

Exhibitor Growth Leads Increases in June Metrics

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

Oceanside, CA – Attendance growth was almost negligible in June, but exhibitors grew at a healthy clip, according to the *Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics*.

The number of exhibitors participating in shows in the first full month of Summer rose 2.8% from June 2013 levels, and also increased the amount of exhibit space by 1.9%. The attendance metric was the underperformer, growing a modest 0.7%.

Even in a case where the exhibitor roster at a show declined, there was still evidence of enthusiasm among the sellers. The *American Physical Therapy Association NEXT Conference & Exposition* reported a (34.6)% drop in the number of exhibitors at its show in Charlotte, but the 117 remaining exhibitors took 21,000 net square feet (nsf) of space, a 19.3% jump from the previous year. In similar fashion, the *Electronic Entertainment Expo (E3)* in Los Angeles — a *Trade Show Executive Gold 100* and *Fastest 50* show — lost (11.3)% of its exhibitors, but exhibit space grew 3.4% over last year to 395,651 nsf.

A total of 26 June shows were analyzed for the *TSE Dashboard*. Five of them were

ranked on the *Fastest 50* list of fastest-growing U.S. shows. Nine shows had 100,000 nsf or more of exhibit space, and six were large enough for the *Gold 100*.

Seven shows were excluded from at least one *Dashboard* metric category due to omitted data or because they were outliers with increases or decreases of 25% or more in at least one category.

The adjusted totals for the month reached 4,424,076 nsf of exhibit space, 12,276 exhibitors, and 310,262 attendees. That boiled down to an average of 170,157 nsf of exhibit space per show along with 534 exhibitors and 16,330 attendees.

Eight shows reported growth in all three metrics while four others were in the red in all three categories.

Mixed Results for Farm Progress

The largest show of June did not set a clear direction for the overall *Dashboard*. Instead, the metrics for *Canada's Farm Progress Show* in Regina went in different directions: up, down and unchanged.

The number of exhibitors increased a solid 7.6% over 2013, but exhibit space held steady at a still-healthy 1,232,670 nsf.

Attendance slid (9.6)% from last year's near-record of 43,947. Show organizers said prodigious rains that fell in Saskatchewan over the course of the indoor-outdoor show likely cut into attendance.

The Regina Exhibition Association Ltd. said that buyer-seller interaction was boosted by more than 700 international buyers that made the trip, rain or shine. "We have built a reputation that this show is the place to come see it all for the latest in dry land agriculture technology," said Ken Taylor, director of trade and consumer shows. "We know this message is getting out because we are also attracting a high quality of buyers and sellers."

Growth Leaders

- *ICE/ENDO 2014* is the joint annual meeting of the International Society of Endocrinology and the Endocrine Society. The event drew a record attendance of 11,200, a 10.9% improvement over last year. Exhibitors grew right along with the crowd, increasing 16.3% to 157. Exhibit space was up 20% at 30,000 nsf.
- *The NBM B.I.G. Show* put on a performance worthy of winning next year's *Fastest 50* award. Exhibit space totaled 41,000 nsf, which was an impressive 21.6% improvement over last year's edition. Exhibitors were up 11% at 181. Attendance improved 12.4% and topped 8,000. National Business Media holds two *B.I.G. Shows* annually in different cities. The second 2014 show is in September in Philadelphia, just three months after the June show in Indianapolis.
- *NEXT Conference & Exposition* experienced significant declines in attendance and exhibitor count, but the 19.3% increase in exhibit space certainly helped offset the losses. *NEXT* was recently rebranded and now offers continuing education units both on site and through the virtual version of the conference, which was available to association members after the show closed.
- Impressive gains were also reported



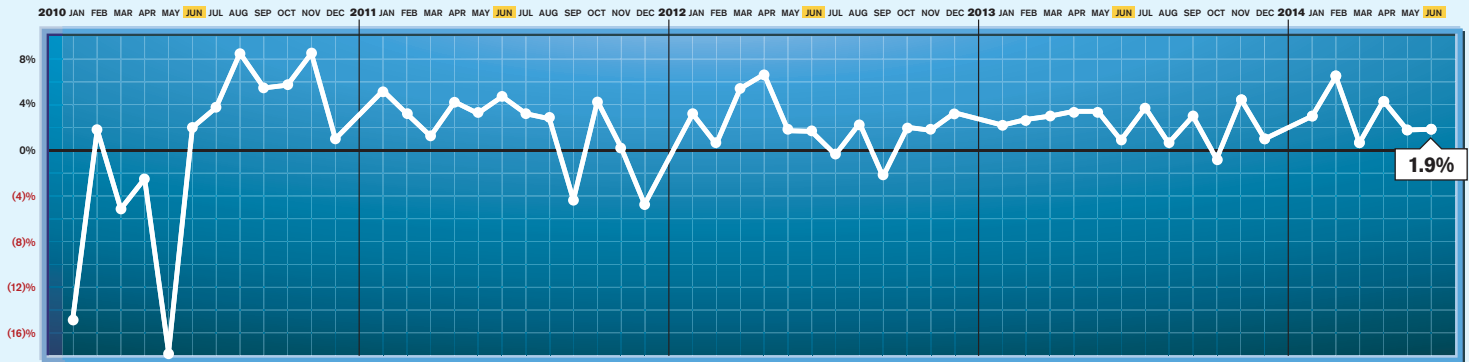
Bigger B.I.G. Show. The *NBM B.I.G. Show* saw double-digit growth in all three metrics at its June show in Indianapolis. The exhibit floor featured 41,000 nsf of engraving, signage and printwear products, a whopping 21.6% increase.

Trade Show Executive

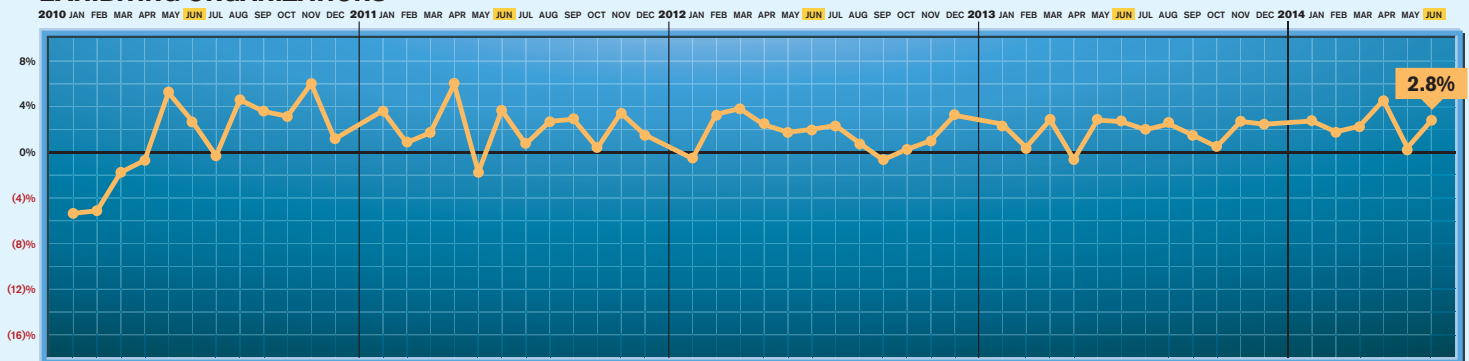
Dashboard Snapshot – MONTHLY OVERVIEWS

Steady Customers. Attendance growth was virtually unchanged in June, rising a modest 0.7%. Exhibitors were the most enthusiastic about trade shows. Their numbers increased 2.8% and exhibit space grew 1.9% to 4.4 million nsf.

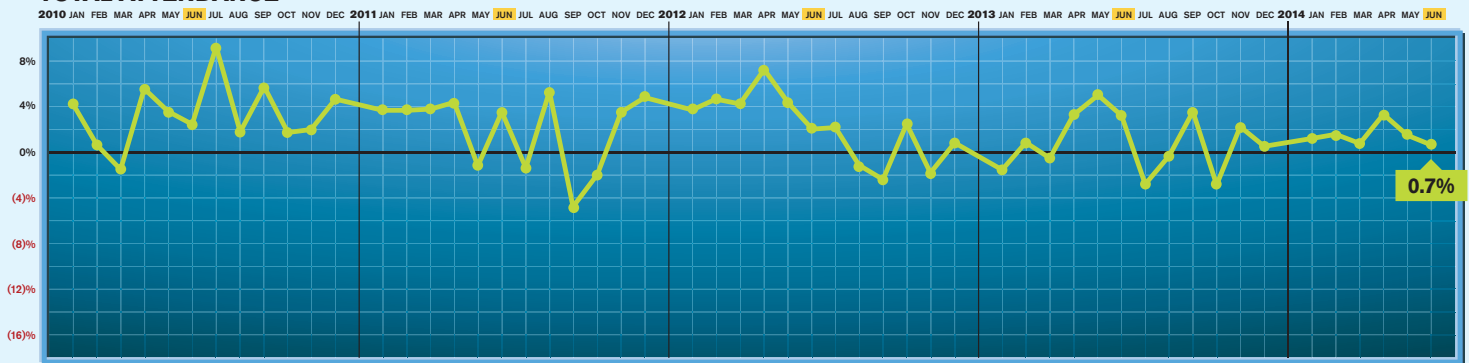
NET SQUARE FEET OF PAID EXHIBIT SPACE



EXHIBITING ORGANIZATIONS



TOTAL ATTENDANCE



in Rosemont where the 2014 *Sensors Expo & Conference*, a *Fastest 50* event, increased its attendance by 12.7% and exhibit space 5% to 23,000 nsf. The show rotates to Long Beach next year. “We are looking forward to bringing this event to Long Beach, which is within the reach of California-based industries, such as aerospace and biomedical research, that rely heavily on the use of sensors,” said Wendy Loew, event director.

Bountiful Food Shows

Two food-sector exhibitions that were on both the *Fastest 50* and *Gold 100* rosters whet the appetites of buyers and sellers in July. The metrics for the *Summer Fancy Food Show* in New York, and *IFT Food Expo* in New Orleans, went in different directions, but still attracted good crowds and enjoyed large exhibit areas.

The *Summer Fancy Food Show* totaled 361,000 nsf, topping the record show floor

from last year by 1.8%. The momentum was more apparent in the 12% jump in the number of exhibitors, who displayed the usual creative crop of new ideas in snacks and other goodies that will soon be filling supermarket and gourmet shops. “There was optimism and positive energy in every aisle,” said Ann Daw, president of the Specialty Food Association.

Continued on page 30

Continued from page 29

The *IFT Food Expo* was one of the shows that saw declines in all three metrics. The backtracking appeared to be more a reflection of 2013's location in Chicago where more day-tripper traffic was possible. The Windy City is the home of many of the large-scale food-processing and production companies that are the major consumer of the ingredients spotlighted at the *Food Expo*.

The show still drew a high percentage of returning attendees and 83% were considered to be qualified buyers. However, overall attendance was off (30.2)% and the exhibit floor was down (8.8)% at 221,900 net square feet.

It was the fresh-produce crowd that

took over Chicago this year. *United Fresh* reported a 16.1% growth in exhibit space to 72,000 nsf while attendance remained steady at 4,500 from last year's show in San Diego.

Top Cities

Heavy equipment ruled the month, giving unassuming Regina the top spot on the podium for host cities. With more than 1.2 million nsf of tractors, combines and other shiny pieces of machinery parked in and around the Canada Centre.

Las Vegas hosted four shows, including the record-setting *Gold 100* shows *LIGHT-FAIR International* and *InfoComm*, for a total of 912,135 nsf. New York placed

third, thanks to the *Summer Fancy Food Show* and the *FFANY New York Shoe Expo*, which together totaled 406,000 nsf.

Next Month

So long Summer. Fall begins in September as does the home stretch for the 2014 trade show calendar.

Reed Exhibitions holds *Global Gaming Expo* in Las Vegas at the end of the month. *Graph Expo* and *Converting & Package Print Expo* will run in Chicago for the second year of their co-location agreement.

September also includes a full menu of medical meetings. The American Society for Radiation Oncology (ASTRO) expects 11,000 attendees at its *ASTRO*

Trade Show Executive Dashboard Snapshot – CONSOLIDATED OVERVIEWS

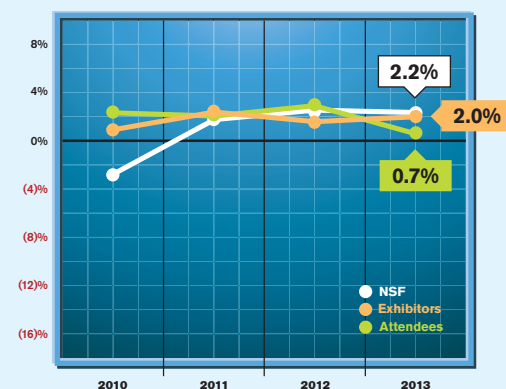
2014 GROWTH RATE

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%
April	4.3%	4.5%	3.3%
May	1.8%	0.3%	1.6%
June	1.9%	2.8%	0.7%

► 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%.

ANNUAL OVERVIEW



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			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Annual Meeting in San Francisco.

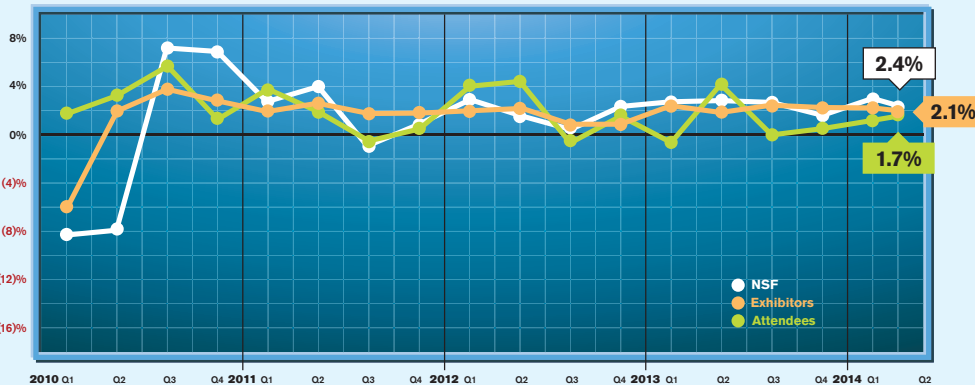
A record 2,874 abstracts were submitted for presentation by June. More than 5,500 physicians and surgeons were projected for the American Academy of Otolaryngology – Head & Neck Surgery Foundation's annual meeting in Orlando.

Two leading shows in the sporting goods sector also will take place in September: Emerald Expositions' *Interbike International Bicycle Expo* in Las Vegas, which made the *Gold 100* and *Fastest 50* last year, and the GLM *Surf Expo* in Orlando, which will launch Shop Shootout, a wakeboarding contest for ambitious attendees. **TSE**

Taking a Fancy to Food. The Summer Fancy Food Show grew 1.8% to 361,000 nsf. Mexico was well represented on the menu of exhibitors, boosting exhibitor growth by 12%, more than six times the average.



QUARTERLY OVERVIEW



Q2 Shows Lag Behind Stronger Q1

Trade show metrics in the Second Quarter of 2014 were on the sluggish side in comparison to the encouraging start of the year. Growth in exhibit space and exhibitors remained above 2%, but attendance growth lagged behind at 1.7%.

The 1.7% increase in attendance was actually a bit of bright news when compared to the 1.1% growth in the First Quarter of the year. But in the Second Quarter of 2013, attendance had bounced 4% higher. Exhibit space increased 2.4% in Q2 compared to 3% in Q1 and 2.6% from a year ago. The number of exhibitors was up 2.1% in Q2 compared to 2.3% in Q1 and 1.8% in the Second Quarter of last year.

The Second Quarter of 2014 kicked off with a robust April, but May was lackluster. None of the May metrics reached the 2% growth level; it was an off year for some larger May shows, and others were excluded from the Dashboard totals due to a lack of comparative data, or because they were outliers with growth or declines of 25% or more. June closed out a Second Quarter that finished slightly stronger than the monthly metrics.

2010 GROWTH RATE

NSF	Exhibitors	Attendance
5.2%	3.6%	3.7%
3.1%	0.9%	3.7%
1.3%	1.7%	3.8%
4.2%	6.0%	4.3%
3.2%	(1.8)%	(1.1)%
4.7%	3.7%	3.5%
3.1%	0.8%	(1.3)%
2.9%	2.8%	5.2%
(4.3)%	2.9%	(4.9)%
4.2%	0.3%	(2.0)%
0.1%	3.4%	3.5%
(4.7)%	1.5%	4.9%

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%

© 2014, Trade Show Executive Magazine, Oceanside, CA (760) 630-9105

Trade Show Executive

Dashboard – JUNE TRADE SHOW METRICS

SPONSORED BY


BY CAROL ANDREWS,
editor-at-large



BENCHMARKS:
AVERAGE GROWTH
 • NSF: 1.9%
 • Exhibitors: 2.8%
 • Attendance: 0.7%



TOP MANAGEMENTS*
 • Regina Exhibition Association Ltd.
 • InfoComm Intl.
 • IDG World Expo



GROWTH LEADERS
 • NBM B.I.G. SHOW
 • ICE/ENDO Annual Meeting & Expo
 • APTA NEXT Conference & Expo



TOP SECTORS*
 • Agriculture/Farming
 • Food
 • Audio-Visual Info Communications



TOP CITIES*
 • Regina
 • Las Vegas
 • New York

**Based on total nsf*

June 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 Library Association Annual Conference & Exhibition American Library Association www.alaannual.org	Las Vegas Chicago	107,000 115,000	(7.0)%	775 825	(6.1)%	18,626 26,362	(29.3)%	Show features included opportunities to meet authors and illustrators in exhibit booths, live stages with a variety of well-known personalities, Book Buzz Theater with publishers, Cooking Demonstration Stage, PopTop Stage focusing on librarian favorites and Graphic Novel/ Gaming Stage. Specialty Pavilions included DVD/Video, Government Information, International, Library School and Instruction, Mobile Applications and University Press.
American Physical Therapy Association NEXT Conference & Exposition American Physical Therapy Association www.apta.org	Charlotte Salt Lake City	21,000 17,600	19.3%	117 179	(34.6)%	1,672 2,309	(27.6)%	There were fewer exhibitors this year, but exhibitors who participated utilized much more space than in the past. The show was rebranded to NEXT Conference & Exposition and included a virtual live streaming facet.
Annual Police Security Expo Sitework Associates, Inc. www.tradeshowhelper.com; www.siteworkassociates.com	Atlantic City	77,400 75,900	2.0%	461 449	2.7%	8,458 8,251	2.5%	This was the 28th consecutive year of the show, which features the latest products and services needed by industry professionals to keep them safer and more effective on the job. Attendance numbers have been consistent for the past 10+ years. In 2013, one of the professional attendance law enforcement groups brought in a keynote speaker and had a larger group registration.
Canada's Farm Progress Show Regina Exhibition Association Ltd. www.myfarmshow.com	Regina, SK Regina, SK	1,232,670 1,232,670	No Change	907 843	7.6%	39,736 43,947	(9.6)%	Attendees came from more than 50 countries to see what's new in agriculture. Saskatchewan Trade & Export Partnership estimates hundreds of million dollar business deals occur at the show each year, while the City of Regina counts on about \$30 million in economic impact from the show. Outstanding Exhibitor Awards were presented to exhibiting companies in seven categories.
Conference on Lasers and Electro-Optics (CLEO) The Optical Society (OSA) www.cleoconference.org	San Jose, CA San Jose, CA	25,420 25,700	(1.1)%	250 300	(16.7)%	5,000 4,400	13.6%	The show had the highest attendance in five years and a record number of paper submissions (2,600) for the technical conference. The CLEO/ Laser Focus World Innovation Awards recognized three companies making novel industry contributions.

The *only* CRM specifically built for exhibitions & events

With the only Customer Relationship Management purpose-built for exhibitions and events, Ungerboeck Software helps you focus on your most important tasks – creating engaging events and making more sales. Easily see why your exhibitors and sponsors opt in to your shows, and more importantly, why they don't. Connect the dots that let you cross sell and up sell – even on the show floor. Get insights that help you make your shows more relevant so you can sell more booths, attract more sponsors, and better engage attendees. Whether you have one big show, or many smaller events, Ungerboeck Software helps you get game-changing results.

Learn more at ungerboeck.com.



About Ungerboeck





Ungerboeck Software International delivers world-leading event and venue management software that empowers over 40,000 users in more than 50 countries. Since its inception in 1985, Ungerboeck has taken a market-driven approach to product development, purposefully producing software designed specifically for the events industry. Thanks to its modularity and flexibility, Ungerboeck Software can easily be configured to meet your individual needs. As industry experts, we're happy to share our knowledge and help you find the right solution for your organization.



Trade Show Executive


Dashboard – JUNE TRADE SHOW METRICS

Continued from page 32

June 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
E3 IDG World Expo www.idgworldexpo.com 	Los Angeles Los Angeles	395,651 382,780	3.4%	204 230	(11.3)%	48,900 48,200	1.5%	The E3 College Game Competition honored the best student talent in video game development and provided collegiate developers a chance to display their games. The Mobile & Social Game Pavilion showcased the latest innovations and the hottest mobile games and tech.
FFANY New York Shoe Expo Fashion Footwear Association of New York – FFANY www.ffany.org	New York New York	45,000 45,000	No Change	350 350	No Change	4,800 est. 5,000	(4.0)%	Exhibitors represented more than 800 fashion footwear brands. Attendees were independent owners, boutique buyers and department store merchants. A television news segment on the show, Where'd You Get That? gave viewers a sneak peak of what's in store for 2015.
ICE/ENDO International Congress of Endocrinology/Endocrine Society's Annual Meeting & Expo Hall-Erickson, Inc. www.endo2015.heiexhibitors.com	Chicago San Francisco	30,000 25,000	20.0%	157 135	16.3%	11,200 est. 10,100	10.9%	A record number of exhibitors renewed booth space for 2015 at the 2014 show, and there was a record number of professional attendees. The ICE/ENDO Theater presentation enabled exhibitors to present data on new products, conduct promotional meetings and highlight new services during prime exhibit hours. There were more than 2,500 abstract presentations.
IEEE-MTT-S International Microwave Symposium MP Associates, Inc. www.mpassociates.com	Tampa Seattle	89,100 88,700	0.5%	539 N/A	CU	7,647 N/A	CU	Attendees represented an international group of engineers and researchers developing technologies to support the microwave and RF industry. In addition to the exhibition, there were technical paper presentations, workshops, tutorials, interactive forums, plenary and panel sessions and short courses.
IFT Annual Meeting & Food Expo Institute of Food Technologists www.ift.org 	New Orleans Chicago	221,900 243,400	(8.8)%	1,115 1,171	(4.8)%	16,603 23,796	(30.2)%	Two out of every three attendees had attended the show in the past. There were more than 100 education sessions and 1,000 presentations covering topics ranging from new health benefits, safety and product innovations to the latest consumer favorites and trends. In one session, panelists shared their vision of how food scientists are working to feed a growing world population.
InfoComm InfoComm International www.infocommshow.org 	Las Vegas Orlando	492,385 466,755	5.5%	947 938	1.0%	37,048 35,126	5.5%	The show enjoyed record total attendance and record international attendance. More than 20% of total attendance came from 114 countries outside the U.S. InfoComm is celebrating its 75th anniversary this year.
INPEX, the Invention & New Product Exposition INPEX www.inpex.com 	Pittsburgh Pittsburgh	30,000 28,000	7.1%	300 280	7.1%	1,000 est. 1,000	No Change	INPEX showcased numerous inventions, new products and innovations that are available to license, market or manufacture. 28 countries were represented at the show, which featured The George Foreman Inventors University and private, one-on-one meetings conducted by companies looking to add new products to their existing lines.

Trade Show Executive

Dashboard – JUNE TRADE SHOW METRICS

June 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
Intl. Floriculture Expo Diversified Communications www.floriexpo.com	New Orleans Miami Beach	56,250 61,250	(8.2)%	162 198	(18.2)%	1,348 1,573	(14.3)%	Attendees included 210 key buyers and decision makers from 113 high-volume mass market retail chains and distribution channels. There were 41 new exhibitors and nearly 70 new products were featured in the New Product Showcase. At least 90% of the 2014 exhibitors have renewed exhibit space for the 2015 show. The show will move to Chicago to co-locate with United Fresh in 2015.
LIGHTFAIR International AMC, Inc. www.lightfair.com 	Las Vegas Philadelphia	239,800 233,850	2.5%	576 538	7.1%	26,059 26,026	0.1%	The show broke every record posted across its 25-year run. There were 107 first-time exhibitors and 103 manufacturers headquartered outside the U.S. Attendees included representatives from 74 countries. The expanded show floor featured a product mix of more than 40 categories that included integrated design, alternative energy and solar power, OLEDs, healthcare, hospitality, digital signage and software.
National Athletic Trainers' Association (NATA) Clinical Symposia & AT Expo National Athletic Trainers' Association www.convention.nata.org	Indianapolis Las Vegas	68,600 69,000	(0.6)%	352 380	(7.4)%	9,000 10,381	(13.3)%	The event for athletic trainers featured athletic training products and services, educational advances, career networking, association business and social opportunities. The keynote speaker was Captain Mark Kelly, combat pilot in Iraq, astronaut on four space shuttle missions, Commander of the final flight of Space Shuttle Endeavor and husband of former U.S. Congresswoman Gabrielle Giffords.
National Fire Protection Association Conference & Expo ROC Exhibitions, Inc. www.nfpa.org/conference	Las Vegas Chicago	72,950 71,600	1.9%	350 347	0.9%	4,502 4,069	10.6%	The NFPA Conference & Expo showcased products and services needed to meet and maintain compliance with prevailing codes and standards in the design, construction and operation of buildings and facilities. The NFPA Standards Council recognized 14 individuals for outstanding service in the development of codes and standards.
THE NBM B.I.G. SHOW (Indianapolis) National Business Media, Inc. www.thenbmshow.com	Indianapolis Indianapolis	41,100 33,800	21.6%	181 163	11.0%	8,007 7,123	12.4%	2014 marked the return of THE NBM B.I.G. (Best In Graphics) SHOW, as it incorporated an old show name. The show was previously called The BIG Show. Special programs and sponsorships included Runway LIVE!, showcasing trendy techniques in apparel decorating on a live runway; Reel 2 Reel WRAPS, featuring video and live demonstrations; a Personalization Station of laser personalization demonstrations; and The BASH! Networking reception.



Continued on page 36

N/A = Not Available CU = Comparison Unavailable

Trade Show Executive


Dashboard – JUNE TRADE SHOW METRICS

Continued from page 35

June 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
NRF Loss Prevention Conference & EXPO National Retail Federation www.nrf.com	Fort Lauderdale, FL San Diego	39,900 40,600	(1.7)%	226 224	0.9%	2,500 2,600	(3.8)%	The NRF Fusion Center in the exhibit hall provided an opportunity for law enforcement agencies from the federal, state and local levels to link with retailers to counteract retail crime. A Food Sector Breakfast, open to grocers, chain restaurants, drug stores and mass market stores, provided a venue for retail loss prevention professionals in the food sector to network and discuss the important issues they face. Free lunch was provided in the exhibit hall.
Pacific Northwest Dental Conference Washington State Dental Association www.wsda.org	Bellevue, WA Bellevue, WA	17,500 17,500	No Change	140 140	No Change	6,344 6,577	(3.5)%	Attendees took advantage of show specials, explored the latest in dental products and services and met face-to-face with knowledgeable professionals. Russell Wilson, Seattle Seahawks quarterback and Super Bowl champion, was a keynote speaker. This session had an excellent turnout and show management received a lot of positive feedback.
Premiere Orlando Premiere Show Group www.premiereshow.com 	Orlando Orlando	318,500 292,528	8.9%	805 792	1.6%	71,139 69,241	2.7%	This was the largest show to date with attendees from all 50 states and more than 35 countries. More than half of attendees came from the Southeast. There were more than 300 professional education classes, including hands-on workshops, all presented by top beauty industry professionals and participating companies.
SAFETY – ASSE's Professional Development Conference & Exposition Hall-Erickson, Inc. www.safety2014.org	Orlando Las Vegas	97,950 89,700	9.2%	568 536	6.0%	8,503 N/A	CU	The show had its all-time highest net square feet and number of exhibitors. Attendees represented a wide range of industries, organizations and career levels in the safety, health and environmental profession.
Sensors Expo & Conference Questex Media Group LLC www.sensorsexpo.com 	Rosemont, IL Rosemont, IL	23,000 21,900	5.0%	190 187	1.6%	5,221 4,632	12.7%	Across-the-board growth for the show included a 63% increase in sponsorship sales. Growth can be attributed to the flourishing relationship with collaboration partners. The show also launched new attendee engagement programs, including the first-ever Sensors Expo Attendee Choice Awards and an interactive Beacon-enabled Bluetooth Scavenger Hunt.
Shoe Market of the Americas (SMOTA) SMOTA www.smota.com	Miami Miami	172,000 172,000	No Change	600 N/A	CU	1,500 N/A	CU	Retailers came from the Southeast as well as the Caribbean, and Central and South America. SMOTA showcased the entire spectrum of footwear companies, from high-fashion designer collections to the large branded businesses in all categories. Attendees, including a large international contingent, viewed hundreds of lines under one roof.

Trade Show Executive

Dashboard – JUNE TRADE SHOW METRICS

June 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
SkillsUSA TECHSPO SkillsUSA www.skillsusa.org/events/techspo.shtml	Kansas City, MO Kansas City, MO	76,000 76,000	No Change	132 134	(1.5)%	15,500 est. 15,500 est.	No Change	Attendees included high school and college students, their teachers and school administrators from training programs in technical, skilled and service occupations. The show broadcast its Opening Ceremony and Awards Ceremony via online streaming video.
Summer Fancy Food Show Specialty Food Association www.specialtyfood.com 	New York New York	361,000 354,600	1.8%	2,800 2,500	12.0%	N/A 24,100	CU	There were at least 180,000 products on display, including confections, cheese, coffee, snacks, spices, ethnic, natural and organic foods and more. Business Builders 1-to-1 Sessions were pre-scheduled custom meetings between buyers and exhibitors arranged through a matchmaking software platform. Martha Stewart, Gayle King and John Quinones were among the TV personalities who attended the show.
United Fresh United Fresh Produce Association www.unitedfresh.org	Chicago San Diego	72,000 62,000	16.1%	328 285	15.1%	4,500 est. 4,500	No Change	There were 40 new products compared to 30 last year. This was the association's largest trade show in recent history. The show brought together the retail and fresh produce industries, offering executives the opportunity to connect with customers and industry counterparts. At the conclusion of the show, more than 40,000 lbs. of fresh produce and 1,100+ lbs. of dry food were donated to the Chicago Food Depository, a food bank.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
Total (Sum of all figures submitted by show management)		4,424,076 4,342,833		13,532 12,124		364,813 384,813		
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		4,424,076 4,342,833		12,276 11,945		310,262 308,246		
Averages (Based on Adjusted Totals)		170,157 167,032		534 519		16,330 16,223		
Percentage of Growth (Based on Adjusted Totals)		1.9%		2.8%		0.7%		

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



Need to Recruit Top Talent?

Advertise in *Trade Show Executive's E-Clips Breaking News*, which offers you a direct connection to the most savvy industry professionals quickly and efficiently. Subscribers are experienced, well-connected and results-oriented. Isn't that who you want on your team?

For more information, contact Linda Braue at lbraue@tradeshowexecutive.com