

April Shows: New Life after Spring Thaw

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

Oceanside, CA – Another strong showing by two *Gold 100* shows helped boost the overall April growth rate for the *Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics*.

The *NAB Show* passed the 900,000 net square feet (nsf) mark with a 4.1% increase in space. *Coverings* jumped 9.4% in exhibit space. Those shows and others contributed to an overall 4.3% increase in exhibit space for the 17 shows featured in the *Dashboard*. The number of exhibitors in April rose 4.5% compared to April 2013, and attendance increased 3.3%.

Moreover, April contrasted nicely with a much-slower March where growth in exhibit space and attendance was less than 1% and exhibitor growth was a modest 2.2%. One year ago, in April, the exhibitor count actually drifted slightly into negative territory.

The 17 shows analyzed in this month's *Dashboard* occupied 3,270,462 nsf of exhibit space. Exhibitors numbered 9,488 and 276,803 people registered to attend.

Eight of the 17 shows spanned more than 100,000 nsf each. Three were on the *TSE Fastest 50* list of the fastest-growing shows and six were large enough to be listed on the most recent *TSE Gold 100* roster of the largest U.S. trade shows. All six *Gold 100* shows reported solid gains across the board.

Only one April show in this report declined in all three metrics. On the other hand, 10 of the 17 shows surveyed grew in all three metrics.

Gold Shows Hold Value

The *NAB Show* was among a number of *Gold 100* shows that had a banner month in April.

The *NAB Show*, which was ranked 11th on the most recent *Gold 100*, was the largest exhibition of the month and showed that it could build some robust upward momentum. Exhibit space jumped up 4.1% to 914,115 nsf. The largest *NAB Show* on record topped 1 million nsf in 2001, and it is slowly but steadily work-

ing to reach up and above that milestone. Meanwhile, attendance at the 2014 show increased 4.0% and the number of exhibitors grew 10.6% to 1,726. More than 200 exhibitors were first-timers at the *NAB Show*, including a number of companies that create semiconductors rather than broadcast content.

"The number of first-time exhibitors this year is a reflection of the show's ability to adapt and deliver fresh perspectives on the industry's cutting-edge technologies," said Chris Brown, *NAB* executive vice president of conventions and business operations.

Another *Gold 100* organizer, National Trade Productions, enjoyed a 9.4% boost in exhibit space as *Coverings* rotated through Las Vegas. This year's show, ranked No. 47 on the *Gold 100* in the past,

Continued on page 28



Spreading the News. The *NAB Show* was part of a strong April performance for the trade show industry. The National Association of Broadcasters tallied 914,115 nsf of exhibit space, contributing to a 4.3% overall increase for the month.

2014 GROWTH RATE

Month	NSF	Exhibitors	Attendance
January	3.0%	2.8%	1.1%
February	6.5%	1.7%	1.5%
March	0.7%	2.2%	0.8%

Spring Bounce. All metrics showed solid improvement in April, rising by at least three percentage points, and reflecting a big jump from last month's growth metrics.

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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%

Continued from page 27

was the largest since 2008 and stretched 372,435 nsf. Exhibiting companies increased 1.0% and attendance was up 3.0%.

"New home sales continue to rise, and U.S. tile and stone consumption was up for the fourth consecutive year," said Show Director Karin Fendrich. "That made attending *Coverings* more important than ever for the industry."

ISC West, ranked 60th on the *Gold 100*, notched record attendance and the second-largest exhibit floor in show history. The exhibit floor was up 3.3% at 307,400 nsf.

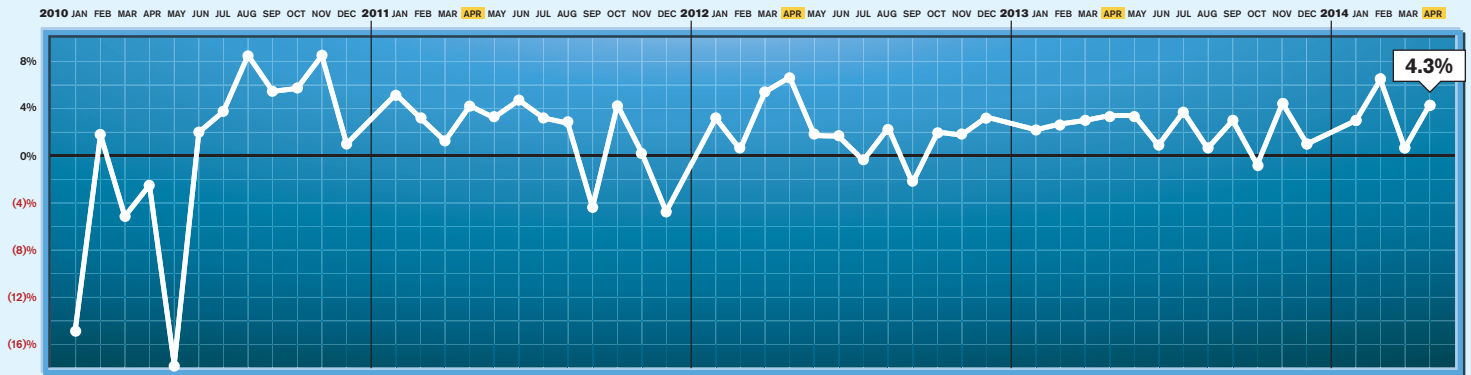
"Exhibitors and attendees told us that this was the best show in years," said Ed Several, senior vice president of ISC Events, part of Reed Exhibitions. "Our

exhibitors expressed their appreciation with higher renewals for next year."

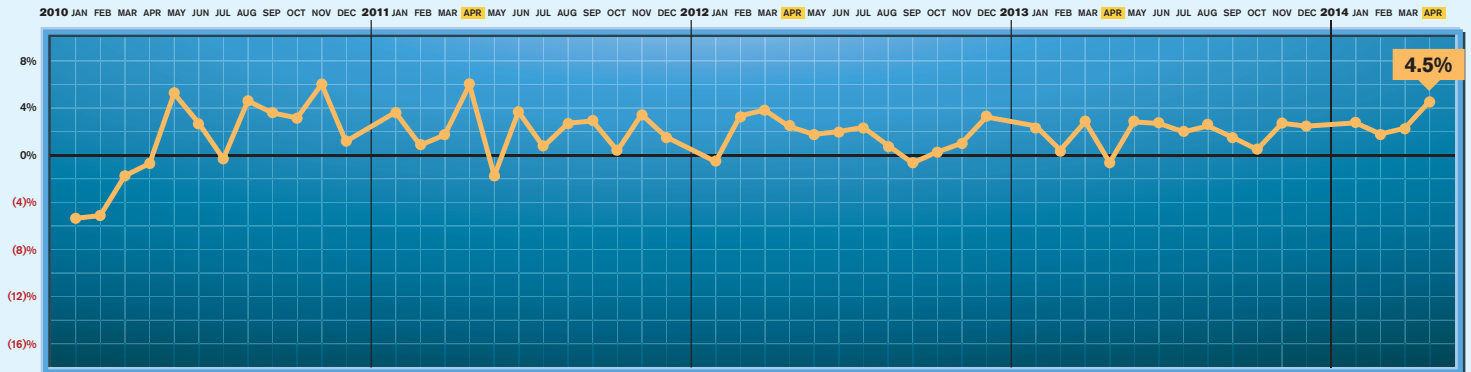
Growth Leaders – Possible Fastest 50 Contenders

- *Artexpo New York* made the most of moving into larger quarters at Manhattan's Pier 94. Exhibit space grew 36.2% to 37,421 nsf. Exhibitors climbed 32.5%

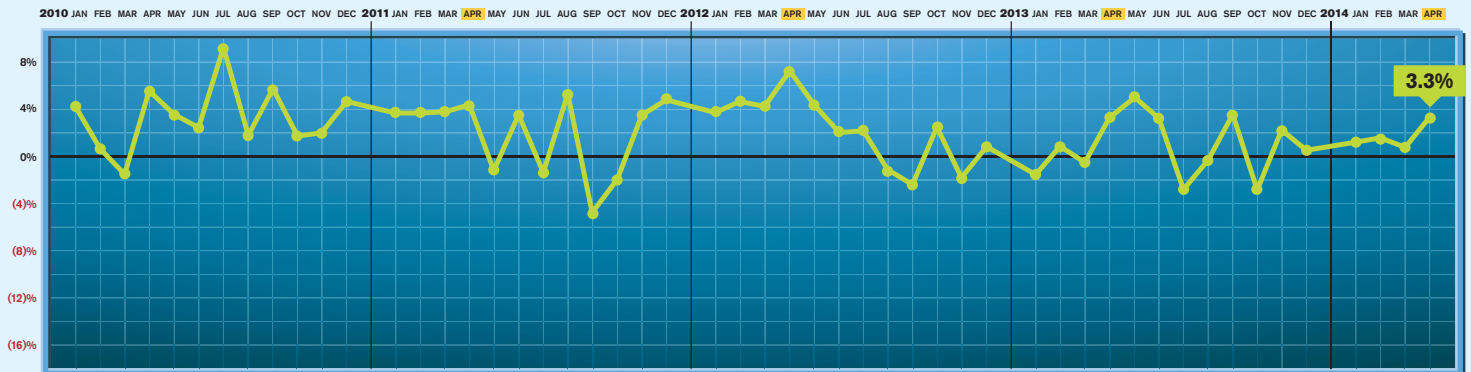
NET SQUARE FEET OF PAID EXHIBIT SPACE



EXHIBITING ORGANIZATIONS



TOTAL ATTENDANCE



to 318 and trade show attendance skyrocketed 71% to 4,780. The increases were a masterpiece, but were considered an outlier, well beyond the limit of 25% for inclusion in the *Dashboard* adjusted totals.

- *The American Association of Petroleum Geologists Annual Convention & Exhibition* returned to Houston for the first time in three years. The home-field advantage

led to an 80.2% jump in attendance. The crowd of 9,385 at the George R. Brown Convention Center was 5% higher than it was in 2011, the last time the show was in Houston. Exhibit space grew an impressive 16.6% to 78,361 nsf.

- *ApEx – Atlantic Canada's Foodservice & Hospitality Trade Show* had the niche city of Halifax rocking. The show floor was

a modest 22,100 nsf, but that was 53.5% larger than last year's. MediaEdge Communications, Inc. set the stage for the growth spurt by co-locating the *Halifax Regional Food Show* with *ApEx*.

Another Canadian show, the biennial *Truck World* held in Toronto, also turned

Continued on page 30

Eight of the 17 *Dashboard* shows spanned more than 100,000 nsf each. Six were large enough to be listed on the most recent *TSE Gold 100* roster of the largest U.S. trade shows. All six reported solid gains across the board.

Continued from page 29

in some healthy numbers. Exhibit space grew 12.6% compared to 138,125 net square feet in 2012.

Top Cities

Las Vegas hosted a trio of *Gold 100* shows — *NAB Show*, *ISC West*, and *Coverings*. The big three totaled 1,593,950 nsf.

Indianapolis was second on the venue leader board with *FDIC International*, which totaled a show record 456,200 net square feet. The *Gold 100* firefighting conference, organized by Pennwell Corp., was up 5% over last year.

Chicago was ranked third among the April venues with *IEEE PES Transmission*

& *Distribution Conference & Exposition*. The *Gold 100* show checked in at 234,480 net square feet.

Next Month

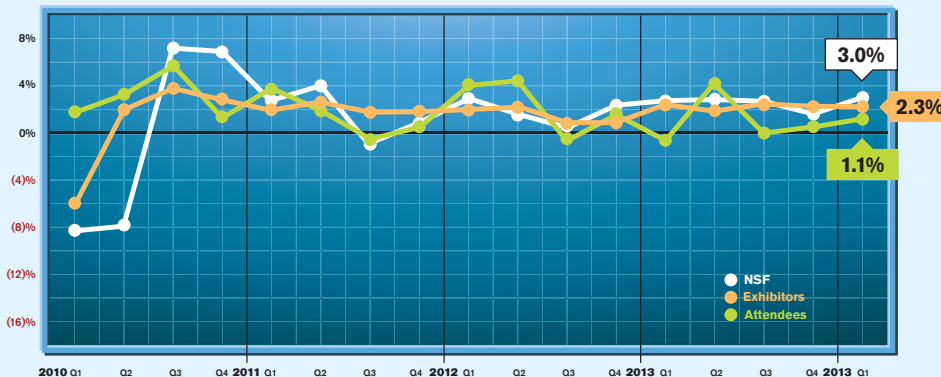
July will see many members of the trade show industry on the road in Miami Beach for the *Exhibition Services & Contractors Association Summer Educational Conference*. Others will be overseeing *Gold 100* and *Fastest 50* shows around the country.

SuperZoo at Mandalay Bay is looking to expand past the 191,400 net square feet that earned the World Pet Association event a spot on the *Fastest 50*.

Cosmoprof North America made the

Trade Show Executive Dashboard Snapshot – CONSOLIDATED OVERVIEWS

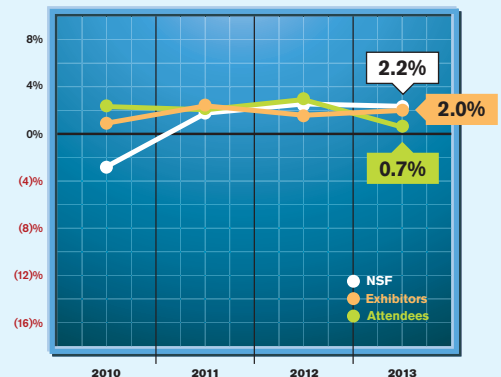
QUARTERLY OVERVIEW



Promising Start. The 2014 trade show calendar was on a gradual increase after three months. 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 3.3% in exhibit space.

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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%.



Methodology

Survey questionnaires were sent to April 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.

most-recent *Gold 100*, and this year will launch a feature on its Las Vegas exhibit floor for interactive technology that can be applied to attendees' own websites and social media platforms.

Nashville hosts a pair of *Fastest 50* shows in July. *Summer NAMM* hits town July 11-13 and will be followed a week later by *HydroVision International*.

The market centers will also be busy. Americas Mart will host the *Atlanta International Gift & Home Furnishings Market*, which ranked 62nd on the most-recent *Gold 100*. Las Vegas Market closes out the month with its annual *Summer Market* event. **TSE**



Converging on Coverings. The largest *Coverings* since 2008 was highlighted by a 9.4% increase in exhibit space. National Trade Productions worked with distributors to bring their customers to the show which contributed to a strong attendance of nearly 23,000.



Pier Pressure. *Artexpo New York* saw its metrics shoot higher after moving from Manhattan's Pier 92 to Pier 94. A 32.5% increase in exhibitors brought whimsical dogs and other creations to the aisles.



April Showers. Confetti rains down on the attendees at the opening of *ISC West* in Las Vegas. Reed reported record attendance and a 3.3% increase in exhibit space.

Trade Show Executive

Dashboard – APRIL TRADE SHOW METRICS

SPONSORED BY


BY CAROL ANDREWS,
editor-at-large



**BENCHMARKS:
AVERAGE GROWTH**

- NSF: 4.3%
- Exhibitors: 4.5%
- Attendance: 3.3%



TOP MANAGEMENTS*

- National Association of Broadcasters
- PennWell Corp.
- National Trade Productions



GROWTH LEADERS

- ApEx
- Artexpo New York
- AAPG Convention & Exhibition



TOP SECTORS*



- Broadcasting
- Fire
- Building/Construction



TOP CITIES*

- Las Vegas
- Indianapolis
- Chicago

**Based on total nsf*

April 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
American Association of Petroleum Geologists Annual Convention & Exhibition American Association of Petroleum Geologists www.aapg.org	Houston Pittsburgh	78,361 67,200	16.6%	289 252	14.7%	9,385 5,208	80.2%	Attendance skyrocketed 80% from last year, and also jumped 5% over the last show in Houston in 2011. It was the highest since pre-1990.
ApEx – Atlantic Canada's Foodservice & Hospitality Trade Show MediaEdge Communications Inc. www.mediaedge.ca www.apextradeshow.ca	Halifax, Nova Scotia Halifax, Nova Scotia	22,100 14,400	53.5%	199 136	46.3%	1,887 1,751	7.8%	This year ApEx partnered with GFS Atlantic Inc. to incorporate its Halifax Regional Food Show into the ApEx Show. This resulted in more food exhibitors and a boost in attendance. Highlights of the show included the GFS Truckload Sale, the Bar & Beverage Pavilion, the Culinary Stage and a culinary competition.
Artexpo New York Redwood Media Group, LLC www.artexponeyork.com	New York New York	37,421 27,472	36.2%	318 240	32.5%	4,780 2,793	71.1%	The move from Pier 92 to Pier 94 enabled the show to improve in various ways. It provided a larger, brighter location with easy move-in and move-out, a large comfortable education area, a center court lounge, three cafes, a sculpture garden and wider aisles for better viewing.
AVIATION WEEK MRO Americas Aviation Week www.aviationweek.com/events 	Phoenix Atlanta	125,600 118,900	5.6%	715 690	3.6%	10,000 10,150	(1.5)%	Exhibitors reported success at the show, and as a result, contracted larger booths for 2015. Many companies made major announcements at the show. Attendees came from 72 countries.
Coverings National Trade Productions www.coverings.com 	Las Vegas Atlanta	372,435 340,537	9.4%	976 966	1.0%	22,821 22,156	3.0%	The show celebrated its 25th anniversary, and it was the largest show since 2008. Show management collaborated with local distributors to bring their customers to the show and worked with area designers for the Installation Design Showcase, which highlighted the region and brought in additional attendees.

Continued on page 34

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Dashboard – APRIL TRADE SHOW METRICS

Continued from page 32

April 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
FDIC PennWell Corp. www.fdic.com 	Indianapolis Indianapolis	456,200 434,457	5.0%	795 788	0.9%	31,936 30,086	6.1%	This was the largest show to date. Show management attributes the record-breaking growth to the strength of the event compared to the competition. Approximately 1,317 attendees came from 55 countries. An on-site survey conducted by a third-party firm revealed high ratings across the board from exhibitors; 85% said they will probably or definitely exhibit at the 2015 show.
IEEE PES Transmission & Distribution Conference & Exposition Kenworthy Management Inc. www.ieeeet-d.org 	Chicago Orlando	234,480 224,500	4.4%	762 772	(1.3)%	14,201 13,571	4.6%	This was the event's 50th anniversary. It broke a 20-year attendance record set in Chicago in 1994. The show also set a new record in net square feet. Record-breaking growth was credited to increased rebuilding of aging infrastructures and new engineers need to learn about cyber security and other hot topics.
ISA International Sign Expo International Sign Association www.signexpo.org; www.signs.org 	Orlando Las Vegas	199,000 202,475	(1.7)%	581 596	(2.5)%	18,140 19,500	(7.0)%	Attendees connected with professionals from all facets of the industry from nearly 100 countries around the world. Almo's E4 AV Tour co-located with ISA for a day-long intensive program aimed at education and networking in the AV industry.
ISC West Reed Exhibitions www.iscwest.com 	Las Vegas Las Vegas	307,400 297,600	3.3%	1,063 1,054	0.9%	28,534 27,400	4.1%	In terms of net square feet, this was the second largest ISC West and the largest attendance on record for the show. Attendee and exhibitor satisfaction marks were at a record high.
NAB Show National Association of Broadcasters www.nabshow.com 	Las Vegas Las Vegas	914,115 878,488	4.1%	1,726 1,560	10.6%	71,935 est. 69,168	4.0%	There were more than 25,000 international attendees and 159 countries represented at the show. Sessions featured illusionist and director Criss Angel; comedian Tom Green; actor, writer and producer Norm MacDonald; Bas Lardorp of the MarsOne project; and the creators of "Camp Takota," a made-for-digital comedy that placed third on the iTunes Independent Movie Chart.
NWFA Wood Flooring Expo National Wood Flooring Association www.nwfa.org 	Nashville Grapevine, TX	41,100 44,600	(7.8)%	237 217	9.2%	2,828 2,408	17.4%	There were 51 first-time exhibitors and 20 more exhibitors than last year. This year there were 104 sponsorships that generated \$168,550 in revenue. This compares to 48 sponsorships and \$78,250 in revenue in 2013.
Omaha Health, Wellness & Fitness Expo Mid-America Expositions, Inc. OmahaHealthExpo.com OmahaHealthandWellness.com	Omaha Omaha	65,000 60,000	8.3%	365 322	13.4%	10,000 est. 10,000 est.	No change	There were more than 10 featured speakers on the main stage and over 50 seminars and workshops throughout both days of the show. Records were set in all metrics. Show management reported positive comments on the food menu, which included organic, real food options and salads.

Trade Show Executive

Dashboard – APRIL TRADE SHOW METRICS

April 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
Oregon Dental Conference Oregon Dental Association www.oregondental.org	Portland Portland	90,000 90,000	No change	207 227	(8.8)%	6,846 6,844	No change	This was the 122nd annual session and marked the event's 17th year at the Oregon Convention Center. The conference is the concurrent meeting of the Oregon Dental Assn. & other industry associations as well as a place for laboratory technicians throughout the northwest to meet.
SAE World Congress SAE International (Society of Automotive Engineers) www.sae.org/congress	Detroit Detroit	32,400 31,800	1.9%	190 172	10.5%	11,068 10,716	3.3%	Records were broken in attendance and the number of exhibitors. Two inaugural programs were launched: the Young Professional Program and the World Congress Mobile App. Keynote speakers included Kevin Vincent, chief counsel of the National Highway Traffic Safety Administration; Peter Phleps, senior researcher/futurist for the Institute for Mobility Research, BMW Group; and Myles Kovacs, president/co-founder of DUB Magazine.
School Food & Equipment Expo Florida School Nutrition Association www.floridaschoolnutrition.org	Lake Buena Vista, FL Orlando	64,500 est. 66,000	(2.3)%	240 232	3.4%	1,435 1,432	0.2%	New in 2014, FSNA offered exhibitors an additional electronic marketing and content option, wherein FSNA sent two emails with booth information and promotional text to registered attendees three weeks prior to the show and one week prior.
Specialty Coffee Assn. of America (SCAA) Annual Expo & Symposium Specialty Coffee Association of America www.scaaevent.org	Seattle Boston	74,800 72,000	3.9%	403 377	6.9%	10,700 9,100	17.6%	Approximately 32% of attendees have been in the industry for more than 10 years; 41% have been in the industry more than 6 years and 29% of all attendees are from outside the U.S. Also, 76% of attendees either authorize or recommend purchases.
Truck World Newcom Business Media www.truckworld.ca	Toronto Toronto	155,550 138,125	12.6%	422 357	18.2%	20,307 19,256	5.5%	New this year was a Driver Recruitment Pavilion. The show also included a Highway STAR of the Year presentation and a drawing for five iPads. Attendees, including fleet owners and managers, could have their picture taken with a Lotus belonging to Formula 1's® Romain Grosjean.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
Total (Sum of all figures submitted by show management)		3,270,462 3,108,554		9,488 8,958		276,803 799,483		
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		2,820,911 2,704,057		7,787 7,453		226,243 218,960		
Averages (Based on Adjusted Totals)		216,993 208,004		599 573		18,854 18,247		
Percentage of Growth (Based on Adjusted Totals)		4.3%		4.5%		3.3%		


COMING UP NEXT MONTH:

A review of shows held in May