 38,000	No change	143 143	No change	3,621 3,600	0.6%	The show included live demonstrations and testing and a new product showcase. Educational seminars gave a general overview of economic conditions and forecasts for the industry and also provided updates on critical industry issues, including the latest developments in building codes, energy codes, the Energy Star Program and certification.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
Total (Sum of all figures submitted by show management)		4,912,977 4,563,735		16,701 15,963		562,067 556,912		
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		4,247,821 4,070,335		15,188 14,771		513,700 502,339		
Averages (Based on Adjusted Totals)		202,277 193,825		690 671		25,685 25,117		
Percentage of Growth (Based on Adjusted Totals2)		4.4%		2.8%		2.3%		

 **COMING UP NEXT MONTH:**

A review of shows held in December