

# July Calendar Produces 4.6% Growth in Exhibit Space

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

Oceanside, CA – Sales of exhibit space took another encouraging leap forward in mid-Summer as trade shows in the consumer goods sector put on a robust performance in July during the traditional run-up to the holiday shopping season. Exhibit space increased a respectable 4.6%. However, the number of exhibiting companies climbed only 2.4% and attendance growth was essentially flat at 0.6%.

The spike in exhibit space continued a streak of solid increases during 2015, which has been led thus far by a whopping 6.5% jump in April.

Exhibitions in the Consumer Goods & Retail Trade sector led the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics, including Cosmoprof North America, JA New York Summer Show — and the Atlanta International Gift & Home Furnishings Market, which was also the largest show of July.

Sultry July was a relatively quiet month for trade shows. Of the 17 shows surveyed for the Dashboard, nine were 100,000 net square feet (nsf) or larger. Five shows

were ranked on the Trade Show Executive Gold 100 roster of largest U.S. trade shows. And five shows were part of the TSE Fastest 50 rankings of fastest-growing shows. One show, the AACC Annual Meeting & Clinical Lab Expo, was on both the Fastest 50 and Gold 100.

After calibrating the totals to exclude outliers and those shows on a non-annual schedule, July produced an adjusted total of 2,208,742 nsf, 10,866 exhibitors and 244,604 attendees. The average per-show totals included 138,046 nsf, 679 exhibitors and 17,472 attendees.

The results for July appeared fairly in line with the performance in the Second Quarter of the year, which included a 4.8% increase in exhibit space followed by a 3.2% increase in exhibitors and 2.0% growth in attendance.

## Newcomers Pace Gift Show Growth

Meanwhile, there were plenty of new faces manning the booths at the Atlanta International Gift & Home Furnishings Market this Summer. The exhibitor count

at AmericasMart Atlanta grew 5.8% over last Summer to 1,792 companies. That was 99 more exhibitors than there were in 2014. The influx contributed to an exhibit floor of 289,609 nsf, which was a 2.1% increase over the previous year. Attendance slipped (1.7)% to 88,023, although that crowd was by far the largest of any show held in July.

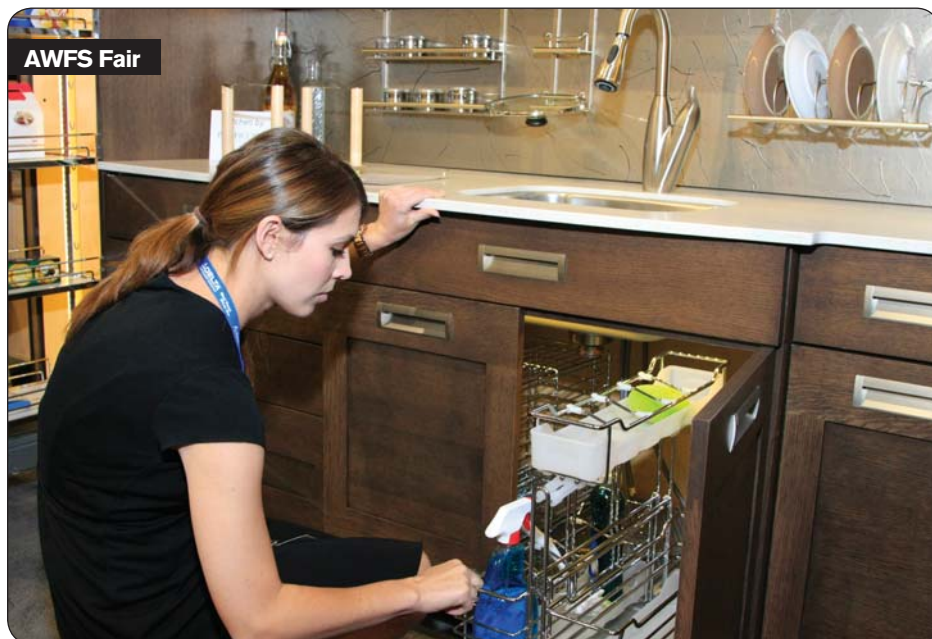
New exhibitors were not the sole reason that exhibit space increased. AmericasMart reported that a number of regular exhibitors increased the size of their booth real estate this year, and also enjoyed brisk order-writing despite the slight decrease in attendance.

## Growth Leaders

Several shows stood head and shoulders above others in growth metrics:

- AWFS Fair carved out some impressive gains across the board as both buyers and sellers flocked to Las Vegas to see the latest in woodworking machinery. The biennial show increased its attendance by 16.5% over 2013 to 15,728. The number of exhibitors rose 17.7%, and exhibit space grew 21.4% to 242,640 net square feet. “We were very pleased with the results and, most importantly, by the feedback we received from our exhibitors,” said AWFS President Wade Gregory. That positive feedback included commitments for 2017 that totaled 24% of the amount of space sold for this year’s show.
- Cosmoprof North America turned in another beauty of a performance with 252,908 nsf of exhibit space, an 18.3% increase over last year. Attendance was up 11.1% and the number of exhibitors grew 4.1% to 1,015. The show included 356 overseas exhibitors and nine separate country pavilions. Cosmoprof was also the first trade show to make use of the new expansion at Mandalay Bay Convention Center.

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- IFT Annual Meeting & Food Expo drew a burgeoning number of international attendees, which contributed to a 39.6% jump in attendance at McCormick Place. The crowd topped 23,000, thanks in part to the high number of food processors in the Chicago area. The exhibit floor, featuring the latest in commercial food ingredients and equipment, was sold out at 261,000 nsf, which was 17.6% over last year.

- One of the Fastest 50 shows held in July was ICAST, and the annual sportfishing gear exhibition turned in a performance that could mean a repeat appearance on the Fastest 50 roster. Attendance and exhibitor growth both topped 11.0%, and the exhibit floor in Orlando was up 9.2% at 172,600 nsf.

The American Sportfishing Association jazzed up the four-day show this year with its "Super Tuesday" feature, which gave early arrivals a crack at the newest rods, reels and other angler accoutrements on an Orlando lake on the day before the exhibit hall opened. Super Tuesday also featured the traditional attendee golf tournament and an evening concert.

"We've gone from a three-day show to ICAST Week and Super Tuesday," said Show Director Ken Andres. "There is no doubt that the show will continue on this growth trajectory as it expands its appeal to everyone in the fishing industry."

## Top Cities

Las Vegas welcomed three shows in July, including two from the Gold 100. The trio totaled 712,548 net square feet, which was enough to place Las Vegas atop the host-city rankings.

Atlanta was No. 2 among venues with two shows and 502,209 net square feet. Chicago also hosted two shows totaling 350,950 net square feet.

## Next Month

The final month before the industry begins winding down for the holidays includes some Fastest 50 shows that bear watching.

The Assembly Show made a splash at this year's Fastest 50 by placing third on all three growth categories. The manufacturing event returns to Rosemont in late October. BNP Media Events is expanding the conference program this year and added three pre-show workshops led by industry experts.

The Remodeling Show/Deck Expo/JLC Live takes place in Chicago just one month after Charles McCurdy takes over as head of Informa Exhibitions USA. The former Hanley Wood show this year struck a partnership with Houzz, an online platform connecting homeowners and remodeling contractors. Houzz will have

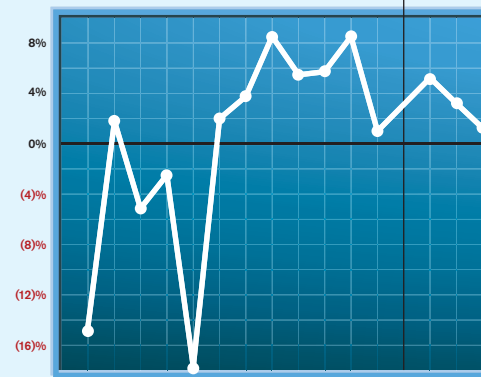
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# Trade Show Executive Dashboard Snapshot – MON

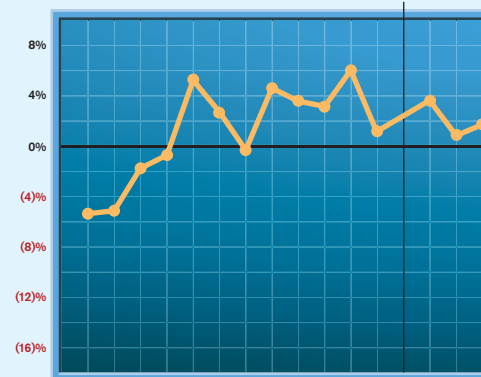
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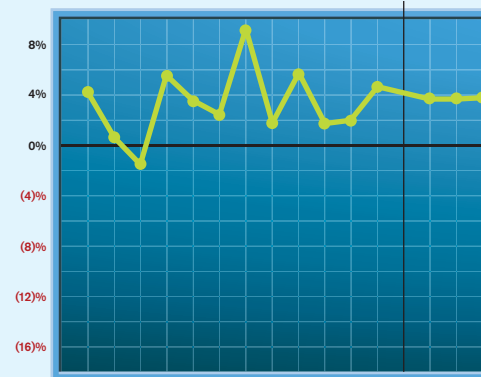
## EXHIBITING ORGANIZATIONS

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



## TOTAL ATTENDANCE

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

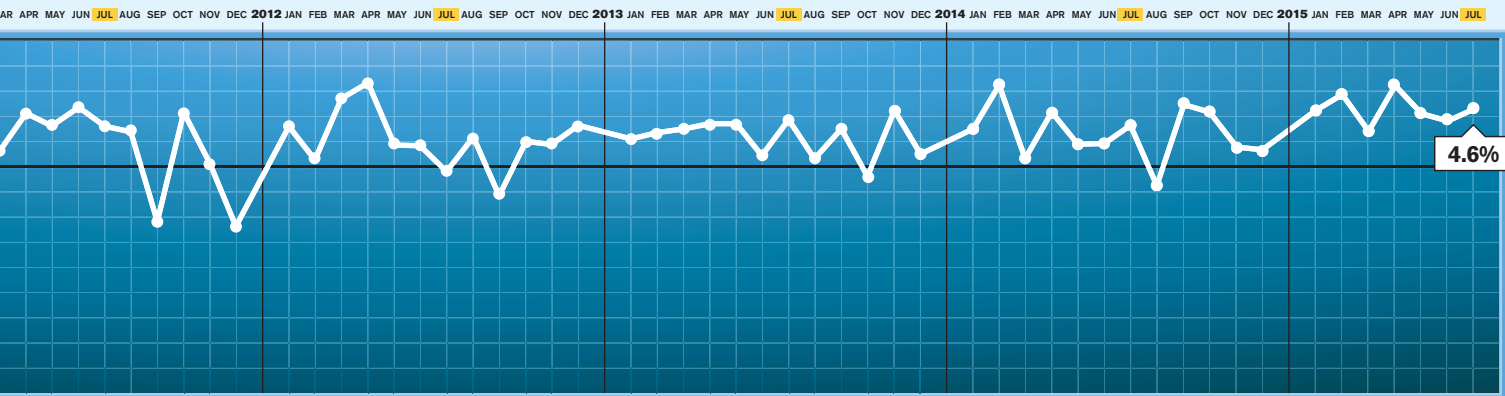


## Methodology

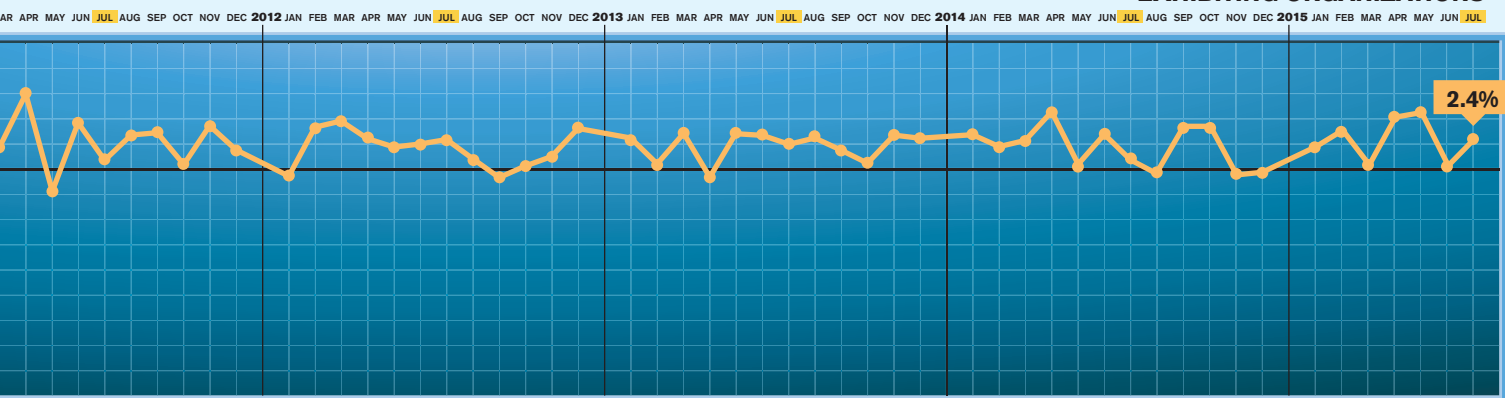
Questionnaires were sent to shows listed in TSE's ZOOM Calendar and Gold 100 directory. All responses were cross-checked for discrepancies.

**Expanding Space.** Exhibit space led the upward trajectory for July trade shows with a 4.6% increase over the same period last year. The number of exhibitors grew 2.6% while attendance showed less momentum with a minor 0.6% increase.

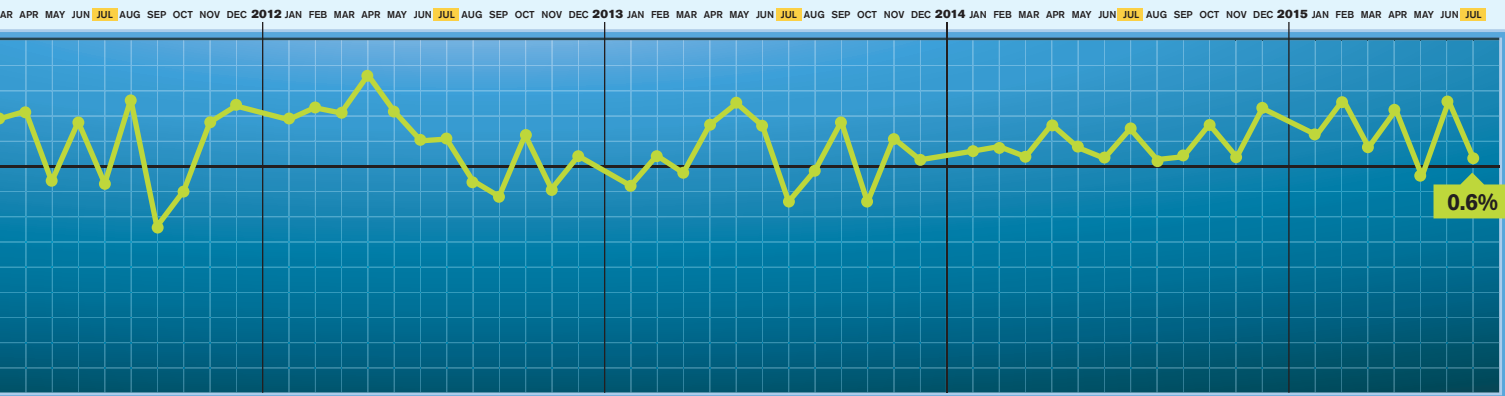
### NSF OF PAID EXHIBIT SPACE



### EXHIBITING ORGANIZATIONS



### TOTAL ATTENDANCE



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.



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a booth on the show floor and contribute content to the conference program.

The American International Motorcycle Expo revs up in Orlando with a record number of original equipment manufacturers (OEMs) signed up to exhibit. "AIMExpo is about all things power sports, and it starts with the OEMs," said Larry Little, vice president and general manager of AIMExpo. "They offer the ultimate complement to the hundreds of exhibiting aftermarket brands and further solidify AIMExpo's position."

The Produce Marketing Association Fresh Summit Convention & Expo moves

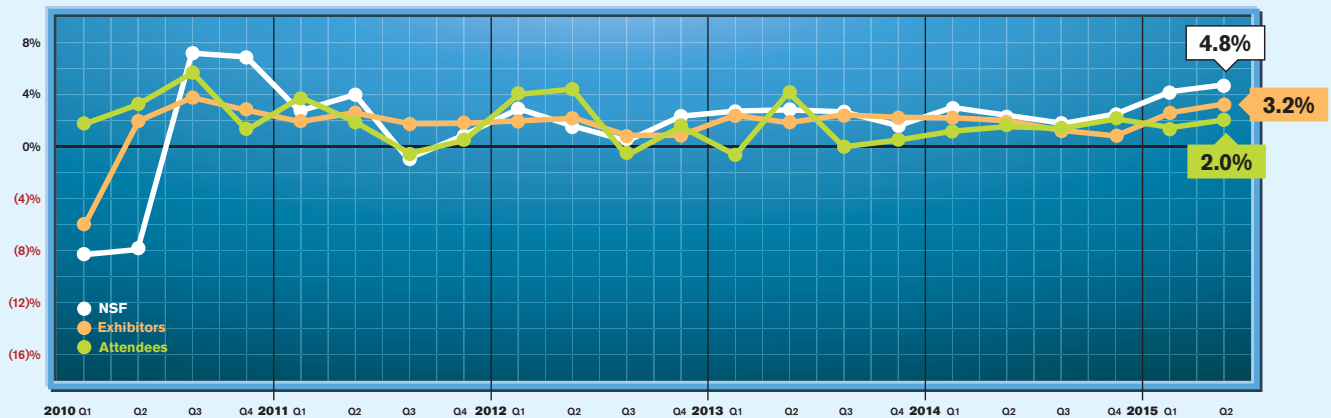
to Atlanta after setting show records for exhibitors and floor space last year in Anaheim. The show was ranked on the latest Fastest 50 and Gold 100.

Finally, the largest event of October will likely be the GIE + Expo in Louisville. The perennial Gold 100 show for landscaping professionals grew slightly last year and reached 739,730 nsf. The crowd was up 3.6% at 19,118, and the show managers at Sellers Expositions this year have added a new program aimed at Hispanic business owners to increase attendance from that important and growing demographic. **TSE**

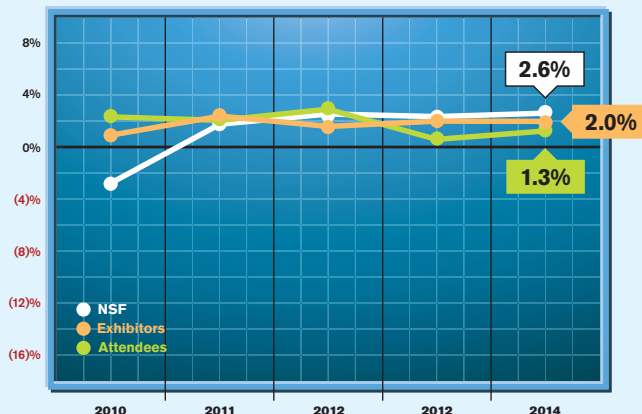


## Trade Show Executive Dashboard Snapshot – CONSOLIDATED OVERVIEWS

### QUARTERLY OVERVIEW



### ANNUAL OVERVIEW



▲ **Booth Spurt.** 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.

◀ **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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# Trade Show Executive

## Dashboard – JULY TRADE SHOW METRICS

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BY CAROL ANDREWS,  
 editor-at-large



**BENCHMARKS:  
 AVERAGE GROWTH**

- NSF: 4.6%
- Exhibitors: 2.4%
- Attendance: 0.6%



**TOP MANAGEMENTS\***

- AMC, Inc.
- Institute of Food Technologists
- North American Beauty Events, LLC



**GROWTH LEADERS**

- AWFS® Fair
- Cosmoprof North America
- IFT Annual Meeting + Food Expo



**TOP SECTORS\***




- Consumer Goods & Retail Trade
- Food
- Medical



**TOP CITIES\***

- Las Vegas
- Atlanta
- Chicago





*\*Based on total nsf*

July 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>AACC Annual Meeting &amp; Clinical Lab Expo</b> American Association for Clinical Chemistry <a href="http://www.aacc.org">www.aacc.org</a> 	Atlanta Chicago	212,600 208,300	2.1%	720 770	(6.5)%	17,600 EST. 19,400	(9.3)%	The sold-out show continued to grow. Private meeting space and industry workshops increased, both in hotels and on the show floor. Exhibitors used more marketing tools, including Exhibitor Invites. The popular International Market Briefing and Financial Analyst sessions continued. The robust International Buyers Program had 19 delegations.
<b>American Society for Healthcare Engineering Annual Conference &amp; Technical Exhibition</b> Smith Bucklin <a href="http://www.ashe.org/annual">www.ashe.org/annual</a>	Boston Chicago	37,140 39,850	(6.8)%	278 294	(5.4)%	3,257 3,336	(2.4)%	Sessions showcased research and presentations focused on compliance strategies, operational excellence, leadership, management development and other topics.
<b>The ASI Show! Chicago</b> ASI Show <a href="http://www.asishow.com">www.asishow.com</a> 	Chicago Chicago	89,950 111,500	(19.3)%	641 709	(9.6)%	4,422 4,318	2.4%	There were more than 100 first-time exhibitors and attendees came from 44 states and 10 countries. The show included a keynote presentation by football great Peyton Manning.
<b>Atlanta International Gift &amp; Home Furnishings Market</b> AMC, Inc. <a href="http://www.americasmart.com">www.americasmart.com</a> 	Atlanta Atlanta	289,609 283,670	2.1%	1,792 1,693	5.8%	88,023 89,515	(1.7)%	Highlights included global attendance, strong order-writing and product introductions across AmericasMarts's 11 core merchandise categories. Design-driven products continued to elevate the market's extensive home and rug collections. Specialized collections in the gift category posted significant expansions. Retailers came from every U.S. state and more than 80 countries.
<b>Automotive Service &amp; Repair Week (NACE-The International Autobody Congress &amp; Exposition, and CARS-Congress of Automotive Repair &amp; Service)</b> Stone Fort Group on behalf of Automotive Services Assn. <a href="http://www.naceexpo.com">www.naceexpo.com</a>	Detroit Detroit	66,900 62,890	6.4%	190 180	5.6%	6,496 6,253	3.9%	International attendance increased from 26 countries in 2014 to more than 30 this year. The show experienced significant growth in all three metrics. New this year was a Service Repair Leadership Forum as well as OE and manufacturer-specific classes and a strong focus on new materials and technology repair. Attendees came from throughout the U.S. and more than 30 other countries.



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SHOW INFORMATION	2015/2014	2015/2014	VARIANCE	2015/2014	VARIANCE	2015/2014	VARIANCE	2015 VS. 2014
<b>AWFS® Fair</b> Association of Woodworking and Furnishings Suppliers <a href="http://www.awfsfair.org">www.awfsfair.org</a> 	<b>Las Vegas</b> Las Vegas	<b>242,640</b> 199,860 ('13)	<b>21.4%</b>	<b>592</b> 503 ('13)	<b>17.7%</b>	<b>15,728</b> 13,500 ('13)	<b>16.5%</b>	A New Product Showcase and special industry awards spotlighted new ideas and provided a look at the developments and advances that are driving the market. John Bassett, a third-generation furniture icon, spoke in the show's first-ever Special Guest spot.
<b>Cosmoprof North America</b> North American Beauty Events, LLC <a href="http://www.cosmoprofnorthamerica.com">www.cosmoprofnorthamerica.com</a> 	<b>Las Vegas</b> Las Vegas	<b>252,908</b> 213,760	<b>18.3%</b>	<b>1,015</b> 975	<b>4.1%</b>	<b>30,000 EST.</b> 27,000	<b>11.1%</b>	This was the largest show to date. Growth from the international market continued as international exhibits increased by 4%. Interactive areas were included for the senses and for technology. Three new areas were introduced: Discover Scent for fragrances, Tones of Beauty for the multicultural market, and the International Business Forum and Exposition—Focus on the Beauty Supply Chain for the packaging area.
<b>Cultivate '15</b> American Hort <a href="http://www.cultivate15.org">www.cultivate15.org</a>	<b>Columbus, OH</b> Columbus, OH	<b>158,500</b> 161,400	<b>(1.8)%</b>	<b>637</b> 664	<b>(4.1)%</b>	<b>10,000 EST.</b> N/A	<b>CU</b>	The show was formerly known as OFA Short Course. In addition to attendees from the U.S., there were participants from Canada, Mexico and more than 20 other countries. Highlights included an expanded collection of business-building programs and the presentation of several industry initiatives. A larger Retail District accommodated more companies exhibiting products and services for local garden and floral retailers.
<b>Hawaii Lodging, Hospitality &amp; Foodservice Expo</b> Douglas Trade Shows <a href="http://www.douglstrade.com/expos/">www.douglstrade.com/expos/</a>	<b>Honolulu</b> Honolulu	<b>53,300</b> 50,600	<b>5.3%</b>	<b>354</b> 342	<b>3.5%</b>	<b>7,143 EST.</b> 7,003	<b>2.0%</b>	The show was held two days after the July 4 weekend. Exhibitor and attendance numbers usually dip when that happens, but the show bucked that trend this year with across the board increases. It also picked up two additional title sponsors.
<b>HydroVision International</b> PennWell <a href="http://www.hydroevent.com">www.hydroevent.com</a>	<b>Portland, OR</b> Nashville	<b>52,200</b> 47,100	<b>10.8%</b>	<b>349</b> 317	<b>10.1%</b>	<b>3,305</b> 2,858	<b>15.6%</b>	This was the largest HydroVision show ever. Oregon Governor Kate Brown proclaimed July 13-17 Oregon Wave Week in recognition of the co-located 10th Annual Ocean Renewable Energy Conference sponsored by Oregon Wave Energy Trust.
<b>ICAST</b> American Sportfishing Assn. <a href="http://www.icastfishing.org">www.icastfishing.org</a> 	<b>Orlando</b> Orlando	<b>172,600</b> 158,000	<b>9.2%</b>	<b>535</b> 480	<b>11.5%</b>	<b>12,800</b> 11,500	<b>11.3%</b>	The 2015 event was the largest in the show's history. In addition to the continued increase in fishing manufacturers, there were more marine and soft-good apparel manufacturers. New this year: An outdoor product demonstration day, an industry fishing tournament, an industry golf tournament and a world class concert. All were met with great success.
<b>IFT Annual Meeting + Food Expo</b> Institute of Food Technologists <a href="http://www.ift.org">www.ift.org</a> 	<b>Chicago</b> Chicago	<b>261,000</b> 221,900	<b>17.6%</b>	<b>1,225</b> 1,115	<b>9.9%</b>	<b>23,173</b> 16,603	<b>39.6%</b>	There were 437 international exhibitors from 38 countries. Exhibitors included food ingredient manufacturers, laboratory equipment suppliers, providers of processing and packaging equipment/supplies, instrumentation equipment and services for the food industry.

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N/A = Not Available CU = Comparison Unavailable



# Trade Show Executive

## Dashboard – JULY TRADE SHOW METRICS

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July 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>JA New York Summer Show</b> Emerald Expositions <a href="http://www.ja-newyork.com">www.ja-newyork.com</a>	New York New York	79,644 88,209	(9.7)%	583 627	(7.0)%	8,881 9,626	(7.7)%	The show brings together exhibitors and retailers from around the world. Recent changes include the Winter show's move from March to January, making it the first show of the post-holiday season and avoiding overlap with other trade events.
<b>SEMICON West</b> SEMI (Semiconductor Equipment Materials Intl.) <a href="http://www.semi.org">www.semi.org</a>	San Francisco San Francisco	122,036 127,586	(4.4)%	690 699	(1.3)%	26,435 26,140	1.1%	More than semiconductors, SEMICON West showcases manufacturing technologies for emerging and adjacent markets. Many companies use the show to hold annual customer events, sales meetings and other key company events. 2015 marked the eighth year of a co-located partnership with Intersolar North America.
<b>SNA's Annual National Conference</b> School Nutrition Association <a href="http://www.schoolnutrition.org">www.schoolnutrition.org</a> 	Salt Lake City Boston	83,200 87,900	(5.3)%	385 400	(3.8)%	5,680 7,165	(20.7)%	A New Product Showcase featured the newest products, services and equipment available to schools. A new Big Reveal stage on the show floor featured exclusive 30-minute product launches by industry leaders. A special exhibit time was set aside for SNA members at the district director/supervisor level.
<b>Summer NAMM</b> NAMM, the National Assn. of Music Merchants <a href="http://www.namm.org">www.namm.org</a>	Nashville Nashville	60,155 56,816	5.9%	490 432	13.4%	13,880 12,349	12.4%	With double-digit growth in exhibitors and attendees, this was the largest Summer NAMM in seven years. The number of buying firms was up 26% and the number of music technology companies was up 23%. A keynote presentation by Microsoft's Pete Brown looked at how Windows 10 brings new opportunities to musicians and music app developers.
<b>SuperZoo</b> World Pet Association <a href="http://www.superzoo.org">www.superzoo.org</a> 	Las Vegas Las Vegas	217,000 192,610	12.7%	982 910	7.9%	16,682 16,641	0.2%	Attendees came from 53 countries and all 50 states. Dozens of sessions covered effective strategies and solid techniques for running a more efficient and profitable retail operation. The World Pet Association introduced a new line of SuperZoo apparel and merchandise to broaden the show experience.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
<b>Total</b> (Sum of all figures submitted by show management)		2,451,382 2,311,951		11,458 11,110		293,505 273,207		
<b>Adjusted Total</b> (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		2,208,742 2,112,091		10,866 10,607		244,604 243,104		
<b>Averages</b> (Based on Adjusted Totals)		138,046 132,006		679 663		17,472 17,365		
<b>Percentage of Growth</b> (Based on Adjusted Totals)		4.6%		2.4%		0.6%		


**COMING UP NEXT MONTH:**

**A review of shows held in August**