

Exhibit Space Surges 6.5% to Lead a Robust April

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

Oceanside, CA – The trade show industry continued to pick up steam in April with a boost from The NAB Show. The National Association of Broadcasters (NAB) reported that their annual meeting topped the 1 million net square feet (nsf) threshold. The NAB Show was one of the shows whose performance contributed to a hefty 6.5% increase in overall exhibit space sold, according to the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics.

April, in fact, was a continuation of the robust performance chalked up in the first months of 2015. January and February were aglow with exhibit space gains of 4.5% and 5.8%, respectively. March floor space was up 2.8%, which generally matched the pace of growth for all of 2014, but in 2015, appears to be the sluggish outlier. April 2015 also outperformed April 2014, which saw a 4.3% increase in exhibit space.

There were 20 shows analyzed for the April TSE Dashboard. Along with the big jump of 6.5% in exhibit space, there was a 4.1% increase in the number of exhibitors and a 4.5% improvement in attendance.

Half of the shows surveyed reported increases in all three Dashboard metrics and only one event, International Coal

Prep 2015, saw its numbers decrease across the board as the coal industry continued trying to dig itself out of its current slump.

After calibrating the metric totals to exclude outliers and non-annual shows, the TSE Dashboard showed an adjusted total of 3,650,275 net square feet of exhibit space, plus 10,227 exhibitors and 255,874 attendees. On an adjusted per-show basis, April shows averaged 228,142 nsf, 602 exhibitors and 19,683 attendees.

The April Dashboard included eight shows that topped 100,000 nsf, and seven that were large enough in 2013 to earn a slot on the most recent Trade Show Executive Gold 100 rankings of largest U.S. trade shows. Another four shows were on the TSE Fastest 50, three of which also made the Gold 100.

Growth Leaders

Coal may be in a funk, but the broadcast entertainment industry is humming, and a major beneficiary was the NAB Show in Las Vegas.

New technology and new players in the field have turned the NAB Show into

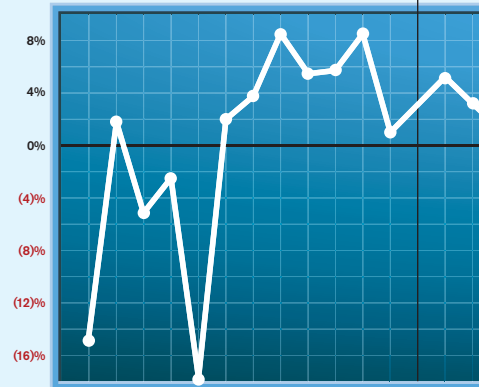
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Trade Show Executive Dashboard Snapshot – MON

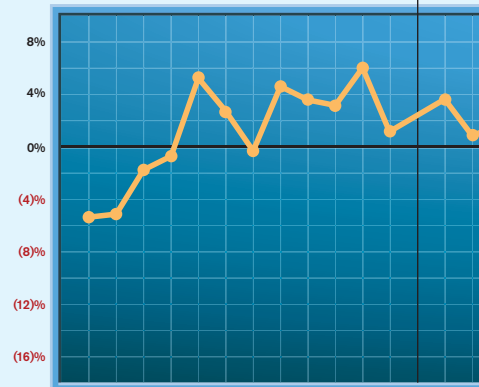
NSF OF PAID EXHIBIT SPACE

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



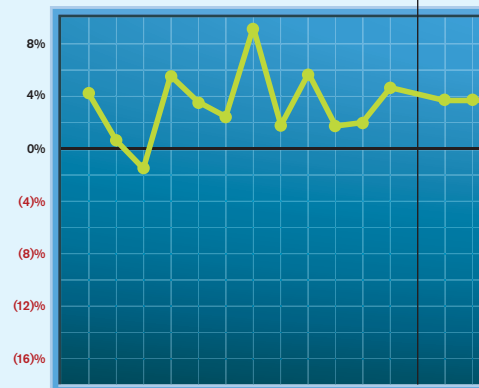
EXHIBITING ORGANIZATIONS

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TOTAL ATTENDANCE

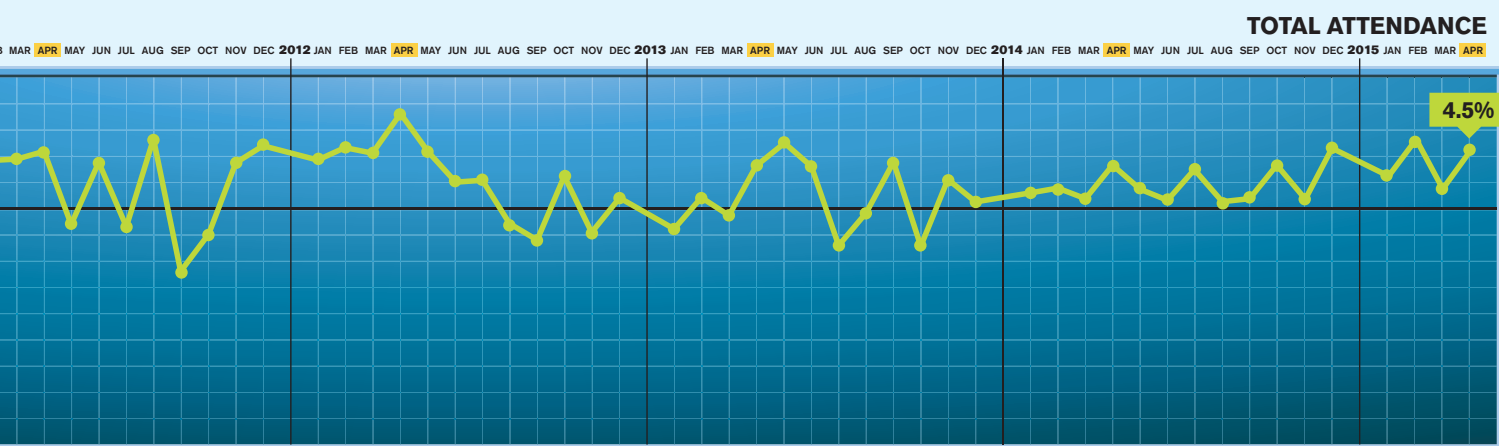
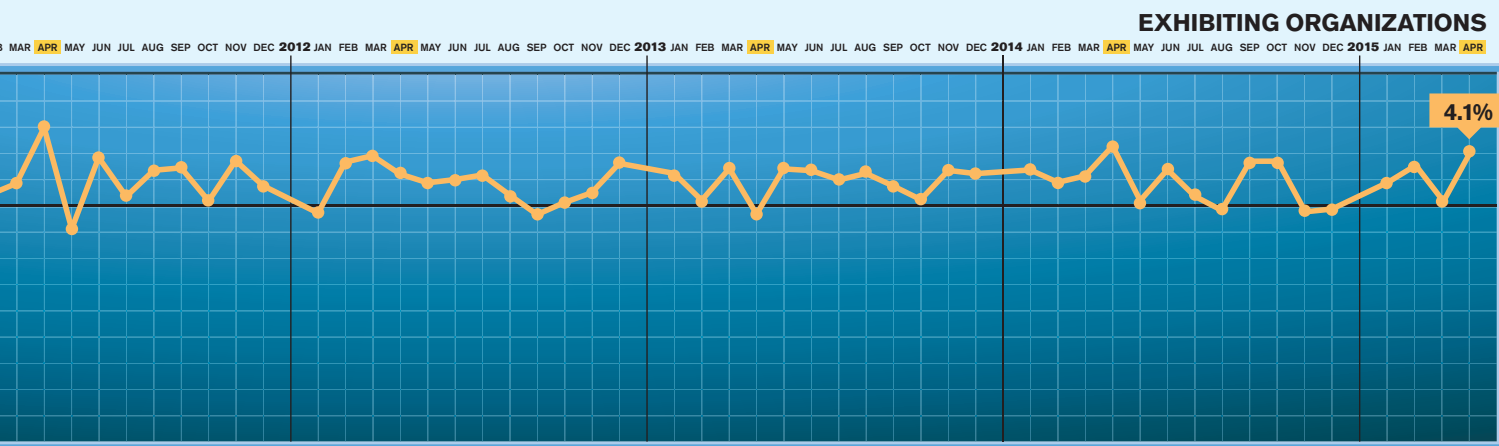
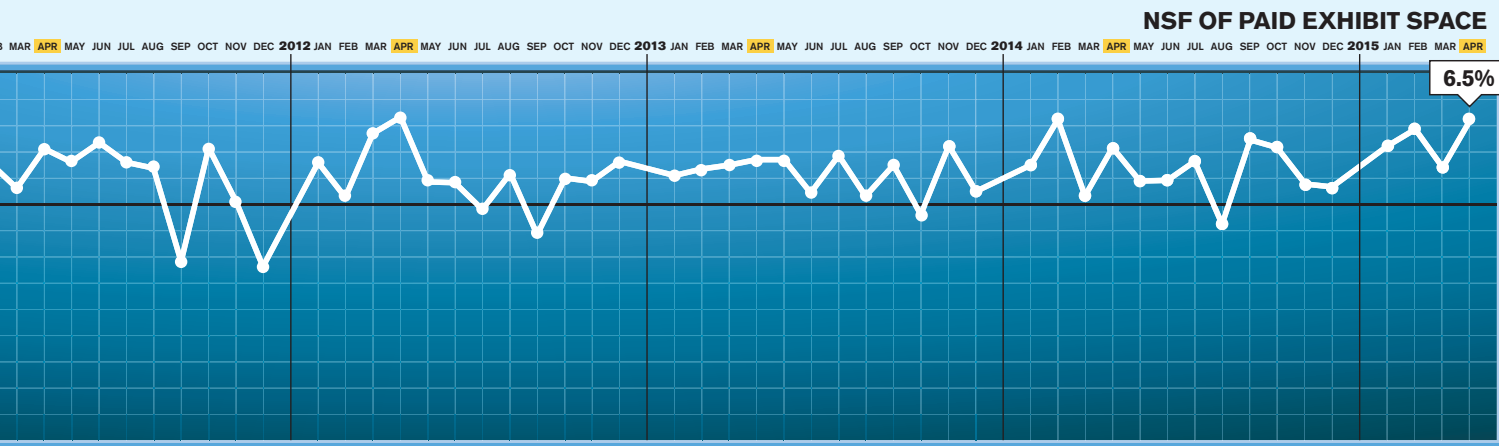
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Methodology

Questionnaires were sent to shows listed in TSE's ZOOM Calendar and Gold 100 directory. All responses were cross-checked for discrepancies.

Spring Surge. Impressive metrics sprung up like Spring flowers in April. Exhibit space led the charge with a 6.5% increase over 2014. Attendance and exhibitors were also up more than 4%.



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.

Continued from page 30

an important hit. After a 4.1% increase in exhibit space last year, the NAB Show scored a 7.2% boost this April, climbing to 1,015,000 nsf. "Hitting the 1 million nsf mark is a testament to the show's continuing relevance in an age of rapid advances in technology and changes for media and entertainment," said Chris Brown, NAB executive vice president of conventions and business operations.

The NAB Show, one of the three Dashboard events ranked on both the Gold 100 and Fastest 50, also increased its exhibitor total by 3.7% to 1,789 and its attendance by 4.5% to an estimated 73,306. International attendance was again strong, and the exhibit floor featured a new pavilion dedicated to camera-carrying drones. "Our growth has been reflective of the NAB Show's ability to adapt and deliver fresh perspectives on innovative companies and technologies," Brown said.

Other growth leaders:

- **Coverings**, another Gold 100/Fastest 50 show, continued its winning ways in April. The show rotated into Orlando after a three-year absence and came away with an 18.6% increase in floor space to 420,850 nsf. Attendance spiked 26.3% to 24,785. The number of exhibitors grew 9.4% and reached four figures with 1,056 companies. National Trade Productions saw increased participation from stone-

and-tile retailers, installers and fabricators. "This was our largest show since 2008," said Karin Fendrich, COO of National Trade Productions. "We have had more than a dozen successful shows in Orlando, and we look forward to building on this year's achievements when the show moves to Chicago in 2016."

- **HIMSS Annual Conference & Exhibition**, also a Gold 100 and Fastest 50 event, increased its attendance by 11.5% to 43,070, which included a higher number of C-level executives. Exhibiting companies jumped 9.1% this year. More exhibitors meant more space, and the HIMSS floor was up 12.8% to 610,096 nsf.
- **SAE World Congress** unveiled its new hands-on Tech Hub area on the exhibit floor in Detroit, and it appeared to be as big of a hit as tailfins once were with the automotive engineering crowd. Exhibit space totaled 52,200 nsf, a 61.1% jump over last year. The number of exhibiting companies was up 10% from 2014. Attendance also improved by 2.3% with a total of 11,320 on hand.

- The biennial **Clean Show** expanded its schedule to four days after some extensive off-year customer research. The move, engineered by Riddle & Associates was a prudent one that contributed to across-the-board gains in all metrics.

Attendance in Atlanta hit 11,264, a sweet 9.4% pop from the 2013 show

in New Orleans. The fourth show day ensured that the visitors would have more time to peruse the booths while not missing out on the networking and 33 hours of educational sessions geared to the dry cleaning and coin-operated laundry industry. Exhibitors also responded, increasing in number by 3.6%. Exhibit space was basically flat at 195,400 nsf, but organizers said that they were pleased with the outcome. "Clean 2015 exceeded our expectations with huge crowds, dynamic exhibits and the kind of education and networking that can only be found at The Clean Show," said Brian Wallace, chairman of this year's show and president of the Coin Laundry Association.

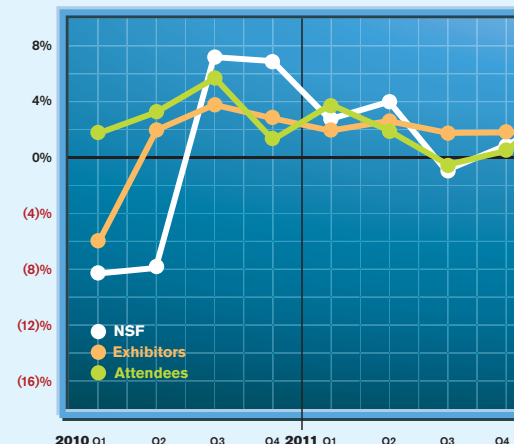
Top Cities

The NAB Show was more than enough for Las Vegas to stake the top spot in terms of trade show exhibit space occupied in April. The NAB Show was one of four Las Vegas events that totaled 1,610,325 nsf, roughly one third of the entire Dashboard total for the month. ISC West, ISA International Sign Expo and the NAB Show were all TSE Gold 100 shows in Vegas that month.



Trade Show Executive Dashboard Snapshot – CONSO

QUARTERLY OVERVIEW



The second spot went to Chicago, which hosted HIMSS with 610,096 nsf. Indianapolis placed third with the Fire Department Instructors Conference and its 454,459 nsf of exhibit space.

Next Month

The July show calendar is a mid-Summer dream with plenty of Gold 100 and Fastest 50 shows as well as consumer and corporate events.

The highest-profile event of the month will likely be Comic-Con International, which is already sold out and has yet to commit to remaining in San Diego or decamping for more spacious digs up the freeway in Anaheim or Los Angeles.

Cosmoprof North America is bringing back its collaboration with a trio of home-shopping television networks and expecting more than 27,000 attendees for its Las Vegas show. Las Vegas will also host the Gold 100 AWFS Fair for the woodworking industry. Organizers have been making an extra push to bring in buyers and exhibitors from the plastics industry to fill out the show floor at the Las Vegas Convention Center.

SuperZoo, which made Trade Show Executive's Gold 100 and Fastest 50,



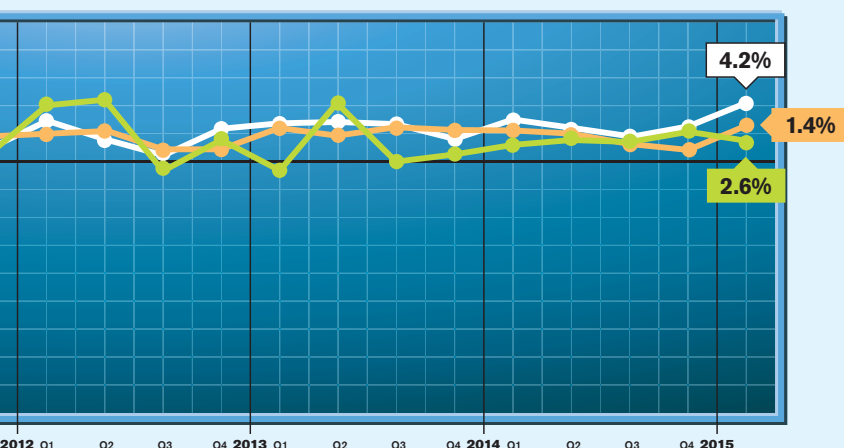
seeks to top last year's record attendance in Las Vegas. Another Gold100/Fastest 50 event — the American Association of Clinical Chemistry (AACC) Annual Meeting & Clinical Lab Expo — had more than 700 exhibitors signed up before Summer began with around 200 product launches waiting in the wings. The meeting is in Atlanta, home of a

thriving biotechnology industry and the top-tier laboratories of the Centers for Disease Control.

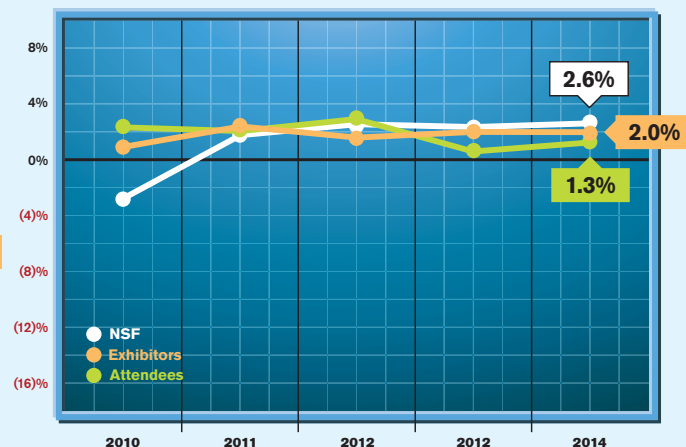
Finally, the IFT Annual Meeting + Food Expo projected 240,000 nsf for its show in Chicago and the School Nutrition Association holds its national conference, which made the Fastest 50, during the same week in Salt Lake City. **TSE**

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 – APRIL TRADE SHOW METRICS

SPONSORED BY


BY CAROL ANDREWS,
 editor-at-large



**BENCHMARKS:
 AVERAGE GROWTH**

- NSF: 6.5%
- Exhibitors: 4.1%
- Attendance: 4.5%



TOP MANAGEMENTS*

- National Association of Broadcasters
- Healthcare Info and Mgmt Systems Society
- PennWell Corporation



GROWTH LEADERS

- SAE World Congress
- Coverings
- HIMSS Annual Conference & Exhibition



TOP SECTORS*




- Broadcasting
- Medical
- Fire



TOP CITIES*

- Las Vegas
- Chicago
- Indianapolis

**Based on total nsf*

April 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
AONE American Organization of Nurse Executives www.aone.org	Phoenix Orlando	38,400 41,700	(7.9)%	264 277	(4.7)%	3,100 EST 3,000	3.3%	The theme of the event was Empowering Leaders Igniting Change and attendees included nurse leaders and decision makers.
Artexpo New York Redwood Media Group, LLC www.artexponeويورك.com	New York New York	37,421 37,421	No Change	324 318	1.9%	6,212 5,985	3.8%	This show offered professionals access to thousands of wholesale works from international artists and publishers. This year, for the first time, it was colocated with [SOLO] for independent artists and the DECOR Expo showcase.
AVIATION WEEK MRO Americas AVIATION WEEK/ Penton Media www.aviationweek.com/events	Miami Beach Phoenix	134,300 125,600	6.9%	800 715	11.9%	14,900 10,000	49.0%	Miami is a great location for the aviation industry as many companies that normally would not attend do so because the show is in their back yard. There were 88 countries represented this year even though there are other editions of the show in Europe, the Middle East, Asia, Latin America and Eastern Europe.
Clean 2015 Riddle and Associates www.cleanshow.com 	Atlanta New Orleans ('13)	195,400 195,140 ('13)	0.1%	437 422 ('13)	3.6%	11,264 10,300 ('13)	9.4%	After reviewing post-show surveys and gathering feedback from exhibitors and attendees, the show's executive committee expanded the show to a four-day format. This gave attendees more time to visit exhibits, attend educational sessions and network with industry peers. Attendees were from all segments of the laundering, drycleaning and textile services industry.
Coverings National Trade Productions Inc. www.coverings.com  	Orlando Las Vegas	420,850 354,803	18.6%	1,056 965	9.4%	24,785 19,627	26.3%	Highlights included a free conference program for attendees and an Installation Design Showcase and Demonstration Stage. New features included a Rock Star Program and a revamped CID Awards Program. Harris Rosen of Rosen Hotels gave the keynote presentation.
ExpoCam – Canada's National Truck Show Newcom Media Quebec www.expocam.ca	Montreal Montreal	94,312 91,147 ('13)	3.5%	251 250 ('13)	0.4%	14,813 15,079 ('13)	(1.8)%	The Product Showcase featured new products that promote fuel efficiency or reduce emissions. Exhibits included trucks, truck trailers, heavy duty products and accessories, engine and powertrain components, service shop equipment and supplies, uniforms, signs and shields.

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Dashboard – APRIL TRADE SHOW METRICS

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April 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
FDIC (Fire Department Instructors Conference) PennWell Corporation www.fdic.com 	Indianapolis Indianapolis	454,459 456,200	(0.4)%	831 795	4.5%	31,464 31,936	(1.5)%	There were more than 200 conference sessions and many opportunities for hands-on training. Exhibitors showcased the latest innovations in equipment, apparatus, protective gear and clothing, tools, trucks, vehicles and more.
HIMSS Annual Conference & Exhibition Healthcare Information and Management Systems Society www.himss.org  	Chicago Orlando	610,096 541,100	12.8%	1,321 1,211	9.1%	43,070 38,618	11.5%	The continuous evolving landscape of technology has enabled more efficient and cost-effective healthcare products and services. Show growth is attributed to the engagement of more C-suite level attendees and more companies entering the growing market.
International Coal Prep Penton www.coalprepshow.com	Lexington, KY Lexington, KY	40,000 52,000	(23.1)%	230 285	(19.3)%	1,800 2,500	(28.0)%	Despite tough conditions in the coal industry, the show continued to deliver the decision-making attendees that exhibitors want to meet. The show will move to Louisville next year.
ISA Intl. Sign Expo International Sign Association www.signexpo.org 	Las Vegas Orlando	213,675 199,000	7.4%	601 581	3.4%	18,984 18,140	4.7%	The ISA Elite Program targeted the best new talent to the industry. The Lounge and Learn Zone offered short free education sessions and discussions as well as a place to relax. A hands-on solutions center enabled attendees to see printers in action and participate in free education sessions.
ISC (International Security Conference) West Reed Exhibitions www.iscwest.com 	Las Vegas Las Vegas	310,150 307,400	0.9%	1,073 1,063	0.9%	28,517 28,534	(0.1)%	The decrease in total attendance was due to a drop in exhibitor personnel; professional attendance was up. The exhibit floor was the largest in show history and featured IT security exhibitors for the first time. The first ever IT Security one2one addressed critical issues in the convergence of IT and physical security. Delegates were matched with solution providers for one-on-one meetings.
Jewelers Intl. Showcase Jewelers International Showcase (JIS), Inc. www.jisshow.com	Miami Beach Miami Beach	28,500 28,200	1.1%	180 184	(2.2)%	N/A 9,062	CU	Show management invested heavily in more direct and personalized marketing methods to the show's attendee base. This has proven successful for multiple JIS shows. This year, there was more international participation from Latin America.
NAB Show National Association of Broadcasters www.nabshow.com  	Las Vegas Las Vegas	1,015,000^{EST} 947,178	7.2%	1,789^{EST} 1,726	3.7%	73,306^{EST} 70,167	4.5%	There were 26,489 international attendees and 164 countries represented at the show. Those who received awards at the Television Luncheon included Shonda Rhimes, creator and executive producer of Scandal. Award-winning writer, director and producer Morgan Spurlock hosted a Super Session.
The NAMA OneShow National Automatic Merchandising Association www.namaoneshow.org	Las Vegas Chicago	71,500 64,530	10.8%	262 254	3.1%	4,600+^{EST} 4,416	4.2%	The 2015 event had a sold-out show floor with the largest exhibit hall since the show's inception in 2010. A record was also set for the number of new companies (78). Exhibitors raffled off prizes and provided in-booth entertainment during Friday Wrap on the final day of the show.

Trade Show Executive

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SHOW INFORMATION	2015/2014	2015/2014	VARIANCE	2015/2014	VARIANCE	2015/2014	VARIANCE	2015 VS. 2014
Omaha Health, Wellness, & Fitness Expo Mid-America Expositions, Inc. www.OmahaHealthExpo.com	Omaha Omaha	63,000 65,000	(3.1)%	351 365	(3.8)%	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. CEUs were offered both days. Show management also received positive comments on the food menu.
Precision Machining Technology Show Gardner Business Media www.pmts.com	Columbus, OH Columbus, OH	70,300 63,800 ('13)	10.2%	281 251 ('13)	12.0%	6,188 5,723 ('13)	8.1%	The show had the largest exhibit hall and the most pre-registrations ever. The show floor featured demonstrations by machine tool builders. New this year were Knowledge Centers with brief, interactive presentations on the show floor.
SAE World Congress SAE International www.sae.org/congress	Detroit Detroit	52,200 32,400	61.1%	209 190	10.0%	11,320 11,068	2.3%	Keynote speaker was Ray Kurzweil, director of engineering for Google. There were more than 1,400 technical presentations and a new SAE Tech Hub, which was designed to attract a new audience, re-energize the show floor and provide innovative disruptive technology transfer in an informal hands-on setting. There was also a Ride & Drive featuring 16 vehicles.
SCAA Annual Expo & Symposium Specialty Coffee Association of America www.scaaevent.org 	Seattle Seattle	74,800 74,800	No Change	404 403	0.2%	12,100 10,700	13.1%	31% of attendees have been in the coffee industry more than 10 years; 77% of attendees either authorize or recommend purchasing decisions; 34% of attendees were from outside the U.S. The Best New Product Competition recognized new products that represent quality and add value to the specialty coffee and tea industry.
Sea-Air-Space Exposition Clarion Events www.seaairspace.org	National Harbor National Harbor, MD	88,124 83,600	5.4%	252 208	21.2%	9,686 8,731	10.9%	The show celebrated its 50-year anniversary. In a roundtable discussion, representatives from major shipping companies joined forces with state and federal transportation officials and two U.S. Congressmen to address concerns about port infrastructure, harbor maintenance, military sealift and the nation's transportation system.
TAA Education Conference & Lone Star Expo Texas Apartment Association www.taa.org	San Antonio Dallas	50,000 48,000	4.2%	280 281	(0.4)%	3,515 3,474	1.2%	The show continued to enjoy improved quality of attendance and increased registration numbers. It featured industry-specific educational opportunities and offered continuing education credits for many programs.

DASHBOARD ANALYSIS:	Net SF of Exhibits	Exhibitors	Total Attendance
Total (Sum of all figures submitted by show management)	4,062,487 3,809,019	11,196 10,744	329,624 317,060
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)	3,650,275 3,426,532	10,227 9,821	255,874 244,769
Averages (Based on Adjusted Totals)	228,142 214,158	602 578	19,683 18,828
Percentage of Growth (Based on Adjusted Totals)	6.5%	4.1%	4.5%


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