

Attendance Increases More Than 5% in June While Exhibitor Growth Stalls

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

Oceanside, CA – The June trade show calendar was dominated by a number of relatively smaller shows, which combined for some uneven, but overall bullish results for the month and the Second Quarter of 2015.

The amount of contracted exhibit space in June 2015 climbed a respectable 3.6% over June 2014, according to the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics. The number of exhibitors, however, was virtually unchanged from the previous year, ticking up a modest 0.1%. A healthy 5.1% increase in attendance was the leader of the three trade show growth indexes.

The performance contrasted with the June 2014 metrics, which was nearly half of this year's growth in net square feet (nsf). However, exhibitors were sharply higher, at a 2.8% growth rate. Attendance was the laggard last year, increasing just 0.7%, one seventh of this year's stellar performance.

The May 2015 numbers had exhibit space and exhibitors growing more than 4%, but attendance off (0.9)%. Despite the

herky-jerky ride, the longer-range picture for 2015 remained positive as Q2 ended on a definite upward note (see sidebar).

The June Dashboard included a total of 26 shows, ranging from InfoComm and its 517,143 nsf, on down to five shows that each featured less than 20,000 nsf. One show, the Government Fleet Expo & Conference in Denver, also checked in with 351 attendees, although that seemingly intimate crowd was actually a show record.

Smaller shows, in fact, were the dominant segment in June. Only seven of the 26 events surveyed were larger than 100,000 nsf, and four were still large enough to make the TSE Gold 100 rankings of largest U.S. trade shows.

After calibrating the metric totals to exclude outliers and those shows that were on a non-annual schedule, the Dashboard shows had an adjusted total of 2,474,684 nsf of exhibit space, 8,883 exhibitors and 276,580 attendees. That

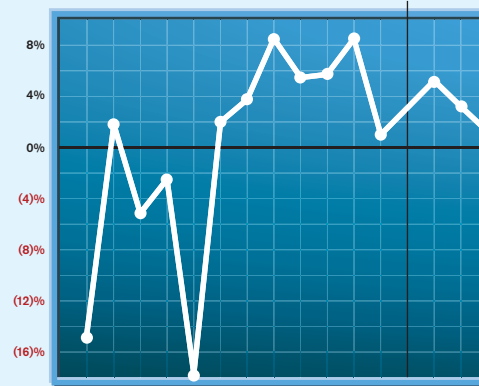
Continued on page 28



Trade Show Executive Dashboard Snapshot – MON

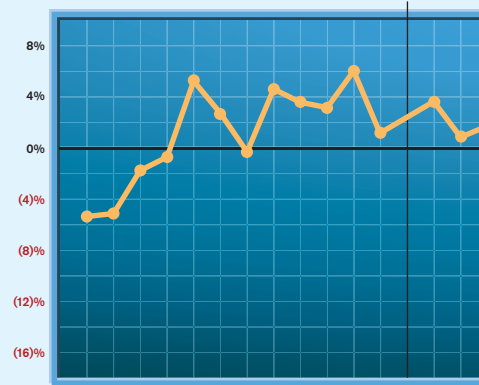
NSF OF PAID EXHIBIT SPACE

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



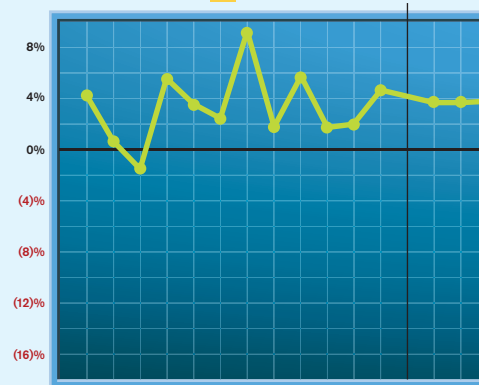
EXHIBITING ORGANIZATIONS

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



TOTAL ATTENDANCE

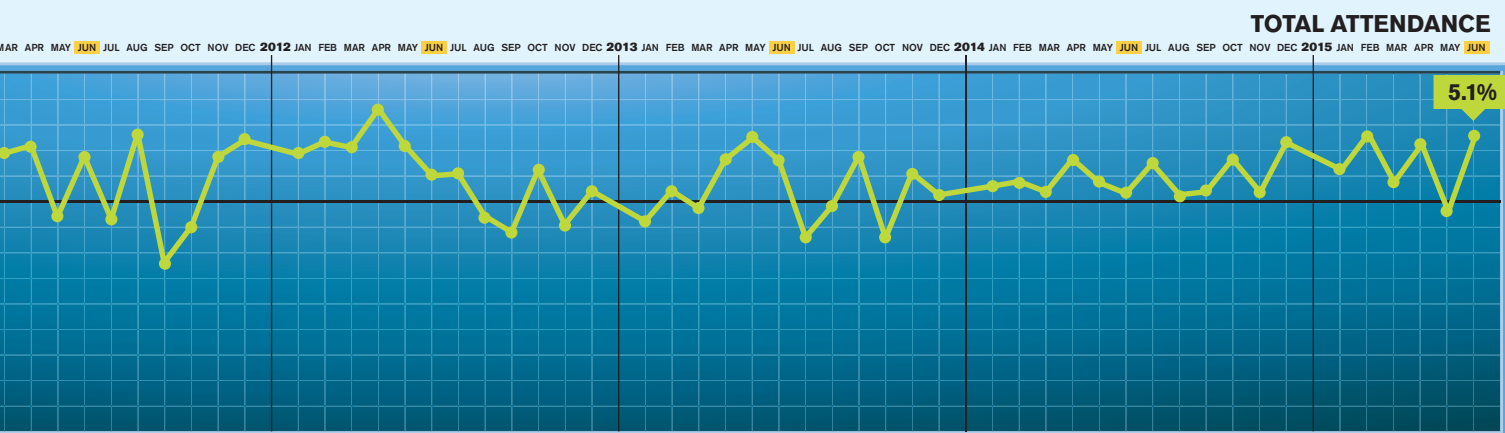
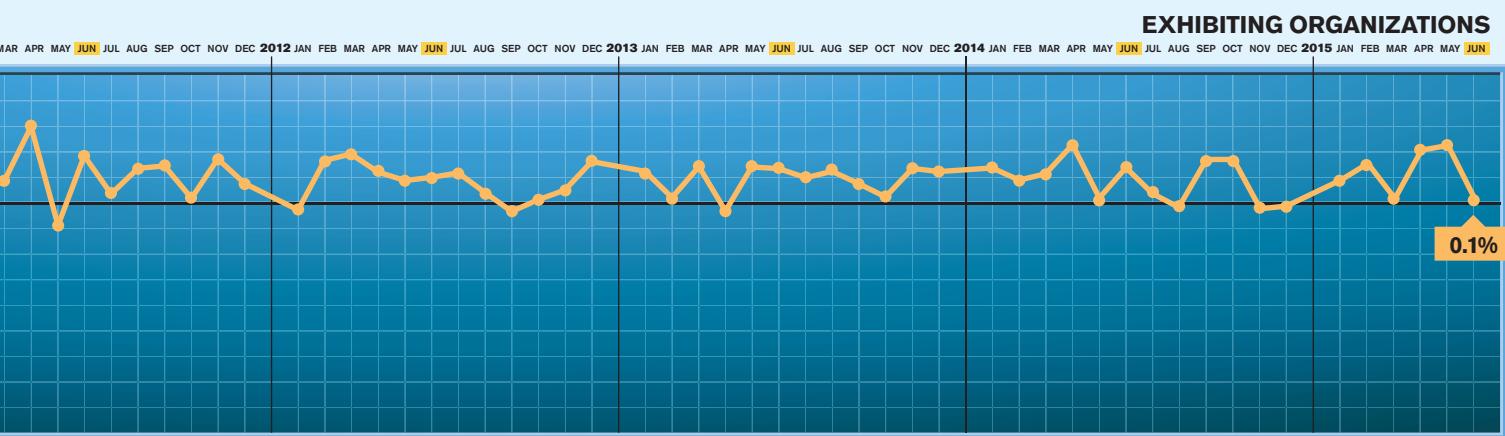
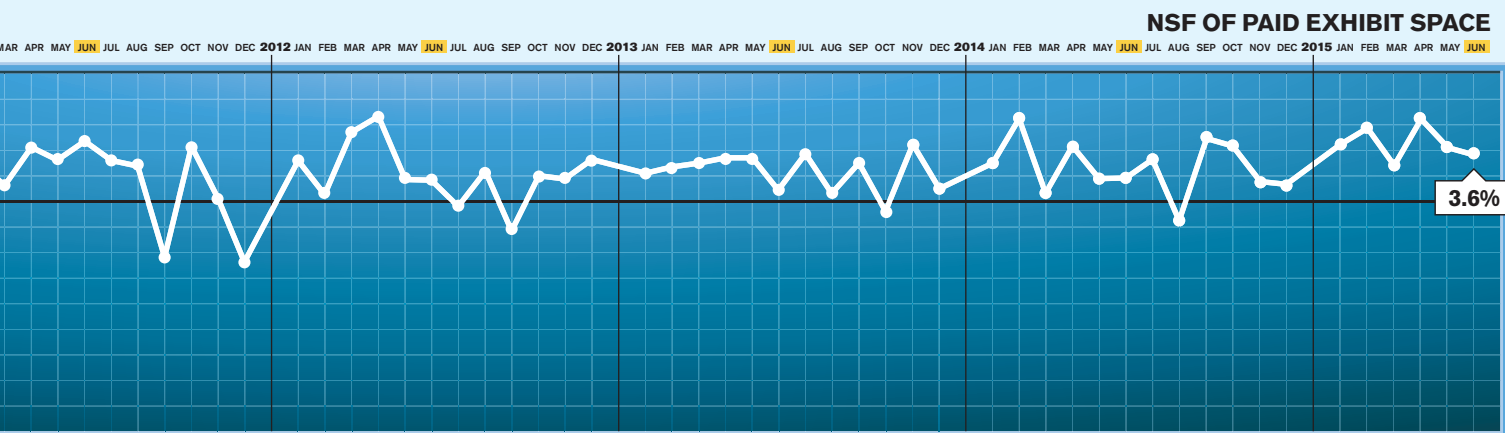
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Methodology

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

Full Aisles. Attendance led the charge in June with a 5.1% increase and an average per show of 12,025. The number of exhibitors was basically flat, but they booked 3.6% more exhibit space.



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 26

boiled down to an average per show of 145,570 nsf, 444 exhibitors and 12,025 attendees. In comparison, May featured 22 shows, but more than 5 million nsf of floor space and an average of nearly 26,000 attendees at each event.

Five shows were ranked on the TSE Fastest 50 roster of fastest-growing exhibitions; however, three of those

“Seeing groundbreaking products is a leading reason that professionals attend InfoComm every year. It’s wonderful to have companies like Collaboration Squared capturing the imagination of attendees.”

Jason McGraw,
SENIOR VP OF EXPOSITIONS
AT INFOCOMM INTERNATIONAL

reported declines in at least one metric. The Summer Fancy Food Show was one of the F50 shows untarnished by red ink, although its exhibitor roster and exhibit floor were unchanged from last year.

There were no Dashboard shows that declined in all three categories in June and in fact, nine of the 26 saw increases in all three metrics.

Growth Leaders

• **Techtextil North America** spends every other year in Atlanta and ventures to another town in odd-numbered years. This year, Messe Frankfurt set up shop in Houston and came away with some numbers worthy of a Fastest 50 performance. The brightest light was a 102.3% jump in exhibit space, although the floor was a cozy 17,700 nsf. Exhibitor numbers grew 95.9% to 145, and attendance was up 39.5% at 1,519, which was enough to produce some standing-room only crowds at the three-day symposium.

• **Sensors Expo & Conference** landed in Southern California for the first time, and the result was a continuation of the growth that placed the Questex show on the Fastest 50. Exhibit space jumped

47.8% to 34,000. Exhibitor numbers increased 29.5% to 246, and attendance was up 5.0% at 5,482. International attendance gained 10%.

• **June Atlanta Apparel** produced some metrics that were as stylish as the fashions on display at AmericasMart. Exhibit space grew 37.8% and reached 72,690 nsf. The number of exhibitors surged 34.5% to 316, and attendance was up 10.0% at 11,313. AMC, Inc. bills June Atlanta Apparel as the largest apparel show on the East Coast.

Innovation at InfoComm

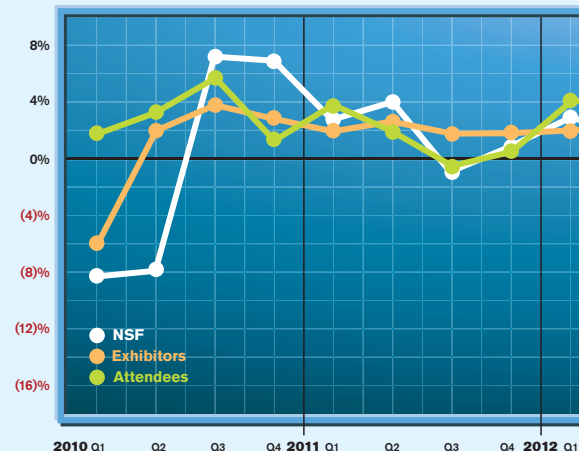
It was a record year for exhibit space and attendance at InfoComm, the largest show of the month. The crowd of 39,105 in Orlando was an increase of 5.6% from last year. The show floor grew 5.0% to 517,143 nsf. There were also 950 exhibitors, just 0.3% larger than last year.

One exhibitor that will definitely be back in 2016 is Collaboration Squared, a video-conferencing software developer that won the show’s inaugural Innovation Showcase. The showcase feature was launched to spotlight new products that will make a splash in the audiovisual industry.



Trade Show Executive Dashboard Snapshot – CONSOLIDATED

QUARTERLY OVERVIEW



Innovation occurs rapidly in the AV sector that InfoComm serves, and show organizers went all out to attract the most promising products. Collaboration Squared received a \$10,000 cash prize, plus an allotment of free exhibit space at the 2016 show in Las Vegas. "Seeing groundbreaking products is a leading reason that professionals attend InfoComm every year," said Jason McGraw, senior vice president of Expositions at InfoComm International. "It's wonderful to have companies like Collaboration Squared capturing the imagination of InfoComm attendees."

Top Cities

InfoComm was enough to land Orlando atop the leader board of host cities. The show covered 517,143 nsf, which gave Orlando a comfortable lead over Los Angeles. The City of Angels placed second, thanks to the Electronic Entertainment Expo (E3) and its 415,406 nsf. New York rounded out the podium with the Summer Fancy Food Show and its 361,000 nsf. Las Vegas, Atlantic City and Philadelphia were the only other cities to host exhibitions with 100,000 nsf or more.

Next Month

September features two of the major shows in Emerald Expositions' portfolio: Interbike and Surf Expo. Both Gold 100 shows have been moving upwards as consumer sales of bicycles and water recreation gear increase at a brisk pace. Interbike is launching a two-day symposium at the show to help independent retailers "fit" their customers to the right-sized bike, which Interbike Vice President Pat Hus said "is one of the biggest advantages that independent dealers have over on-line retailers, and we wanted to elevate this aspect of our show."

September also features GRAPH EXPO 15 in Chicago. The revamped management team at Graphic Arts Show Company is partnering with Cygnus Business Media to enhance media coverage before and during the show through Cygnus' trade publications for the printing industry.

Meanwhile, IBEX, The Intl. Boat Builders' Exhibition & Conference will launch a number of new interactive displays at its show in Louisville, and PACK EXPO Las Vegas is expected to draw 30,000 visitors and top 800,000 nsf of exhibit space. **TSE**

A Strong Second Quarter

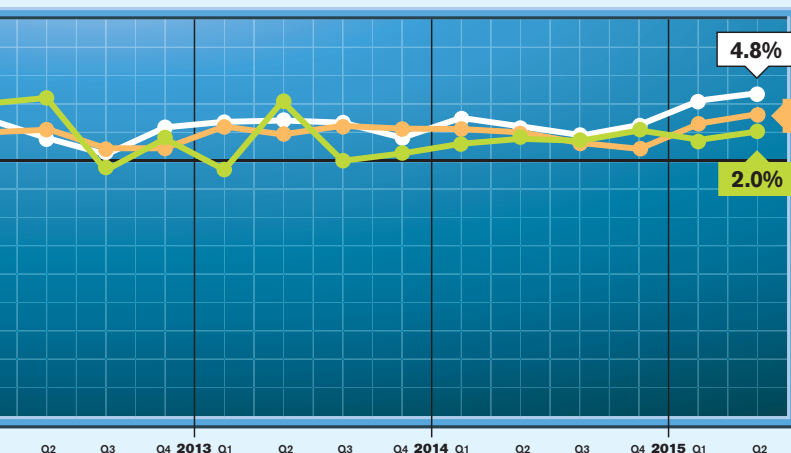
Sales of exhibit space were the high point for the Dashboard during the Second Quarter of 2015. Exhibit space nationwide grew a healthy 4.8%, exactly twice the 2.4% growth rate recorded for Q2 in 2014. The number of exhibitors was up 3.2% in Q2 2015 compared to 2.1% a year ago. Attendance this quarter was up 2.0%, which was not as bullish as the exhibitor-side metrics, but was an improvement over Q2 2014's 1.7% growth rate.

The attendance metric has been fickle this year, bringing down the average for Q2. April saw an attendance jump of 4.5%, but was in the red at (0.9)% in May. Attendance growth in June was back up to a strong 5.1%. An encouraging sign has been the performance of the major Spring shows, such as InfoComm, RECon and Coverings, which have been making impressive gains in attendance.

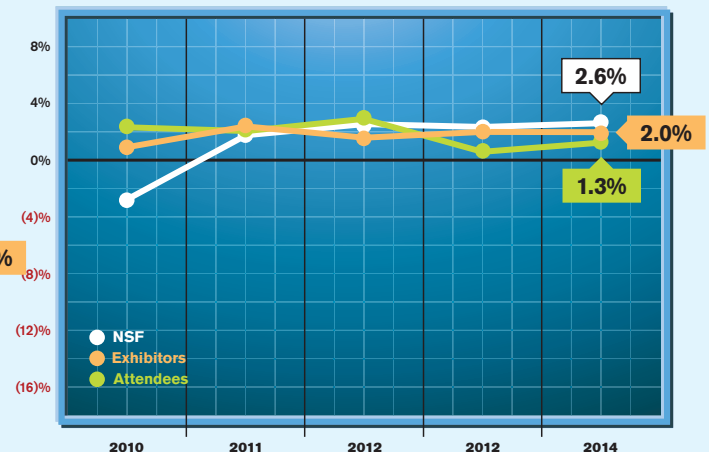
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ED OVERVIEWS

▼ **Booth Spurt.** Exhibit space sales were healthy in Q2 of 2015 as all metrics continued travelling in the right direction. The amount of exhibit space booked in Q2 was up 4.8% compared to 2.4% in 2014. The number of exhibitors increased 3.2% and attendance grew 2.0%.



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%.

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Dashboard – JUNE TRADE SHOW METRICS

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BY CAROL ANDREWS,
 editor-at-large



**BENCHMARKS:
 AVERAGE GROWTH**

- NSF: 3.6%
- Exhibitors: 0.1%
- Attendance: 5.1%



TOP MANAGEMENTS*

- InfoComm Intl.
- IDG World Expo
- Specialty Food Association



GROWTH LEADERS

- Techtextil North America
- Sensors Expo & Conference
- June Atlanta Apparel



TOP SECTORS*


- Communications
- Food
- Consumer Goods



TOP CITIES*

- Orlando
- Los Angeles
- New York

**Based on total nsf*

June 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
AAMI (Association for the Advancement of Medical Instrumentation) Conference & Expo Show Management Solutions, Inc. www.aami.org/expo	Denver Philadelphia	29,635 27,050	9.6%	201 183	9.8%	2,262 2,865	(21.0)%	The 2015 expo was the largest to date and generated the highest booth revenue ever. There were 49 new exhibitors at this one-stop source for information about the latest innovations, upgrades and advances in healthcare technology.
American Diabetes Assn. Scientific Sessions American Diabetes Association www.scientificsessions.diabetes.org	Boston San Francisco	75,300 72,000	4.6%	134 152	(11.8)%	18,458 EST. 17,213	7.2%	A number of new product launches increased the show's square footage. Some booths were as large as 70'x140'. The Boston location was ideal for drawing more domestic attendees. ADA highlighted its 75th anniversary with a special exhibit and more opportunities for attendee engagement. Several large studies were released at the show.
APTA NEXT Conference & Exposition American Physical Therapy Association www.apta.org 	National Harbor, MD Las Vegas	13,800 21,000	(34.3)%	138 117	17.9%	2,720 2,206	23.3%	Unlike in the past, exhibitors at this year's show purchased 10'x10's and nothing larger. Attendees easily navigated the exhibit hall by utilizing floor clings at the beginning of every aisle. Highlights included a keynote by Billie Jean King and a PT (Physical Therapists) Day on Capitol Hill.
June Atlanta Apparel AMC, Inc. www.americasmart.com	Atlanta Atlanta	72,690 52,767	37.8%	316 235	34.5%	11,313 10,282	10.0%	The show posted record numbers. Highlighting the market was the return of the Accessories Council, which showcased top accessory designers who are new to the Atlanta market. Six designers were hand-selected to participate in this exclusive showcase in its second AmericasMart appearance.
BOMA Intl. Annual Conference & Expo Show Management Solutions, Inc. www.BOMAConference.org	Los Angeles Orlando	45,650 41,370	10.3%	306 285	7.4%	3,848 3,145	22.4%	This show was formerly the Every Building Conference & Expo. The 2015 show was the largest since 2011, with the highest booth revenue ever and the highest attendance since 2007. The floorplan was expanded several times to accommodate wait-listed exhibitors. All sponsorship goals were exceeded and four Learning Labs provided well-attended education on the show floor.

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Dashboard – JUNE TRADE SHOW METRICS

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June 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
Design-2-Part Show – Minneapolis Design-2-Part Shows www.d2p.com	Minneapolis Minneapolis	17,000 16,000 ('13)	6.3%	161 154 ('13)	4.5%	1,083 1,050 ('13)	3.1%	Post-show surveys revealed that more than 50% of attendees have final decision or significant influence and they look to purchase within six months. Engineers and product manufacturers attend the show to find custom components, parts and contract manufacturing services.
E3 – Electronic Entertainment Expo IDG World Expo www.idgworldexpo.com 	Los Angeles Los Angeles	415,406 395,651	5.0%	300 208	44.2%	52,200 48,900	6.7%	E3 welcomed 27 companies that were dedicated to virtual reality products, compared to 6 companies in 2014. For the first time, the Entertainment Software Association allowed its member companies to distribute passes to their most valued customers. With 6.3 million posts on Twitter alone, E3 broke records across the board for social media numbers.
Florida Dental Convention Florida Dental Association www.floridadentalconvention.com	Kissimmee, FL Kissimmee, FL	36,500 34,600	5.5%	308 296	4.1%	7,185 6,381	12.6%	The show featured dedicated exhibit hall-only hours from noon to 2 PM each day. There were more than 120 continuing education courses and up to 15 hours of free CE for FDA member dentists. The largest group of attendees was made up of dentists.
Government Fleet Expo & Conference Bobit Business Media www.bobitbusinessmedia.com 	Denver San Diego	17,550 18,850	(6.9)%	93 99	(6.1)%	351 336	4.5%	The show had the largest attendee turnout in its history and a sold-out exhibit floor. Exhibit booth revenue increased and the total number of paid sponsorships rose from 16 last year to 24 this year.
InfoComm InfoComm International www.infocommshow.org 	Orlando Las Vegas	517,143 492,385	5.0%	950 947	0.3%	39,105 37,048	5.6%	The 2015 show had record total attendance and exhibit space. Attendees came from all 50 U.S. states and 108 other countries. Attendees included systems integrators, dealers, distributors, reps and institutional buyers.
INPEX, The Invention & New Product Exposition INPEX www.inpex.com	Monroeville, PA Pittsburgh	N/A 82,000	CU	275 300	(8.3)%	1,000 EST. 1,000	No Change	This year was the 30th anniversary of INPEX, a show that provides a forum for inventors, entrepreneurs and intellectual property owners to exhibit their inventions, share ideas and make contacts with companies interested in new products. Twenty countries were represented. The George Foreman Inventors University offered seminars, presentations and panel discussions.
Intl. Floriculture Expo Diversified Communications www.floriexpo.com	Chicago New Orleans	56,000 56,250	(0.4)%	180 162	11.1%	1,450 1,348	7.6%	The Key Buyer Program, the barometer of the show's visitor marketing success, saw a 23% increase in participation, resulting in a more positive exhibitor experience; 90% of exhibit space was renewed onsite. The energy on the show floor was higher than in previous years; some long-time exhibitors and key buyers said it was the best show in more than a decade.

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Dashboard – JUNE TRADE SHOW METRICS

June 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
Internet Retailer Conference & Exhibition (IRCE) Emerald Expositions www.irce.com	Chicago Chicago	99,100 N/A	CU	597 N/A	CU	9,616 N/A	CU	The exhibit hall represented nearly 90% of the e-commerce solutions market. Most attendees rated the event as excellent or very good. Attendees represented companies of all sizes from every industry segment. The inaugural Internet Retailer Excellence Awards recognized the achievements of the most successful online retailers, brands and merchants.
ISTE Conference & Expo International Society for Technology in Education www.isteconference.org	Philadelphia Atlanta	135,800 136,000	(0.1)%	551 539	2.2%	15,738 16,066	(2.0)%	Industry representatives came from 76 nations. There were more than 1,000 learning opportunities and by the end of the four-day event, attendees tweeted and re-tweeted 149,000 times using the 2015 hashtag. Attendees also uploaded 3,545 #iste2015 photos to Instagram.
Licensing Expo UBM Advanstar www.licensingexpo.com 	Las Vegas Las Vegas	232,000 218,872	6.0%	462 482	(4.1)%	16,150 15,702	2.9%	There were 150 new exhibitors and a 6.6% uptick in international attendance, with 1 in 3 attendees coming from outside the U.S. The show concluded on a strong note with more than 70% of floor space rebooked for 2016, a testament to the show's success.
National Fire Protection Assn. Conference & Expo ROC-NFPA, LLC www.nfpa.org/conference	Chicago Las Vegas	72,800 71,900	1.3%	349 348	0.3%	4,196 4,595	(8.7)%	The show featured products and services needed to meet and maintain compliance with prevailing codes and standards in the design, construction and operation of buildings and facilities of every kind. Exhibitors made presentations on the show floor, covering hot topics in the fire and life safety arena.
THE NBM B.I.G. SHOW National Business Media www.THENBMSHOW.com	Indianapolis Indianapolis	56,000 41,100	36.3%	197 181	8.8%	7,997 8,007	(0.1)%	2015 was the second year of this signature event. Highlights included Runway Live, which showcased trendy techniques in apparel decorating on a live runway; WRAPSCON that featured video and live demonstrations of vehicle wraps; the WRAPS Competition and Meet the Masters WRAPSCON reception; laser personalization demonstrations; and The BASH! Networking reception.
Pacific Northwest Dental Conference Washington State Dental Association www.wstda.org/pndc	Bellevue, WA Bellevue, WA	17,500 17,500	No Change	140 140	No Change	6,088 6,344	(4.0)%	The conference offered two days of continuing dental education with more than 50 nationally renowned speakers. A highlight was a presentation by Dr. Roy Shelburne titled Clinical Records Prevent Criminal Records: Do Dentistry, Not Time. After being convicted of healthcare fraud as a result of faulty records and billing systems, he spent 19 months in federal prison and two months in a halfway house.


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N/A = Not Available CU = Comparison Unavailable

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Dashboard – JUNE TRADE SHOW METRICS

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June 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
PCBC California Building Industry Association www.pcbc.com	San Diego San Francisco	64,500 55,600	16.0%	320 304	5.3%	9,000 EST. 9,684	(7.1)%	Highlights of the show included a kick-off press tour, a Hall of Fame black-tie event, a Meet the Money Lunch Reception and the 52nd Annual Gold Nugget Awards to recognize those who improve communities through exceptional concepts in design, planning and development. PCBC was an acronym for Pacific Coast Builders Conference, but over time, the name became an inaccurate reflection of the audience since the show draws attendees from all over the U.S., Canada, Mexico and more than 25 other countries.
Annual Police Security Expo Sitework Associates, Inc. police-security.com	Atlantic City Atlantic City	215,000 206,500	4.1%	424 461	(8.0)%	8,516 8,458	0.7%	The floorplan was modified to include Exhibit Hall B for an expanded food court and displays. New Interactive Simulator Systems were added to the exhibit floor. Industry awareness of the event is at its highest level, which accounted for increased attendee pre-registrations. A major storm on the second day of the show impacted an expected increase of onsite law enforcement attendee registrations.
Sensors Expo & Conference Questex LLC www.sensorexpo.com 	Long Beach, CA Rosemont, IL	34,000 23,000	47.8%	246 190	29.5%	5,482 5,221	5.0%	This year the show moved to the West Coast for the first time in more than a decade. It was a positive move for both attendees and exhibitors. The show attracted a new audience of first-time attendees; 74% of attendees were new. There was also a 10% increase in international attendance, with engineers from all over the world.
SHRM Annual Conference & Exposition Society for Human Resource Management www.shrm.org	Las Vegas Orlando	112,200 110,200	1.8%	630 614	2.6%	19,121 16,468	16.1%	Records were set in professional and total attendance. The SHRM Foundation launched a new scholarship competition to enable HR professionals who have been unable to experience the conference to have the opportunity to attend.
SkillsUSA TECHSPO SkillsUSA www.skillsusa.org	Louisville Kansas City, MO	43,600 N/A	CU	134 132	1.5%	15,500 EST. 15,500	No Change	The space at the new venue enabled exhibitors to be near their niche markets and future customers. For example, welding schools could be next to the welding competition, CNC machining companies could be next to CNC competitions, etc. This arrangement was hugely favored by participants.

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Summer Fancy Food Show Specialty Food Association www.specialtyfood.com 	New York New York	361,000 361,000	No Change	2,800 2,800	No Change	23,500 EST. 22,000	6.8%	Specialty Food Week was launched. It featured five days of new activities, partner programs and networking events headlined by the opening night party, themed Picnic on the Hudson, attended by 4,700 show participants. The Lifetime Achievement Awards honored five pioneers in the specialty food industry and the 43rd sofi Awards recognized this year's outstanding specialty foods across 32 categories.
Techtextil North America Messe Frankfurt Inc. www.techtextil.com	Houston Anaheim	17,700 8,748 (⁻¹³)	102.3%	145 74 (⁻¹³)	95.9%	1,519 1,089 (⁻¹³)	39.5%	This edition of the show is held in odd years; the big show is held in Atlanta in even-numbered years. The show enjoyed record attendance over the last three editions during the odd years.
United Fresh United Fresh Produce Association www.unitedfresh.org 	Chicago Chicago	70,700 72,000	(1.8)%	291 328	(11.3)%	5,400 4,500	20.0%	The show donated 39,019 lbs. of produce and 207 lbs. of assorted dry food to the Greater Chicago Food Depository at show close. Exhibitors showcased their new and innovative products in the 2015 New Product Award competition.

DASHBOARD ANALYSIS:	Net SF of Exhibits	Exhibitors	Total Attendance
Total (Sum of all figures submitted by show management)	2,828,574 2,632,343	10,648 9,731	288,798 265,408
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)	2,474,684 2,387,728	8,883 8,870	276,580 263,269
Averages (Based on Adjusted Totals)	145,570 140,455	444 444	12,025 11,446
Percentage of Growth (Based on Adjusted Totals)	3.6%	0.1%	5.1%

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



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