

Strength in Trade Show Metrics Continues in October

BY DARLENE GUDEA, president; Carol Andrews, editor-at-large; and Hil Anderson, senior editor

Oceanside, CA – A welcome rebound by numerous shows in October solidified another month of growth for the trade show industry. Net square footage for the average trade show in October climbed a strong 4.3%, according to the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics. The number of exhibiting companies jumped 3.3% and attendance rose 3.2%, reversing a two-month lull over October 2013.

October 2014 contrasted sharply with a mushy 2013 in which two of the three October metrics were in the red and the third, the number of exhibitors, was up a mere 0.5%. In 2013, even the NBAA show faced some challenges, sliding (5.8)% in exhibit space from 2012. What a difference a year makes.

October was the second consecutive month of healthy increases in the

Dashboard metrics. September was led by a 5.0% jump in exhibit space, and a 3.3% increase in exhibitors. Attendance, however, was up only a modest 0.9%.

The October Dashboard included 21 shows this year with a combined adjusted total of 4,160,030 net square feet (nsf) of exhibit space. Attendance totaled an adjusted 251,829, and exhibitors reached 10,581.

The adjusted totals worked out to a per-show average of 231,113 nsf of exhibit space, 557 exhibitors, and 14,813 attendees. Of the 21 shows surveyed, nine saw increases in all three metrics, and in rare news, none reported declines in all three.

More than 60% of the shows in this report — 13 of the 21 — spanned more than 100,000 nsf of exhibit space, including eight from the Trade Show Executive Gold 100 roster of largest U.S. trade shows. There were also three show from the TSE Fastest 50 in October.

“This year’s show was an enormous success with numerous announcements and product introductions. There was a lot of activity on the exhibit floor and at the aircraft displays, and the educational sessions were informative and well attended.”

**Ed Bolen, NBAA
PRESIDENT & CEO**

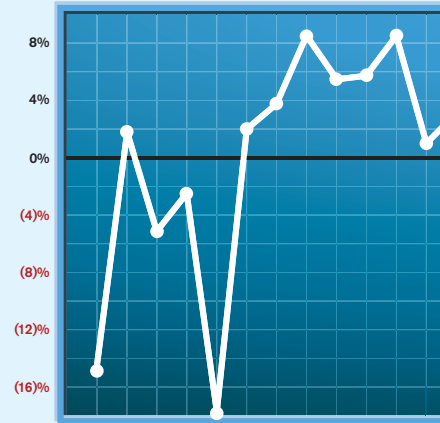
NBAA Business Aviation



Trade Show Executive Dashboard Snapshot –

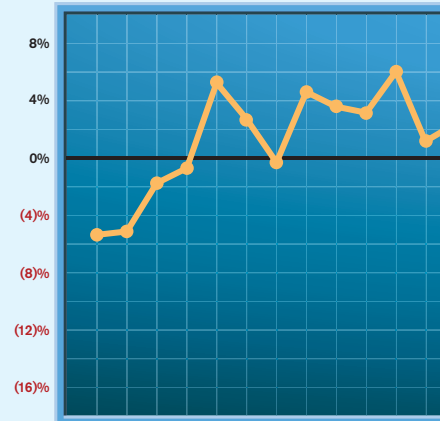
NSF OF PAID EXHIBIT SPACE

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



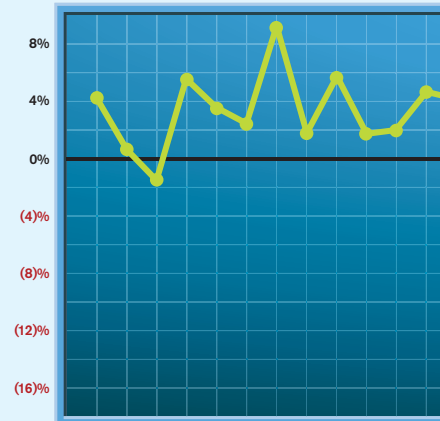
EXHIBITING ORGANIZATIONS

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TOTAL ATTENDANCE

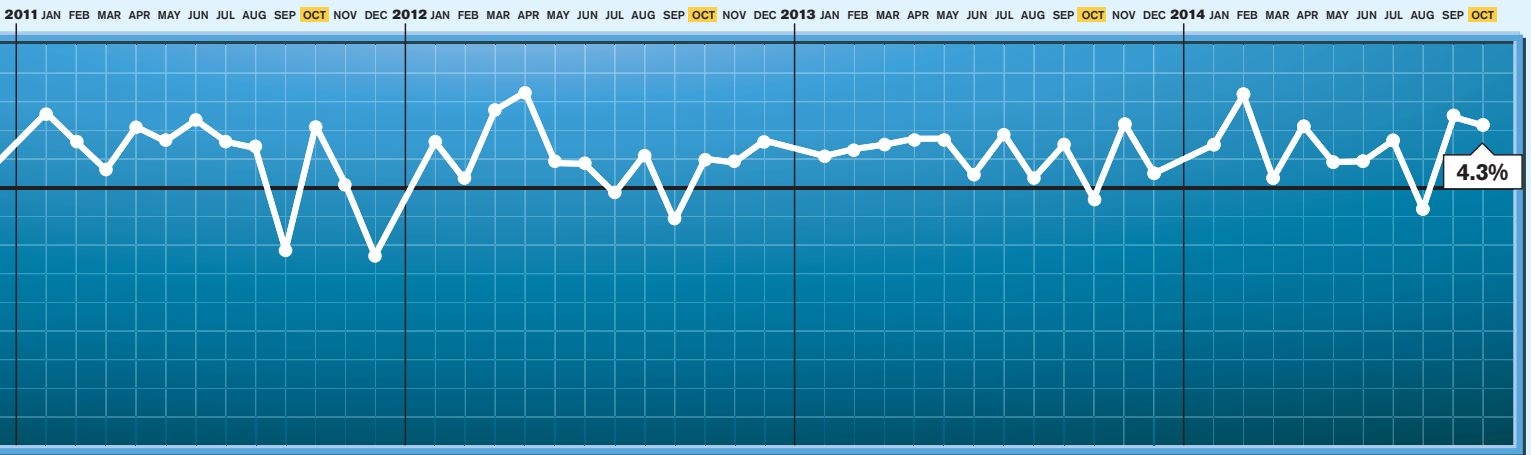
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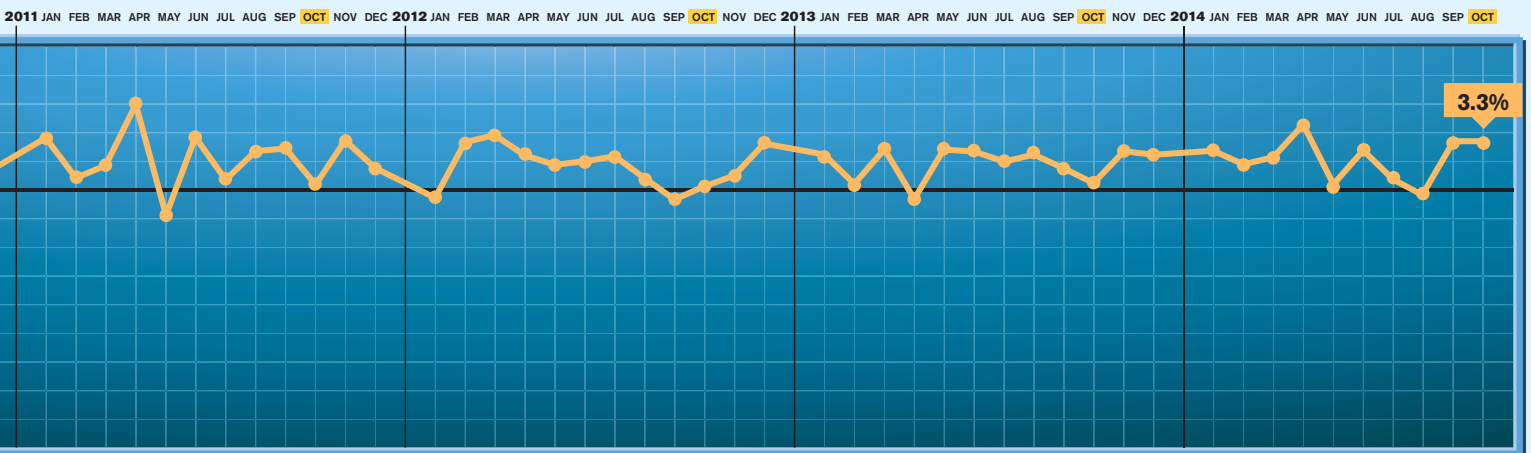
MONTHLY OVERVIEWS

Catching Up. Attendance growth showed some new life in October with a 3.2% gain over a year ago. Crowds had lagged behind the gains in exhibit space and exhibitor count during the previous month, but were not far behind in October.

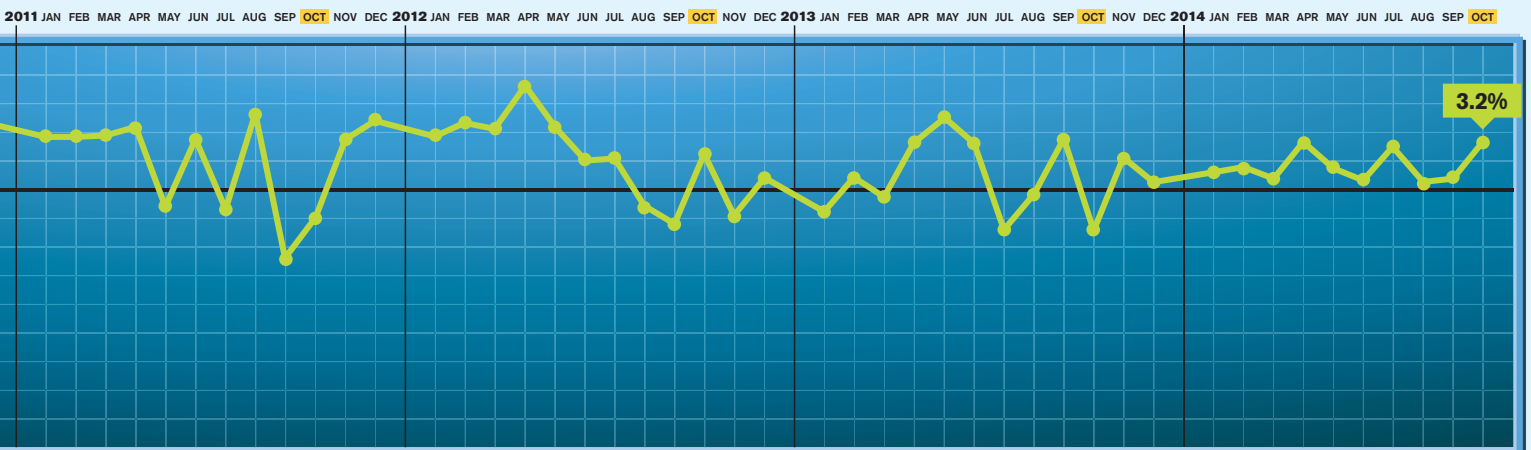
NSF OF PAID EXHIBIT SPACE



EXHIBITING ORGANIZATIONS



TOTAL ATTENDANCE



Continued from page 24

Smooth Landing for NBAA

The National Business Aviation Association rotated back through Orlando this Fall, and the results were uplifting for the largest show of October.

Exhibit space jumped sharply by 11.9% and topped the seven-figure threshold with 1,094,700 net square feet. Attendance also perked up 4.5%, and the number of exhibitors grew 0.8% to 1,109.

"This year's show was an enormous success with numerous announcements and product introductions," said NBAA President and CEO Ed Bolen. "There was a lot of activity on the exhibit floor and at the aircraft displays, and the educational sessions were informative and well attended."

The education sessions included some timely topics including unmanned drones and the risk the Ebola virus could pose to business flyers. Both sessions were packed with attendees and were held in the Innovation Zone portion of the exhibit hall.

Other Growth Leaders

- **The American International Motorcycle Expo (AIMExpo)** shifted into second gear in its second year with double-digit jumps in all three metrics. The increases were enough to exclude the show from the Dashboard adjusted totals, but will likely mean an appearance for AIMExpo on the next TSE Fastest 50. Exhibit space jumped 32.5% and reached 181,650.

Exhibitor numbers were up 27.8% and attendance grew 37.3%. Marketplace Events scaled this year's show back to a tidy four days after a five-day run in 2013.

- **IMEX America** looked like it has reserved a spot on the next Fastest 50 as well. Exhibit space grew 29.4% over last year with 148,922 nsf. The number of exhibitors increased 25.0% and attendance was up 10.5% at 10,697. IMEX America leans on hosted-buyer meetings, but there was also increased interest from curious folks without appointments. The number of attendees who did not take part in the hosted-buyer program grew 4% to 1,919.

- **Produce Marketing Association (PMA) Fresh Summit** came up roses when it returned to Anaheim after two years in other cities. Attendance grew 23.7% to 22,405 and exhibit space grew 5.9% to 267,000 nsf, which set a show record.

The Southern California venue drew increased attendance from the state's agribusiness as well as the region's fresh-flower industry.

GIE Gem

This GIE+Expo landscaping show grew its exhibit space by a modest 0.8% this year, but that equated to a huge 739,730 nsf — and the key ingredients of exhibitor and attendance growth were highly encouraging for the near-term future.

Attendance was up 3.6% at 19,118 and the number of exhibitors increased 4.6% to 676. Sellers Expositions said the larger crowd coincided with a surge in attendance at the many training seminars held at the show. Attendance at the advanced courses grew 14%, but participation in the basic skills courses more than doubled.

The exhibit area included 181 first-time exhibitors, and the number of total booths inside the Kentucky Expo Center in Louisville grew 6% to 675. The outdoor exhibits rebounded from an early cold

snap last year. "We can already see that we will sell out in the demo area next year," said Show Director Warren Sellers.

Top Cities

The NBAA Business Aviation & Convention helped push Orlando to the top of the leader board in terms of exhibit space. Orlando, which also was site of the AIMExpo, had a total of 1,276,350 nsf for the month. Las Vegas was the venue for five Dashboard shows, including three from the Gold 100, and totaled 1,070,972 nsf. Louisville placed third by virtue of the GIE+Expo.

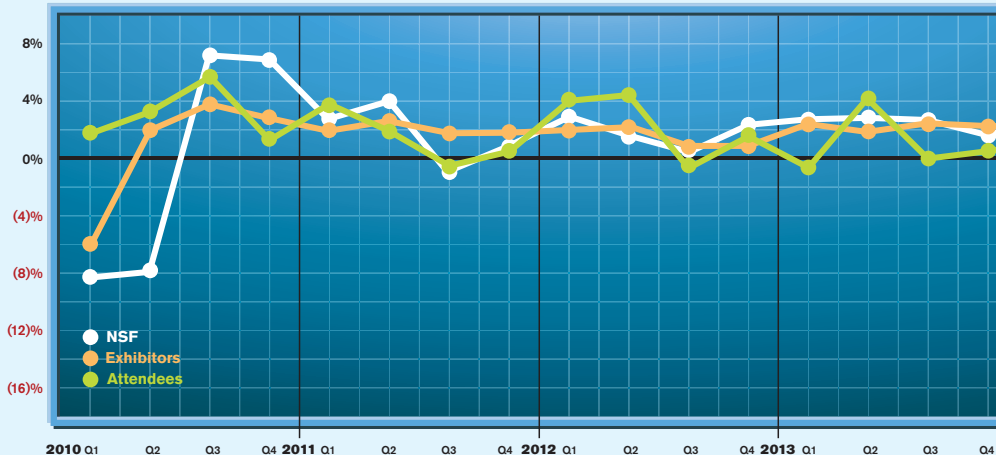
Next Month

The New Year starts off with its traditionally crowded show calendar. Sporting goods, gifts, and home furnishings are well represented, and the North American International Auto Show highlights the Winter car show season.

The International CES, the largest trade show in the Gold 100 class of 2013

Trade Show Executive Dashboard Snapshot – CONSOLIDATED OVERVIEWS

QUARTERLY OVERVIEW



Modest Gains. The Third Quarter of 2014 posted some 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%.

at more than 2 million nsf, kicks things off in its usual high-profile fashion.

The Florida RV Super Show, which ranked No. 8 on the Gold 100, pulls into Tampa for five days, four of which are open to the public.

Outdoor Retailer Winter Market in Salt Lake City will now be led by Marisa Nicholson, who took the helm from Kenji Haroutunian when he stepped down from Emerald Expositions this Fall.

Another Emerald Expositions show, NY Now, takes place under newly appointed show directors Randi Moore and Scott Kramer. More than 400 new exhibitors will be on the floor. "The newcomers represent both first-time participants, as well as companies returning to NY NOW after a hiatus from the New York Market," said Mohr. "We also have a number of long-time exhibitors who are expanding their profiles with larger exhibit space this winter."

Also under new management is Firehouse World, which takes place in

San Diego as the smoke clears from the November sale of the show by Cygnus Media to SouthComm. Scheduling twists include Spanish-language sessions and the closing of the exhibit hall on the final day of the show to give attendees more time to take in a few more seminars.

“We can already see that we will sell out in the demo area next year.”

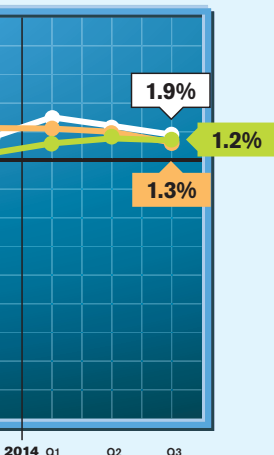
Warren Sellers, SHOW DIRECTOR OF GIE+EXPO

Elsewhere, Surf Expo looks to continue the wave that landed it on the most-recent Fastest 50. Reed Exhibitions will host about 1,000 exhibitors in Orlando at the PGA Merchandise Show, and the SHOT Show takes aim at bettering the record attendance mark of 67,000 set last year in Las Vegas. **TSE**

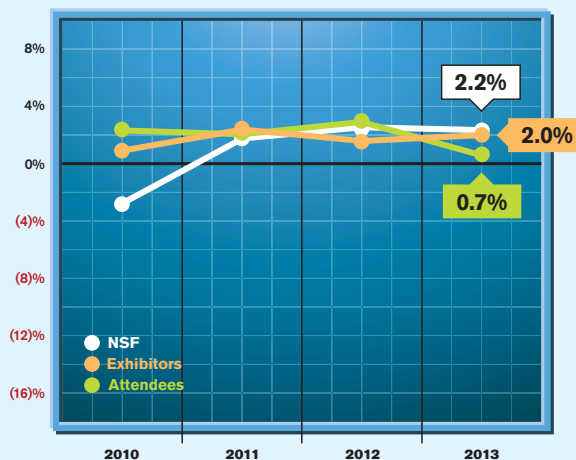


QUARTERLY OVERVIEW

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%
	Third Quarter	1.9%	1.2%	1.3%



ANNUAL OVERVIEW



Back in the Black. Trade shows ended 2013 with across-the-board gains, but not by much. Dashboard metrics for the entire year showed slight gains over 2012 in exhibit space and exhibitor count, and even slighter gains in attendance, which at 0.7% could be considered virtually flat. Exhibit space bumped up 2.2% and the number of exhibitors increased 2.0%.

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Trade Show Executive

Dashboard – OCTOBER TRADE SHOW METRICS

SPONSORED BY


BY CAROL ANDREWS,
 editor-at-large



**BENCHMARKS:
AVERAGE GROWTH**

- NSF: 4.3%
- Exhibitors: 3.3%
- Attendance: 3.2%



TOP MANAGEMENTS*

- National Business Aviation Association
- Sellers Expositions
- Assn. for Convenience and Fuel Retailing



GROWTH LEADERS

- American Intl. Motorcycle Expo
- IMEX America
- NBAA Business Aviation Convention



TOP SECTORS*



- Business Aviation
- Outdoor Power Equip., Lawn & Landscape
- Convenience and Fuel Retailing



TOP CITIES*

- Orlando
- Las Vegas
- Louisville

**Based on total nsf*

October 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
ADA 2014 – America's Dental Meeting American Dental Association www.ada.org/meeting	San Antonio New Orleans	126,400 128,500	(1.6)%	595 591	0.7%	20,652 23,457	(12.0)%	ADA had the largest international exhibitor contingent in 15 years. This was due, in part, to the German Pavilion's move from another dental meeting to the ADA Meeting. They will also participate in ADA 2015 in Washington, DC.
AAO Annual Meeting American Academy of Ophthalmology (AAO) www.aao.org 	Chicago New Orleans	240,000 236,500	1.5%	620 589	5.3%	N/A 24,060	CU	The 2014 show was sold out. A Virtual Exhibition, in which exhibitors populated their digital booths, gave attendees an easy way to plan their show visits. A Subspecialty Day included hands-on labs, the latest research and techniques, presentations and networking opportunities.
American Academy of Pediatrics National Conference & Exhibition American Academy of Pediatrics www.aap.org www.AAPexperieNCE.org 	San Diego Orlando	61,500 60,500	1.7%	347 339	2.4%	14,163 15,400	(8.0)%	There was a record number of professional registrants, an increase of 11.7% over 2013 numbers in Orlando. International attendance hit an all-time high of 2,168; 24% of professional attendees were international. The show welcomed former Secretary of State Hilary Rodham Clinton to discuss the role that pediatricians and parents can play in promoting early learning.
American Assn. of Blood Banks (AABB) Annual Meeting & CTTEXPO American Association of Blood Banks www.aabb.org	Philadelphia Denver	53,100 59,000	(10.0)%	185 197	(6.1)%	5,737 5,604	2.4%	The exhibit hall's opening night began with a parade and performance by Mumpers musicians; Ben Franklin, who posed with attendees for photos; and Philadelphia food specialties. VIP hours, before regular exhibit hall hours, enabled vendors to meet one-on-one with clients and potential clients. An exhibit hall networking hour was another opportunity for exhibitors and attendees to meet.
American International Motorcycle Expo (AIMExpo) Marketplace Events Motorcycle Group www.AIMExpoUSA.com	Orlando Orlando	181,650 137,100	32.5%	501 392	27.8%	18,145 13,219	37.3%	A total of 49 countries were represented at the show. Of the 501 exhibitors, 126, including 4 new exhibitors, have already signed up for the 2015 show. Highlights included exclusive show specials, worldwide product debuts, the newest vehicles and aftermarket products, networking opportunities, innovative demo rides and more.

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Dashboard – OCTOBER TRADE SHOW METRICS

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October 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
America's Food & Beverage Show & Conference World Trade Center Miami www.americasfoodandbeverage.com	Miami Beach Miami Beach	47,000 EST. 45,000	4.4%	500 est. 470	6.4%	10,000 EST. 10,792	(7.3)%	Exhibitors represented more than 28 countries and attendees came from 63 countries. Show highlights included a New Products Showcase, an Americas Chef Competition and international pavilions. The show is open only to food and beverage industry professionals, food service companies, exporters/importers, wholesalers or distributors.
APTA's Annual Meeting & Expo American Public Transportation Association www.aptaexpo.com <i>*Triennial show</i>	Houston New Orleans	275,800 274,200* ('11)	0.6%	786 789* ('11)	(0.4)%	12,000 EST. 11,526* ('11)	4.1%	This was the largest show floor to date. It showcased an array of participants from around the world. There were more than 1,200 international visitors from 40 countries and 115 exhibitors hailed from 20 countries outside the U.S. APTA expanded the educational program to include a record-breaking 80 sessions. With a robust mobile app, APTA was able to eliminate the Annual Meeting Program Guide. Sponsorship and advertising revenue increased 35% over 2011.
ArchitectureBoston Expo (ABX) 2014 Boston Society of Architects www.abexpo.com 	Boston Boston	50,600 48,000	5.4%	411 407	1.0%	13,024 12,530	3.9%	The number of new products and services exhibited at the show rose by 37%. ABX attracts members from more than 30 allied organizations in the building industry, and nearly half of attendees are the final decision makers for their organizations.
AUSA Annual Meeting & Exposition Association of the United States Army www.ausa.org 	Washington, DC Washington, DC	264,400 268,678	(1.6)%	636 568	12.0%	26,419 28,349	(6.8)%	Professional development forums were held throughout the three days for soldiers, NCOs, officers, Army family members and industry executives. Attendees in recent years have included the Vice President of the United States, the Secretary of Defense and the Secretary of the Army.
GIE+EXPO (Green Industry & Equipment Expo) Sellers Expositions www.gie-expo.com 	Louisville, KY Louisville, KY	739,730 733,547	0.8%	676 646	4.6%	19,118 18,449	3.6%	There were 181 new exhibitors, and the New Product Showcase featured 68 companies spotlighting 107 products that were introduced in the past year. Dealer Day provided focused education and basic and advanced tech training. Participation in basic training sessions was up 213% this year while advanced training registration increased 14%.
IFDA Distribution Solutions Conference International Foodservice Distributors Association www.ifdaonline.org	Indianapolis Orlando	33,700 34,100	(1.2)%	149 143	4.2%	1,197 1,124	6.5%	As in 2012 and 2013, exhibit space was sold out this year. The event for the foodservice and convenience distribution industries addressed key human resource concerns and provided insights and resources to strengthen warehouse and distribution operations.

Trade Show Executive

Dashboard – OCTOBER TRADE SHOW METRICS



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SHOW INFORMATION	2014/2013	2014/2013	VARIANCE	2014/2013	VARIANCE	2014/2013	VARIANCE	2014 VS. 2013
IMEX America IMEX America Ltd. www.imexamerica.com 	Las Vegas Las Vegas	148,922 115,125	29.4%	400 320	25.0%	10,697 9,684	10.5%	The number listed for exhibitors is the number of booths; some of the booths included up to 80 partners. The actual number of companies that participated in the show this year was 2,900.
Jewelers Intl. Showcase Jewelers International Showcase, Inc. www.jisshow.com	Miami Miami	113,350 107,946	5.0%	681 659	3.3%	8,000 8,175	(2.1)%	Net square feet and exhibitors increased as a result of new international pavilions. Extensive pre-show marketing in the area resulted in increased buyer attendance. A new exhibitor classification for higher end products allowed buyers to easily identify higher level products.
NACS Show The Assn. for Convenience and Fuel Retailing (NACS) www.nacsshow.com 	Las Vegas Atlanta	403,000 396,600	1.6%	1,114 1,160	(4.0)%	23,624 22,263	6.1%	This was the largest show ever in terms of net square feet. The number one reason convenience and fuel retailers attend the NACS Show is to see new products and services. The Cool New Products Preview Room showcased products deemed the next big thing for the industry.
Natl. Industrial Fastener & Mill Supply Expo National Industrial Fastener & Mill Supply Expo www.fastenershow.com	Las Vegas Las Vegas	82,300 79,500	3.5%	619 609	1.6%	2,129 2,103	1.2%	This was the largest expo ever. There were 523 first-time attendees. Exhibitors were kept busy by a constant flow of distributors, importers, manufacturers' reps, independent sales reps, and other visitors from 40 countries who crowded the aisles.
NBAA Business Aviation Convention & Exhibition National Business Aviation Association www.nbaa.org 	Orlando Las Vegas	1,094,700 978,200	11.9%	1,109 1,100	0.8%	26,564 25,425	4.5%	94 aircraft were on static display at Orlando Executive Airport and 11 aircraft were on display in the Orange County Convention Center. Attendees represented 49 U.S. States and 95 countries. Education sessions included packed sessions on Ebola virus considerations and Unmanned Aircraft Systems. A charitable event raised nearly \$400,000 to help provide life-saving flights on business aircraft for cancer patients.
NJSBA/NJASA/NJASBO Workshop & Exhibition New Jersey School Boards Association www.njsba.org	Atlantic City Atlantic City	90,000 90,000	No Change	360 360	No Change	7,500 7,000	7.1%	Attendance records were set this year. The show sold out in September. The theme of the conference was Looking Back... Leaping Forward in celebration of the New Jersey School Board Association's 100th anniversary.
Produce Marketing Assn. Fresh Summit Convention Produce Marketing Association www.freshsummit.com 	Anaheim New Orleans	267,000 EST. 252,100	5.9%	760 est. 703	8.1%	22,405 EST. 18,113	23.7%	This was PMA's largest show to date. The record-breaking growth was influenced by globalization trends, an increase in floral industry participation and the West coast location. The show included a focus on inspiring kids to eat healthier and a series of education sessions on global trade, emerging floral trends, talent management and food safety.

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Dashboard – OCTOBER TRADE SHOW METRICS

Continued from page 31

October 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
RemodelingShow/DeckExpo/JLC LIVE Hanley Wood Exhibitions www.hanleywood.com www.remodelingdeck.com	Baltimore Baltimore	56,500 56,300	0.4%	278 257	8.2%	6,140 4,800	27.9%	Exhibitors included building product manufacturers, technical product firms and service providers. Special exhibit hall features included 12 LIVE, hands-on installation clinics and exhibitor product demonstrations; on-floor pavilions including the Outdoor Living Pavilion, Tool Alley and the Home Performance Pavilion; and events and tool challenges hosted by television personalities.
SGIA Expo Specialty Graphic Imaging Association www.sgia.org 	Las Vegas Orlando	236,750 212,600	11.4%	541 523	3.4%	25,600 22,460	14.0%	This year's show broke the attendance record set in 2013 and was the largest show ever in terms of net square feet. Growth was driven by the strength of the community, from traditional markets to those new to the industry, as well as the growing demand for wide-format inkjet and screenprinting technologies.
Solar Power International Solar Energy Trade Shows, LLC (SETS) www.solarpowerinternational.com 	Las Vegas Chicago	200,000 200,000	No Change	600 600	No Change	15,000 13,000	15.4%	SPI 2014 experienced year-over-year growth of 15% as more solar energy professionals and advocates converged in Las Vegas to do business with exhibitors, attend education sessions and network with industry peers. After rapid early growth since its creation in 2004, the show has stabilized and delivers quality buyers from all renewable markets.
DASHBOARD ANALYSIS:		Net SF of Exhibits		Exhibitors		Total Attendance		
Total (Sum of all figures submitted by show management)		4,766,402 4,513,496		11,868 11,422		288,114 297,533		
Adjusted Total (Excludes outliers and shows in which an apples-to-apples comparison is not possible)		4,160,030 3,987,071		10,581 10,241		251,829 243,928		
Averages (Based on Adjusted Totals)		231,113 221,504		557 539		14,813 14,349		
Percentage of Growth (Based on Adjusted Totals)		4.3%		3.3%		3.2%		

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



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