

# Fast Start for 2015 Loses Some Steam on Modest March Growth

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

Oceanside, CA – Growth in the key trade show metrics cooled off a tad in March, but only in comparison to the torrid pace of the previous two months of 2015, according to the latest Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics.

March produced modest growth in exhibit space, exhibitor count and attendance. The percentages were all under 3.0% and in line with the slow, steady growth logged in the past few years by the TSE Dashboard. Exhibit space led the month with a 2.8% increase. Attendance followed with a 1.5% increase while the number of exhibitors ticked 0.3% higher.

“What made NPE2015 a milestone in the 69-year history of the show was not only its size and international diversity, but also the richness of its offerings to attendees.”

**William Carteaux, PRESIDENT & CEO**  
OF SPI: THE PLASTICS INDUSTRY  
TRADE ASSOCIATION

The numbers looked slightly better than the March 2014 metrics, but paled in comparison to the first two months of 2015. January exhibit space this year jumped 4.5% with attendance up 2.5% and exhibitors up 1.9%. February was even better with exhibit space up a whopping 5.8% and attendance 5.1% higher. Even the exhibitor category came on strong with a 3.0% increase.

A closer look at March found some of the bigger players on the schedule with metrics or scheduling dates that sidelined them from the Dashboard adjusted totals.

The most conspicuous absence was NPE – The International Plastics Showcase (NPE2015). The Orlando show was the largest event of the month with nearly 1.2 million net square feet (nsf) and thousands of exhibitors and attendees, but it had to be excluded from the adjusted totals due to its triennial schedule.

Another TSE Gold 100 show, ProMat, with 334,912 nsf, was also excluded because it was biennial. “ProMat 2015 was the largest in the event’s 30-year history,” said George Prest, CEO of the Material Handling Institute.

## Gold Galore

There were 32 shows surveyed for the March Dashboard; 14 of these came from the ranks of the TSE Gold 100, which is made up of the largest trade shows in the U.S. There were also five shows that appeared on the most-recent TSE Fastest 50 roster of fastest-growing U.S. exhibitions.

After calibrating the totals to exclude outliers and those shows with non-annual schedules, the adjusted March Dashboard totals showed 6,047,358 net square feet of exhibit space, 20,121 exhibitors and 571,042 attendees. The per-show average worked out to 232,591 nsf, 719 exhibitors and a crowd of 22,842.

Most shows reported increases in their metrics. There were 14 events that grew in all three categories and only three that declined in all three.

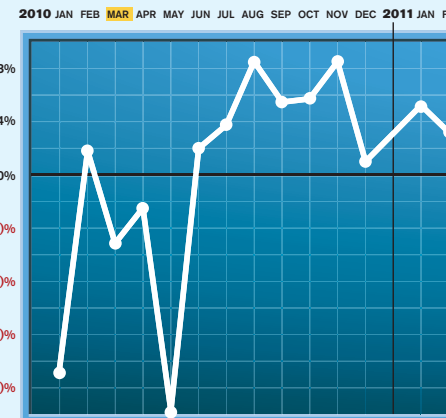
## Growth Leaders: Fantastic Plastic

March is one of those months in which one of the largest non-annual trade shows makes an appearance. Last year, it was CONEXPO-CON/AGG, which sprawled across more than 2.3 million net square feet in Las Vegas. This year marked the return of another triennial, NPE2015, which posted some impressive gains over the 2012 show.

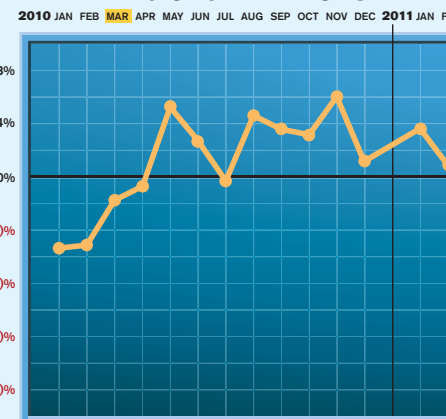
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## Trade Show Executive Dashboard Snapshot – MONTHLY

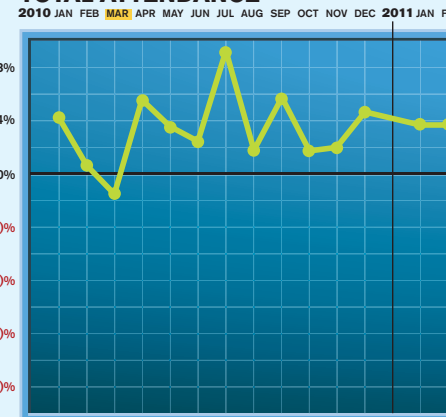
### NSF OF PAID EXHIBIT SPACE



### EXHIBITING ORGANIZATIONS



### TOTAL ATTENDANCE

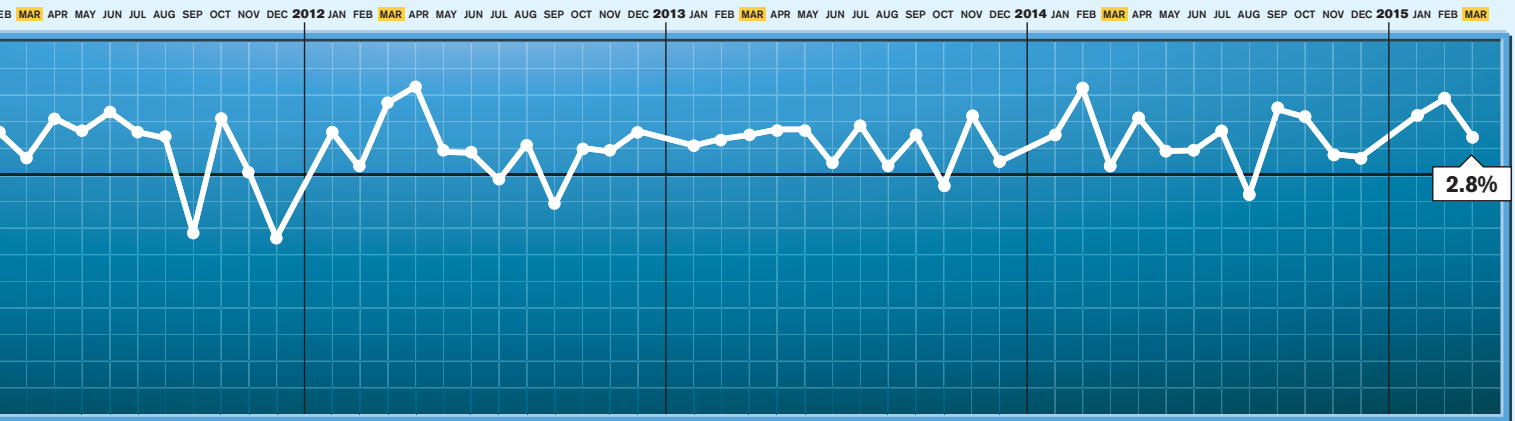


## MONTHLY OVERVIEWS

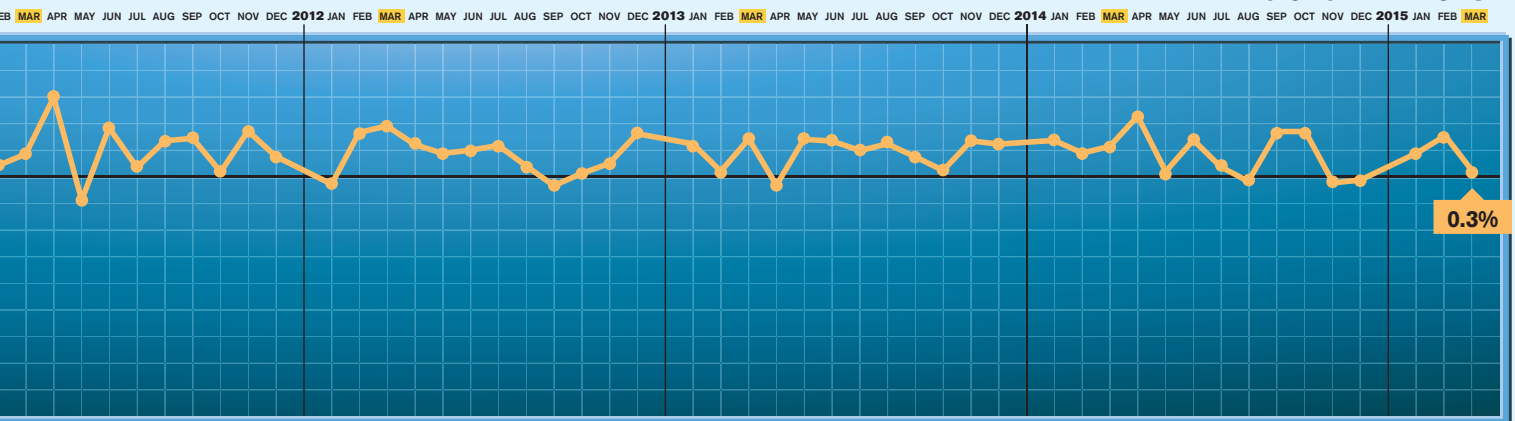
**Still Moving Up.** The year continues an upward swing even though March metrics weren't quite as dazzling as the previous two months had been. Exhibitor growth was rather flat, but that was offset by larger gains in attendance and exhibit space.



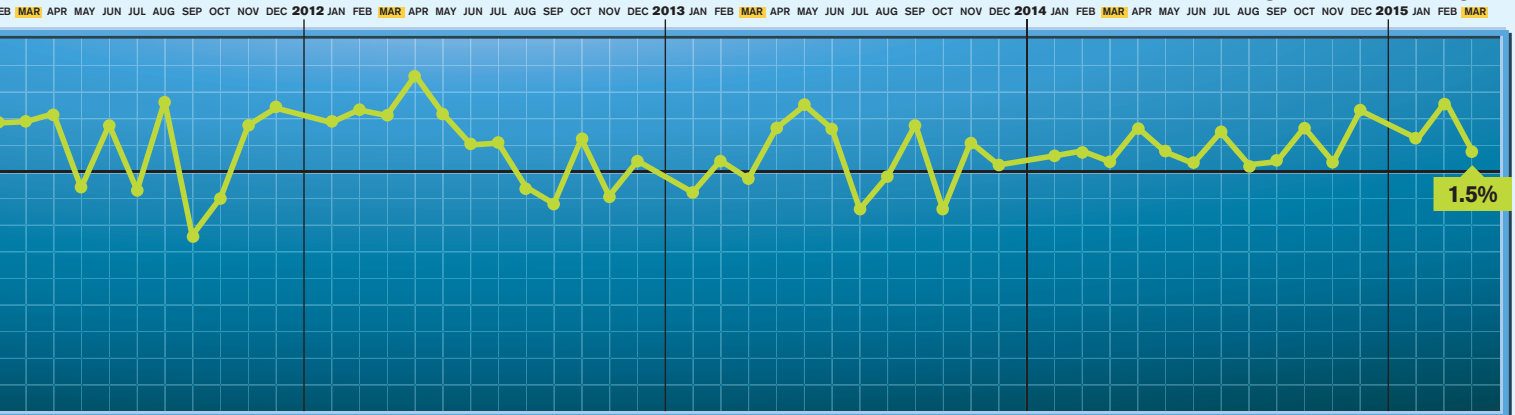
### NSF OF PAID EXHIBIT SPACE



### EXHIBITING ORGANIZATIONS



### TOTAL ATTENDANCE



Continued from page 26

“What made NPE2015 a milestone in the 69-year history of the show was not only its size and international diversity, but also the richness of its offerings to attendees,” said William Carteaux, president and CEO of SPI: The Plastics Industry Trade Association.

The show was indeed a whirl of working machinery and the latest technologies for turning recycled plastic into new finished products. A total of 650 educational sessions were held along with several co-located sessions. “The wealth of content surpassed our previous shows and provided us with a guideline for making future NPEs even more attractive,” Carteaux said.

The final metrics proved the success of SPI’s planning process. Show records were set for the number of exhibitors and exhibit space. The exhibit floor covered 1,128,023 nsf, up 20.1% from 2012. The exhibitor count was 2,023, up 4.7%. Attendance jumped 19.1% from the 2012 totals to 65,910. International attendance was also a show record with 26% of attendees and 44% of exhibiting companies hailing from outside the U.S. China and Latin America were particularly well represented.

## Other growth leaders:

- International Limousine, Charter and Tour (LCT) Show. The business of

driving folks from one place to another appears to be thriving. The proof lies in a sold-out exhibit floor in Las Vegas that covered 70,475 nsf, a 34.5% jump over last year. Bobbit Media said the number of exhibitors grew 7.5% to 129 while attendance was unchanged at 2,800.

- Hearth, Patio & Barbecue Expo moved to Nashville, a hotbed of barbecue culture, and produced some savory metrics. Attendance alone was up 54% at 8,145 while exhibit space was up 21.5% at 128,100 nsf. The new products area was particularly popular, according to the Hearth, Patio and Barbecue Association, which attributed some of the show gains to enthusiasm over the improving housing industry.

## Medical Month

March was a busy month for medical associations and healthcare meeting planners. There were 10 shows in the medical arena held in March, making medical the most-active industry sector of the month, followed by plastics and automotive.

The largest medical meeting featured in the Dashboard was International Vision Expo East in New York, which grew 3.5% to 271,463 net square feet, but saw attendance slip (7.4)%. The show featured a reconfigured floor layout and a new educational focus on marketing

and retailing for the up-and-coming generation. “The millennial population learns, communicates and operates in new ways, and businesses need to consider that,” said Reed Exhibitions Group Vice President Tom Loughran.

International Vision Expo East wasn’t the only medical show to see some red ink in some of its metrics. Seven of the 10 shows surveyed reported a decline in at least one category.

## Top Cities

Orlando had a big month with NPE and two other Gold 100 shows: Global Pet Expo and HAI HELI-EXPO. The trio totaled 1,752,423 nsf, making Orlando the Dashboard host city with the most exhibit space.

Las Vegas was close behind with 1,616,026 nsf after hosting eight Dashboard shows, including four from the Gold 100. Chicago rounded out the top three with Gold 100 shows ProMat and the International Home + Housewares Show covering a combined 1,119,021 nsf.

## Next Month

Licensing Expo carries its new UBM Advanstar brand into the Mandalay

## Strong First Quarter for 2015

The 2015 trade show calendar got off on the right foot with another across-the-board increase in the TSE Dashboard metrics for the First Quarter.

As was the case last year, exhibit space led the gains. Space increased 4.2% over the same quarter in 2014. Attendance followed with a 2.6% increase while the number of exhibitors was up 1.4%.

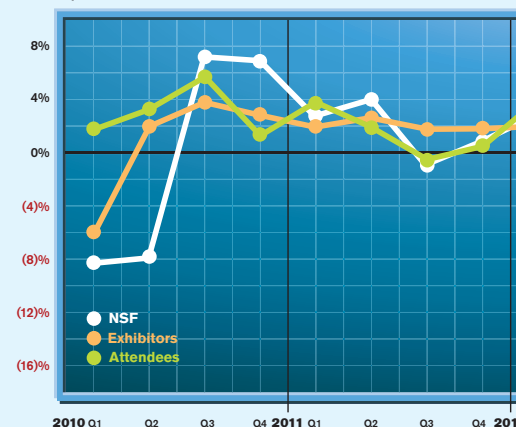
The order of the metrics was fairly similar to the start of 2014. Exhibit space was also the leading gainer for Q1 2014 with a 3.0% increase. Exhibitors increased 2.3%

and attendance last year was up 1.1%. For the entire 2014 year, exhibit space gained 2.6% while exhibitors increased 2.0% and attendance finished up 1.3%.

The Q1 performance this year did not appear to be hampered by bad weather, and again benefited from the presence of some large shows such as MAGIC and International CES that have also been reliable growth engines in recent years. A strong January led by a 4.5% jump in exhibit space and a 2.5% increase in attendance boosted the quarterly results. February was even stronger with exhibit space up 5.8%, exhibitors up 3.0% and attendance spiking 5.1%.

## Trade Show Executive Dashboard Snapshot – CONSO

### QUARTERLY OVERVIEW



Bay Resort & Casino in June. Show managers look to top 218,000 nsf. The Gold 100 event has expanded its lineup of sports exhibitors and will debut its Digital Media Licensing Summit component.

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InfoComm in Orlando will again be one of the largest shows held in June as will be the Summer Fancy Food Show, a Gold 100 and Fastest 50 event that last year saw its exhibitor numbers increase 12.0% and exhibit space grow 1.8% to 361,000 net square feet.

Questex Media moves its Sensors Expo

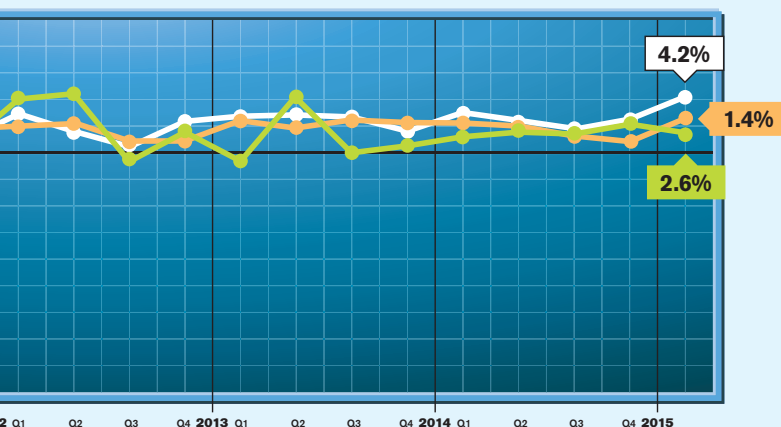


& Conference to Long Beach to be closer to its target audience in the high-tech and aerospace industries. The Fastest 50 show was already gaining momentum last year in Rosemont when attendance increased 12.7% to 5,221.

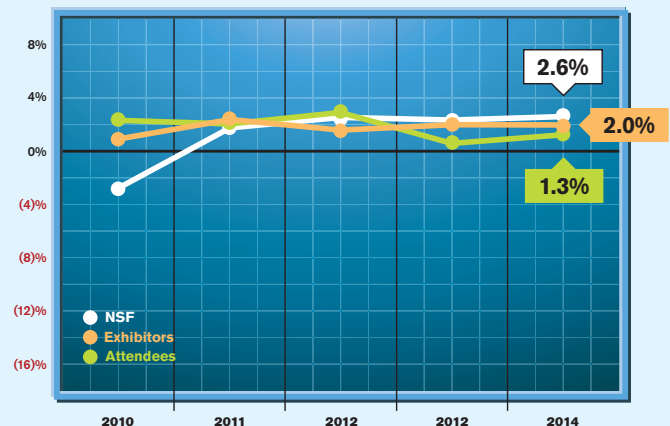
And the organizers of E3 – Electronic Entertainment Expo, are expecting around 50,000 attendees in Los Angeles. The Gold 100 gamer show continued to grow last year with 395,651 nsf, a 3.4% gain over 2013. **TSE**

## VALIDATED OVERVIEWS

▼ **Off on the Right Foot.** As was the case last year, exhibit space led the gains. Space increased 4.2%. Attendance followed with a 2.6% increase while the number of exhibitors was up 1.4%.



## ANNUAL OVERVIEW



▲ **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%.



# Trade Show Executive

## Dashboard – MARCH TRADE SHOW METRICS

SPONSORED BY  


BY CAROL ANDREWS,  
 editor-at-large



**BENCHMARKS:**  
**AVERAGE GROWTH**

- NSF: 2.8%
- Exhibitors: 0.3%
- Attendance: 1.5%



**TOP MANAGEMENTS\***

- SPI - The Plastics Industry Trade Assoc.
- Emerald Expositions
- Exhibit Management Associates, Inc.



**GROWTH LEADERS**

- LCT Show
- Heath, Patio & Barbecue Expo
- NPE - The International Plastics Showcase



**TOP SECTORS\***


- Medical
- Plastics
- Trucking



**TOP CITIES\***

- Orlando
- Las Vegas
- Chicago

*\*Based on total nsf*

March 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>ACC.15 – American College of Cardiology's Annual Scientific Session &amp; Expo</b> American College of Cardiology <a href="http://www.acc.org">www.acc.org</a>	<b>San Diego</b> Washington, DC	<b>124,342</b> 127,136	<b>(2.2)%</b>	<b>279</b> 266	<b>4.9%</b>	<b>19,174</b> 19,250	<b>(0.4)%</b>	ACC saw its highest professional attendance in six years. Expo hall traffic was strong, bolstered by a unique floorplan that bracketed exhibits with CME education at either end: the Main Tent (general sessions and live cases) and Posters. A new learning destination, the Sim Center, provided attendees with hands-on virtual patient interaction during eight guidelines-based clinical cases.
<b>ACMG Annual Clinical Genetics Meeting</b> American College of Medical Genetics and Genomics (ACMG) <a href="http://www.acmgmeeting.net">www.acmgmeeting.net</a> 	<b>Salt Lake City</b> Nashville	<b>22,000</b> 20,100	<b>9.5%</b>	<b>150</b> 147	<b>2.0%</b>	<b>2,995</b> 2,595	<b>15.4%</b>	Exhibitors showcased products and services for the medical, clinical, research, laboratory and counseling genetics disciplines. Exhibit theaters on the show floor enabled demonstrations of how products and services are used in practical and/or clinical settings.
<b>AGG1 Aggregates Academy &amp; Expo</b> Association of Equipment Manufacturers <a href="http://www.agg1.org">www.agg1.org</a>	<b>Baltimore</b> San Antonio	<b>42,795</b> 37,080 ('13)	<b>15.4%</b>	<b>182</b> 153 ('13)	<b>19.0%</b>	<b>5,249</b> 4,241 ('13)	<b>23.8%</b>	Registered attendance for the co-located AGG1 and World of Asphalt broke all previous records and each show set new records for exhibit space and number of exhibitors. Registrants came from all 50 states, 9 Canadian provinces and more than 50 other countries.
<b>American Academy of Dermatology (AAD) Annual Meeting</b> American Academy of Dermatology <a href="http://www.aad.org">www.aad.org</a>	<b>San Francisco</b> Denver	<b>183,050</b> 181,425	<b>0.9%</b>	<b>439</b> 437	<b>0.5%</b>	<b>18,791</b> 16,816	<b>11.7%</b>	The educational program, which covered a variety of dermatology topics, included several new hands-on workshops. The meeting also featured Johnny Bench, Cincinnati Reds baseball great, who discussed his experience with skin cancer and his involvement in Play Sun Smart.
<b>AAOS Annual Meeting</b> American Academy of Orthopaedic Surgeons (AAOS) <a href="http://www.aaos.org">www.aaos.org</a>	<b>Las Vegas</b> New Orleans	<b>261,620</b> 262,500	<b>(0.3)%</b>	<b>716</b> 665	<b>7.7%</b>	<b>31,370</b> 28,868	<b>8.7%</b>	A record high of 716 companies exhibited at the show and included in this was a record 154 international companies. Attendees included orthopaedic surgeons, nurses, physical therapists and other healthcare professionals.

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# Trade Show Executive







## Dashboard – MARCH TRADE SHOW METRICS

Continued from page 30

March 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>AORN Surgical Conference &amp; Expo</b> Association of periOperative Registered Nurses <a href="http://www.aorn.org/surgicalexpo/">www.aorn.org/surgicalexpo/</a> 	<b>Denver</b> Chicago	<b>132,800</b> 139,600	<b>(4.9)%</b>	<b>481</b> 493	<b>(2.4)%</b>	<b>8,200</b> 9,854	<b>(16.8)%</b>	Attendees were given the opportunity to learn about the latest AORN guidelines, consult informally with AORN guideline authors, and take part in hands-on learning activities. Mike Abrashoff, former Commander of the USS Benfold, delivered the opening general session.
<b>ASD MARKETWeek</b> Emerald Expositions <a href="http://www.asdonline.com">www.asdonline.com</a>	<b>Las Vegas</b> Las Vegas	<b>635,620 EST.</b> 647,980	<b>(1.9)%</b>	<b>2,407 EST.</b> 2,681	<b>(10.2)%</b>	<b>46,811 EST.</b> 46,290	<b>1.1%</b>	ASD drew buyers from department stores to convenience stores, college book stores to general stores, grocery store distributors to fashion boutique stores and many more. The event offered nine shows in one serving.
<b>BUILDEX Edmonton</b> Informa Canada <a href="http://www.informacanada.com">www.informacanada.com</a> 	<b>Edmonton</b> Edmonton	<b>17,000</b> 16,250	<b>4.6%</b>	<b>130</b> 138	<b>(5.8)%</b>	<b>2,525</b> 2,415	<b>4.6%</b>	The show for the construction, renovation, architecture, interior design and property management industries offered more than 35 educational seminars. Exhibits featured products and services for building, designing and managing real estate. A New & Green Product Showcase highlighted new or green products, services and technologies.
<b>Expo East</b> Promotional Products Association International <a href="http://www.ppai.org">www.ppai.org</a>	<b>Atlantic City, NJ</b> Atlantic City, NJ	<b>50,300</b> 70,200	<b>(28.3)%</b>	<b>410</b> 530	<b>(22.6)%</b>	<b>6,287</b> 3,890	<b>61.6%</b>	For the first time, Expo East colocated with the Imprinted Sportswear Show. The shows are peripheral markets yet shared only a small number of show attendees. The co-located event brought together over 8,100 combined show attendees that benefited from new education and new exhibitor opportunities.
<b>Global Pet Expo</b> American Pet Products Association <a href="http://www.globalpetexpo.org">www.globalpetexpo.org</a> 	<b>Orlando</b> Orlando	<b>311,300</b> 289,600	<b>7.5%</b>	<b>1,051</b> 985	<b>6.7%</b>	<b>15,454</b> 13,946	<b>10.8%</b>	This was the largest show to date. There was across-the-board growth, with 6,061 buyers (an 8.3% increase over last year); more than 3,000 new pet product launches; and 3,113 booths sold. For the first time, the show offered free pre-registration for Academy educational seminars, which resulted in record-setting attendance.
<b>GlobalShop</b> Emerald Expositions <a href="http://www.globalshop.org">www.globalshop.org</a>	<b>Las Vegas</b> Las Vegas	<b>218,711 EST.</b> 197,700	<b>10.6%</b>	<b>748 est.</b> 677	<b>10.5%</b>	<b>15,303 EST.</b> 12,043	<b>27.1%</b>	Show management instituted an improved and re-defined qualified attendee policy to provide a higher quality audience profile for exhibitors. Attendees included store planners, designers, visual merchandisers and in-store marketers.
<b>HAI HELI-EXPO</b> Helicopter Association International <a href="http://www.rotor.com/heliexpo">www.rotor.com/heliexpo</a>	<b>Orlando</b> Anaheim	<b>313,100</b> 309,200	<b>1.3%</b>	<b>735</b> 714	<b>2.9%</b>	<b>18,272</b> 19,038	<b>(4.0)%</b>	There were more than 57 helicopters on display, 100-plus education courses, safety sessions, workshops and forums, and a helicopter industry career fair. Exhibitors included airframe manufacturers, engines, parts and accessories, maintenance and repair/overhaul services, aircraft avionics, professional services, and aviation industry associations/organizations.

# Trade Show Executive

## Dashboard – MARCH TRADE SHOW METRICS

March 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>Hearth, Patio &amp; Barbecue Expo</b> Hearth, Patio & Barbecue Association <a href="http://www.hpbexpo.com">www.hpbexpo.com</a> 	<b>Nashville</b> Salt Lake City	<b>128,100</b> 105,400	<b>21.5%</b>	<b>375</b> 316	<b>18.7%</b>	<b>8,145</b> 5,289	<b>54.0%</b>	The show attracted thousands of specialty and mass market retailers and other professionals. One of the most popular areas of the show floor was the New Product Pavilion of innovative year-round products for retail stores. A special event was the HPBExpo Tailgate & Big Green Egg Cook-off Competition.
<b>Thomas P. Hinman Dental Meeting</b> Hinman Dental Society <a href="http://www.hinman.org">www.hinman.org</a> 	<b>Atlanta</b> Atlanta	<b>82,000</b> 82,000	<b>No change</b>	<b>431</b> 427	<b>0.9%</b>	<b>21,057</b> 20,772	<b>1.4%</b>	The largest group of attendees was made up of dentists (5,830), followed by hygienists (4,261). New for 2015 was the GOLD Program, an all-day course designed to create new energy for clinical growth, interdisciplinary care and professional success.
<b>Imprinted Sportswear Show (ISS) Atlantic City</b> Emerald Expositions <a href="http://www.issshows.com">www.issshows.com</a> 	<b>Atlantic City, NJ</b> Atlantic City, NJ	<b>50,350 EST.</b> 45,100	<b>11.6%</b>	<b>206</b> 227	<b>(9.3)%</b>	<b>7,498 EST.</b> 7,386	<b>1.5%</b>	This was a record-breaking show. In 2016, the show will again co-locate with PPAI's Expo East. Core seminar topics were updated to reflect new developments and to provide attendees with the most up-to-date information and skills.
<b>International Home + Housewares Show</b> International Housewares Association <a href="http://www.housewares.org">www.housewares.org</a> 	<b>Chicago</b> Chicago	<b>784,109</b> 778,000	<b>0.8%</b>	<b>2,123</b> 2,100	<b>1.1%</b>	<b>62,000</b> 64,000	<b>(3.1)%</b>	Housewares products were categorized into four shows and international pavilions. Exhibitors came from 47 countries and buyers were from more than 100 countries. Attendees included mass department stores, supermarkets, drug stores and gourmet specialty shops.
<b>International Limousine, Charter and Tour Show/ LCT Show</b> Bobit Business Media <a href="http://www.bobitbusinessmedia.com">www.bobitbusinessmedia.com</a> 	<b>Las Vegas</b> Las Vegas	<b>70,475</b> 52,410	<b>34.5%</b>	<b>129</b> 120	<b>7.5%</b>	<b>2,800</b> 2,800	<b>No change</b>	The show enjoyed unprecedented growth while celebrating its 31st year. This was largely due to a thriving chauffeured transportation industry and providers purchasing shuttle buses and motorcoaches. Attendees included limousine, charter and tour operators.
<b>International Pizza Expo</b> Emerald Expositions <a href="http://www.PizzaExpo.com">www.PizzaExpo.com</a>	<b>Las Vegas</b> Las Vegas	<b>106,500</b> 105,900	<b>0.6%</b>	<b>473</b> 478	<b>(1.0)%</b>	<b>11,617</b> 12,400	<b>(6.3)%</b>	The show set records for professional attendance (7,497), new exhibitors (111), international attendees (878) and participating countries (56). A highlight of the show was the International Pizza Challenge.
<b>International Vision Expo East</b> Reed Exhibitions <a href="http://www.reedexpo.com">www.reedexpo.com</a> 	<b>New York</b> New York	<b>271,463</b> 262,186	<b>3.5%</b>	<b>638</b> 597	<b>6.9%</b>	<b>21,880</b> 23,634	<b>(7.4)%</b>	There was a dedicated focus on new and non-traditional education with a new Ocular Wellness program and an expanded Global Contact Lens Forum. There were also several specialty tracks, including the Retail and Wearable Technology tracks.
<b>Medtrade Spring</b> Emerald Expositions <a href="http://www.medtrade.com">www.medtrade.com</a>	<b>Las Vegas</b> Las Vegas	<b>39,000 EST.</b> 44,800	<b>(12.5)%</b>	<b>248 EST.</b> 259	<b>(4.2)%</b>	<b>3,155 EST.</b> 3,392	<b>(7.0)%</b>	New this year was the HME Breakfast Club with an inspiring speech and the Audit Happy Hour, a networking reception where attendees could unwind and discuss the challenges of audits. Attendees also voted on the New Product Pavilion Providers' Choice Awards.








Continued on next page



# Trade Show Executive



## Dashboard – MARCH TRADE SHOW METRICS

Continued from page 33

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SHOW INFORMATION	2015/2014	2015/2014	VARIANCE	2015/2014	VARIANCE	2015/2014	VARIANCE	2015 VS. 2014
<b>Mid-America Trucking Show</b> Exhibit Management Associates, Inc. www.truckingshow.com 	Louisville Louisville	842,300 826,730	1.9%	1,064 1,077	(1.2)%	93,396 90,158	3.6%	The show set an all-time record for attendance with 81,768 professional attendees. A new record was set for average exhibit space per exhibitor. Exhibit space sold out faster than any MATS in the past 15 years.
<b>Natural Products Expo West Engredea</b> New Hope Natural Media, a division of Penton www.newhope360.com  	Anaheim Anaheim	458,808 413,051	11.1%	2,768 2,671	3.6%	71,577 67,072	6.7%	There were 630 first-time exhibitors. This year the show added a day of exhibits with expanded space at the Hilton, which offered buyers a total of four days to view products. Events and education also expanded to Wednesday for the first time.
<b>Nightclub &amp; Bar Conv. &amp; Trade Show</b> Questex, LLC www.ncbshow.com 	Las Vegas Las Vegas	208,000 199,800	4.1%	750 739	1.5%	39,728 39,322	1.0%	The 2015 nightlife industry show was the 30th anniversary event and attracted more on-premise professionals, suppliers and industry experts than in the past. Exhibitors included suppliers of on-premise products, beverages, spirits, beer and technology for bars, nightclubs and restaurants.
<b>NPE – The International Plastics Showcase</b> SPI – The Plastics Industry Trade Association www.npe.org 	Orlando Orlando	1,128,023 939,000 ('12)	20.1%	2,023 1,933 ('12)	4.7%	65,910 55,359 ('12)	19.1%	There were five educational programs with 650 sessions. Show features included a Zero Waste Zone of scrap to final product demonstrations and a fashion show of designs from the Savannah College of Art and Design where high-end gown gowns were produced with reused and recycled materials.
<b>PITTCON</b> The Pittsburgh Conference on Analytical Chemistry & Applied Spectroscopy www.pittcon.org 	New Orleans Chicago	177,000 186,700	(5.2)%	922 935	(1.4)%	14,272 16,255	(12.2)%	There were 127 first-time exhibitors, and 36% of attendees were first-time visitors. 26% of attendees were from outside the U.S., including Canada, China, the U.K., Japan, Mexico and Brazil. The show floor had two specialized areas: Laboratory Information Management (LIMS) and New Exhibitors.
<b>ProMat</b> Material Handling Industry of America www.promatshow.com 	Chicago Chicago	334,912 296,525 ('13)	12.9%	802 765 ('13)	4.8%	46,300 43,100 ('13)	7.4%	This year is the 70th anniversary of the Material Handling Industry of America and the 30th anniversary of ProMat. Exhibitors included manufacturers of material handling and logistics equipment and software.
<b>SATELLITE</b> Access Intelligence www.SATShow.com	Washington, DC Washington, DC	80,000 77,800	2.8%	340 332	2.4%	12,800 EST. 12,000	6.7%	Exhibit hall only and conference attendance increased over 2014, and attendee revenue increased 10%. Exhibit revenue increased 6% and sponsorship revenue increased 14% over 2014. The conference program introduced a new content track — Innovation Forum — and there was a keynote presentation for the first time.

# Trade Show Executive

## Dashboard – MARCH TRADE SHOW METRICS

March 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>Seafood Expo North America/Seafood Processing America</b> Diversified Business Communications www.seafoodexpo.com 	<b>Boston</b> Boston	<b>220,130</b> 197,430	<b>11.5%</b>	<b>1,204</b> 1,113	<b>8.2%</b>	<b>20,680</b> EST. 20,409	<b>1.3%</b>	The show continued to set new records for exhibit space growth. It was rebranded in 2014 to better reflect the marketplace. Attendees included distributors/wholesalers, food service, importers/exporters/brokers, manufacturing/seafood processors and retailers.
<b>VISION Hi-Tech Training &amp; Expo</b> H&A Events www.visionkc.com	<b>Kansas City, MO</b> Kansas City, MO	<b>29,000</b> 27,500	<b>5.5%</b>	<b>140</b> 128	<b>9.4%</b>	<b>3,482</b> 3,240	<b>7.5%</b>	The show set a new record for training hours with more than 20,600 hours of automotive management and technical training received by attendees who came from 40 states, Australia, Canada and the UK.
<b>The Work Truck Show</b> NTEA – The Association for the Work Truck Industry www.ntea.com 	<b>Indianapolis</b> Indianapolis	<b>274,955</b> 260,981	<b>5.4%</b>	<b>496</b> 524	<b>(5.3)%</b>	<b>11,005</b> 10,160	<b>8.3%</b>	This largest show to date featured more than 100 new product introductions, a separate embedded conference, The Green Truck Summit, over 60 educational sessions and a record number of ride-and-drive opportunities. Several companies used the show as a platform to announce new products, alliances and technology adoptions.
<b>World of Asphalt Show &amp; Conference</b> Association of Equipment Manufacturers www.worldofasphalt.com	<b>Baltimore</b> San Antonio	<b>92,665</b> 86,555 ('13)	<b>7.1%</b>	<b>295</b> 233 ('13)	<b>26.6%</b>	<b>7,623</b> 6,040 ('13)	<b>26.2%</b>	Education is a cornerstone of World of Asphalt and the co-located AGG1, and attendees purchased a record 10,000+ tickets for the shows' signature learning programs: World of Asphalt's People, Plants and Paving Training Program and AGG1's AGG1 Academy, which together offered more than 110 education sessions. The shows are industry-driven, and participants are given a say in planning. Nearly 30 industry organizations worldwide were official show supporters.
<b>WPPI – Wedding &amp; Portrait Photography Conference &amp; Expo</b> Emerald Expositions www.wppionline.com	<b>Las Vegas</b> Las Vegas	<b>76,100</b> EST. 76,950	<b>(1.1)%</b>	<b>268</b> EST. 283	<b>(5.3)%</b>	<b>10,503</b> EST. 10,441	<b>0.6%</b>	The show celebrated its 35th anniversary with year-over-year gains in attendance, seminar participation, exhibitor participation, international attendance and registered media. There was also a record number of entrants in the annual 16x20 Print, Album & Filmmaking Competition.

DASHBOARD ANALYSIS:		Net SF of Exhibits	Exhibitors	Total Attendance
<b>Total</b> (Sum of all figures submitted by show management)		<b>7,766,528</b> 7,363,589	<b>23,423</b> 23,143	<b>725,859</b> 692,475
<b>Adjusted Total</b> (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		<b>6,047,358</b> 5,881,819	<b>20,121</b> 20,059	<b>571,042</b> 562,513
<b>Averages</b> (Based on Adjusted Totals)		<b>232,591</b> 226,224	<b>719</b> 716	<b>22,842</b> 22,501
<b>Percentage of Growth</b> (Based on Adjusted Totals)		<b>2.8%</b>	<b>0.3%</b>	<b>1.5%</b>


**COMING UP NEXT MONTH:**  
**A review of shows held in April**