

Exhibit Space Takes 4.5% Leap in January

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

Oceanside, CA – Another New Year in the exhibition industry got off on the right foot in January with solid gains in exhibit space.

As was the case at the start of 2014, shows held in the busy month of January reported gains that were comfortably above the growth rate for the entire previous year. Exhibit space was particularly strong this January, increasing 4.5% over the amount of space sold for the January 2014 shows, according to the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics. Attendance was up 2.5% and the number of exhibitors taking part in U.S. trade shows grew by 1.9%. That compared with full-year increases in 2014 of 2.6% for exhibit space, 1.3% for attendance and 2.0% for exhibitors.

January is traditionally a banner month for trade shows. It begins with the high-profile International CES and continues on with flagship shows for construction, sporting goods, gifts and other industries. The most recent TSE Gold 100 rankings of largest U.S. trade shows listed 18 events that took place in January.

There were 26 January 2015 shows surveyed for the TSE Dashboard. Of that number, 19 had 100,000 net square feet

(nsf) or more of exhibit space, and 14 were ranked on the latest Gold 100. Five shows from the TSE Fastest 50 were held in January, including three that were pegged on both lists.

After calibrating the totals to exclude outliers and those shows on a non-annual schedule, the Dashboard shows turned in a combined adjusted total of 9,129,573 nsf of exhibit space occupied by 24,683 exhibiting companies. The adjusted total crowd count drew closer to the 1 million mark with a total of 937,953 attendees. The totals distilled to an average of 396,938 nsf per show, along with 1,028 exhibitors and 36,075 attendees.

Most January shows, however, experienced mixed results. Eight shows saw increases in all three Dashboard metrics while two reported declines in all three.

Winter Wonderland

Home for the holidays quickly gave way to fabulous Las Vegas for hundreds of thousands of buyers and sellers in January. Six Dashboard shows took place in Las Vegas during the month, including four Gold 100 events.

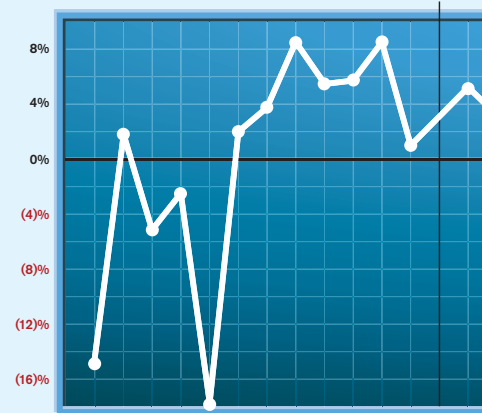
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Trade Show Executive Dashboard Snapshot – MON

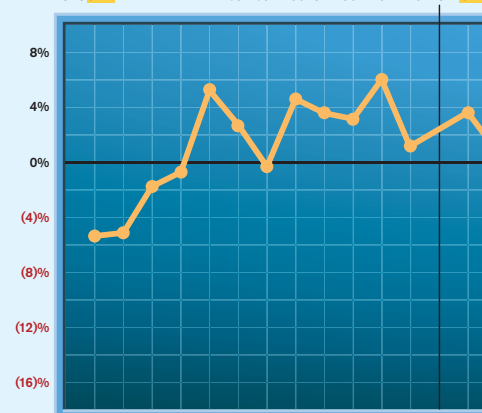
NSF OF PAID EXHIBIT SPACE

2010 JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC 2011 JAN



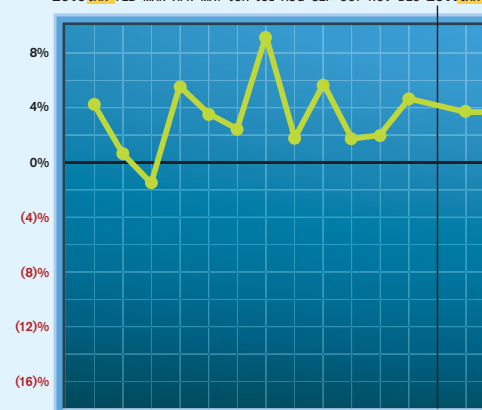
EXHIBITING ORGANIZATIONS

2010 JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC 2011 JAN



TOTAL ATTENDANCE

2010 JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC 2011 JAN

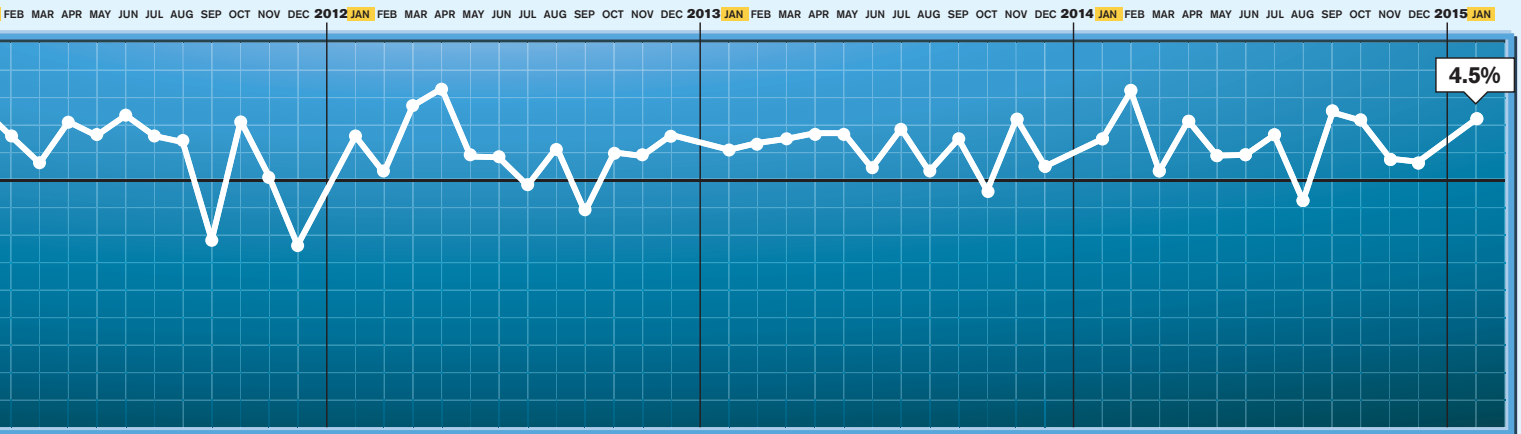


MONTHLY OVERVIEWS

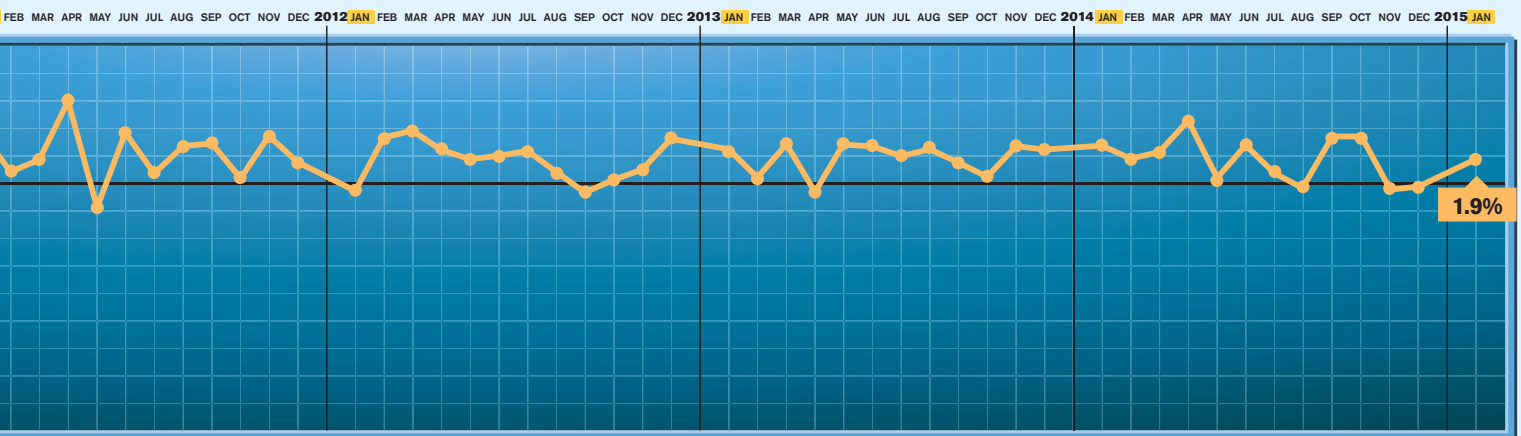
January Jump. Trade shows broke out of their long-running stretch of modest gains in January. Exhibit space was up sharply by 4.5% over January 2014 and attendance grew 2.5%. The number of exhibitors in the aisles was nearly 2% higher.



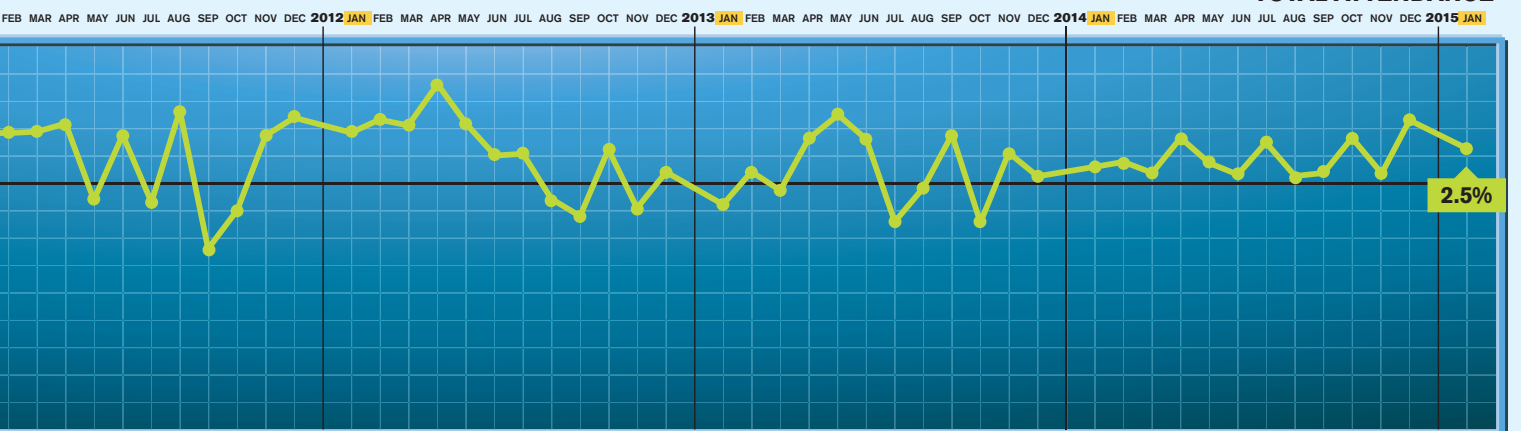
NSF OF PAID EXHIBIT SPACE



EXHIBITING ORGANIZATIONS



TOTAL ATTENDANCE



Continued from page 24

The International CES alone drew 170,000 attendees, a 5.9% increase over the previous year. Comparable crowds also flew in for major events including the SHOT Show, PPAI Expo and the five-show Design & Construction Week.

It was another record year for CES, which was not only the largest trade show in the nation in January, but also again turned in robust gains that outpaced the overall Dashboard growth.

When the dust settled, CES had increased its exhibit space by 8.5% over 2014 to 2,235,936 nsf and the number of exhibitors grew 3.7% to 3,631. "This CES vastly exceeded our expectations," said Gary Shapiro, president and CEO of the Consumer Electronics Association.

The show stuck to its strategy of embracing an increasingly wide range of industries tied into the burgeoning worldwide consumer market for electronics. Product launches again went well beyond televisions and into fledgling lines such as 3D printers, wearable technology, and driverless automobiles. "CES is the center of the convergence among content, services and products," Shapiro said.

Las Vegas was also the site of Design & Construction Week, an all-encompassing event for the construction trade. The International Builders' Show was the largest of the week's five shows with 477,703 nsf, an 11.4% increase over last year. The itinerary for attendees also included the Kitchen

and Bath Industry Show, which grew 20.5% to 271,830 nsf; Las Vegas Market; The International Surface Event; and the International Window Coverings Expo.

The SHOT Show was up 0.8% to 641,400 nsf, but attendance was off (5.9)%. Chris Dolnack, senior vice president and chief marketing officer for the National Shooting Sports Foundation, explained that the attendance requirements for the SHOT Show were tightened this year in order to raise the quality of the buyers. "This second-largest attendance is in keeping with what we have seen in the past year — that our industry is in good health and that manufacturers, wholesalers and retailers have a positive outlook."

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Chris Dolnack, SENIOR VP AND CHIEF MARKETING OFFICER FOR THE NSSF



Growth Leaders

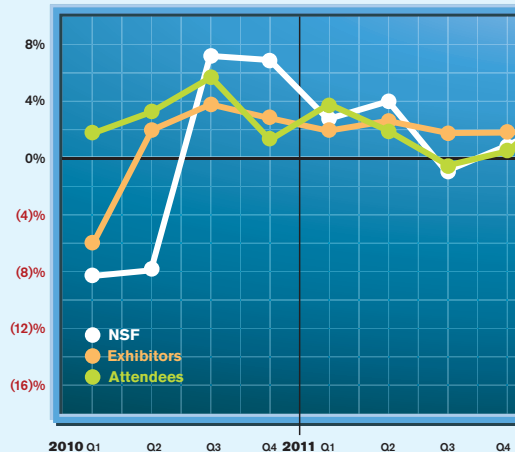
• **The AHR Expo: International Air Conditioning, Heating, Refrigeration Expo** took place at McCormick Place this year and was the largest AHR Expo ever in Chicago. The show registered a 26.4% jump in exhibit space to 486,600 nsf. Exhibitor count grew 9.2%, surpassing the 2,000 threshold. Attendance was up 1.3% at 61,990. "We have had tremendous support from the 41 sponsors and endorsing associations that participate, as well as our exhibitors," said Clay Stevens, president of International Exposition Company.

• **International Production and Processing Expo** was the largest in the three years since a trio of exhibitions in the meat, poultry and feed processing industries joined forces. The overall exhibit space in Atlanta totaled 483,013 net square feet, a 21.8% jump from 2014. Attendance and exhibitor numbers also posted double-digit growth.

• **Tobacco Plus Convenience Expo International** also enjoyed double-digit growth across the board. Exhibit space in Las Vegas was up 26.3% at 84,680

Trade Show Executive Dashboard Snapshot – CONSO

QUARTERLY OVERVIEW



nsf, making the event a viable Fastest 50 candidate. The number of exhibitors ballooned 38.9% to 461 and attendance grew 18.0% and topped 4,000.

Top Cities

Las Vegas was by far the leader among several cities that hosted trade shows in January. Six events in Las Vegas totaled 4,030,049 nsf, about half of which belonged to the International CES.

Tampa was in second place, thanks to the Florida RV SuperShow, which grew 6.8% to 1,018,926 nsf despite a (5.0)% decline in the number of exhibitors. Atlanta was in the No. 3 position with IPPE and the Atlanta International Gift & Home Furnishings Market combining for 821,455 nsf.

Kudos were also in order for Long Beach and Orlando for hosting multiple Dashboard shows.

Next Month

April will be headlined by the NAB Show, which has been moving closer to the 1 million nsf mark. The exhibit hall will be bolstered this year with a new pavilion for drones, complete with technical sessions



and a “flying cage” demonstration area.

The New York International Auto Show is also expected to cover nearly 1 million nsf and will give the general public a good chance to see the inside of the newly renovated Jacob K. Javits Convention Center.

National Trade Productions brings Coverings to Orlando where it will look to match the 9.4% increase in exhibit space that occurred last year in Las Vegas.

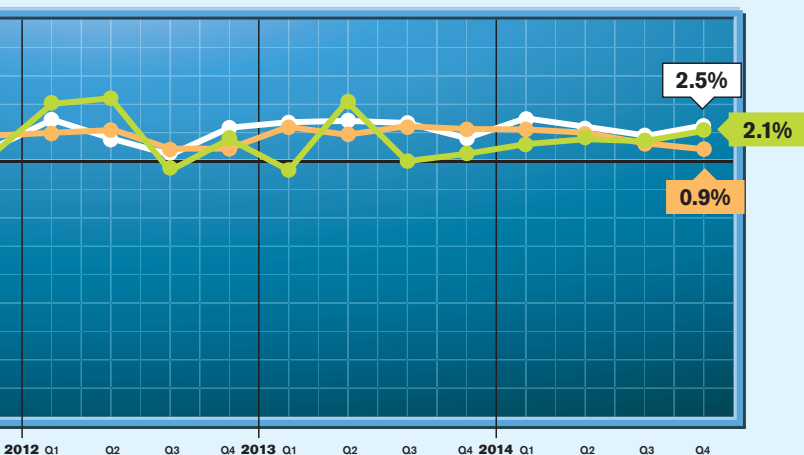
Chicago will host HIMSS15 this year. The perennial Gold 100 event set a show

record with 535,300 nsf of exhibit space in Orlando last year. HIMSS also highlights an active month for medical conferences, including Medical World Americas in Houston and the American Association for Cancer Research in Philadelphia.

The biennial Clean Show reported brisk early space sales as it prepared to rotate into Atlanta, and PennWell will be looking to top last year's record attendance of 31,936 at its Fire Department Instructors Conference in Indianapolis. **TSE**

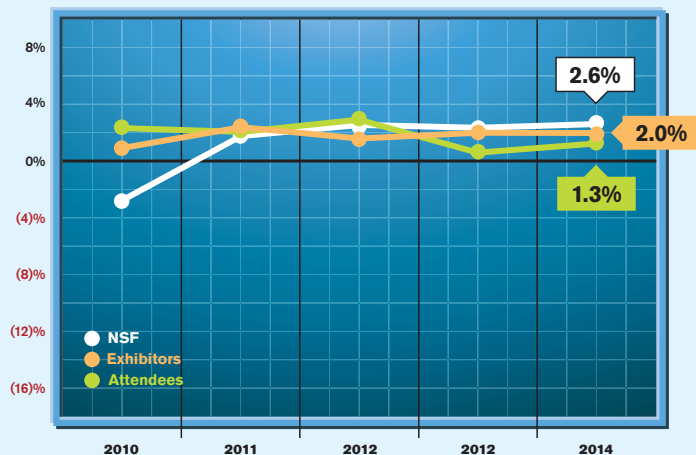
VALIDATED OVERVIEWS

▼ **Tandem Growth.** The Fourth Quarter of 2014 saw exhibit space and attendance increasing by more than 2%. Exhibitor counts were also up in the Fall, but by a more-modest 0.9%



▼ **Exhibit Space Leads 2014.** The year 2014 ended in the black for the trade show industry. The Dashboard was led by a 2.6% increase in exhibit space and 2.0% hike in the number of exhibitors. Attendance increased 1.3%.

ANNUAL OVERVIEW



Trade Show Executive

Dashboard – JANUARY TRADE SHOW METRICS

SPONSORED BY


BY CAROL ANDREWS,
 editor-at-large



**BENCHMARKS:
AVERAGE GROWTH**

- NSF: 4.5%
- Exhibitors: 1.9%
- Attendance: 2.5%



TOP MANAGEMENTS*

- Consumer Electronics Assn.
- Emerald Expositions
- Florida RV Trade Association



GROWTH LEADERS

- AHR Expo
- Tobacco Plus Convenience Expo Intl.
- Intl. Production & Processing Expo



TOP SECTORS*





- Consumer Electronics
- Gift
- Recreational Vehicle



TOP CITIES*

- Las Vegas
- Tampa
- Atlanta

**Based on total nsf*

January 2015	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Show Highlights
SHOW INFORMATION	2015/2014	2015/2014	VARIANCE	2015/2014	VARIANCE	2015/2014	VARIANCE	2015 VS. 2014
AHR Expo: International Air Conditioning, Heating, Refrigeration Exposition Intl. Exposition Company www.ahrexpo.com 	Chicago Atlanta	486,600 385,022	26.4%	2,118 1,940	9.2%	61,992 61,210	1.3%	Attendees came from more than 140 countries. There were 41 sponsoring and endorsing associations. Post-show surveys have revealed that 91% of attendees look for new suppliers at the show, 68% said the products they saw will influence their purchasing or specifying plans and 84% rated the show valuable for their business.
ASI Show Orlando ASI Show www.asishow.com 	Orlando Orlando	121,900 142,000	(14.2)%	745 804	(7.3)%	6,066 5,600	8.3%	There were 90 new exhibitors. Attendees came from 49 states and 22 countries. For the first time, the show offered on-site booth selection for all 2015 and 2016 shows. More than 260 exhibitors took advantage of this opportunity to book future events.
Atlanta International Gift & Home Furnishings Market AMC, Inc. www.americasmart.com	Atlanta Atlanta	338,442 340,630	(0.6)%	2,045 2,097	(2.5)%	91,134 90,680	0.5%	The show enjoyed the highest volume buying since 2007. Order-writing was brisk, propelled by surging retailer optimism and fueled by hundreds of product premieres. A sold-out inaugural party advanced the work of the Gift For Life industry foundation, delivering the single largest attendance for any fundraiser in the foundation's 25-year history.
Denver International Western/English Apparel & Equipment Market Western & English Sales Assn. www.denver-wesa.com	Denver Denver	284,000 271,134	4.7%	770 727	5.9%	7,300 7,400	(1.6)%	Retailers from 48 states and 23 foreign countries attended. This year marked the show's 93rd edition. Products included all things Western and English equestrian-related.
Florida RV SuperShow Florida RV Trade Association www.frvta.org  	Tampa Tampa	1,018,926 954,473	6.8%	340 358	(5.0)%	6,330 5,835	8.5%	The Florida RV SuperShow broke records as it celebrated its 30th anniversary. Growth was attributed to the rebound in the economy.
Imprinted Sportswear Show (ISS) Long Beach Emerald Expositions www.issshows.com	Long Beach, CA Long Beach, CA	104,604 est. 96,444	8.5%	366 est. 356	2.8%	14,514 est. 13,737	5.7%	The largest of the five Imprinted Sportswear Shows featured exhibitors showcasing apparel screenprinting equipment, multi-head embroidery machines, direct-to-garment printing options, neon inks, performance stretch inks, sublimation equipment and more. Program changes included five full-day workshops pre-show.

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Some event and exhibition organizers think they have to make do with a one-size-fits-all, standard CRM product that's a misfit for the event business. The truth is standard CRM is made to sell products, therefore it doesn't understand the complex relationship between an exhibitor, their booth size and location, preferences, payment schedule, and so on – without costly customization. Only Ungerboeck offers both event management software and CRM purpose-built for exhibitions and events to include the functionality you need to track all of your customers' needs for one event, or multiple events – across their entire event history.

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Dashboard – JANUARY TRADE SHOW METRICS






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January 2015	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Show Highlights
SHOW INFORMATION	2015/2014	2015/2014	VARIANCE	2015/2014	VARIANCE	2015/2014	VARIANCE	2015 VS. 2014
Interior Design Show (IDS) Informa Canada www.interiordesignshow.com	Toronto Toronto	N/A N/A	CU	300 EST. 300	No Change	52,000 50,500	3.0%	IDS Professional Trade Day programming included the AZURE Trade Talks Speakers Series that took place on the Caesarstone stage, the IDS Booth and Design Awards.
International CES Consumer Electronics Assn. www.CESweb.org 	Las Vegas Las Vegas	2,235,936 2,060,582	8.5%	3,631 3,502	3.7%	170,000 EST. 160,498	5.9%	The show was the largest to date and included a record number of start-ups. More than 45,000 of the industry professionals were international attendees. Innovators showcased the latest in automotive electronics, personalized health care solutions, unmanned vehicles, 3D printers, connected devices, gaming, etc.
International Production & Processing Expo U.S. Poultry & Egg Association www.ippexpo.org 	Atlanta Atlanta	483,013 396,435	21.8%	1,286 1,156	11.2%	30,225 24,865	21.6%	This was the largest show to date and the third year of the IPPE, which is a merging of three shows (Intl. Poultry Expo, Intl. Feed Expo and Intl. Meat Expo) into a single entity, not co-located shows. 2015 was a record-setting year.
International Salon & Spa Expo Professional Beauty Assn. www.probeauty.org	Long Beach, CA Long Beach, CA	118,900 123,806	(4.0)%	378 362	4.4%	43,500 40,000	8.8%	There was record attendance this year. The first annual Southern CA Beauty Career Fair was launched and a Blogger Cafe connected beauty influencers with exhibitors. The beauty influencers then selected the Best New and Best Established Product in three categories, culminating in the ISSE Best of Show.
JA Winter Emerald Expositions www.ja-newyork.com 	New York New York	48,960 EST. 59,970	(18.4)%	332 EST. 409	(18.8)%	5,480 EST. 6,303	(13.1)%	The show moved from March to January to be a stand-alone show that didn't overlap with other trade events. It was the first show of the post-holiday season, giving retailers a prime opportunity to see new products from exhibitors immediately following the selling season.
KBIS/Kitchen & Bath Industry Show Emerald Expositions www.kbis.com	Las Vegas Las Vegas	271,830 EST. 225,580	20.5%	435 EST. 342	27.2%	19,330 EST. 18,393	5.1%	The show co-located with the NAHB Intl. Builders' Show for the second annual Design & Construction Week. Last year, attendee buying power was an average \$4.5 million, nearly 80% of attendees were decision makers and 35% were at the show for the first time.
NADA/ATD Convention & Expo National Automobile Dealers Association www.nada.org  	San Francisco New Orleans	302,250 327,450	(7.7)%	570 566	0.7%	23,587 23,463	0.5%	More than 80% of exhibitors return every year. There were three Lifestyle Experience areas: Beauty & Fashion, Mind-Body-Spirit, and Relax. Celebrities on the show floor included sports personalities Reggie Jackson, Joe Montana, Steve Young, Jerry Rice and Dan Fouts.
NAHB International Builders' Show National Association of Home Builders www.buildersshow.com 	Las Vegas Las Vegas	477,703 428,932	11.4%	1,251 1,136	10.1%	55,237 51,108	8.1%	During the show, the National Assn. of Home Builders and the National Kitchen & Bath Association agreed to extend the co-location of the International Builders' Show and the Kitchen & Bath Industry Show through 2020 as Design & Construction Week.

N/A = Not Available CU = Comparison Unavailable

Trade Show Executive

Dashboard – JANUARY TRADE SHOW METRICS



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SHOW INFORMATION	2015/2014	2015/2014	VARIANCE	2015/2014	VARIANCE	2015/2014	VARIANCE	2015 VS. 2014
NAMM National Association of Music Merchants www.namm.org 	Anaheim Anaheim	535,767 547,183	(2.1)%	1,621 1,543	5.1%	99,342 96,129	3.3%	There was an 11% increase in international registration with attendees from 100 countries. Overall buyer attendance was up 2%. There were more exhibitors than ever, including a bumper crop of 331 new-to-NAMM exhibitors. Apple co-founder Steve Wozniak headlined the best-attended NAMM U session in history.
NY NOW Emerald Expositions www.nynow.com 	New York New York	472,633 464,568	1.7%	2,231 2,279	(2.1)%	39,127 41,451	(5.6)%	The show reported strong attendance, brisk business and record-breaking sales for many exhibitors. Buyers came from all 50 states and more than 80 countries. There was a surge in new resources as 150 companies returned after an absence and nearly 400 exhibitors made their debut at the show.
Outdoor Retailer Winter Market Emerald Expositions www.outdoorretailer.com 	Salt Lake City Salt Lake City	418,309 EST. 412,358	1.4%	976 EST. 965	1.1%	21,462 EST. 22,649	(5.2)%	This was the largest show to date. Orders were written and winter sports products were launched. The buyers and senior level decision makers represented small shops and regional chains as well as the largest national and international retailers.
PGA Merchandise Show Reed Exhibitions www.pgashow.com 	Orlando Orlando	365,000 365,000	No Change	992 989	0.3%	41,915 41,500	1.0%	Attendees, including buyers, industry leaders and PGA professionals, came from all 50 states and 79 countries. More than 200 exhibitors were new to the show. Indoor Demo Days featured 47 equipment testing bays. The Golf Channel's news franchises broadcasted 12 hours of live coverage over four days from an expanded set located in the heart of the show floor and incorporated new production elements, including overhead Fly Cam camera technology often used in televising sports.
The PPAI Expo Promotional Products Association International www.ppai.org 	Las Vegas Las Vegas	318,500 325,300	(2.1)%	1,339 1,414	(5.3)%	19,582 20,100	(2.6)%	A Product Pavilion Sneak Peek enabled attendees to view the specialty product pavilions the night before exhibit floor opened so they could create a game plan for the next day. Nearly 70% of attendees have attended previous shows.
Rocky Mountain Dental Convention Metro Denver Dental Society www.rmdconline.com	Denver Denver	50,000 50,000	No Change	265 268	(1.1)%	8,922 8,729	2.2%	The 108th anniversary edition drew a record-breaking attendance. Attendees were dentists and dental professionals, including hygienists, chairside assistants and lab techs. Expo Hall Navigator Kiosks offered an interactive aid for attendees trying to find their way around the show.
SCCM Critical Care Congress Society of Critical Care Medicine www.sccm.org	Phoenix San Francisco	23,600 24,500	(3.7)%	163 141	15.6%	5,566 5,780	(3.7)%	The show provided opportunities to network with leaders and to learn the most up-to-date, evidence-based developments in critical care medicine. Education workshops, located in the exhibit hall, provided additional learning opportunities for attendees and allowed exhibitors to present products and services beyond their booth spaces.

Continued on next page

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Dashboard – JANUARY TRADE SHOW METRICS

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January 2015	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Show Highlights
SHOW INFORMATION	2015/2014	2015/2014	VARIANCE	2015/2014	VARIANCE	2015/2014	VARIANCE	2015 VS. 2014
SHOT Show National Shooting Sports Foundation www.showshow.org 	Las Vegas Las Vegas	641,400 636,500	0.8%	1,669 1,663	0.4%	63,372 67,318	(5.9)%	Exhibitors and attendees came from more than 100 countries. Lower attendance reflected strengthened pre-screening of attendees. There were 150 new exhibitors.
SIA Snow Show Snow Sports Industries America www.siasnowshow.com 	Denver Denver	326,700 329,300	0.8%	561 518	8.3%	18,000 EST. 18,000	No Change	There were 175 new exhibitors this year. New to the education lineup were Sourcing Snow seminars. Also new was a Nordic Center that offered buyers an exclusive preview of apparel, equipment, accessories and technologies for the cross-country and snowshoe experiences.
Tobacco Plus Convenience Expo International Reuter Exposition Services www.tobaccoplusexpo.com	Las Vegas Las Vegas	84,680 67,050	26.3%	461 332	38.9%	4,012 3,400	18.0%	Exhibitors were manufacturers and distributors of tobacco products and related merchandise. Show features included a Cigar Bar & Lounge and a Vapor Lounge. Awards were made in four categories: Best New Tobacco Products, Best New Non-Tobacco Product, Best New Tobacco Accessory and Best New Vapor Product.
2015 WRLA Buying Show Western Retail Lumber Association Inc. (WRLA) www.wrla.org/buying-show	Calgary, AB Saskatoon, SK	78,000 65,000	20.0%	271 270	0.4%	3,100 2,694	15.1%	The show celebrated WRLA's 125th anniversary. It featured the largest selection of pallet specials and new products to date. Attendees included 1,160 retail buyers.
Yankee Dental Congress Massachusetts Dental Society www.yankeedental.com	Boston Boston	93,200 92,800	0.4%	463 464	(0.2)%	26,858 27,903	(3.7)%	The show celebrated its 40th anniversary with various special events. Past Yankee Dental Congress surveys have revealed that 55% of attendees visit the exhibit hall at least three times and more than 60% said they will use info from the exhibit hall to make purchasing decisions. The High Tech Playground featured demonstrations, devices and services in a non-sales setting.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
Total (Sum of all figures submitted by show management)		9,700,853 9,192,017		25,579 24,901		937,953 915,245		
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		9,129,573 8,739,945		24,683 24,227		937,953 915,245		
Averages (Based on Adjusted Totals)		396,938 379,998		1,028 1,009		36,075 35,202		
Percentage of Growth (Based on Adjusted Totals)		4.5%		1.9%		2.5%		


COMING UP NEXT MONTH:
A review of shows held in February