

Two Out of Three Metrics Reach 3% Growth in July

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

Oceanside, CA – July was the type of month show organizers like to see with solid increases in exhibit floors and attendees. After a June in which floor space and attendance grew less than 2%, both metrics reached the 3% growth threshold in July although the exhibitor count was fairly flat.

July was a relatively light month for trade shows, and those that did lure customers in from the mid-Summer heat tended to be on the small side. The largest of the 14 shows surveyed in the *Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics* was the *Atlanta International Gift & Home Furnishings Market*, which totaled 283,670 net square feet (nsf).

Half of the 14 shows were smaller than 100,000 nsf. But six shows hailed from the *Trade Show Executive Gold 100* and *Fastest 50* ranks, and these events turned in performances that helped lift the entire *Dashboard* into positive territory.

Specifically, July saw exhibit space increase 3.2% over the year before. Attendance was up 3.0% and the number of exhibitors crept up only 0.9%. July also kicked off the Third Quarter of 2014. The Second Quarter, ending in June, saw exhibit space increase 2.4%, exhibitors

improved 2.1% and attendance grew 1.7%.

The July *Dashboard* shows sold a combined total of 1,576,493 nsf of exhibit space. Attendance totaled 214,165 and exhibitors 8,061. That worked out to a per-show average of 121,269 nsf of exhibit space, 16,474 attendees, and 672 exhibitors.

Four shows were ranked on the *Gold 100* and three were featured on the *Fastest 50*. *SuperZoo* in Las Vegas was the only event to make it to both lists.

Eight shows improved their metrics over the previous year in all three categories. Only two shows were down in all three.

Summer Tunes

The idyllic days of Summer wouldn't be complete without the accompaniment of some great music. Nashville lived up to its "Music City" nickname by hosting another thriving edition of *Summer NAMM*, the sister show of the National Association of Music Merchants' (NAMM) annual *NAMM Show*, which is held in January.

Summer NAMM hosted 432 exhibitors this year, the highest number since the show was launched in 2006. The addition

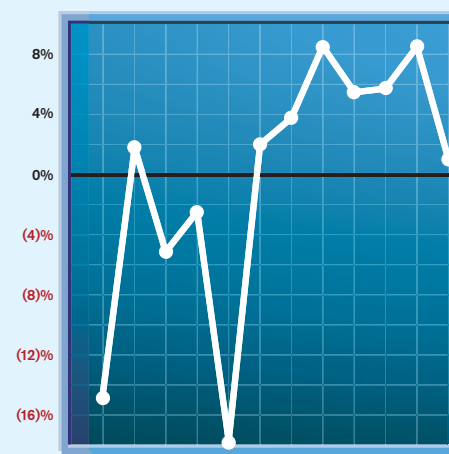
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Trade Show Executive Dashboard Snapshot – M

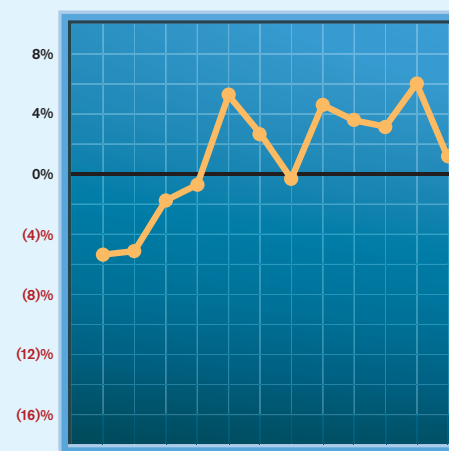
NSF OF PAID EXHIBIT SPACE

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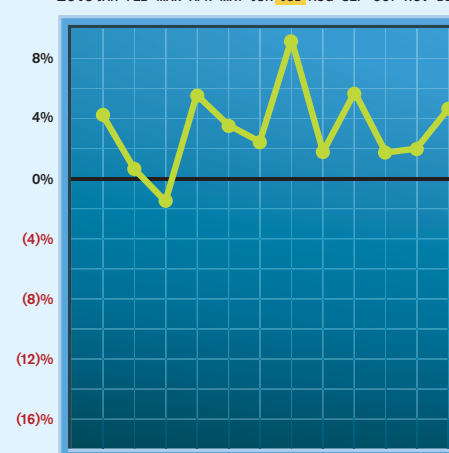
EXHIBITING ORGANIZATIONS

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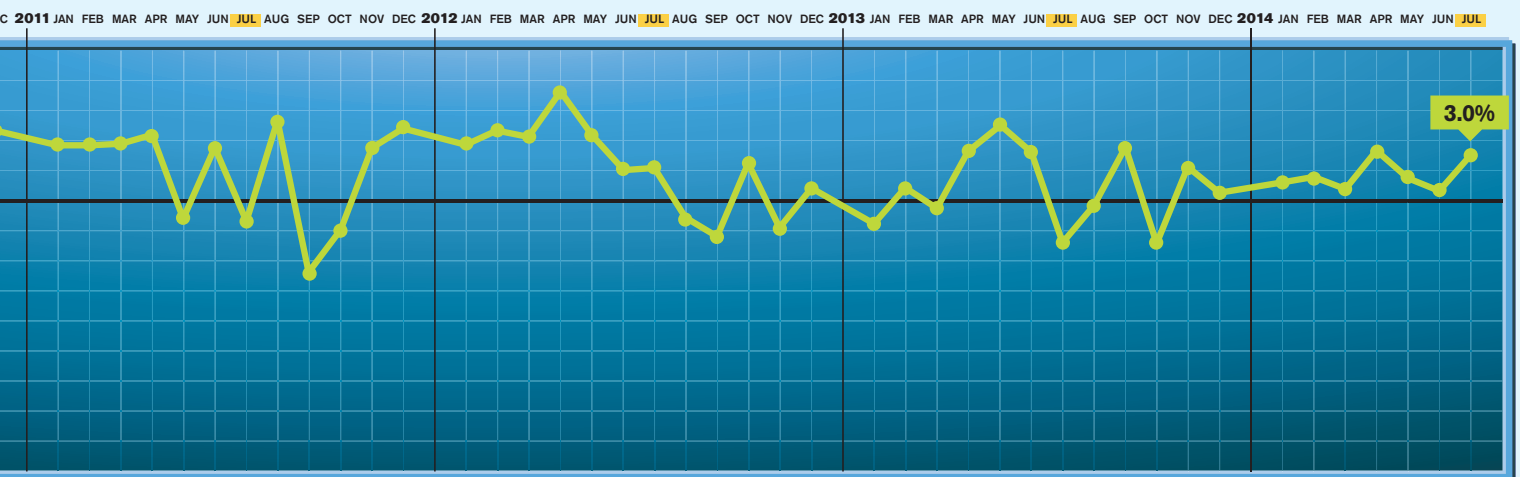
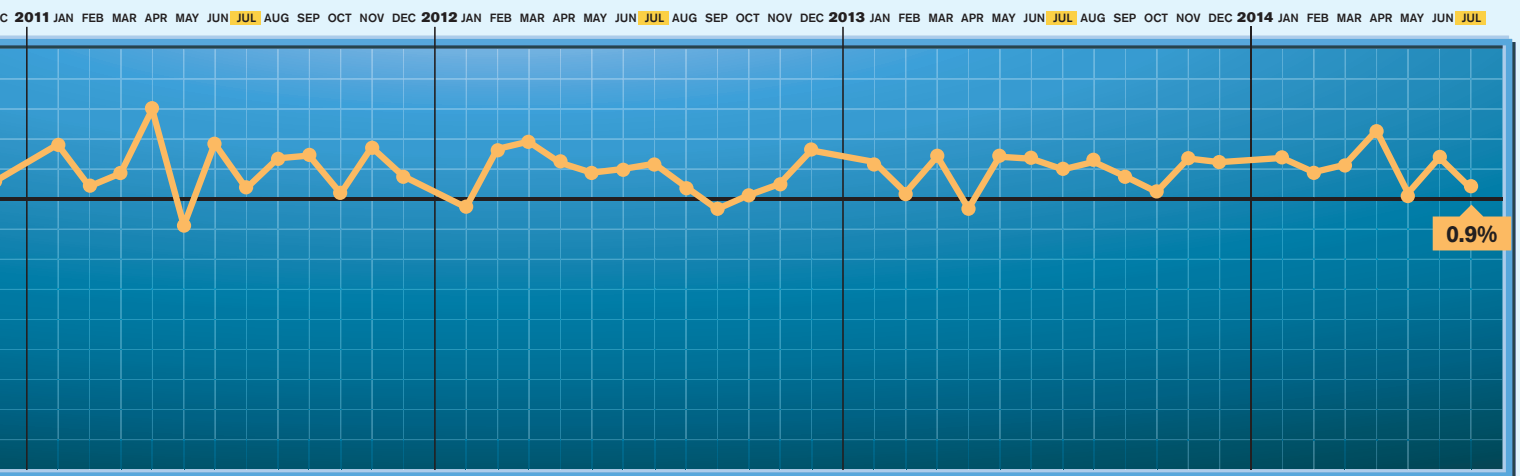
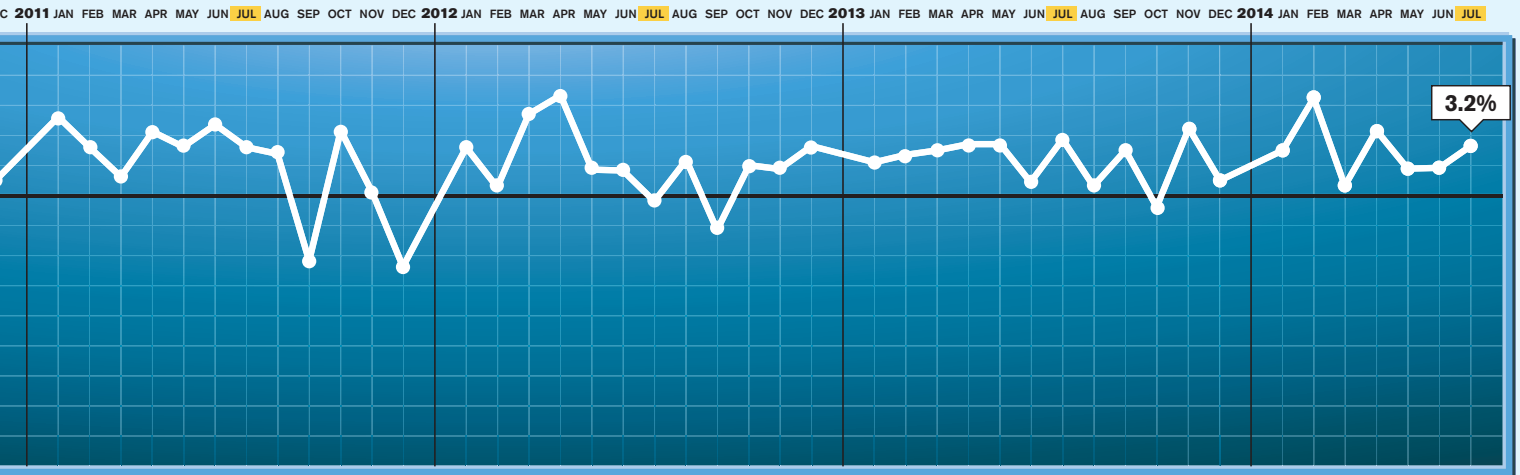
TOTAL ATTENDANCE

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MONTHLY OVERVIEWS

July produced solid gains in exhibit space and attendance while exhibitor counts were up only slightly compared to the previous year. The 3.2% gain in net square feet and 3.0% boost in attendance came after some modest improvement in the Spring.



Continued from page 26

of 103 first-time exhibitors increased the total by 2.4% to 432. The result was an 8.1% spike in exhibit space to 56,816 nsf. Attendance also grew robustly, increasing 7.4% to 12,349.

The growth in the number of exhibitors was in large part due to a 23% increase in audio and technology companies joining the party. International attendance was up 19% over last year, and the number of different nations represented among the exhibitors on the show floor was up to 12.

“We continue to see growth in this market, which is consistent with the 20% increase in space that *International Apparel Sourcing Show* rented to garment manufacturers from key sourcing countries in the Far East and South America.”

Dennis Smith, PRESIDENT OF MESSE FRANKFURT NORTH AMERICA

The show caters to the retail sector of the musical instrument industry and gives store owners a boost heading into the start of the school year, and equally as important, the ever-expanding holiday shopping season. “NAMM members who attended *Summer NAMM* left Nashville with a competitive edge for the second half of the year,” said Joe Lamond, president and CEO of NAMM. Lamond himself has a competitive edge. He has been named a *2014 TSE Leader and Legend*, and is set to be interviewed live during the *Power Lunch* session at TSE’s *Gold 100 Awards & Summit*, October 22-24 at the St. Regis Monarch Beach Resort in Dana Point, CA. Emerald Exposition’s Darrell Denny, senior vice president will conduct the interview. Lamond will also be featured in TSE’s November cover story.

Growth Leaders

Several shows performed better than the benchmarks set for the month:

- *International Apparel Sourcing Show (IASS)* was one of those smaller specialized shows where any increase in the metrics tends to translate to impressive percentage gains. Exhibit space totaled 20,053 nsf, a 23% jump over last June. Exhibitor and attendance also posted double-digit gains. But the show was not a stand-alone event. Messe Frankfurt co-located it with its larger *Texworld USA*, which posted growth in exhibit space and attendance, although the exhibitor count was down slightly by (0.7)%. “We continue to see growth in this market, which is consistent with the 20% increase in space that IASS rented to garment manufacturers from key sourcing countries in the Far East and South America,” said Dennis Smith, president of Messe Frankfurt North America.

- *The ASI Show!* Chicago marked its 15th year with a 22.3% increase in exhibit space that pushed the total up to 111,500

nsf. The jump came with a more-modest 5.3% build in the number of exhibitors. A half-day “boot camp” session for sales representatives helped bump up attendance 3.5% to 4,318.

- *South Texas Oilfield Expo* rotated into the centralized locale of San Antonio this year and saw its exhibit space shoot up 35.6% to 243,481 nsf. The show’s exhibiting companies represented a wide horizontal base of the oil-and-gas business and grew 29.2% to 651. Attendance climbed 8.3% to 6,500. Organizers from Texas Classic Productions, LLC put together an educational program rich with information on the ever-changing regulatory environment in energy production.

Marvelous Market

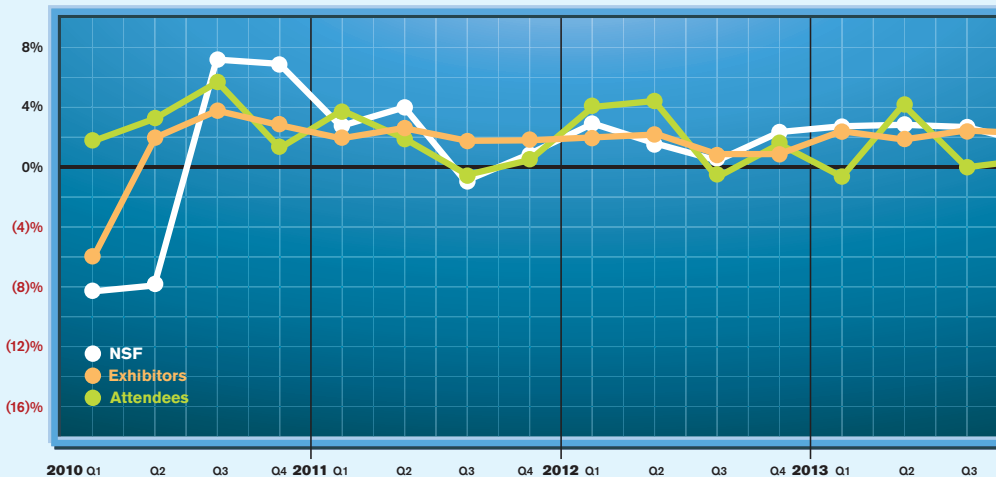
The *Atlanta International Gift & Home Furnishing Market* was held in the first weekend after Independence Day, and while there were few fireworks, the AMC, Inc. said excitement for the show was palpable.

Exhibit space, which had grown 0.8% last year, gave back (1.0)% this year and

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Dashboard Snapshot – CONSOLIDATED OVERVIEWS

QUARTERLY OVERVIEW



Q2 Shows Lag Behind. Show metrics in Q2 of 2014 were on the sluggish side. Growth in exhibit space and exhibitors remained above 2%, but attendance growth lagged behind at 1.7%.

settled at 283,670 net square feet. At the same time, the number of exhibitors decreased (3.0)% to 1,693. Attendance slipped (1.5)% to 89,515.

AMC launched a new specialty section highlighting gifts for men, and also relaunched its juried general gift collection, which seeks out the hottest trends in products certain to find their way into holiday prominence.

Top Cities

Las Vegas trade shows yielded more exhibit space than any other city in July. The Strip hosted two *Dashboard* shows: *Cosmoprof North America* and *SuperZoo*, for a total of 409,805 nsf. Chicago also had two shows in July and was in the No. 2 slot with 319,800 nsf. Atlanta was third with the *Atlanta International Gift & Home Furnishing Market*.

Next Month

October typically brings out some of the largest trade shows of the year. The *National Business Aviation Convention & Exhibi-*

tion (NBAA2014) returns to Orlando after dropping under the 1 million nsf threshold last year. However, nearly 100 aircraft will be on display this year compared to 83 in 2013, according to the NBAA.

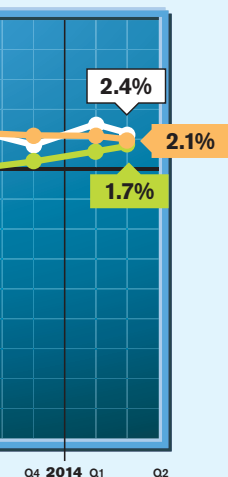
The *SEMA Show* had revamped its transportation strategy in order to ease the crush of taxis and shuttle buses navigating the area around the Las Vegas Convention Center. The traditional closing-night cruise by the fleet of customized classic cars on display at the show is also being revamped. The launch of *SEMA Ignite* will turn the event into a public party that will bring increased visibility to the show and to the exhibitors.

GIE+EXPO in Louisville will offer Spanish-language seminars for land-scaping professionals. Las Vegas will also host the *NACS Show*, which was sold out in May at 400,000 nsf. It too, will feature sessions translated into Spanish as well as Mandarin Chinese and Portuguese. **TSE**

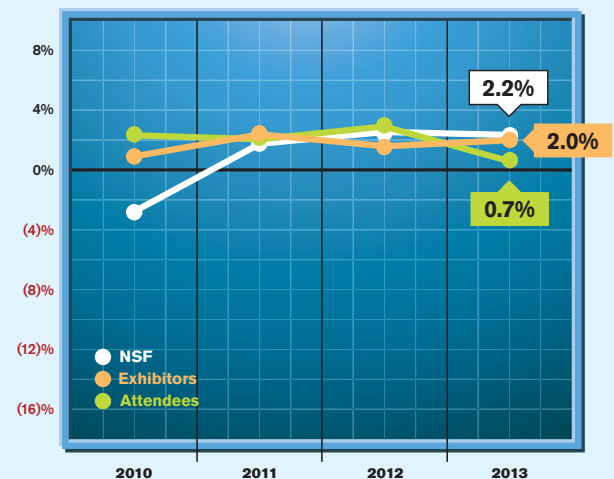


QUARTERLY OVERVIEW

Year	Month	NSF	Exhibitors	Attendance
2010	First Quarter	(6.0)%	(4.1)%	1.1%
	Second Quarter	(6.1)%	2.4%	3.8%
	Third Quarter	5.9%	2.6%	5.5%
	Fourth Quarter	5.1%	3.4%	2.8%
2011	First Quarter	3.2%	2.2%	3.7%
	Second Quarter	4.0%	2.7%	2.4%
	Third Quarter	(0.6)%	2.2%	(0.3)%
	Fourth Quarter	(0.1)%	1.7%	2.1%
2012	First Quarter	3.0%	1.8%	4.1%
	Second Quarter	3.4%	2.1%	4.6%
	Third Quarter	0.4%	0.8%	(0.3)%
	Fourth Quarter	2.1%	0.9%	1.3%
2013	First Quarter	2.5%	2.1%	(0.6)%
	Second Quarter	2.6%	1.8%	4.0%
	Third Quarter	2.4%	2.1%	0.0%
	Fourth Quarter	1.6%	2.1%	0.6%
2014	First Quarter	3.0%	2.3%	1.1%
	Second Quarter	2.4%	2.1%	1.7%



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%.

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Dashboard – JULY TRADE SHOW METRICS

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BY CAROL ANDREWS,
editor-at-large



**BENCHMARKS:
AVERAGE GROWTH**

- NSF: 3.2%
- Exhibitors: 0.9%
- Attendance: 3.0%



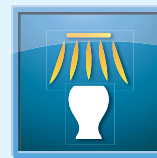
TOP MANAGEMENTS*

- AMC, Inc.
- Texas Classic Productions
- North American Beauty Events LLC



GROWTH LEADERS

- South Texas Oilfield Expo
- International Apparel Sourcing Show
- The ASI Show! Chicago



TOP SECTORS*




- Gift and Home Furnishings
- Energy, Oil and Gas
- Beauty



TOP CITIES*

- Las Vegas
- Chicago
- Atlanta

**Based on total nsf*

July 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 for Clinical Chemistry Annual Meeting & Clinical Lab Expo American Association for Clinical Chemistry www.aacc.org 	Chicago Houston	208,300 204,100	2.1%	770 650	18.5%	19,400 17,500	10.9%	New this year: Free lunch for attendees and exhibitors in the exhibit hall; Interactive New Products Showcase; Industry Workshop Theater with cutting-edge presentations; and OEM Lecture Series Theater in the OEM Pavilion. There were more than 200 educational opportunities during the event's run.
The ASI Show! Chicago The ASI Show www.asishow.com	Chicago Chicago	111,500 91,150	22.3%	709 673	5.3%	4,318 4,171	3.5%	This year marked the show's 15th anniversary. The event featured a half-day Sales Boot Camp by leadership expert Stephen M.R. Covey and a keynote address and multimedia presentation by Erik Wahl.
Atlanta International Gift & Home Furnishings Market AMC, Inc. www.americasmart.com 	Atlanta Atlanta	283,670 286,614	(1.0)%	1,693 1,745	(3.0)%	89,515 90,878	(1.5)%	The show was marked by global buying power, new or newly expanded categories and extensive advances in technology resources. There was robust order-writing by retailers and designers from every U.S. state and more than 90 countries, and many exhibitors reported record summer sales. The fifth annual ICON Honors enjoyed record attendance.
Cosmoprof North America North American Beauty Events LLC www.probeauty.org www.cosmoprof northamerica.com 	Las Vegas Las Vegas	217,195 209,748	3.6%	946 895	5.7%	27,000 26,400	2.3%	This sold-out show had the most international participation to date. It offered more than 20,000 products from major brands in the industry, as well as the latest salon trends and news from top manufacturers.
Hawaii Lodging Hospitality & Foodservice Expo Douglas Trade Shows www.douglashowshows.com	Honolulu Honolulu	50,600 50,200	0.8%	342 326	4.9%	7,003 7,234	(3.2)%	There were 69 new exhibitors and two new sponsors. The show is now in its 21st year.

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Dashboard – JULY TRADE SHOW METRICS


Continued from page 30

July 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
HydroVision International PennWell Corporation www.pennwell.com 	Nashville Denver	47,100 46,650	1.0%	317 321	(1.2)%	2,858 3,044	(6.1)%	Attendees came from 56 countries. 231 companies re-booked space for 2015 at the show. Attendance was the highest that it's ever been in the East; the show typically gets higher attendance in the West.
ICAST 2014 American Sportfishing Association www.ICASTfishing.org	Orlando Las Vegas	158,000 138,700	13.9%	480 425	12.9%	11,500 9,000	27.8%	ICAST 2014 had the largest attendance and net square feet in its history. More than 700 new products were introduced at the show. Special features included a Lure Tank where attendees witnessed how lures perform underwater as well as on top of water.
International Apparel Sourcing Show Messe Frankfurt, Inc. www.usa.messefrankfurt.com	New York New York	20,053 16,307	23.0%	193 143	35.0%	5,895 5,292	11.4%	Attendance figures include attendance for Texworld USA and Home Textiles Sourcing Expo. The co-located shows enjoyed a substantial increase in attendance compared to 2013. The show focused on sourcing finished apparel, contract manufacturing and private label development.
JA New York Summer Show Emerald Expositions www.ja-newyork.com	New York New York	88,209 103,733	(1.2)%	627 734	(14.6)%	9,626 10,647	(9.6)%	An improved show layout featured a relaxed, boutique-like environment to cater to buyers' needs. The JA New York team took a grassroots approach to strengthening relationships between retailers and show management. They made in-person visits to retailers throughout tri-state area and this resulted in an increase in pre-show registrations.
School Nutrition Association's Annual National Conference School Nutrition Association www.schoolnutrition.org	Boston Kansas City, MO	87,900 85,000	3.4%	400 379	5.5%	7,165 5,914	21.2%	The highest number of booths ever (879+) were sold for the show. Attendees included school nutrition professionals, industry members and allied organizations. Huey Lewis and The News performed at the show's final event.
South Texas Oilfield Expo Texas Classic Productions www.SouthTexasOilfieldExpo.com	San Antonio Corpus Christi, TX	243,481 179,500	35.6%	651 504	29.2%	6,500 est. 6,000 est.	8.3%	Exhibitors represented all sectors of the oil and gas industry, from upstream to downstream, onshore and offshore. The show provided a forum for professionals from across the industry to have access to cutting-edge technology and the latest innovations.
Summer NAMM National Association of Music Merchants www.namm.org 	Nashville Nashville	56,816 52,556	8.1%	432 422	2.4%	12,349 11,498	7.4%	This was the largest Summer NAMM since 2008. There were more educational programs and special features, and another hall was added to accommodate lounges with seating, eating, drinking, charging stations, interactive floorplans and show planning tools and demo sound rooms. A Music Industry Day on Saturday increased attendance by 7% as headliners were added to the Acoustic Nation stage.

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Dashboard – JULY TRADE SHOW METRICS

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July 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
SuperZoo World Pet Association, Inc. www.superzoo.org 	Las Vegas Las Vegas	192,610 191,400	0.6%	910 985	(7.6)%	16,641 14,028	18.6%	The sold-out event featured top-quality education, exclusive competitions and features, and a seven-neighborhood marketplace that emphasized new product innovation and emerging pet trends. 641 new products debuted at the show. The show's first-ever keynote featured FUBU Founder and CEO Daymond John, co-star of ABC's Shark Tank.
Texworld USA Messe Frankfurt, Inc. www.usa.messefrankfurt.com	New York New York	54,540 51,634	5.6%	435 438	(0.7)%	5,895 5,292	11.4%	Attendance figures include attendance for International Apparel Sourcing Show and Home Textiles Sourcing Expo. The co-located shows enjoyed a substantial increase in attendance compared to 2013. This sourcing event for apparel fabric buyers, research and product development specialists, designers, merchandisers and overseas sourcing professionals featured in-demand affordable apparel fabrics, trims and accessories.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
Total (Sum of all figures submitted by show management)		1,819,974 1,707,292		8,905 8,640		225,665 216,898		
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		1,576,493 1,527,792		8,061 7,993		214,165 207,898		
Averages (Based on Adjusted Totals)		121,269 117,522		672 666		16,474 15,992		
Percentage of Growth (Based on Adjusted Totals)		3.2%		0.9%		3.0%		

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A review of shows held in August

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