



Lackluster Performance for Most Shows in March

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

Oceanside, CA – More exhibitors participated in trade shows in the U.S. in March 2014, reflecting gains of 2.2% over the same period last year, according to the latest *Trade Show Executive Monthly Dashboard of Trade Show Metrics*. However, net square feet (nsf) of exhibit space and attendance grew at a slower pace: Exhibit space was up only 0.7% compared to the previous March and attendance grew 0.8%. The blended performance of 1.2% for all three metrics reflected a less-than-spectacular end to the final month of the First Quarter.

There were however, many standouts in the month of March, starting with CONEXPO-CON/AGG, which at more than 2.3 million net square feet, will go down in the books as the largest exhibition of the year. The big Las Vegas construction extravaganza sprawled a record 2,313,404

nsf, but since the show is a triennial, its huge crowd and seven-figure exhibit area were not factored into the overall growth statistics for the *TSE Dashboard*.

The adjusted March totals, which excluded non-annual shows and outliers, came to 5,784,372 net square feet of exhibit space, 20,425 exhibitors and 539,800 attendees. That worked out to a per-show average of 186,593 net square feet, 659 exhibitors and 17,993 attendees.

The *Dashboard* included 31 shows, 21 of which featured 100,000 nsf or more of exhibit space. A dozen shows were part of the *TSE Gold 100* roster of largest U.S. trade shows, and nine were part of the *TSE Fastest 50*, which is made up of the shows that broke away from the pack last year, achieving huge gains in any or all of the three metrics of growth.

Global Attraction

More than 1,000 new products and services were unveiled at CONEXPO-CON/AGG, and the buyers were keenly interested. “The enthusiasm and traffic on the show floor was just incredible,” said Megan Tanel, vice president of exhibitions and events for the Association of Equipment Manufacturers (AEM), the show organizer. “Exhibitors cited the high quality of attendees. They told us these were serious buyers and that sales were robust.”

The brisk sales were likely due to the makeup of the crowd. About 75% of attendees held managerial positions, and 36% were from the ownership and chief executive ranks.

There was also a 9% surge in international attendance. More than 31,000 attendees flew into Las Vegas from 170 nations, compared to 159 countries in 2011. The turnout translated to about one quarter of the attendees being from overseas, equal to the 2011 show.



Craning Their Necks. Plenty of head-turning exhibits at CONEXPO-CON/AGG kept 129,000+ attendees busy. The construction show topped 2.3 million net square feet.

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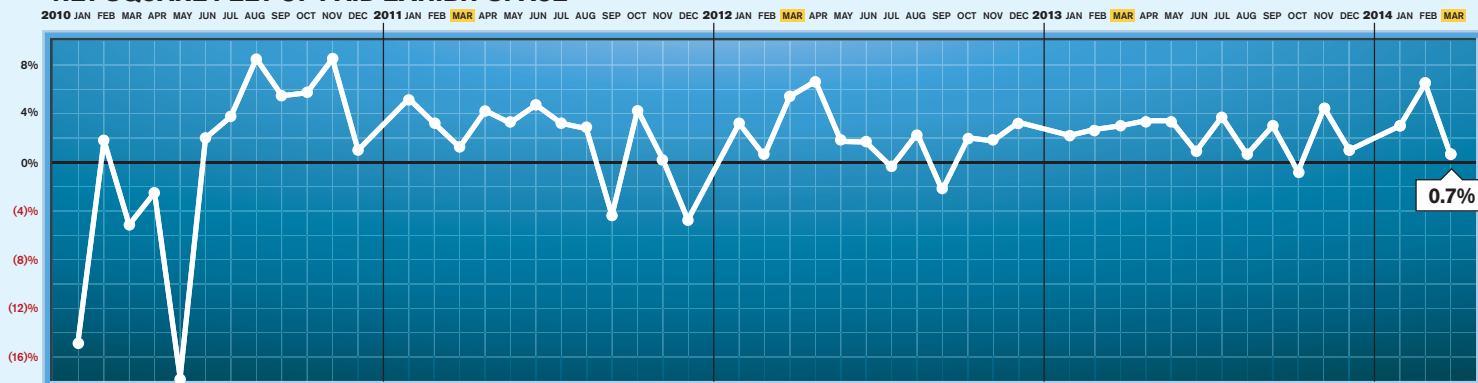
Trade Show Executive

Dashboard Snapshot – MONTHLY OVERVIEWS

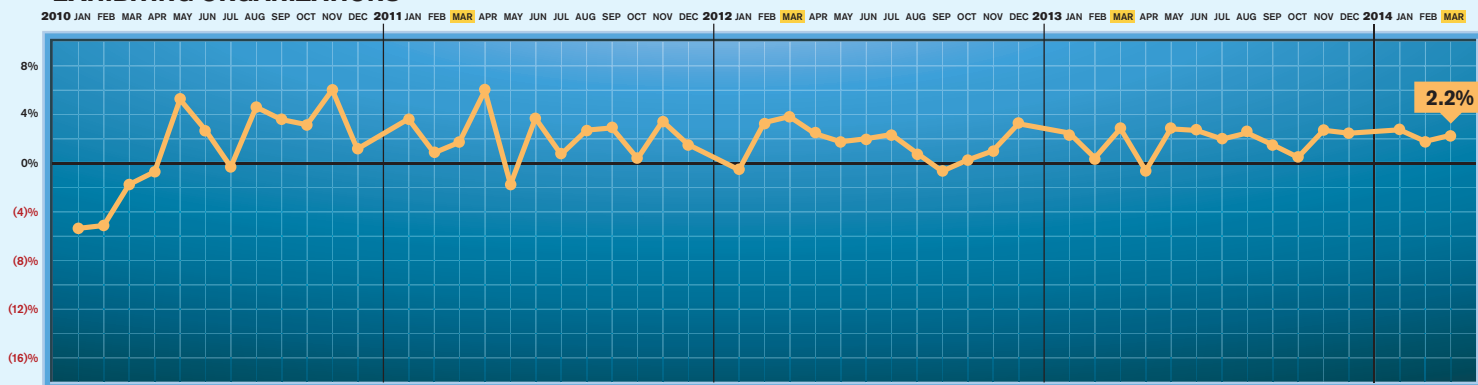
Sellers Step Up. More exhibitors populated the aisles in March. The number of exhibitors increased 2.2% over the previous year. However, exhibit space growth was a weak 0.7% while attendance improved only 0.8%.

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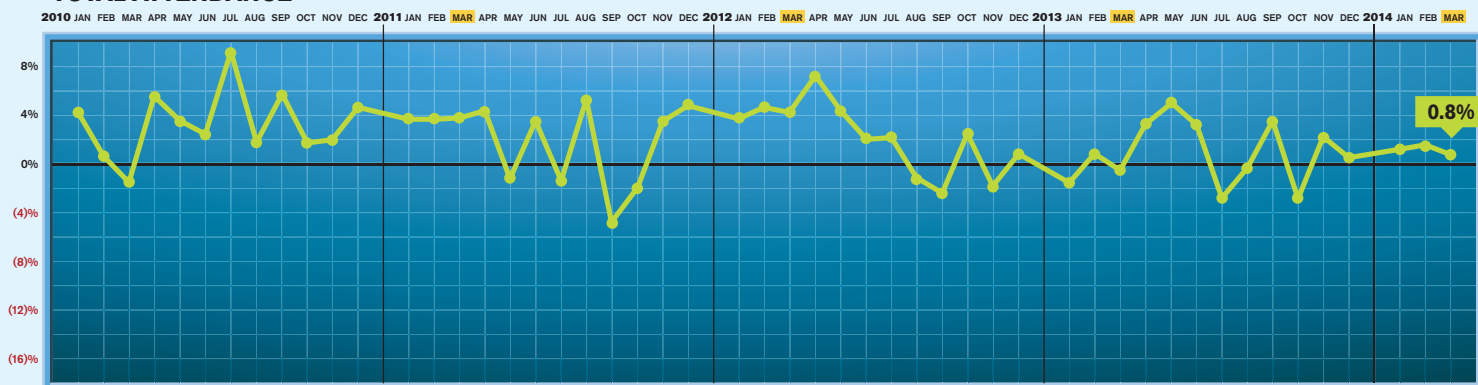
NET SQUARE FEET OF PAID EXHIBIT SPACE



EXHIBITING ORGANIZATIONS



TOTAL ATTENDANCE



Methodology

Survey questionnaires were sent to March 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.

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Growth Leaders

Growth percentages for March would have been higher if not for the exclusion of the three top growth leaders for the month, all of which were outliers:

- **The Hotrod & Restoration Trade Show.** National Business Media (NBM) enjoyed the best kind of success as new exhibitors poured into Indianapolis and the exhibit floor ballooned 36.4% to 30,000 nsf. The spike in exhibit space and a 52% jump in the number of exhibitors were both considered outliers since they were well over the 25% limit used in the *Dashboard* adjusted totals. Adding a component for truck restorers and after-market customizers last year seemed to help fuel the 16-year-old show's growth spurt. The event will return to Indy in 2015 under the new name: *The Shop Show*.

- **The NBM Show** was already guaranteed a spot on next year's *Fastest 50* when it steamed into Arlington, TX and saw its attendance jump 28.9% to 4,900. Exhibit space grew 21.1% to 19,000 nsf, and exhibitors increased 13.8%. And National Business Media still has three more shots at bolstering the show's overall numbers. The *NBM Show* is actually a series of five annual events and will roll into Indianapolis, Philadelphia and Charlotte later this year.

- **IFPE 2014** is another triennial that is co-located with *CONEXPO-CON/AGG*. Although not part of the adjusted *Dashboard* totals, the National Fluid Power Association and Association of Equipment Manufacturers considered *IFPE 2014* a huge success. Exhibit space totaled 161,550 nsf, which was virtually a corner of the entire *CONEXPO-CON/AGG* expanse. But it was also a 15.3% increase over the 2011 show. Attendee registrations were up 9.1% at 129,300. "*CONEXPO-CON/AGG* and *IFPE 2014* reflected the feeling of momentum building in the (construction) industry," said *IFPE* Show Director Melissa Mages-tro. "We are industry-run shows and industry needs are put first. These show numbers are a testament to the value attendees, exhibitors, and other stakeholders derive from their participation."

Fast and Faster

March featured nine *Fastest 50* shows, including five that were also on the latest *Gold 100*. Most of the *Fastest 50* events posted record gains in one or two metrics. In fact two events — the *American College of Medical Genetics & Genomics Meeting* and *Global Pet Expo* — racked

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What Blizzard? Trade Shows Shrug Off Winter Woes in Q1

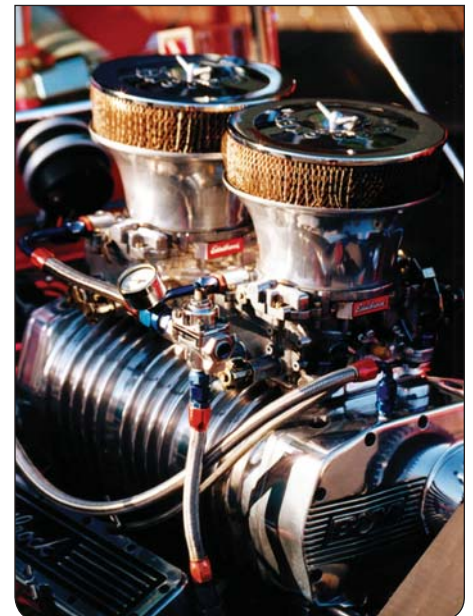
Trade show metrics for the First Quarter of 2014 showed across-the-board improvement from the same period last year. Exhibit space led the way with a 3.0% increase compared to 2.5% in Q1 of 2013. The number of exhibitors increased 2.3% vs. 2.1% in Q1 of 2013, and attendance grew 1.1% compared to the slight (0.6)% dip in attendance in Q1 2013.

The current year began with the usual cluster of major annual shows, most of which thrived despite the abysmal Winter weather. In January, for example, exhibit space was up 3.0% and show organizers told *Trade Show Executive* that the 1.1% increase in attendance could have been an estimated one full percentage point higher had a parade of blizzards not caused so many travel headaches.

The First Quarter of 2014 also bettered the Fourth Quarter of 2013, in which exhibit space was the top gainer at 1.6%, and beat the full year performance. Exhibit space for the full year of 2013 grew 2.2%, exhibitors 2.0% and attendance 0.7%.



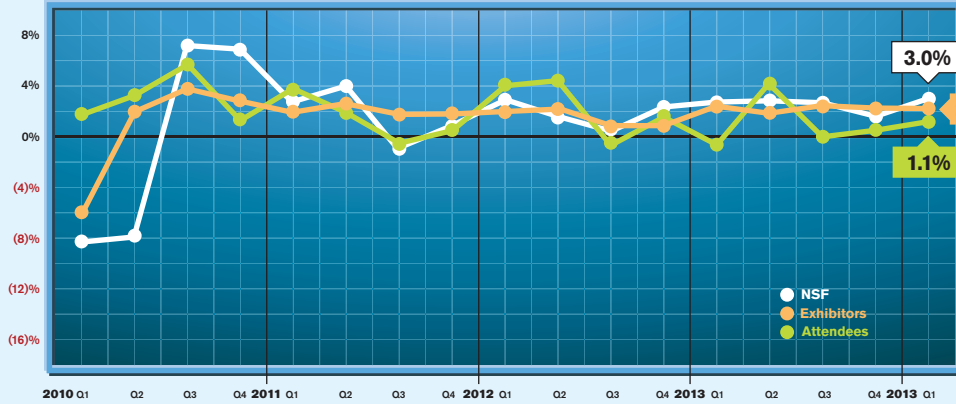
'Racy' Masterpieces. Exhibitors at the *Hot Rod & Restoration Trade Show* had buyers revved up to turn classic cars into American works of art. The exhibit floor in Indy was 36.4% larger than last year and the number of exhibitors more than doubled.



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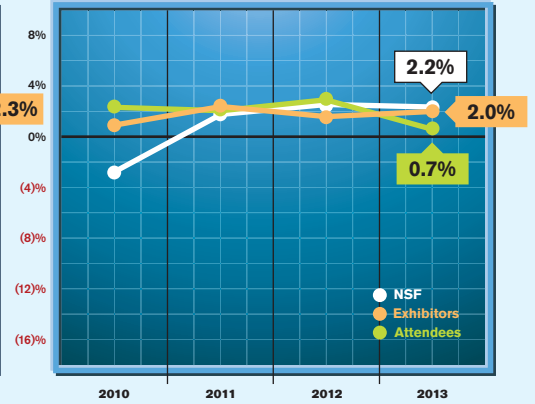
Dashboard Snapshot – CONSOLIDATED OVERVIEWS

CONSOLIDATED QUARTERLY OVERVIEW



Promising Start. The 2014 trade show calendar was on a gradual increase after three months. Trade show metrics for the First Quarter of 2014 showed across-the-board improvement from the same period last year. The Q1 metrics included a 1.1% increase in attendance, which was overshadowed by more robust gains of 2.3% in the exhibitor ranks and 3.0% in exhibit space.

CONSOLIDATED ANNUAL OVERVIEW



Flat Year for Attendance. A nagging lack of enthusiasm in the attendance metric was evident all year long. But all three metrics were higher over the course of the year. Attendance rose only 0.7%. Exhibit space bumped up 2.2% and the number of exhibitors increased 2.0%.

2013 GROWTH RATE

Month	NSF	Exhibitors	Attendance
January	2.1%	2.4%	(1.6)%
February	2.6%	0.4%	1.9%
March	3.0%	2.9%	(0.5)%
April	3.3%	(0.6)%	3.3%
May	3.3%	2.9%	5.0%
June	0.9%	2.8%	3.2%
July	3.7%	2.0%	(2.8)%
August	0.7%	2.7%	(0.2)%
September	3.0%	1.5%	3.5%
October	(0.9)%	0.5%	(2.8)%
November	4.4%	2.8%	2.3%
December	1.0%	2.5%	0.5%

2012 GROWTH RATE

Month	NSF	Exhibitors	Attendance
January	3.1%	(0.5)%	3.7%
February	0.6%	3.2%	4.7%
March	5.4%	3.9%	4.2%
April	6.6%	2.5%	7.1%
May	1.9%	1.8%	4.3%
June	1.8%	2.0%	2.0%
July	(0.3)%	2.3%	2.1%
August	2.3%	0.8%	(1.1)%
September	(2.2)%	(0.8)%	(2.4)%
October	2.0%	0.1%	2.5%
November	1.8%	1.0%	(1.8)%
December	3.1%	3.3%	0.9%

2011 GROWTH RATE

Month	NSF	Exhibitors	Attendance
January	5.2%	3.6%	3.7%
February	3.1%	0.9%	3.7%
March	1.3%	1.7%	3.8%
April	4.2%	6.0%	4.3%
May	3.2%	(1.8)%	(1.1)%
June	4.7%	3.7%	3.5%
July	3.1%	0.8%	(1.3)%
August	2.9%	2.8%	5.2%
September	(4.3)%	2.9%	(4.9)%
October	4.2%	0.3%	(2.0)%
November	0.1%	3.4%	3.5%
December	(4.7)%	1.5%	4.9%

2010 GROWTH RATE

Month	NSF	Exhibitors	Attendance
January	(14.9)%	(5.3)%	4.2%
February	1.9%	(5.1)%	0.6%
March	(5.1)%	(1.8)%	(1.5)%
April	(2.5)%	(0.7)%	5.5%
May	(17.9)%	5.2%	3.5%
June	2.0%	2.8%	2.4%
July	3.8%	(0.3)%	9.2%
August	8.5%	4.6%	1.7%
September	5.4%	3.6%	5.6%
October	5.7%	3.1%	1.7%
November	8.6%	6.0%	2.0%
December	1.0%	1.1%	4.7%

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up impressive gains in all three metrics. However, seven *Fastest 50* shows gave back some of their gains, experiencing a humbling decline in at least one metric over the previous year. But when the ups and downs are averaged over two or three years, the shows still grab the spotlight for record achievements.

Global Pet Expo was one of the largest *Fastest 50/Gold 100* shows held in March that was a growth leader from every perspective. The Orlando show's 289,600 nsf was a healthy 7.8% larger than the previous year, and attendance was up 7.9% at 13,946. Exhibitor count was up 2.2%. "Over the past several years hosting the show in Orlando, our numbers have consistently grown at an impressive rate," said Andrew Darmohraj, executive vice president and COO of the American Pet Products Association. "We produced record-breaking numbers across the board. It was the perfect time to announce that Orlando and the Orange County Con-

Chicago Style Home Cooking. One of the many kitchen and cookware demos on the show floor at the *Intl. Home + Housewares Show*. Exhibit space was up slightly at 770,000 nsf.



Man's Best Attendee. The ultimate consumer at *Global Pet Expo* looks over the latest products on display. Two-legged attendees numbered nearly 14,000, a 2.2% increase over last year.

vention Center will be the official home of our show through 2019."

The American College of Clinical Genetics' Annual Clinical Genetics Meeting in Nashville, a *Fastest 50* honoree, reported a 10.4% increase in exhibit space to 20,100 nsf.

The Exhibitor Show, another *Fastest 50* honoree, grew 11.5% in attendance to nearly 6,000 attendees after record-breaking growth last year.

Top Cities

Las Vegas was a busy place in March and was the top-ranked city in terms of total exhibit space with *Dashboard* shows spanning 3,840,885 nsf. Along with *CONEXPO-CON/AGG*, there were nine other *Dashboard* shows, including three *Gold 100* events along the Strip. Chicago was second with two shows — *PITTCON* and the *International Home + Housewares Show* — totaling 1,083,200 nsf. The *Mid-America Trucking* show hauled Louisville to the top ranks with 826,730 nsf.

Next Month

Electronic Entertainment Expo (E3) in Los Angeles has added a competition for college students aiming to make their marks as video-game developers.

Among the new features at *JCK Las Vegas* is a matchmaking service and wider aisles on the show floor aimed at creating a more relaxed and efficient experience for attendees.

The high-profile *American Society of Clinical Oncology* holds its 50th annual meeting at McCormick Place in Chicago.

InfoComm International, June 14-20 at the Las Vegas Convention Center, offers numerous pavilions and special exhibits on and off the show floor including audio demo rooms, digital signage presentation stage, a rigging safety demo, and technologies for worship.

The *Summer International Fancy Food & Confection Show* in New York will ride a wave of record sales in the food industry. Some 2,400 exhibitors from 80 countries and regions will showcase an estimated 180,000 products including confections, cheese, coffee, snacks, spices, ethnic, natural, organic and more.

Overall, forecasters are predicting little chance of June gloom at the average trade show next month. **TSE**

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Dashboard – MARCH TRADE SHOW METRICS

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BY CAROL ANDREWS,
editor-at-large



BENCHMARKS:
AVERAGE GROWTH

- NSF: 0.7%
- Exhibitors: 2.2%
- Attendance: 0.8%



TOP MANAGEMENTS*

- AEM
- Emerald Expositions
- Exhibit Management Associates, Inc.



GROWTH LEADERS

- Hotrod & Restoration Trade Show
- The NBM Show
- IFPE 2014



TOP SECTORS*





- Construction
- Transportation
- Medical



TOP CITIES*




- Las Vegas
- Chicago
- Louisville

**Based on total nsf*

March 2014	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Qualitative Data
SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
ACC.14, The American College of Cardiology's Annual Scientific Session & Expo American College of Cardiology www.cardiosource.org	Washington, DC San Francisco	127,136 139,300	(8.7)%	266 300	(10.5)%	19,250 est. 19,231	7.0%	Exhibits showcased products, services and technology for cardiovascular professionals. Sessions focused on the prevention, diagnosis and treatment of cardiovascular disease. Topics included congenital heart diseases, heart failure and cardiomyopathies, acute coronary syndromes, non-invasive imaging, pericardial disease, and pulmonary hypertension and venous thrombo-embolic disease.
ACCA & The IE3: Indoor Environment & Energy Expo Air Conditioning Contractors of America www.acca.org/education/conference/	Nashville Orlando	26,800 25,400	5.5%	177 172	2.9%	N/A N/A	N/A	65 new exhibitors introduced new products and services to the indoor environment professional contractors. More than 85% of attendees were decision-making business owners; the remaining have direct influence.
ACMG Annual Clinical Genetics Meeting American College of Medical Genetics & Genomics www.acmg.net www.acmgmeeting.net 	Nashville Phoenix	20,100 18,200	10.4%	147 129	14.0%	2,467 2,360	4.5%	The show experienced significant growth across the board. There were more than 40 educational sessions, workshops and forums. Exhibit Theaters on the show floor enabled exhibitors to present half-hour sessions on how their products and services are used in practical and/or clinical settings.
American Academy of Orthopaedic Surgeons (AAOS) Annual Meeting American Academy of Orthopaedic Surgeons www.aaos.org  	New Orleans Chicago	262,600 268,200	(2.1)%	665 686	(11.3)%	28,313 est. 31,643	(0.1)%	An Electronic Skills Pavilion showcased the latest technology and applications. The show attracted domestic and international orthopaedic surgeons as well as other healthcare professionals. Exhibitors included companies that specialize in implants, bone and tissue products, computer software and surgical equipment and instruments.
AONE 2014 SmithBucklin www.smithbucklin.com 	Orlando Denver	41,700 43,800	(4.8)%	277 299	(7.4)%	2,945 2,925	0.7%	There were 81 new exhibitors. Nurse leaders were invited to a reception and pay-it-forward benefiting the AONE Foundation for Nursing Research and Education. Speakers included Benjamin Zander, conductor of the Boston Philharmonic and co-author of The Art of Possibility, and Olympia Snowe, U.S. Senator from 1994 to 2012.

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Dashboard – MARCH TRADE SHOW METRICS




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SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
ASD Las Vegas Emerald Expositions www.asdonline.com 	Las Vegas Las Vegas	647,980 660,774	(1.9)%	2,681 2,468	8.6%	46,290 45,977	0.7%	The show offered everything from zebra handbags to the latest electronic gadgets, from car accessories to pet products, from personal care to housewares. 85% of attendees are owners, partners or buyers. Attendees came from 88 countries.
The Car Wash Show SmithBucklin www.thecarwashshow.com	Chicago Las Vegas	118,500 115,000	3.0%	299 303	(1.3)%	5,619 5,900	(4.8)%	A New Product Gallery showcased the latest innovative products for the car wash industry. A show highlight was the 100 Years of Car Washing Celebration. Attendees included car wash owners and operators, car wash category managers, convenience store owners, petroleum marketers and fast lube operators.
CONEXPO-CON/AGG Association of Equipment Manufacturers (AEM) www.conexpoconagg.com  <i>(Triennial show)</i>	Las Vegas Las Vegas	2,313,404 2,200,705 ('11)	5.1%	2,086 2,118 ('11)	(1.5)%	129,300 118,548 ('11)	9.1%	This was the largest show to date. Show management ramped up efforts to help attendees and exhibitors easily connect. Outdoor space was reconfigured to include a new lot. The show increased its acquisition programs with a focus on VIPs and first-timers, and refined its marketing plan to target growth areas based on improved in-country intelligence. Attendance included IFPE attendees.
Cruise Shipping Miami UBM www.cruiseshippingmiami.com	Miami Beach Miami Beach	139,747 138,227	1.1%	900 900	No change	11,814 10,847	8.9%	With record attendance, this was the largest show in the event's 30-year history. Tightly focused sessions, the introduction of more flagship sessions with three regional State of the Cruise Industry panels and a Cruise Trends Theater all contributed to record participation. Also new this year was an interactive Food & Beverage Pavilion. Other industry sectors included ship design and refurbishment, ship services and hotel operations. Cruise executive delegates represented 70 cruise lines.
Dx3 Canada Hut2Hut Events, Inc. www.dx3canada.com	Toronto Toronto	17,000 19,000	(10.5)%	103 118	(12.7)%	4,114 3,446	(19.4)%	The 2014 event enjoyed its highest attendance since the show's inception in 2012. While agencies remain a third of Dx3's audience, both attending brands and retailers saw increases of 3% and 5%, respectively. 45% of attendees were Director level or above, and more than 90% have purchasing influence.
EXHIBITOR 2014 Hall-Erickson, Inc. www.exhibitor2014.com 	Las Vegas Las Vegas	65,351 66,854	(2.2)%	277 298	(7.0)%	5,993 est. 5,376	11.5%	There was an increase in the number of new products introduced at the show, and there were more innovative exhibits this year. For the first time, there was crossover registration with a co-located show (GlobalShop), which resulted in a double-digit jump in attendance.

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Dashboard – MARCH TRADE SHOW METRICS

Continued from page 33

March 2014	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Qualitative Data
SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
Global Pet Expo American Pet Products Assn. www.globalpetexpo.org 	Orlando Orlando	289,600 268,600	7.8%	985 964	2.2%	13,946 12,930	7.9%	Industry growth led to the largest show to date. This was the 10th anniversary of the show as a joint venture between the American Pet Products Association and the Pet Industry Distributors Association. Buyer attendance increased 5% over last year. There were more than 3,000 new pet product launches.
GlobalShop Emerald Expositions www.globalshop.com 	Las Vegas Chicago	197,700 195,000	1.4%	616 649	(5.1)%	12,093 14,031	(13.8)%	The move to Las Vegas provided opportunities to reach a different local/regional demographic. In addition, targeted marketing in South America contributed to growth in international attendance. Special events included a St. Patrick's Day party, design awards presentations and marketing at retail awards.
Hawaii Buildings, Facilities & Property Management Expo Douglas Trade Shows www.douglastradeshows.com	Honolulu Honolulu	29,000 29,000	No change	229 224	2.2%	3,537 3,408	3.8%	The show saw a 7% increase in professional attendance. The exhibitor return rate was the highest since the show's inception in 2008. Seminar attendance was up 5%, and gross revenue was up 6%. The second day of the show was better attended than the first day, which reversed the trend seen in the previous six years. There was a cross-section of the entire market represented in the attendee mix, as well as an increase in those with real purchasing interest.
Hearth, Patio & Barbecue Expo Hearth, Patio & Barbecue Expo www.hpbexpo.com ; www.hpba.org	Salt Lake City Orlando	105,400 111,900	(5.8)%	316 313	1.0%	5,289 6,179	(14.4)%	There were 79 first-time exhibitors and 52 products were shown in the New Product Pavilion. Special events included a Tailgate Party and Cook-off, a 1950's Industry Party and a Ski & Snowboarding Excursion.
Hotrod & Restoration Trade Show National Business Media www.hotrodshow.com ; www.rtashow.com	Indianapolis Indianapolis	30,000 22,000	36.4%	178 117	52.1%	5,960 4,890	21.9%	There were 50 vehicles on display. The Hotrod & Restoration New Product Showcase was a special area of the exhibit hall dedicated to the latest advances in technology and design. A panel of industry professionals evaluated these new products and selected the top entry in each category for the show's Innovation Award.
IFPE 2014 Association of Equipment Manufacturers (AEM) www.ifpe.com <i>(Triennial show)</i>	Las Vegas Las Vegas	161,550 140,150 ('11)	15.3%	481 443 ('11)	8.6%	129,300 118,548 ('11)	9.1%	The 2014 show increased its digital marketing and promotional outreach with targeted marketing to focused industry segments. It expanded its international focus and instituted an exhibitor engagement initiative to help exhibitors more effectively promote show attendance to their customers and prospects. Attendance included CONEXPO-CON/AGG attendees.
International Home + Housewares Show Intl. Housewares Association www.housewares.org 	Chicago Chicago	778,000 775,000	0.4%	2,100 2,143	(2.0)%	62,000 62,000	No change	Housewares products were categorized into four shows within a show and international pavilions. Exhibitors came from 34 countries and buyers were from more than 100 countries.

Trade Show Executive

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International Pizza Expo Macfadden Protech, LLC www.PizzaExpo.com	Las Vegas Las Vegas	105,900 100,600	5.3%	478 454	5.3%	12,400 est. 11,162	11.1%	The show celebrated its 30th anniversary by setting records in net square feet, number of exhibitors, attendance and total leads. Attendees included pizzeria or pizza-concept restaurant owners, operators and managers, as well as distributors and food brokers.
Intl. Vision Expo East Reed Exhibitions www.visionexpeast.com 	New York New York	262,136 261,701	0.2%	600 590	1.7%	25,693 est. 22,889	12.3%	This was the largest International Vision Expo East in terms of nsf. The show offered buyers a complete view of the entire optical industry. It included specialty pavilions and a continuing education program.
International Wireless Communications Expo (IWCE) Penton www.penton.com	Las Vegas Las Vegas	89,550 91,950	(2.6)%	351 349	0.6%	7,041 6,699	5.1%	Technology buyers from a diverse group of industry professionals from government, public safety, transportation, utilities and other enterprises attended to see the latest in effective and efficient communications systems. A Solutions Theater featured special sessions on the exhibit floor.
IPC APEX EXPO IPC – Association Connecting Electronics Industries www.IPCAPEXEXPO.org	Las Vegas Las Vegas	137,700 130,340	5.6%	443 425	4.2%	8,068 8,598	(6.2)%	Industry professionals from more than 50 countries attended. The event included a technical conference, poster sessions, professional development courses, IPC hand soldering competitions, standards development meetings, a new products corridor and a full day of technical presentations focused on design.
ISS Atlantic City Emerald Expositions www.issshows.com	Atlantic City Atlantic City	45,100 42,700	5.6%	227 202	12.4%	7,386 6,849	7.8%	The Atlantic City show had the most embroiderers of all the ISS Shows. The show also featured screenprinting equipment demonstrations from a variety of vendors during show hours. In addition to equipment, the show had exhibitors with ink rollers, screens, ink and other products used by apparel screen printers.
JA New York Winter Show Emerald Expositions www.ja-newyork.com 	New York New York	59,970 64,735	(7.4)%	409 431	(5.1)%	6,303 7,350	(14.2)%	Show dates were extended to accommodate loyal JA New York exhibitors who also exhibited at the TDC Hong Kong show. Show management said that having the maximum number of participating companies benefited everyone. Exhibitors ranged from high-end designers to major manufacturers to rising stars. More than 30 countries were represented at the show.
Medtrade Emerald Expositions www.medtrade.com	Las Vegas Las Vegas	44,800 49,100	(8.8)%	259 251	3.2%	3,392 3,738	(9.3)%	This event has connected the home medical equipment (HME) industry for nearly 35 years. The 2014 show featured leading HME manufacturers and their durable medical equipment products. Attendees found everything from the basics to the latest innovations in mobility, respiratory, sleep, rehab, and aids to daily living. There were more than 80 sessions covering numerous topics.

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