

# MAGIC, World of Concrete Help Propel February Exhibit Space Higher

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

Oceanside, CA – The recent trend of sharp upturns in exhibit space during the month of February continued this year with a 5.8% surge in net square footage of exhibit space occupied in convention centers across the U.S., according to the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics.

The surge was stoked by double-digit increases in the exhibit space at the World of Concrete and in the number of exhibitors at MAGIC.

It was another February in which overall exhibit space for the month increased sharply and also eventually outpaced the overall growth rate for the year.

A year ago, exhibit space in February 2014 jumped 6.5% over the previous year. For the entire 12 months of 2014, exhibit space grew a more-modest 2.6% pace.

Exhibit space this February was not the only impressive jump seen in the TSE Dashboard. Attendance spiked 5.1% while the number of exhibitors grew 3.0%. In 2014, the attendance and exhibitor totals were up 1.5% and 1.7% respectively.

The reasons behind the 2015 increases were not entirely clear, although the re-

covery of the U.S. economy had another year under its belt, and travel costs were down, thanks to lower fuel costs.

## Fabulous February

We analyzed a total of 18 shows across the country in February, some of which took place during serious snow in the Northeast and Midwest. Of that number, 10 were 100,000 net square feet (nsf) or larger, and six were large enough to make the TSE Gold 100 rankings of largest U.S. trade shows. Six shows were also featured on the most recent TSE Fastest 50 list of fastest-growing events.

After calibrating the totals to exclude outliers and those shows held on a non-annual basis, the Dashboard shows produced adjusted totals of 3,687,033 nsf of exhibit space, 8,094 exhibitors, and 287,855 attendees. The per-show average worked out to 229,877 nsf, 540 exhibitors and 17,991 attendees.

Only one show reported declines in all three metrics this year. Seven of the 18 shows were up in all three categories.

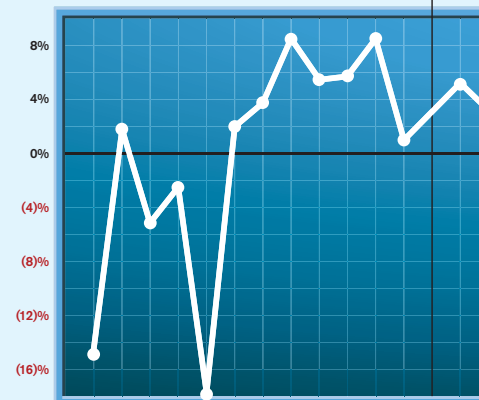
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## Trade Show Executive Dashboard Snapshot – MONTHLY

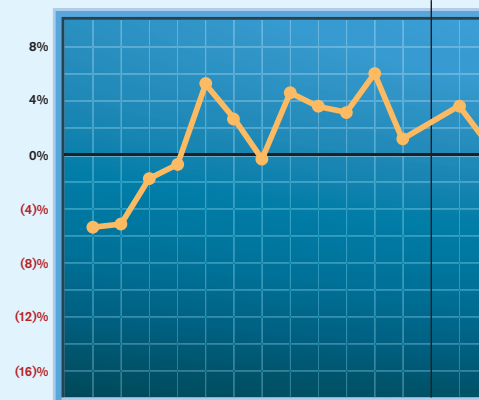
### NSF OF PAID EXHIBIT SPACE

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



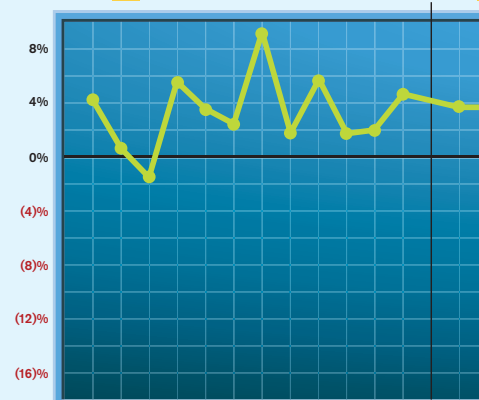
### EXHIBITING ORGANIZATIONS

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

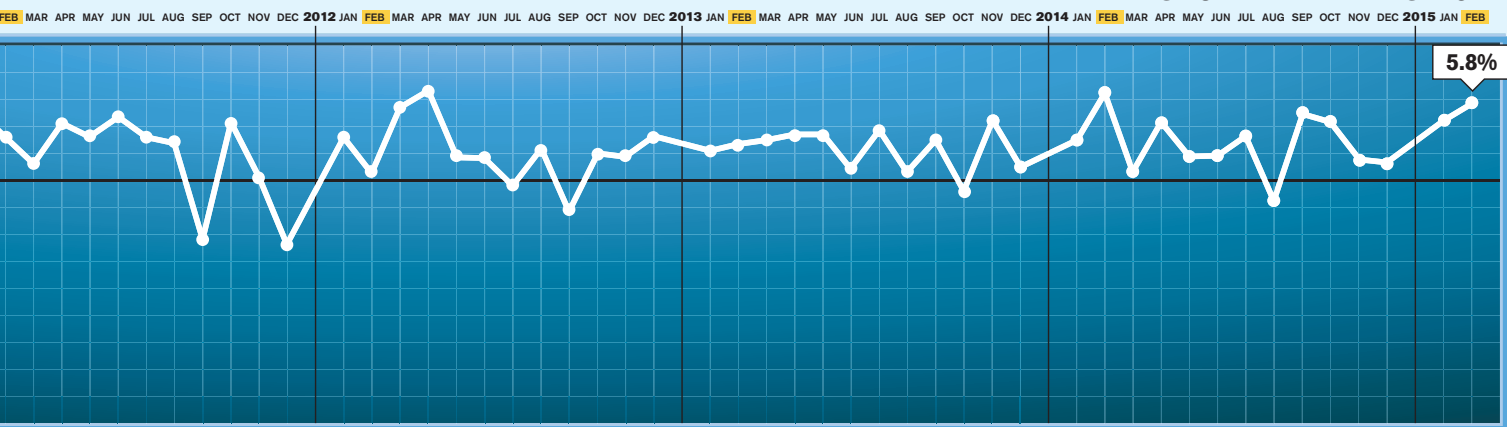


## MONTHLY OVERVIEWS

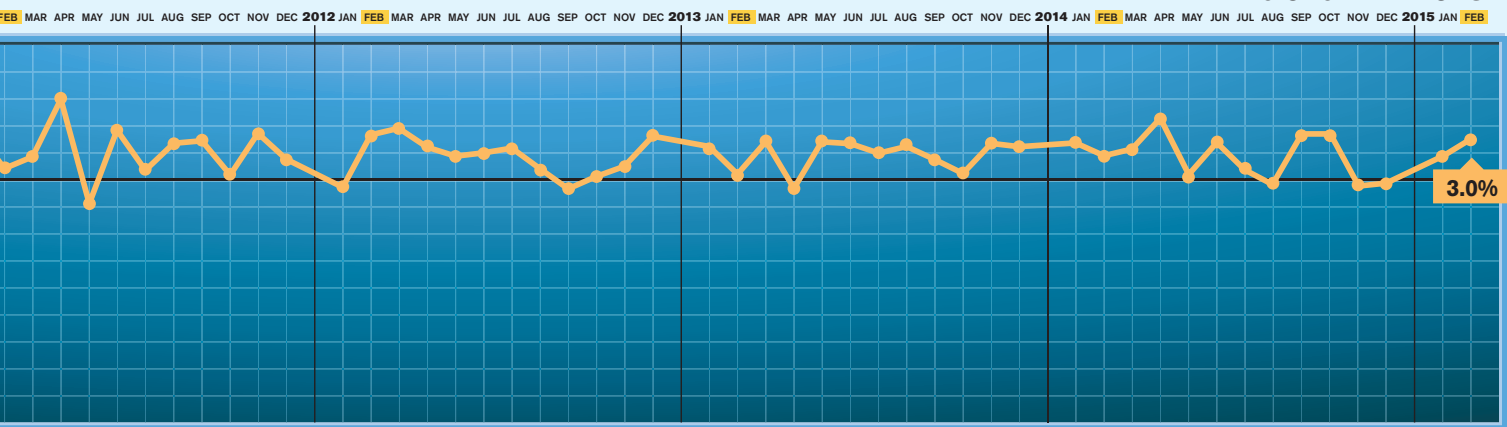
**February Fives.** Attendance and exhibit space metrics topped the 5% mark in February with exhibit space growing closer to 6%. Exhibitor numbers moved up a very respectable 3% as 2015 gained momentum.



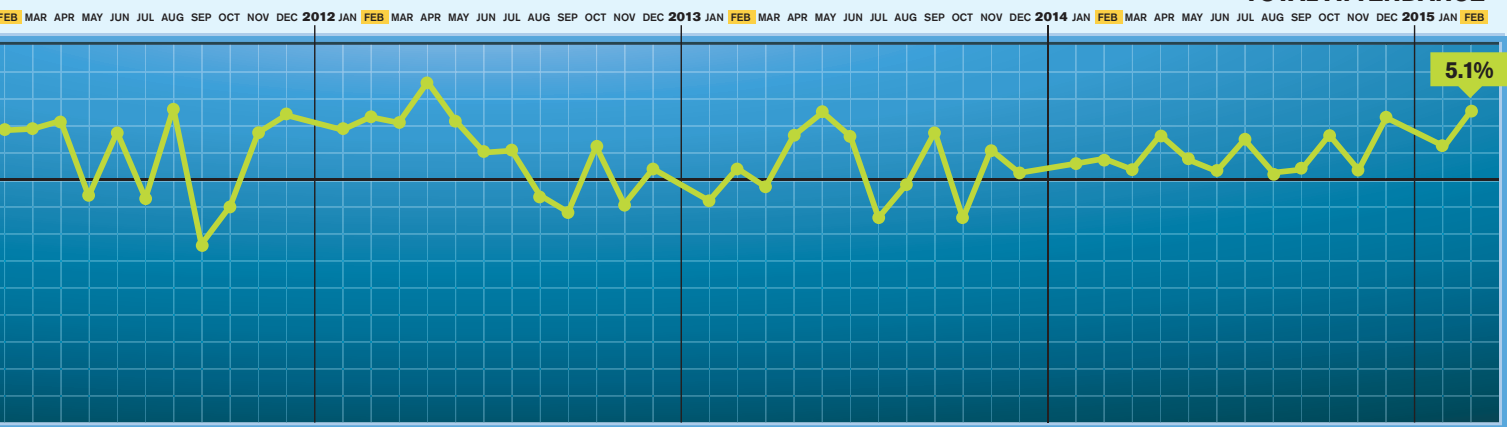
### NSF OF PAID EXHIBIT SPACE



### EXHIBITING ORGANIZATIONS



### TOTAL ATTENDANCE



Continued from page 32

## Growth Leaders: Concrete and Clothing Produce Major Gains

If 2015 is any indication, Informa hit the jackpot with its acquisition of Hanley Wood Exhibitions and its flagship World of Concrete (WOC). This year was the first WOC held under the Informa banner, and it produced sharp increases in all three metrics. Most notable was an 18.5% increase in exhibit space. The 668,538 net square feet floor was more than 100,000 sf larger thanlast year, thanks to a 17.1% increase in the number of exhibitors. Attendance growth was also impressive, up 15.9% to 55,779.

Show Director Jackie James, who joined Informa with the rest of the Hanley Wood team, credited the growing momentum in construction with attracting a crowd seeking both new equipment and updated skills. "Attendees took more classes than they have in the last six years

in order to sharpen their skills for what's to come," she said. "In addition, international attendees had a big impact this year, scouring the show for new tools and technology."

The largest show of the month was MAGIC, which grew 3.5% and topped the 1 million nsf barrier. The growth in floor space was sparked by a 28.1% jump in the number of exhibitors. Attendance was up 8.6% to 76,000.

UBM Advanstar used the show to announce a strategic alliance with EUROVET/CURVEXPO that will launch yet another new show at the August edition of MAGIC and potentially keep the show's overall growth rolling forward. Joe Loggia, CEO of UBM Advanstar, said the pending debut of the lingerie expo CURVENV@MAGIC "allows us to be more responsive to buyers' needs by expanding the product offerings found at MAGIC."

## Other Growth Leaders

- **The National Cattlemen's Beef Association (NCBA) Trade Show** gave San Antonio an even-greater Texas twang by bringing 8,277 ranchers and other members of the beef industry to Riverwalk and the Henry G. Gonzalez Convention Center. The show, which is already on the Fastest 50, grew 19% to 125,000 nsf despite a (16.6)% drop in the number of exhibitors.

- **iLandscape – The Illinois-Wisconsin Landscape Show** took advantage of

the February downtime in the Midwest to host more than 5,000 attendees in Schaumburg, IL. The number of exhibitors grew 18.6% to 210, and the exhibit floor was up 19.9% to 37,400 nsf.

## The Complete Package

February's highlights included the launch of PACK EXPO East, the latest spinoff of the behemoth biennial PACK EXPO. "All you have to do is look at the numbers to see how well PACK EXPO East met the need for packaging and processing in the Northeast," said Senior Vice President Jim Pittas at PMMI, the Association for Packaging and Processing Technologies. PACK EXPO East debuted in Philadelphia with 92,413 nsf and a crowd of more than 6,500. Because it was the inaugural show, PACK EXPO East was not included in the adjusted Dashboard totals.

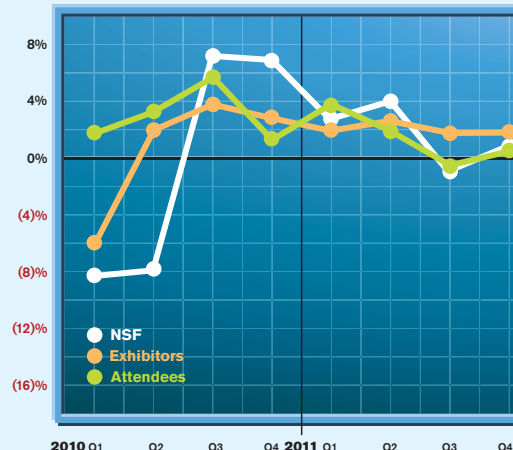
The East Coast calendar also featured an established star of the trade show world. The North American International Toy Fair in New York dodged another blizzard and set a show record with 422,797 nsf of the latest creations that will appear on store shelves during the upcoming holiday

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## Trade Show Executive Dashboard Snapshot – CONSO

### QUARTERLY OVERVIEW





shopping season. However, the number of exhibitors fell off (8.3)% from last year and attendance was down (6.5)% at 24,770.

"Exhibitors of all sizes reported that their booth traffic was high throughout the four-day show," said Marian Bossard, senior vice president of global markets at the U.S. Toy Industry Association.

## Top Cities

World of Concrete and Fashion Week cemented Las Vegas into the top spot among host cities for February. Las Vegas hosted four Dashboard shows totaling 1,915,038 nsf. Three of the shows were connected to Fashion Week: MAGIC, The OFFPRICE SHOW and Womens-Wear in Nevada.

The Toy Fair was enough to put New York City in second place, and No. 3 New Orleans hosted a pair of shows totaling 399,711 net square feet.

## Next Month

The doctors are in this Spring. May's exhibition calendar includes a healthy dose of medical conferences, including four that are ranked on the latest Gold

100, Fastest 50, or both.

The largest will likely be the American Society of Clinical Oncology (ASCO) Annual Meeting in Chicago. ASCO is one of the highest-profile medical meetings of the year. It is closely watched by Wall Street pharma analysts and also made the Fastest 50 and Gold 100. Organizers are expecting more than 500 exhibitors and 28,000-plus attendees, more than half from overseas.

The calendar also includes the American Psychiatric Association in Toronto; American Thoracic Society in Denver; American Society of Critical Care Nurses in San Diego; and American Society for Microbiology in New Orleans.

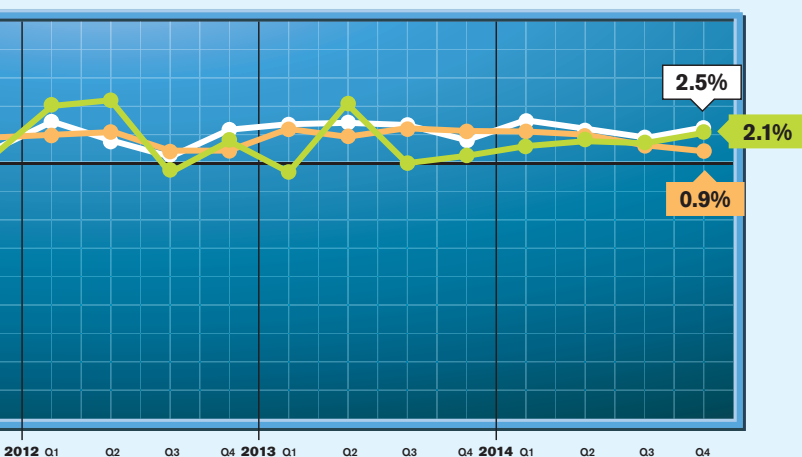
McCormick Place will also host the National Restaurant Association Restaurant, Hotel-Motel Show.

LIGHTFAIR International moves to New York this year after establishing a show record 239,800 nsf in Las Vegas last year. Las Vegas hosts JCK Las Vegas and the National Hardware Show, while Premiere Orlando looks to maintain the growth rate that landed it on the most recent Gold 100 and Fastest 50. **TSE**



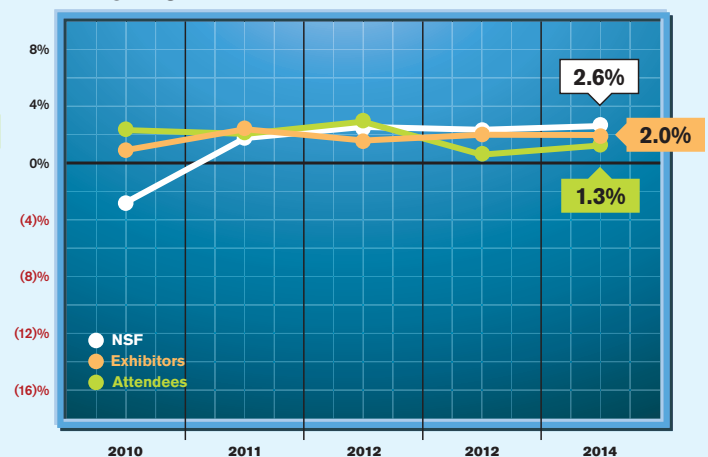
## VALIDATED OVERVIEWS

▼ **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 – FEBRUARY TRADE SHOW METRICS

SPONSORED BY  


BY CAROL ANDREWS,  
 editor-at-large



**BENCHMARKS:  
AVERAGE GROWTH**

- NSF: 5.8%
- Exhibitors: 3.0%
- Attendance: 5.1%



**TOP MANAGEMENTS\***

- UBM Advanstar
- Informa Exhibitions U.S.
- Toy Industry Assoc.



**GROWTH LEADERS**

- iLandscape
- Cattle Industry Annual Convention
- World of Concrete



**TOP SECTORS\***

- Apparel
- Construction
- Toy and Youth Entertainment



**TOP CITIES\***

- Las Vegas
- New York
- New Orleans

*\*Based on total nsf*

February 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
<b>APTA Combined Sections Meeting</b> American Physical Therapy Association www.apta.org	<b>Indianapolis</b> Las Vegas	<b>70,800</b> 72,900	<b>(2.9)%</b>	<b>436</b> 469	<b>(7.0)%</b>	<b>11,551</b> 13,205	<b>(12.5)%</b>	Programming was designed by all 18 of APTA's specialty sections. Exhibitors showcased the latest products and services to physical therapy professionals who came from around the country.
<b>ASI Show</b> ASI Show www.asishow.com	<b>Dallas</b> Dallas	<b>67,300</b> 71,600	<b>(6.0)%</b>	<b>470</b> 512	<b>(8.2)%</b>	<b>3,540</b> 3,326	<b>6.4%</b>	Highlights included a keynote presentation by Troy Aikman, professional football Hall-of-Famer. 49% of attendees request price quotes from exhibitors while at the show and 12% place orders. The Southwest is an important region for ad specialty sales, with Texas alone representing \$2.3 billion in sales.
<b>Cattle Industry Annual Convention &amp; NCBA Trade Show</b> National Cattlemen's Beef Association www.beefusa.org	<b>San Antonio</b> Nashville	<b>125,000</b> 105,000	<b>19.0%</b>	<b>256</b> 307	<b>(16.6)%</b>	<b>8,277</b> 8,218	<b>0.7%</b>	Records were set in net square feet and attendance. Show highlights included a demonstration area, including methods to improve gathering, penning, chute work and hauling on horseback; and a learning lounge with 30-minute lightning sessions. New this year was a session on efficient, low-stress cattle-handling with stock dogs.
<b>CDS Midwinter Meeting</b> Chicago Dental Society www.cds.org	<b>Chicago</b> Chicago	<b>167,620</b> 166,160	<b>0.9%</b>	<b>664</b> 637	<b>4.2%</b>	<b>27,656</b> 29,830	<b>(7.3)%</b>	This was the 150th meeting of the organization. There were 102 new exhibitors, and sponsorship sales were the second highest ever (the most sponsorships were sold in 2014). New this year: A mobile app to allow course surveys.
<b>iLandscape – The Illinois-Wisconsin Landscape Show</b> Illinois Landscape Contractors Association www.ilca.net	<b>Schaumburg, IL</b> Schaumburg, IL	<b>37,400</b> 31,200	<b>19.9%</b>	<b>210</b> 177	<b>18.6%</b>	<b>5,045</b> 4,869	<b>3.6%</b>	The show provided opportunities for lawn and landscape professionals, equipment dealers and construction businesses to view the newest products, technology and best practices. There were 20 unique education sessions and a Demonstration Friday event where exhibitors demonstrated their products and equipment.

IF WE MADE IT, **IT WOULD FIT.**



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## Dashboard – FEBRUARY TRADE SHOW METRICS

Continued from page 36




February 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
<b>International Roofing Expo</b> Informa Exhibitions U.S. <a href="http://www.TheRoofingExpo.com">www.TheRoofingExpo.com</a> 	<b>New Orleans</b> Las Vegas	<b>117,811</b> 104,500	<b>12.7%</b>	<b>465</b> 426	<b>9.2%</b>	<b>9,337</b> 9,568	<b>(2.4)%</b>	Products displayed during 16 exhibit hours included gutters, ladders, fasteners and skylights. The multi-track educational program included 44 sessions covering technical, workplace safety, leadership/management, green building, legal/HR, money matters, sales/service and general business.
<b>MAGIC</b> UBM Advanstar <a href="http://www.magiconline.com">www.magiconline.com</a>  	<b>Las Vegas</b> Las Vegas	<b>1,029,500</b> 994,505	<b>3.5%</b>	<b>5,245</b> 4,096	<b>28.1%</b>	<b>76,000</b> 70,000	<b>8.6%</b>	Attendees came from more than 120 countries and included top executives and buyers from department stores, mass merchandisers, and discount, specialty and chain stores. Exhibitors ranged from large, well-established companies to small up-and-coming apparel, footwear, accessories and sourcing manufacturers.
<b>The NAFEM Show</b> SmithBucklin for NAFEM <a href="http://www.thenafemshow.org">www.thenafemshow.org</a> 	<b>Anaheim</b> Orlando	<b>322,390</b> 317,164	<b>1.6%</b>	<b>544</b> 558	<b>(2.5)%</b>	<b>20,637</b> 18,980	<b>8.7%</b>	Aisles were packed as 544 exhibitors showcased foodservice equipment and supplies. The show closed with dinner and a live concert featuring the GRAMMY-winning Zac Brown Band.
<b>North American International Toy Fair</b> Toy Industry Association, Inc. <a href="http://www.toyfairny.com">www.toyfairny.com</a>  	<b>New York</b> New York	<b>422,797</b> 412,760	<b>2.4%</b>	<b>1,055</b> 1,151	<b>(8.3)%</b>	<b>24,770</b> 26,493	<b>(6.5)%</b>	The show celebrated its 100th anniversary with the largest square footage in its history. Attendees included diverse retail channels from international mass merchandisers to independent specialty retailers.
<b>NRB International Christian Media Convention &amp; Exposition</b> NRB – National Religious Broadcasters <a href="http://www.nrbconvention.org">www.nrbconvention.org</a>	<b>Nashville</b> Nashville	<b>34,000</b> 33,000	<b>3.0%</b>	<b>190</b> 180	<b>5.6%</b>	<b>4,300</b> 4,000	<b>7.5%</b>	Special features included general and keynote sessions, educational sessions and boot camps geared to the specific concerns faced by broadcasters, an academic innovation exchange with faculty colleagues, and a news media center.
<b>OFFPRICE Show</b> Tarsus Expositions <a href="http://www.offpriceshow.com">www.offpriceshow.com</a>	<b>Las Vegas</b> Las Vegas	<b>132,000</b> 131,000	<b>0.8%</b>	<b>510</b> 504	<b>1.2%</b>	<b>11,993</b> 11,006	<b>9.0%</b>	There were 53 new exhibitors and a 5.5% increase in retailer attendance. It was the largest retailer attendance in show history.
<b>PACK Expo East</b> PMMI, The Association for Packaging and Processing Technologies <a href="http://www.packexpo.com">www.packexpo.com</a>	<b>Philadelphia</b> N/A (New Show)	<b>92,413</b> N/A	<b>CU</b>	<b>386</b> N/A	<b>CU</b>	<b>8,455</b> N/A	<b>CU</b>	The new regional show had double the net square feet originally projected and 62% more attendees than expected. Exhibitors said the quality of buyers surpassed their expectations. The show's location in Philadelphia placed it within 200 miles of one-third of U.S. consumer packaged goods companies.
<b>Pri-Med South</b> Pri-Med <a href="http://www.pri-med.com">www.pri-med.com</a> 	<b>Fort Lauderdale</b> Fort Lauderdale	<b>24,000</b> 23,960	<b>0.2%</b>	<b>120</b> 120	<b>No change</b>	<b>4,769</b> 4,256	<b>12.1%</b>	Highlights included additional educational tracks and opportunities, state mandated sessions that help clinicians satisfy their annual requirements, and a new paperless evaluation process, which allowed for near instant certificate processing.

N/A = Not Available CU = Comparison Unavailable



# Trade Show Executive

## Dashboard – FEBRUARY TRADE SHOW METRICS

February 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
<b>The Rental Show</b> American Rental Association <a href="http://www.therentalshow.com">www.therentalshow.com</a> ; <a href="http://www.ararental.org">www.ararental.org</a> 	<b>New Orleans</b> Orlando	<b>281,900</b> 289,200	<b>(2.5)%</b>	<b>707</b> 679	<b>4.1%</b>	<b>11,508</b> 10,380	<b>10.9%</b>	This was the sixth straight year of increased attendance. Growth is due to an increase in revenue for the equipment rental industry in North America, which has been increasing at two to three times the GDP and is forecast to continue a strong growth pattern. The association celebrated its 60th anniversary at the show.
<b>TCEA Convention &amp; Exposition</b> Texas Computer Education Association <a href="http://www.tcea.org">www.tcea.org</a>	<b>Austin, TX</b> Austin, TX	<b>94,180</b> 90,160	<b>4.5%</b>	<b>476</b> 440	<b>8.2%</b>	<b>12,023</b> 11,312	<b>6.3%</b>	Education and technology companies showcased their products and services, including resources and solutions for instructional and administrative software, hardware, technology management, staff development, curriculum resources, security and more. Attendees included teachers and campus and district leaders. Keynoters were Bill Nye (The Science Guy) and Fredi Lajvardi, a celebrated high school science teacher.
<b>WomensWear in Nevada</b> Specialty Trade Shows <a href="http://www.wwinshow.com">www.wwinshow.com</a>	<b>Las Vegas</b> Las Vegas	<b>85,000</b> 85,000	<b>No change</b>	<b>500</b> 500	<b>No change</b>	<b>7,500</b> 6,800	<b>10.3%</b>	The show offered womenswear buyers thousands of lines of traditional, contemporary, missy, petite, plus and tall apparel. There were also hundreds of accessory lines.
<b>World of Concrete</b> Informa Exhibitions U.S. <a href="http://www.worldofconcrete.com">www.worldofconcrete.com</a> 	<b>Las Vegas</b> Las Vegas	<b>668,538</b> 564,270	<b>18.5%</b>	<b>1,438</b> 1,228	<b>17.1%</b>	<b>55,779</b> 48,117	<b>15.9%</b>	World of Concrete has positioned itself as the must-attend event in the commercial construction industry. The steady economy in the commercial sector, as well as the need for education and products, has helped the event maintain its growth.
<b>WWETT – Water &amp; Wastewater Equipment, Treatment &amp; Transport Show</b> COLE Inc. <a href="http://www.wwettshow.com">www.wwettshow.com</a> 	<b>Indianapolis</b> Indianapolis	<b>320,187</b> 302,182	<b>6.0%</b>	<b>597</b> 529	<b>12.9%</b>	<b>13,807</b> 12,552	<b>10.0%</b>	The show's growth was influenced by a growing industry along with a stronger marketing campaign. Attendees included septic system installation and service providers, drain and sewer cleaning and repair contractors, portable restroom operators and others.

DASHBOARD ANALYSIS:	Net SF of Exhibits	Exhibitors	Total Attendance
<b>Total</b> (Sum of all figures submitted by show management)	<b>4,092,836</b> 3,794,561	<b>14,269</b> 12,513	<b>316,947</b> 292,912
<b>Adjusted Total</b> (Excludes outliers and shows in which an apples-to-apples comparison is not possible)	<b>3,678,033</b> 3,477,397	<b>8,094</b> 7,859	<b>287,855</b> 273,932
<b>Averages</b> (Based on Adjusted Totals)	<b>229,877</b> 217,337	<b>540</b> 524	<b>17,991</b> 17,121
<b>Percentage of Growth</b> (Based on Adjusted Totals)	<b>5.8%</b>	<b>3.0%</b>	<b>5.1%</b>

 **COMING UP NEXT MONTH:**

**A review of shows held in March**