

Exhibit Space Jumps 5% in September

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

Oceanside, CA – Exhibit space at September trade shows increased a solid 5.0% over the previous year and was part of a welcome rebound from August where total exhibit space dipped into the red, according to Trade Show Executive's Dashboard of Monthly Trade Show Metrics. The increase also outpaced September 2013, when exhibit space grew 3.0%.

The growth in floor space in September tied in nicely with a 3.3% increase in the number of exhibitors who set up shop at the 29 shows surveyed for the Dashboard. Attendance was also up in September, but by a more-modest 0.9%.

September also provided a late surge that pushed the third-quarter metrics into the black. Exhibit space for the period grew 1.9% while exhibitor count grew 1.2% and attendance ticked 1.3% higher. The adjusted totals for the September Dashboard included 4,190,634 nsf of exhibit space along with 10,022 exhibitors

and 307,891 attendees. On a per-show basis, the average exhibition featured 190,483 nsf of floor space, 477 exhibitors and a crowd of 15,395. Adjusted totals exclude biennial shows and other shows that did not have a year-over-year comparison, or were outliers with growth or declines of 25% or more.

Ten of the 29 shows in September saw their metrics increase in all three categories. Only four were down in all three.

There were eight TSE Gold 100 events in September and three shows that appeared on the latest TSE Fastest 50 rankings of fastest-growing trade shows.

Record Attendance at IMTS

Building a full-size car with a 3-D printer on the show floor may have created some pre-show buzz, but the organizers of The International Manufacturing

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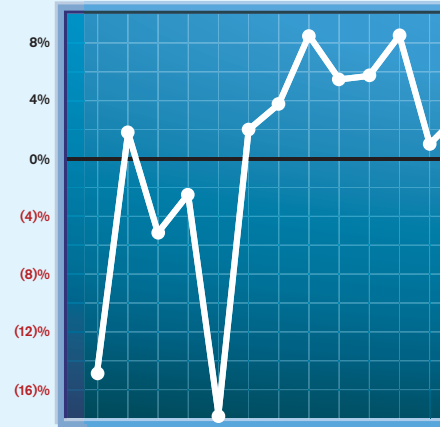


Print a Ferrari. It may not catch on right away, but 'printing' a car with a 3D printer can definitely be done. Attendees at IMTS got a firsthand look at the process on the show floor.

Trade Show Executive Dashboard Snapshot –

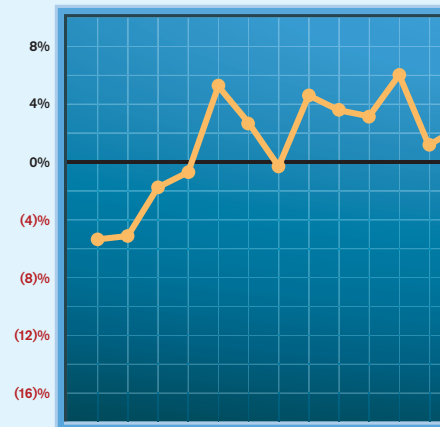
NSF OF PAID EXHIBIT SPACE

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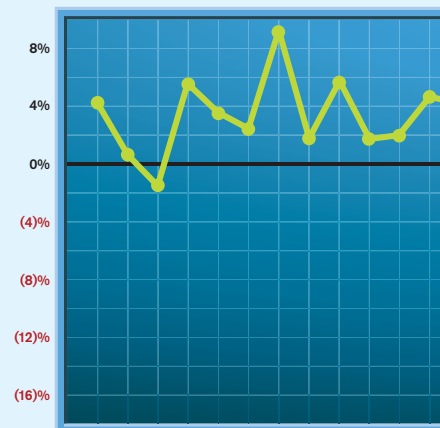
EXHIBITING ORGANIZATIONS

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TOTAL ATTENDANCE

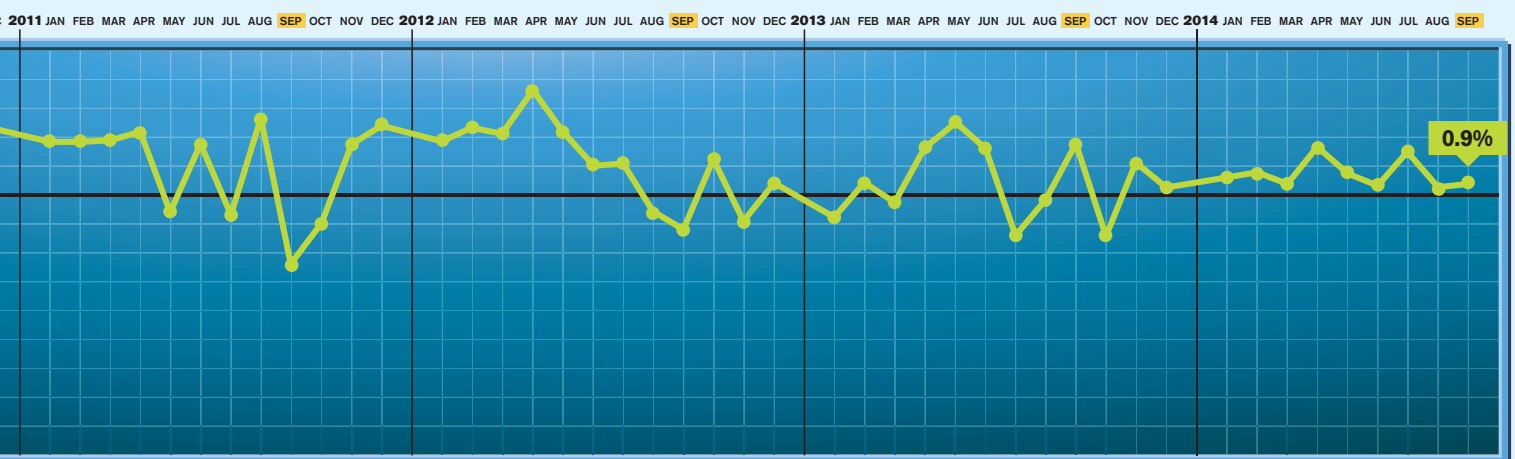
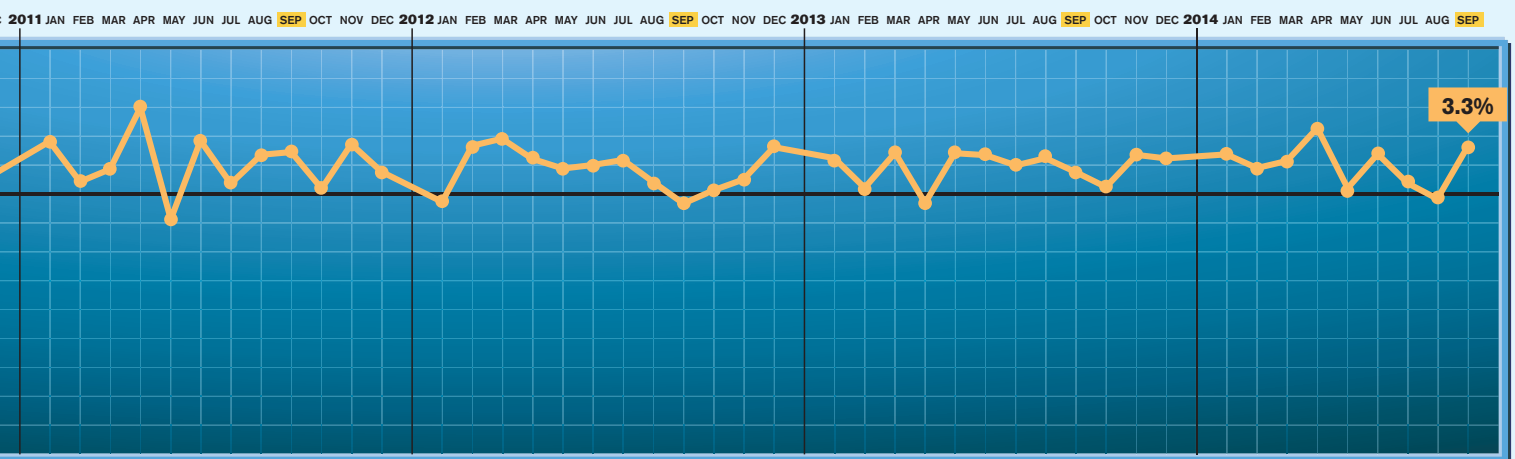
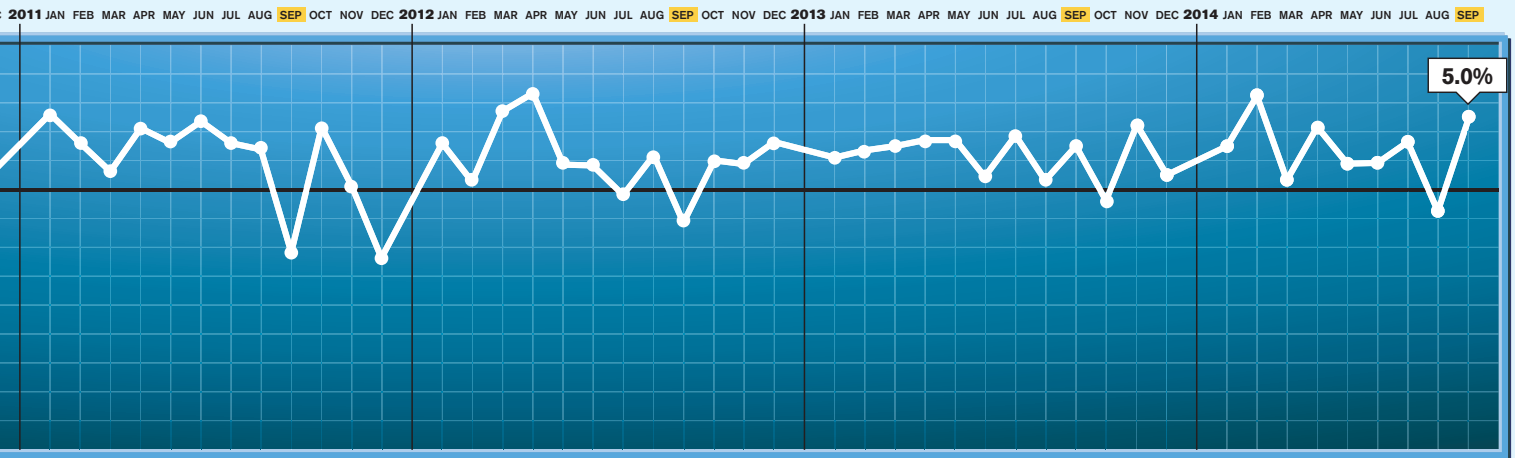
2010 JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



MONTHLY OVERVIEWS

Right Direction. The Dashboard metrics all turned in the right direction in September, although to different degrees. Exhibit space jumped a healthy 5% followed by a 3.3% gain in exhibitors. Attendance grew at a more-modest 0.9%.

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Technology Show (IMTS) said the surge in attendance this year was likely due mainly to the upward momentum in the manufacturing sector.

The Association for Manufacturing Technology (AMT) reported a record crowd of 114,147 at its 30th anniversary show in Chicago. That represented a 13.9% jump from 2012 and stoked optimism for the coming years. "There was a universal vibe among exhibitors and visitors that manufacturing is now the place to be," said Peter Eelman, AMT vice president — exhibitions and communications. "Media from all over the world covered the first-ever 3-D printed car and helped create this one-of-a-kind feel, and the entire community was caught up in the excitement."

While attendance set a record, the other Dashboard metrics at IMTS were

also impressive. The number of exhibitors topped 2,000 and the exhibit floor grew 3.4% to a whopping 1,282,914 nsf, the fourth largest in show history.

Other Growth Leaders

- **CEDIA EXPO** made the latest Gold 100 rankings last year and this year made a strong bid to join the Fastest 50. The audio-visual and home-technology event in Denver grew 18.0% to 228,895 nsf, and reported a 3.6% increase in attendance. The program included 110 training sessions, including more than 40 sold-out sessions devoted to CEDIA certification training and testing.

- The 2014 **ACI-NA Annual Conference and Exhibition** brought airport executives to Atlanta. All three Dashboard metrics grew by double digits, including an 18.5% jump in exhibit space to 23,100 nsf. Attendance climbed 28.9% to 2,178, likely because it was the first time the gathering included educational conferences.

- **Industrial Automation North America** is part of a trio of shows that Hannover Fairs USA co-located with the IMTS at McCormick Place. The German organizer said all three events enjoyed a surge, with Industrial Automation North America doubling in size (102.8%) from 2012, reaching 50,000 nsf. The 194 exhibitors represented a 78.0% jump and had Hannover looking ahead. "Our attendees were very satisfied with the show and plan on returning in 2016," said Larry Turner, CEO of Hannover Fairs USA. "We expect to double our space again at IMTS 2016 and look forward to introducing additional product and service categories."

Top Cities

IMTS was the highlight of a big month in Chicago. The Windy City led the Dashboard venues in September with four shows totaling 1,596,482 nsf. The other Gold 100 show held in Chicago, GRAPH EXPO 14 & CPP Expo, took place amid a travel crisis caused by a fire at a critical air-traffic control center.

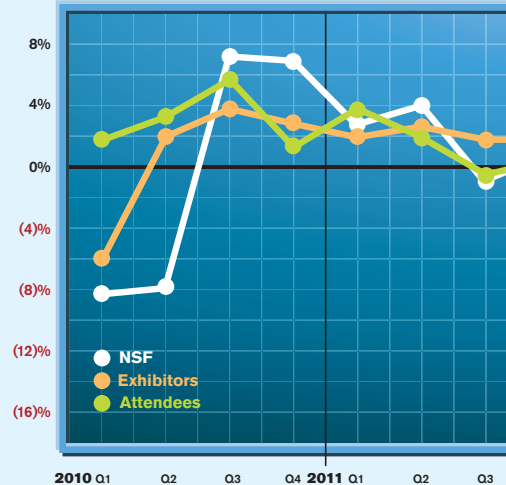
Las Vegas took second place with five Dashboard shows with a combined exhibit space of 1,067,520 nsf. Hershey finished a sweet third, thanks to the sprawling RV show.



Major Footprint. Graph EXPO 14 was one of the two Gold 100 shows that made Chicago the exhibit space king for September. Chicago hosted four shows covering nearly 1.6 million net square feet of exhibit space.

Trade Show Executive Dashboard Snapshot – CONSUMERS

QUARTERLY OVERVIEW



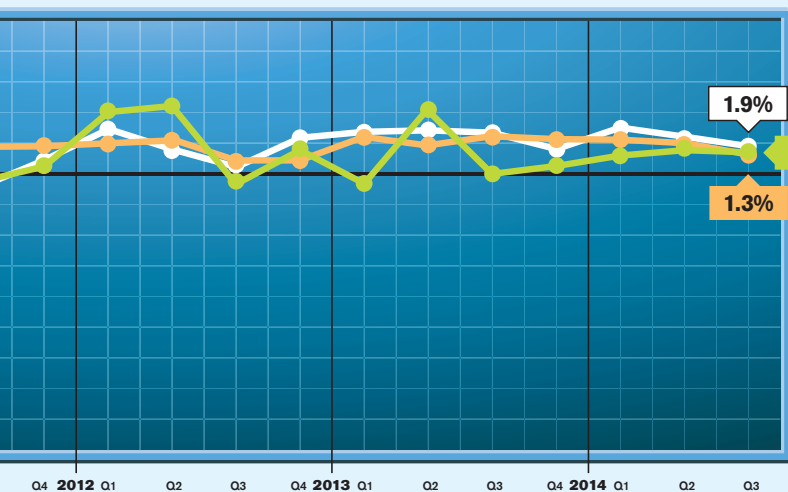
QUARTERLY OVERVIEW

Year	Month	NSF
2010	First Quarter	(6.0)%
	Second Quarter	(6.1)%
	Third Quarter	5.9%
	Fourth Quarter	5.1%
2011	First Quarter	3.2%
	Second Quarter	4.0%
	Third Quarter	(0.6)%
	Fourth Quarter	(0.1)%
2012	First Quarter	3.0%
	Second Quarter	3.4%
	Third Quarter	0.4%
	Fourth Quarter	2.1%
2013	First Quarter	2.5%
	Second Quarter	2.6%
	Third Quarter	2.4%
	Fourth Quarter	1.6%
2014	First Quarter	3.0%
	Second Quarter	2.4%
	Third Quarter	1.9%

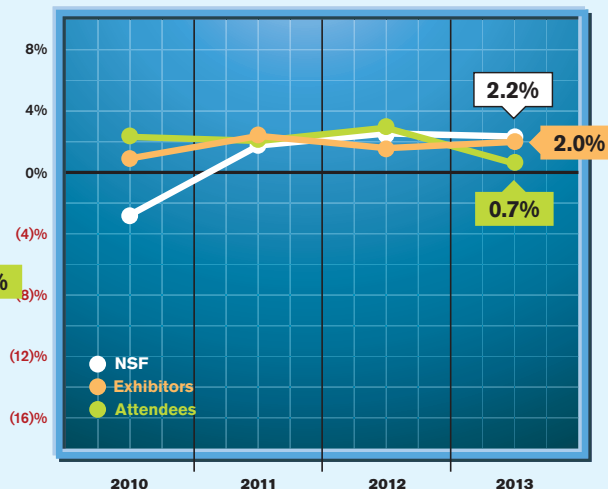
Next Month

Winter sets in across most of the U.S. in December, and the focus is on the holidays and end-of-the-year reports, projections, and office parties. But Indianapolis will be revved up for the Performance Racing Industry's PRI Trade Show. PRI contracted 1,100 exhibitors, including

SOLIDATED OVERVIEWS



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.

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Exhibitors	Attendance
(4.1)%	1.1%
2.4%	3.8%
2.6%	5.5%
3.4%	2.8%
2.2%	3.7%
2.7%	2.4%
2.2%	(0.3)%
1.7%	2.1%
1.8%	4.1%
2.1%	4.6%
0.8%	(0.3)%
0.9%	1.3%
2.1%	(0.6)%
1.8%	4.0%
2.1%	0.0%
2.1%	0.6%
2.3%	1.1%
2.1%	1.7%
1.2%	1.3%

Third Quarter Posts Gains, but Can't Crack 2% Growth

The Third Quarter of 2014 produced some modest gains in all three metrics, but failed to cross the 2.0% threshold. The TSE Dashboard of Monthly Trade Show Metrics showed a 1.9% increase in exhibit space over the previous Third Quarter. Attendance perked up slightly by 1.3% and exhibitors grew 1.2%.

In 2013, the growth in Q3 was slightly more robust with exhibit space up 2.4% over 2012. Exhibitors increased 2.1% while attendance was unchanged from the year before. As happened in 2013, August again provided some headwinds for this year's Third Quarter. Attendance was up,

but only by 0.4% and exhibit space and exhibitors were down slightly. That was offset by a rebound in September, led by a 5.0% boost in exhibit space.

The 2014 Q3 statistics did not include the biennial International Manufacturing Technology Show, which spanned more than 1.2 million nsf in September and reported a 13.9% jump in attendance.

The trade show industry was looking for a strong start to the Fourth Quarter led by October Gold 100 events such as ABC Kids Expo, GIE + Expo, and the National Business Aviation Association Business Aviation Convention & Exhibition.



Methodology

Survey questionnaires were sent to September shows listed in Trade Show Executive's ZOOM Show Locator, Gold 100 directory and Fastest 50 directory. All responses were cross-checked by TSE editors for discrepancies.

The TSE Dashboard was created to give show organizers and CEOs a fast read on show performance at a time when up-to-date, quality information is paramount to making decisions in today's business world. We are grateful to the organizers who shared both quantitative and qualitative data.

some 100 first-time exhibiting companies, filling out an exhibit floor of around 320,000 net square feet.

The RV industry will be convening again, this time in Louisville at the National RV Trade Show, which reached 13th on the TSE Gold 100 with 726,209 nsf in 2013. The Recreational Vehicle

Industry Association offered RV dealers a rebate to send their mechanics to the show to attend some of the many training sessions being offered.

POWER-GEN International is expecting 22,000 attendees and 1,400 exhibitors in Orlando, and the Progressive International Motorcycle Show roars into New

York City. The exhibition industry holds two of its biggest annual events. The International Association of Exhibitions & Events' EXPO! EXPO! takes place in Los Angeles December 9-11. The ASAE Association Technology Conference & Expo will be held December 16-17 in Baltimore. **TSE**

Trade Show Executive

Dashboard – SEPTEMBER TRADE SHOW METRICS

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BY CAROL ANDREWS,
 editor-at-large



**BENCHMARKS:
 AVERAGE GROWTH**

- NSF: 5.0%
- Exhibitors: 3.3%
- Attendance: 0.9%



TOP MANAGEMENTS*

- AMT
- Pennsylvania RV & Camping Association
- World Dairy Expo



GROWTH LEADERS

- Industrial Automation North America
- ACI-NA Conference & Exhibition
- CEDIA Expo



TOP SECTORS*



- Manufacturing
- Transportation
- Dairy, Agriculture



TOP CITIES*

- Chicago
- Las Vegas
- Hershey

**Based on total nsf*

September 2014	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Show Highlights
SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
AAO Annual Meeting & OTO EXPO American Academy of Otolaryngology-Head and Neck Surgery Foundation www.entnet.org	Orlando Vancouver, BC	68,700 64,450	6.6%	269 236	14.0%	8,229 7,827	5.1%	The event was promoted as the world's best gathering of otolaryngologists, including Academy members, non-member physicians, allied health professionals, administrators and exhibiting companies.
ABC Kids Expo Schur Management & Consulting www.theabcshow.com 	Las Vegas Las Vegas	323,200 351,000	(7.9)%	969 1,050	(7.7)%	12,462 14,123	(11.8)%	Attendees came from 61 countries. The New Product Showcase was adjacent to the show floor and the Made in the USA Showcase featured products manufactured in the U.S. The Runway Show - The Live Event showcased a wide range of juvenile and maternity products.
2014 ACI-NA Annual Conference & Exhibition Airports Council International – North America www.aci-na.org	Atlanta San Jose, CA	23,100 19,500	18.5%	143 127	12.6%	2,178 1,690	28.9%	The 2014 show was the largest in more than a decade. For the first time, it included educational sessions. Attendees represented more than 200 airport representatives including airport management and commissioners with purchasing authority.
America's Largest RV Show Pennsylvania RV and Camping Association www.largestRVshow.com	Hershey, PA Hershey, PA	999,402 862,626	15.9%	194 230	(15.7)%	49,212 46,755	5.3%	This was the largest show to date. Of the total attendance, 3,163 were professional/trade attendees. There were 40 new exhibitors and space was sold out, with a waitlist of 116 companies. Exhibitors reported record sales.
Backer's Total Pet Expo H.H. Backer Associates Inc. www.totalpetexpo.com	Rosemont, IL Rosemont, IL	47,200 69,200	(31.8)%	289 409	(29.3)%	5,608 6,501	(13.7)%	There were 71 new exhibitors. The show featured an easier-to-navigate, one-floor layout that allowed more flexibility for special interest areas. The show had been on two levels for the last 13 years.
BusCon Bobit Business Media www.busconexpo.com	Indianapolis Chicago	52,090 58,462	(10.9)%	147 146	0.7%	1,424 1,732	(17.8)%	There were 65 vehicles on display, the most ever at BusCon. Although exhibitors utilized less space this year, the number of exhibitors was the most since 2008.
CEDIA Expo Custom Electronic Design & Installation Association www.cedia.org/expo 	Denver Denver	228,895 193,973	18.0%	481 476	1.1%	18,567 17,930	3.6%	There were 100 first-time exhibitors and 17 participants in Rookie Row, an area dedicated to new companies. 72 exhibitors launched 105 home technology products. Exhibitors and attendees reported positive experiences across the board.

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Some event and exhibition organizers think they have to make do with a one-size-fits-all, standard CRM product that's a misfit for the event business. The truth is standard CRM is made to sell products, therefore it doesn't understand the complex relationship between an exhibitor, their booth size and location, preferences, payment schedule, and so on – without costly customization. Only Ungerboeck offers both event management software and CRM purpose-built for exhibitions and events to include the functionality you need to track all of your customers' needs for one event, or multiple events – across their entire event history.

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Dashboard – SEPTEMBER TRADE SHOW METRICS

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September 2014	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Show Highlights
SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
G2E – Global Gaming Expo Reed Exhibitions and American Gaming Association www.globalgamingexpo.com 	Las Vegas Las Vegas	292,385 EST. 282,474	3.5%	441 est. 430	2.6%	25,205 EST. 26,299	(4.2)%	This was the largest G2E to date in terms of net square feet, with increases attributed to industry growth. There were hundreds of new products and a spotlight on food, beverage, hotels and entertainment. High-profile speakers addressed cyber-security, the behavioral trends of gamblers and other topics. New this year: The Hotel Show at G2E.
GlassBuild America: The Glass Window & Door Expo National Glass Assn./Window & Door Dealers Alliance www.GlassBuildAmerica.com	Las Vegas Atlanta	111,410 111,580	(0.2)%	367 364	0.8%	7,202 6,243	15.4%	The show had the highest attendance since 2008. New this year: Express Learning on the show floor, which was well-attended and increased overall sponsorship revenue. There were 69 first-time, 106 international and 62 Innovative Product exhibitors.
GRAPH EXPO & CPP EXPO Graphic Arts Show Company, Inc. www.gasc.org 	Chicago Chicago	213,568 252,300 (‘12)	(15.4)%	448 468 (‘12)	(4.3)%	N/A 21,022 (‘12)	CU	The show floor featured 14 pavilions and specialty sections, five Learning Theaters, and three Ask the Expert stations. The new PLASTIC Print Pavilion offered live demonstrations of 3D printing to show how package printing, commercial printing and industrial manufacturing converge.
Health + Fitness Business Expo Emerald Expositions www.emeraldexpositions.com	Las Vegas Las Vegas	18,750 EST. 24,150	(22.4)%	73 EST. 89	(18.0)%	N/A N/A	CU	Attendance was combined with Interbike's attendance. Next year the event will be included with Interbike as a fitness neighborhood area of the show floor.
Hospitality Design Americas Exposition & Conference Emerald Expositions www.hdexpo.com	Miami Beach Miami Beach	19,300 EST. 38,600	(50.0)%	118 EST. 203	(41.9)%	1,856 EST. 3,424	(45.8)%	Next year HD Americas will have a new home. Emerald Expositions will launch a new show, Design Americas, into which HD Americas will be incorporated.
IBEX – International BoatBuilders' Exhibition & Conference International BoatBuilders' Exhibition & Conference www.ibexshow.com	Tampa Louisville	101,300 96,500	5.0%	558 474	17.7%	6,900 4,700	46.8%	There was a 35% increase in international attendance. Overall attendance and exhibitors jumped dramatically, and seminar registration was up 6%. A record-breaking number of new products were introduced and for the first time, 25 manufacturers had boats at Tampa Convention Center's dock space for on-the-water exhibits and demonstrations.
Imprinted Sportswear Show Fort Worth Emerald Expositions www.issshows.com	Fort Worth, TX Fort Worth, TX	36,800 EST. 37,170	(1.0)%	165 EST. 174	(5.2)%	4,551 EST. 4,566	(0.3)%	This was the year-end show for the Southwest area. Impressions magazine contest entries were displayed and the winners were announced. Attendees and industry experts served as judges. Live demonstrations of screenprinting equipment enabled attendees to compare pricing, ease of use, and tee-shirt production rate and capabilities.
Imprinted Sportswear Show Orlando Emerald Expositions www.issshows.com	Orlando Orlando	19,200 EST. 19,100	0.5%	108 est. 108	No Change	3,160 EST. 3,768	(16.1)%	The show featured screenprinting and special effects seminars on how to embellish apparel with foil and rhinestones. Business seminars on pricing and marketing were also available.

Trade Show Executive

Dashboard – SEPTEMBER TRADE SHOW METRICS





September 2014	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Show Highlights
SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
Industrial Automation North America Hannover Fairs USA www.hfusa.com	Chicago Chicago	50,000 24,650 ('12)	102.8%	194 109 ('12)	78.0%	N/A N/A	CU	The show, which was co-located with IMTS, was a showplace for the automation industry's most innovative solutions and technologies. 114 countries were represented.
Interbike Emerald Expositions www.interbike.com 	Las Vegas Las Vegas	321,775 EST. 321,034	0.2%	1,038 EST. 810	28.1%	24,134 EST. 25,556	(5.6)%	A new exhibit area was added in the same ballroom as event registration and primarily showcased new companies that have never exhibited at Interbike. More than 200 new brands exhibited at the show.
Intl. Manufacturing Technology Show AMT – The Association for Manufacturing Technology www.imts.com 	Chicago Chicago	1,282,914 1,240,863 ('12)	3.4%	2,054 1,909 ('12)	7.6%	114,147 100,200 ('12)	13.9%	This 30th show edition was the fourth largest in its history, and significant orders were booked. Attendees represented 112 countries. The first 3D-printed electric car was assembled onsite. The co-located shows enhanced the value of the show for attendees and exhibitors.
Labelexpo Americas Tarsus Group www.labelexpo-americas.com	Rosemont, IL Rosemont, IL	193,216 184,116 ('12)	4.9%	443 413 ('12)	7.3%	16,029 14,335 ('12)	11.8%	The show celebrated its 25th anniversary and achieved an 83% onsite re-booking rate for the next show in 2016. There were hundreds of product launches, and new features included twice-daily Package Printing Workshop sessions and the Interactive Smart Mart. The conference program attracted nearly 1,100 delegates (the highest number ever).
MDA (Motion, Drive & Automation) North America Hannover Fairs USA www.hfusa.com	Chicago	50,000	CU	194	CU	N/A	CU	This new show for power transmission, motion control and fluid technology featured a wide variety of products. Experts discussed topics ranging from industrial communications, robotic control, linear actuators, 3D printing, and guidance and inspection.
Metropolitan New York Footwear, Apparel & Accessories Marketplace The B & STA of NY – Metropolitan New York Marketplace www.marketplaceny.com	Secaucus, NJ Secaucus, NJ	30,000 30,000	No Change	171 195	(12.3)%	1,022 1,452	(29.6)%	The association celebrated 108 years at the show. Attendance was impacted by competing shows and exhibitor participation was affected by decreased budgets. Sales per exhibitor were up. New marketing tools were introduced to help exhibitors communicate with thousands of buyers/retailers.
Modern Day Marine Emerald Expositions www.marinemilitaryexpos.com	Quantico, VA Quantico, VA	86,839 EST. 81,636	6.4%	407 est. 384	6.0%	4,847 EST. 4,848	No Change	The site of the show is home to the Combat Development Command and the Marine Corps Systems Command, which is responsible for setting requirements and developing and purchasing the equipment and systems that the Marine Corps will rely on. These unique functions have made the show the premier military equipment, systems, services and technology exposition.
Natural Products Expo East New Hope Natural Media, a division of Penton www.expoeast.com	Baltimore Baltimore	171,552 161,820	6.0%	1,286 1,202	7.0%	23,668 22,545	5.0%	Retail buyers, including Whole Foods, Target and Sprouts, increased 4.4% this year. There were more than 450 first-time exhibitors, and the number of companies that re-signed for the 2015 show increased 10%.

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Dashboard – SEPTEMBER TRADE SHOW METRICS

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September 2014	Show Site	Net SF of Exhibits		Exhibitors		Total Attendance		Show Highlights
SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
NSC Congress & Expo National Safety Council www.congress.nsc.org	San Diego Chicago	195,000 182,750	6.7%	1,003 930	7.8%	14,000 14,000	No Change	More than 100 new products were launched on the show floor. To help exhibitors gain leads, the Attendee Acquisition Widget enabled exhibitors to promote their participation to attendees via their own websites. Sponsorships were up and onsite exhibitor re-books and upgrades surpassed previous years.
OR Manager Conference Access Intelligence www.ORManagerConference.com	Long Beach, CA National Harbor, MD	25,000 21,700	15.2%	136 128	6.3%	1,400 1,327	5.5%	New this year was a Masters Series for experienced operating room managers. Topics included: A Strategic Approach to Managing Advanced Practice Providers, A Look Into Co-Management Agreements, and Innovations in Shared Governance.
Shoe Market of the Americas (SMOTA) Shoe Market of the Americas www.smota.com	Miami Miami	172,000 172,000	No Change	900 900	No Change	1,500 EST. 1,500	No Change	SMOTA showcased the entire spectrum of footwear companies, from high-fashion designer collections to the large branded businesses in all categories. With its Miami location, the show has been successful in increasing foreign retailer participation.
Shop.org Summit National Retail Federation www.summit14.shop.org 	Seattle Chicago	48,000 42,100	14.0%	288 246	17.1%	5,416 5,132	5.5%	Attendees represented the entire digital and multichannel retail community. There were sessions on the show floor showcasing the latest technology and a new Digital Retail Boot Camp offered hands-on workshops to jumpstart online initiatives.
WEFTEC 2014 Water Environment Federation www.weftec.org  	New Orleans Chicago	303,075 297,400	1.9%	1,027 974	5.4%	20,282 22,589	(10.2)%	The show had the highest attendance ever for New Orleans. A new fee structure that encouraged online registration increased attendance. Show growth is attributed to the growth of the water treatment and reuse industry.
World Dairy Expo World Dairy Expo www.worlddairyexpo.com 	Madison, WI Madison, WI	562,161 558,512	0.7%	889 843	5.5%	77,024 71,788	7.3%	The 2014 show was the largest to date. Growth was fueled by dairy market conditions, the construction of new pavilions to replace the old cattle barns, and the popularity of the show website since the addition of ExpoTV. Attendance has grown steadily since the addition of this live-streaming feature. Attendees represented 94 countries.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
Total (Sum of all figures submitted by show management)		6,046,832 5,799,666		14,800 14,027		450,023 451,852		
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		4,190,634 3,989,937		10,022 9,706		307,891 305,029		
Averages (Based on Adjusted Totals)		190,483 181,361		477 462		15,395 15,251		
Percentage of Growth (Based on Adjusted Totals)		5.0%		3.3%		0.9%		

 **COMING UP NEXT MONTH:**

A review of shows held in October