

# Trade Show Executive

## Dashboard – MAY TRADE SHOW METRICS

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 editor-at-large



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

- NSF: 4.2%
- Exhibitors: 4.5%
- Attendance: (0.9)%



**TOP MANAGEMENTS\***

- Intl. Council of Shopping Centers
- Offshore Technology Conference
- Natl. Restaurant Assn.



**GROWTH LEADERS**

- ASCO Annual Meeting
- LIGHTFAIR Intl.
- EASTEC



**TOP SECTORS\***



- Real Estate
- Oil & Gas
- Food



**TOP CITIES\***

- Las Vegas
- Chicago
- Houston

*\*Based on total nsf*

May 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>AAPA (American Academy of Physician Assistants) Annual Conference</b> American Academy of Physician Assistants <a href="http://www.aapa.org">www.aapa.org</a>	<b>San Francisco</b> Boston	<b>33,504</b> 33,874	<b>(1.1)%</b>	<b>245</b> 240	<b>2.1%</b>	<b>6,448</b> 6,894	<b>(6.5)%</b>	The event offered 250+ hours of CME, career and practice tools, the latest medical innovations and networking events. Special events included product theaters, receptions and an American Red Cross Blood Drive.
<b>AIA (American Institute of Architects) Convention</b> American Institute of Architects <a href="http://www.aia.org/convention">www.aia.org/convention</a>	<b>Atlanta</b> Chicago	<b>167,600</b> 171,250	<b>(2.1)%</b>	<b>724</b> 779	<b>(7.1)%</b>	<b>14,585</b> 16,132	<b>(9.6)%</b>	A new app was introduced that resulted in a 4% increase in downloads and a higher level of engagement. The keynote presentation by former President Bill Clinton had the most attendees in AIA Convention history. There was also a 64% increase in sessions captured to re-purpose online.
<b>AISTech – The Iron &amp; Steel Technology Conference &amp; Exposition</b> Association for Iron and Steel Technology (AIST) <a href="http://www.aist.org">www.aist.org</a> 	<b>Cleveland</b> Indianapolis	<b>96,400</b> 93,100	<b>3.5%</b>	<b>541</b> 531	<b>1.9%</b>	<b>7,690</b> 6,982	<b>10.1%</b>	Attendance experienced double-digit growth, and records were set for net square feet, number of exhibitors and average booth size. The show featured technologies from all over the world that help steel producers to compete more effectively in today's global market. Attendees were from more than 40 countries.
<b>American Association of Critical-Care Nurses (AACN) National Teaching Institute &amp; Critical Care Expo (NTI)</b> American Association of Critical-Care Nurses <a href="http://www.aacn.org/exhibits">www.aacn.org/exhibits</a>	<b>San Diego</b> Denver	<b>104,700</b> 95,600	<b>9.5%</b>	<b>419</b> 354	<b>18.4%</b>	<b>11,205 EST.</b> 8,819	<b>27.1%</b>	Attendance was the third largest in the show's 42-year history. The increase was attributed to a strong educational program, ramped up promotion and marketing, and the fact that NTI returned to California for the first time since 2006 and it was in San Diego for the first time ever. There were more than 90 first-time exhibitors.
<b>American Society for Microbiology General Meeting</b> American Society for Microbiology <a href="http://www.asm.org">www.asm.org</a> 	<b>New Orleans</b> Boston	<b>48,600</b> 48,300	<b>0.6%</b>	<b>224</b> 222	<b>0.9%</b>	<b>7,238</b> 8,369	<b>(13.5)%</b>	Exhibit space was sold out and revenue goals were exceeded by 111.7%. Exhibit space was sold for a new meeting, ASM Microbe 2016, which will combine the General Meeting with ASM's ICAAC (Inter-science Conference of Antimicrobial Agents and Chemotherapy) Meeting. Onsite sales reached a new high.

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May 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>ASCO (American Society of Clinical Oncology) Annual Meeting</b> American Society for Clinical Oncology <a href="http://www.am.asco.org">www.am.asco.org</a> 	<b>Chicago</b> Chicago	<b>298,059</b> 255,982	<b>16.4%</b>	<b>469</b> 408	<b>15.0%</b>	<b>37,000</b> 34,750	<b>6.5%</b>	Show growth was influenced by new research, therapies and a strong oncology pipeline. Attendees included medical, radiation, pediatric, surgical and gynecologic oncologists; hematologists; and other oncology subspecialties.
<b>Dwell on Design</b> Dwell Media, LLC <a href="http://www.dwell.com">www.dwell.com</a>	<b>Los Angeles</b> Los Angeles	<b>N/A</b> N/A	<b>CU</b>	<b>400+</b> 400+	<b>No Change</b>	<b>32,428</b> 31,550	<b>2.8%</b>	The trade and consumer show was a culmination of Dwell Design Week, which included a series of events and home tours around Los Angeles. The event is expected to grow exponentially with its sale to Informa Exhibitions. U.S. attendance is approximately 40% trade and 60% consumer. A 15-year commitment to remain in Los Angeles was formalized at the show.
<b>EASTEC</b> SME <a href="http://www.easteconline.com">www.easteconline.com</a>	<b>West Springfield</b> West Springfield, MA	<b>143,435</b> 129,475 ('13)	<b>10.8%</b>	<b>780</b> 677 ('13)	<b>15.2%</b>	<b>13,203</b> 12,755 ('13)	<b>3.5%</b>	There were 318 new products and 104 new exhibitors at this biennial show. The show was buoyed by an increasing demand for manufactured goods. A Bright Minds Program was a forum for students to connect and communicate with educators, industry leaders and each other.
<b>EDS Summit</b> EDS Connects <a href="http://www.edsconnects.com">www.edsconnects.com</a>	<b>Las Vegas</b> Las Vegas	<b>180,000</b> 180,000	<b>No Change</b>	<b>267</b> 269	<b>(0.7)%</b>	<b>2,593</b> 2,633	<b>(1.5)%</b>	EDS featured scheduled one-on-one meetings, product exhibits, educational programs and networking opportunities. Participants included manufacturers of electronic components, materials and accessories; distributors of electronic components; manufacturers' representatives; and industry trade associations.
<b>Electrical Wire Processing Technology Expo</b> Expo Productions Inc. <a href="http://www.electricalwireshow.com">www.electricalwireshow.com</a>	<b>Milwaukee</b> Milwaukee	<b>36,250</b> 33,500	<b>8.2%</b>	<b>165</b> 169	<b>(2.4)%</b>	<b>2,896</b> 2,784	<b>4.0%</b>	This was the largest show since its inception in 2001. Attendees, representing more than 41 states and 32 countries, had access to all the equipment, instruments, tools, materials and supplies used in wire and cable harness assembly, inspection and repair.
<b>Heart Rhythm Annual Scientific Sessions</b> A. Fassano & Company <a href="http://www.AFassanoCo.com">www.AFassanoCo.com</a> ; <a href="http://www.HeartRhythmSupport.org">www.HeartRhythmSupport.org</a>	<b>Boston</b> San Francisco	<b>64,500</b> 72,300	<b>(10.8)%</b>	<b>N/A</b> N/A	<b>CU</b>	<b>12,000 EST.</b> 12,000	<b>No Change</b>	Attendee traffic and interaction on the show floor remained high. Also, there was a record number of sponsor programs this year. The rebranded Invitational Showcase and Fellows Roundtable were deemed successes.
<b>Hospitality Design Expo &amp; Conference</b> Emerald Expositions <a href="http://www.hdexpo.com">www.hdexpo.com</a> 	<b>Las Vegas</b> Las Vegas	<b>252,294 EST.</b> 251,560	<b>0.3%</b>	<b>792 EST.</b> 790	<b>0.3%</b>	<b>14,826 EST.</b> 14,664	<b>1.1%</b>	NEWH Green Voice Conversations at the show focused on sustainability and innovation and the impact on hospitality design. The Morgans Hotel Group debuted the new look for the Delano Hotel in the Social Hub. All networking events were sold out and the Owners Roundtable was the biggest event on record.

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<b>Imprinted Sportswear Show Nashville</b> Emerald Expositions <a href="http://www.issshows.com">www.issshows.com</a>	<b>Nashville</b> Nashville	<b>20,300</b> EST. N/A	<b>CU</b>	<b>110</b> EST. N/A	<b>CU</b>	<b>1,753</b> EST. N/A	<b>CU</b>	Attendees, who screenprint or embroider on tee-shirts, sweatshirts, hoodies, baby apparel and more, visited vendors of supplies and screenprinting equipment. There were live demonstrations of apparel screenprinting, embroidery and digital printing direct-to-garment equipment and specialty products such as performance stretch links and glitter threads.
<b>International Jewelry &amp; Merchandise Show</b> Helen Brett Enterprises <a href="http://www.HelenBrett.com">www.HelenBrett.com</a>	<b>New Orleans</b> New Orleans	<b>43,850</b> 43,050	<b>1.9%</b>	<b>266</b> 245	<b>8.6%</b>	<b>9,655</b> 11,227	<b>(14.0)%</b>	A Beauty Pavilion was included on the show floor for the first time.
<b>Intl. Microwave Symposium</b> MP Associates, Inc. <a href="http://www.ims2015.org">www.ims2015.org</a>	<b>Phoenix</b> Tampa	<b>93,300</b> 89,100	<b>4.7%</b>	<b>578</b> 539	<b>7.2%</b>	<b>8,626</b> 7,647	<b>12.8%</b>	Of the more than 8,600 attendees representing 56 countries, 23% were first-timers. There was strong technical program participation from Japan, China and Germany. Attendees from the U.S. constituted 72% of the symposium for technologists involved in all aspects of microwave theory and practice.
<b>LIGHTFAIR International</b> Americas Mart Atlanta <a href="http://www.lightfair.com">www.lightfair.com</a> 	<b>New York</b> Las Vegas	<b>268,580</b> 239,800	<b>12.0%</b>	<b>599</b> 576	<b>4.0%</b>	<b>29,900</b> 26,059	<b>14.7%</b>	The 2015 show, the largest in the show's 26-year history, broke all records across all measures. Attendees included architects, consultants, specifiers, government officials, facility managers, energy consultants/specialists, landscape architects and more.
<b>National Hardware Show</b> Reed Exhibitions <a href="http://www.nationalhardwareshow.com">www.nationalhardwareshow.com</a> 	<b>Las Vegas</b> Las Vegas	<b>608,000</b> 562,000	<b>8.2%</b>	<b>2,234</b> 2,013	<b>11.0%</b>	<b>32,385</b> 31,859	<b>1.7%</b>	The show celebrated its 70th anniversary. For the first time ever, the show hosted an onsite auction of thousands of products. Attendees included retailers, distributors and wholesalers, E-tailers, cataloguers, and importers and exporters of home improvement products for the DIY marketplace.
<b>National Restaurant Association Restaurant, Hotel-Motel Show</b> National Restaurant Assn. <a href="http://www.restaurant.org/show">www.restaurant.org/show</a> 	<b>Chicago</b> Chicago	<b>638,324</b> 612,570	<b>4.2%</b>	<b>2,206</b> 2,170	<b>1.7%</b>	<b>63,676</b> 63,876	<b>(0.3)%</b>	There was a 3% uptick in the key buyer category of restaurant and foodservice operators, although overall registration was down slightly. The show expanded into a third building, the Lakeside Center, to accommodate ongoing demand. Attendees included all of the top 50 restaurant brands in the world.
<b>Northeastern Forest Products Equipment Expo</b> Northeastern Loggers' Assn. <a href="http://www.northernlogger.com">www.northernlogger.com</a> 	<b>Bangor, ME</b> Essex Junction, VT	<b>280,275</b> 272,985	<b>2.7%</b>	<b>183</b> 166	<b>10.2%</b>	<b>6,779</b> 6,135	<b>10.5%</b>	Because of the consolidation of many major suppliers in the industry, there are fewer potential exhibitors, but exhibitors are increasing their space requests. And as the potential attendance pool drops (because there are fewer actual people in the forest products industry), the significance of each attendee increases.

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N/A = Not Available CU = Comparison Unavailable



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<b>Offshore Technology Conference (OTC)</b> Offshore Technology Conf. <a href="http://www.otcnet.org">www.otcnet.org</a> 	Houston Houston	695,005 680,025	2.2%	2,682 2,568	4.4%	94,700 EST. 108,220	(12.5)%	There were increases in net square feet and exhibitors with a waitlist of potential exhibitors. The recent drop in oil prices and industry layoffs caused a reduction in attendance; however, it was still the sixth largest attendance in the 47-year history of OTC.
<b>Premiere Orlando</b> Premiere Show Group <a href="http://www.premiereshow.com">www.premiereshow.com</a>  	Orlando Orlando	319,024 318,500	0.2%	814 805	1.1%	73,231 71,139	2.9%	There were 420 complimentary classes for salon owners and staff. Show management also introduced VIP programs and free engagement opportunities for attendees to interact with educators who have become celebrities within the beauty world.
<b>RECon, The Global Retail Real Estate Convention</b> International Council of Shopping Centers <a href="http://www.icsc.org">www.icsc.org</a> 	Las Vegas Las Vegas	840,529 809,400	3.8%	1,145 1,062	7.8%	36,000 34,000	5.9%	The show reflected the health of the retail industry with record post-recession levels across the board. Attendees represented the strength of brick and mortar and the growth of the global economy. The Executive Women in Real Estate Panel was so well attended that show management had to break down a wall to accommodate everyone. The debut of RECon Live bolstered ICSC's digital presence.
DASHBOARD ANALYSIS:								
		Net SF of Exhibits		Exhibitors		Total Attendance		
<b>Total</b> (Sum of all figures submitted by show management)		5,232,529 4,992,371		15,843 14,983		518,817 518,494		
<b>Adjusted Total</b> (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		5,068,794 4,862,896		14,953 14,306		492,656 496,920		
<b>Averages</b> (Based on Adjusted Totals)		266,779 255,942		787 753		25,929 26,154		
<b>Percentage of Growth</b> (Based on Adjusted Totals)		4.2%		4.5%		(0.9)%		

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



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