

Nearly 6% Surge in Exhibitors Leads August Gains

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

Oceanside, CA – Exhibit space grew a solid 4.3% during August thanks in part to a sharp 5.9% jump in the number of exhibiting companies, followed by a 1.3% increase in attendance.

There were 13 shows held in August that were surveyed for the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics. Of that 13, four shows actually saw their exhibitor numbers decline compared to last year, and two other shows reported no change in exhibitor totals from the previous year. The bottom line was a mere seven shows contributed to the strong overall increase in exhibitors.

After calibrating the totals to exclude outliers and shows on a non-annual schedule, the Dashboard shows had an adjusted total of 3,540,061 nsf of exhibit space, plus 15,651 exhibitors and 222,284 attendees. August shows had an average of 295,005 nsf of exhibit space; 1,304 exhibitors; and 18,524 attendees.

Seven of the 13 Dashboard shows featured 100,000 nsf of exhibit space or more, and four were large enough to make the most recent TSE Gold 100 rankings of largest U.S. trade shows. Two events were featured on the TSE Fastest 50 list of shows with the highest growth rates of 2014.

One show saw its metrics decline in all three categories and only three of the 13 were up across the board.

Confidence in Consumers

It is possible to trace the strong increase in the number of overall exhibitors back to the improvement in the U.S. economy and expectations of higher consumer spending. Shows in the Consumer Goods & Retail Trade sector were the most prominent events in August, and are generally considered to be fertile ground for startups and small companies making their first forays into exhibitions.

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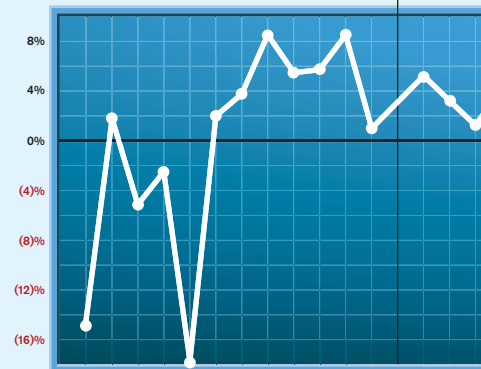


Karalynn Sprouse

Trade Show Executive Dashboard Snapshot – MON

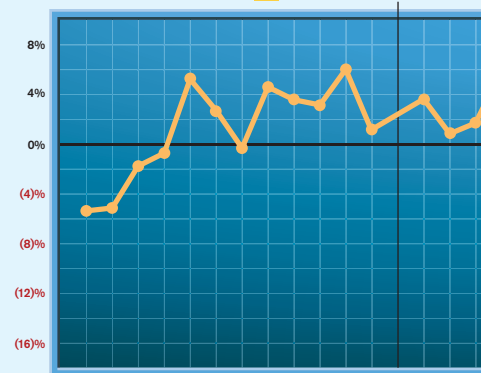
NSF OF PAID EXHIBIT SPACE

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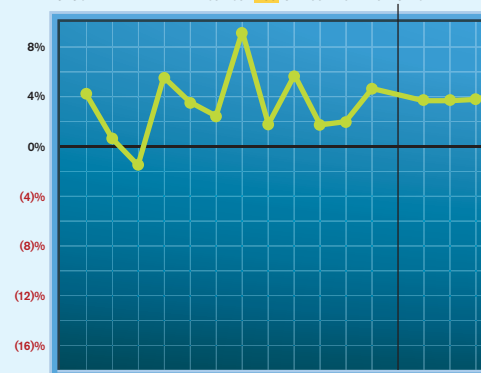
EXHIBITING ORGANIZATIONS

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



TOTAL ATTENDANCE

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

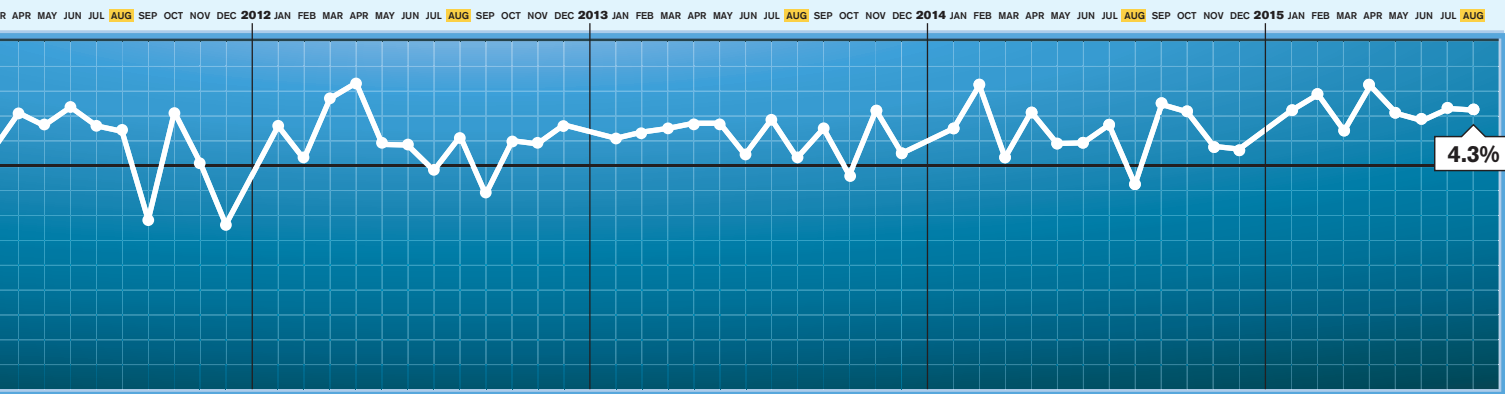


Methodology

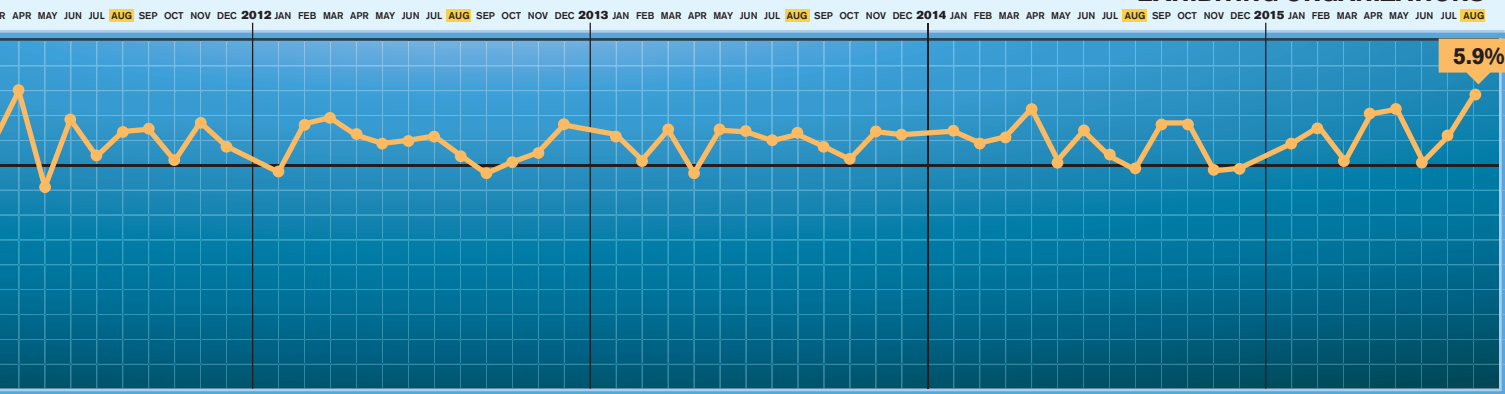
Questionnaires were sent to shows listed in TSE's ZOOM Calendar and Gold 100 directory. All responses were cross-checked for discrepancies.

Exhibitor Enthusiasm. A 4.3% increase in exhibit space in August was fueled by an impressive 5.9% jump in the number of exhibitors. The number of attendees in the aisles also increased by 1.3%.

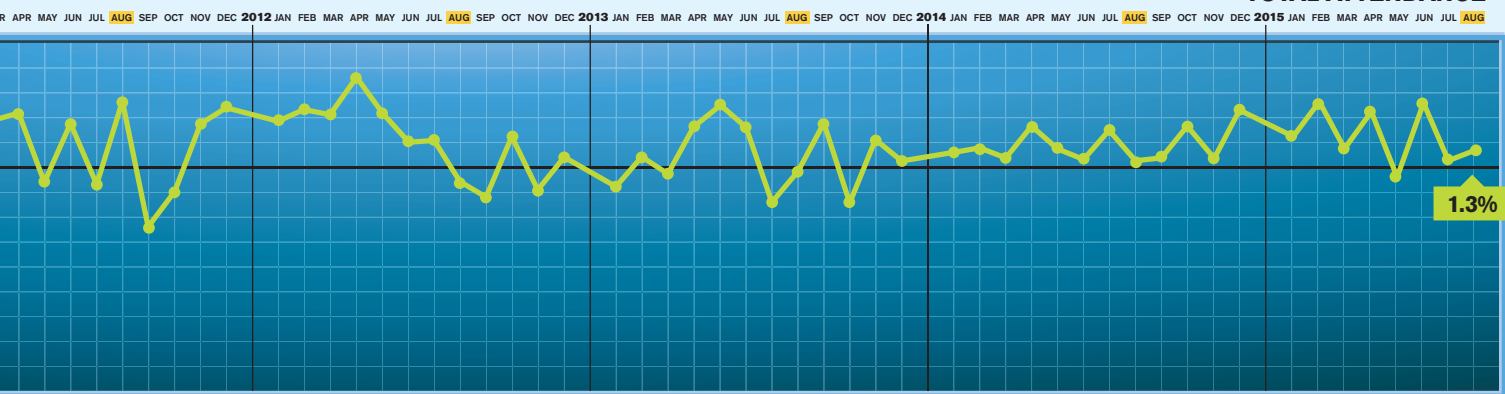
NSF OF PAID EXHIBIT SPACE



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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MAGIC once again reported strong gains on the exhibitor side with exhibit space spiking 11.5% to 1,140,800 nsf and exhibitors increasing 12.6%. The semi-annual apparel show in Las Vegas hosted 6,354 exhibitors in August, an increase of 709 companies from last Summer.

METROCON Expo & Conference in Dallas increased its exhibitors by 6.9% and had a waitlist of 30 companies when the show opened.

The honor for the most sizzling increase in exhibitors in the August Dashboard went to SOURCEDIRECT at ASD, a co-location with ASD Market Week, which more than doubled the number of companies from 247 last year to 513. Exhibit

space was up 92.4% at 58,300 nsf, which accommodated a crowd of nearly 11,000.

"When we launched SOURCEDIRECT in 2013, we anticipated it would take some time to gain traction, but to see this type of expansion in just two years exceeded our expectations," said Karalynn Sprouse, vice president, Merchandise Group and International Sourcing for Emerald Expositions.

Other Growth Leaders

• **NY NOW** set a record for exhibitors as an estimated 2,657 companies set up shop at New York's Jacob K. Javits Convention Center, a 2.2% increase over last Summer's total. The 396 new exhibitors also set a show record, and

another 219 companies selling all manner of home and gift products returned to the show after skipping a year or more, said Randi Mohr, NY NOW co-director and vice president.

Mohr and fellow Co-Director Scott Kramer took steps to build up the buzz for NY NOW by creating initiatives aimed at influential social media and bloggers. Newly launched was the #NYNOW Social Media Lounge area, sponsored by HGTV. The Bloggers Choice Awards was expanded to encompass the entire market, with representatives from alternate and emerging media channels identifying top home and lifestyle products as "the next big thing."

• **FFANY New York Shoe Expo** in Midtown Manhattan held steady in exhibitors and attendance, but exhibit space sales stepped up by 16.7% to 70,000 net square feet. Organizers at the Fashion Footwear Association said the increase was due to existing exhibitors booking larger amounts of space.

Top Cities

MAGIC and ASD MARKETWeek earned Las Vegas the top honor among host cities during August. The two Gold 100 events, along with two other Dashboard shows — SOURCEDIRECT at ASD and the OFFPRICE Show — combined for 1,915,231 nsf in Las Vegas.

The American Academy of Dermatology Summer Academy Meeting joined NY NOW and FFANY in New York this Summer, giving the Big Apple second place with 672,845 nsf. Salt Lake City took the third spot, thanks to Outdoor Retailer Summer Market, which grew 1.4% to 551,885 nsf.

Next Month

The show calendar will remain busy right up until the start of the holidays this year with at least six Gold 100 shows and plenty of Fastest 50 events taking place in November.

The IAAPA Attractions Expo in Orlando is expecting more than 28,000 attendees and 1,000 exhibitors. A special area for first-time exhibitors is sold out, and the overall exhibit floor will cover about 525,000 nsf.

The National Business Aviation As-



Shows in the Consumer Goods & Retail Trade sector were the most prominent events in August, and are generally considered to be fertile ground for small companies making their first forays into exhibitions.



sociation will launch a forum dedicated to safety issues at its annual trade show, which this year lands in Las Vegas. Last year's show in Orlando grew 11.9% to 1,094,700 nsf, which placed it on the Fastest 50 and at No.6 on the Gold 100.

Other dual Gold 100/Fastest 50 shows in November include PLMA's Private Label Trade Show in Chicago and SGIA Expo in Atlanta. The exhibit floor at SGIA Expo, which ranked 81st on the Gold 100 with 236,750 nsf, was sold out before the end of Summer.

Boutique Design New York has been a fixture on the Fastest 50 for the past four

years, thanks to double-digit growth in all three metrics. This year's show will be larger yet again with an exhibit floor projected at 80,000 nsf and more than 600 exhibitors.

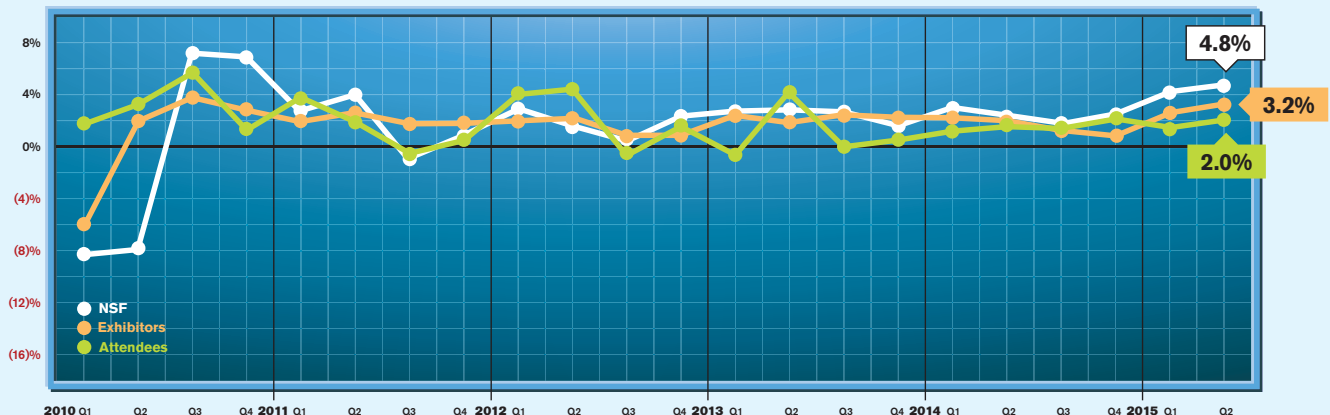
Finally, FABTECH reached 553,800 net square feet last year and was expecting about 1,000 exhibitors and more than 40,000 attendees in Chicago this year. McCormick Place will also host more than 50,000 attendees at the Radiological Society of North America (RSNA) 101st Scientific Assembly and Annual Meeting, the largest medical exhibition in the nation. **TSE**



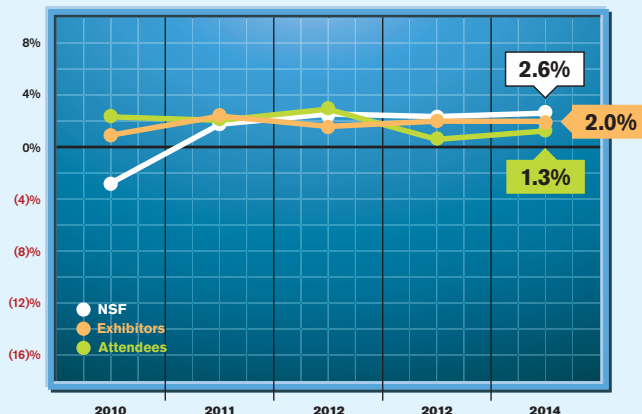
New York Shoe Expo

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 – AUGUST TRADE SHOW METRICS

SPONSORED BY


BY CAROL ANDREWS,
 editor-at-large



BENCHMARKS:
AVERAGE GROWTH

- NSF: 4.3%
- Exhibitors: 5.9%
- Attendance: 1.3%



TOP MANAGEMENTS*

- Emerald Expositions
- UBM/Advanstar
- National Association of Chain Drug Stores



GROWTH LEADERS

- SOURCEDIRECT at ASD
- FFANY New York Shoe Expo
- NY NOW®



TOP SECTORS*




- Consumer Goods & Retail Trade
- Government
- Building, Construction, Home and Repair



TOP CITIES*

- Las Vegas
- New York
- Salt Lake City

**Based on total nsf*

| August 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 |
| AAD (American Academy of Dermatology) Summer Academy Meeting American Academy of Dermatology www.aad.org | New York New York | 13,840 17,900 | (22.7)% | 126 135 | (6.7)% | 3,315 EST. 2,878 | 15.2% | While net square feet and the number of exhibitors were down, attendance increased significantly. For the first time, the Academy offered clinical simulation workshops and the program was sold out. Three hands-on sessions provided one-on-one simulation and feedback in Medication Management, Breaking Bad News, and The Difficult Patient. The meeting featured the latest information on skin, hair and nails. |
| ASD MARKETWeek Emerald Expositions www.ASDonline.com  | Las Vegas Las Vegas | 580,831 EST. 631,200 | (8.0)% | 2,240 2,100 | 6.7% | 42,682 EST. 38,522 | 10.8% | The event featured a wide variety of wholesale lifestyle accessories and general merchandise for retailers. Four days of free retail education and e-commerce strategy sessions were designed to give retail attendees a chance to sharpen industry knowledge and stay up on emerging trends. |
| FFANY New York Shoe Expo Fashion Footwear Association of New York www.ffany.org | New York New York | 70,000 60,000 | 16.7% | 300 300 | No change | 2,500 2,500 | No change | Because exhibitors took bigger booths this year, the show experienced double-digit growth in net square feet. The show featured a new Discovery Lounge and Spotlight showcase area. |
| Fire-Rescue International IAFC – International Association of Fire Chiefs www.iafc.org | Atlanta Dallas | 121,100 133,500 | (9.3)% | 443 463 | (4.3)% | 8,214 9,232 | (11.0)% | Special events included a Firefighter Appreciation Day; a Firefighter Throwdown athletic competition; a blood drive; a wellness zone with health assessments; and a 9/11 Memorial Stair Climb where participants climbed the equivalent of 110 flights of stairs, the same number of floors as the World Trade Center. |
| MAGIC UBM/Advanstar www.magiconline.com   | Las Vegas Las Vegas | 1,140,800 1,023,560 | 11.5% | 6,354 5,645 | 12.6% | 73,800 72,000 | 2.5% | The Footwear and Sourcing sections grew aggressively. New space at the Mandalay Bay Convention Center enabled growth of the contemporary sections housed there. Millions of dollars in orders were written daily. Attendees included presidents/owners and CEOs, VPs, GMMs, DMMs, and buyers from department stores, mass merchandising discount stores, specialty stores and chain stores from more than 100 countries. |

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Dashboard – AUGUST TRADE SHOW METRICS

Continued from page 26

| August 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 |
| METROCON Expo & Conference Metrocon, Inc. www.metrocon.info | Dallas Dallas | 90,000 90,000 | No change | 294 275 | 6.9% | 2,438 2,557 | (4.7)% | Booths were sold out 42 days ahead of official close, a record for the show. There were 87 new exhibitors and 30 companies on the waitlist. Business Interiors by STAPLES, landmark sponsor, offered its booth to CEU speakers and attendees to Continue the CEU Conversation. For the second year, METROCON offered a dedicated Student/New Graduate Programming area. |
| NACDS Total Store Expo National Association of Chain Drug Stores www.nacds.org | Denver Boston | 177,000 178,100 | (0.6)% | 778 776 | 0.3% | 5,498 5,705 | (3.6)% | NACDS blended the trade show and senior-level conference formats into a powerful appointment-based show to enable collaboration between retailer and supplier partners. Meet the Market was a value-added program open to new exhibitors and past exhibitors with new products and services. The program paired exhibitors with key retail buyers through a series of 10-minute pre-set meetings on the day prior to the opening of the exhibit hall. |
| NIGP Annual Forum & Exposition NIGP: The Institute for Public Procurement www.nigp.org | Kansas City, MO Philadelphia | 28,300 26,000 | 8.8% | 202 194 | 4.1% | 1,645 1,632 | 0.8% | As a result of strong sales efforts by its third-party provider, the show continued to grow and broke previous records. Approximately 30 new companies exhibited, including Microsoft Corporation, Samsung Electronics America, and Colonial Life, an Enterprise Sponsor this year. A community service project conducted on the show floor provided additional networking opportunities. |
| NY NOW® Emerald Expositions www.nynow.com  | New York New York | 589,005 EST. 516,000 | 14.1% | 2,657 EST. 2,600 | 2.2% | 40,372 EST. 45,000 | (10.3)% | Bloggers and social media influencers created high impact and online buzz for NY NOW® with three new #NYNOW social media initiatives: #NYNOW Bloggers Choice Awards, #NYNOW Social Media Lounge and Innovations-Inspired Giveaway. Online reports covered NY NOW's three collections and ten sections with a common theme being the show's focus on design, functionality and innovation. |
| OFFPRICE Show Tarsus Expositions www.offpriceshow.com | Las Vegas Las Vegas | 135,300 131,000 | 3.3% | 490 490 | No change | 10,767 10,600 | 1.6% | There were 57 new exhibiting companies, 1,056 international retailers, 503 national retailers and nine new cash-and-carry vendors. Retailers came from all 50 states. The show has grown steadily in both floor size and retailer attendance. Booth space sold out in early July. Complimentary buyer tours were offered during the first three days of the show. |

Trade Show Executive

Dashboard – AUGUST TRADE SHOW METRICS

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|---|---|--------------------------------|--------------|----------------------------|---------------|------------------------------|---------------------------|--|
| SHOW INFORMATION | 2015/2014 | 2015/2014 | VARIANCE | 2015/2014 | VARIANCE | 2015/2014 | VARIANCE | 2015 VS. 2014 |
| Outdoor Retailer Summer Market Emerald Expositions www.outdoorretailer.com  | Salt Lake City Salt Lake City | 551,885 EST. 544,026 | 1.4% | 1,470 EST. 1,473 | (0.2)% | 29,238 EST. 27,090 | 7.9% | The show featured more than 1,600 brands, including 376 that were new to the Summer Market. The Open Air Demo, featuring 170 brands, put cutting-edge gear and accessories directly into the hands of key retail decision makers and media. |
| The SAAC Show SAAC — Specialty Advertising Association of California www.saac.net | Long Beach, CA Long Beach, CA | 42,000 41,700 | 0.7% | 297 328 | (9.5)% | 1,815 1,810 | 0.3% | Comments on the quality of attendees were consistent and positive. Exhibitors said they appreciated being able to spend time with and talk to attendees about their specific needs. |
| SOURCEDIRECT at ASD Emerald Expositions www.sourcedirectshow.com | Las Vegas Las Vegas | 58,300 30,300 | 92.4% | 513 247 | 107.7% | 10,960 3,705 | 196.0% | The number of countries that participated in the show increased 87%. A Factory Matchmaking Service provided a business matchmaking solution on the show floor to help align buyers with the right suppliers. Beers from around the world and live entertainment were offered at a Customer Appreciation Night. |
| DASHBOARD ANALYSIS: | | | | | | | | |
| | Net SF of Exhibits | | | Exhibitors | | | Total Attendance | |
| Total (Sum of all figures submitted by show management) | 3,598,361 3,423,286 | | | 16,164 15,026 | | | 233,244 223,231 | |
| Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible) | 3,540,061 3,392,986 | | | 15,651 14,779 | | | 222,284 219,526 | |
| Averages (Based on Adjusted Totals) | 295,005 282,749 | | | 1,304 1232 | | | 18,524 18,294 | |
| Percentage of Growth (Based on Adjusted Totals) | 4.3% | | | 5.9% | | | 1.3% | |

 **COMING UP NEXT MONTH:**

A review of shows held in September



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