Trade Show Executive

CTOBER 2018

News, Views and Tools for Trade Show and Event Executives

PARDON OUR DUST

Building Boom Continues

DASHBOARD

August Metrics Hold Steady

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Gold 100 Directory

HANDLER

"We have to ensure we are in the right markets at the right time to run our events. That means working years in advance whenever possible. More recently, the focus on safety and security at Reed has become a more crucial responsibility of this position."

Mike Grant

Senior Vice President, Operations Group, Reed Exhibitions

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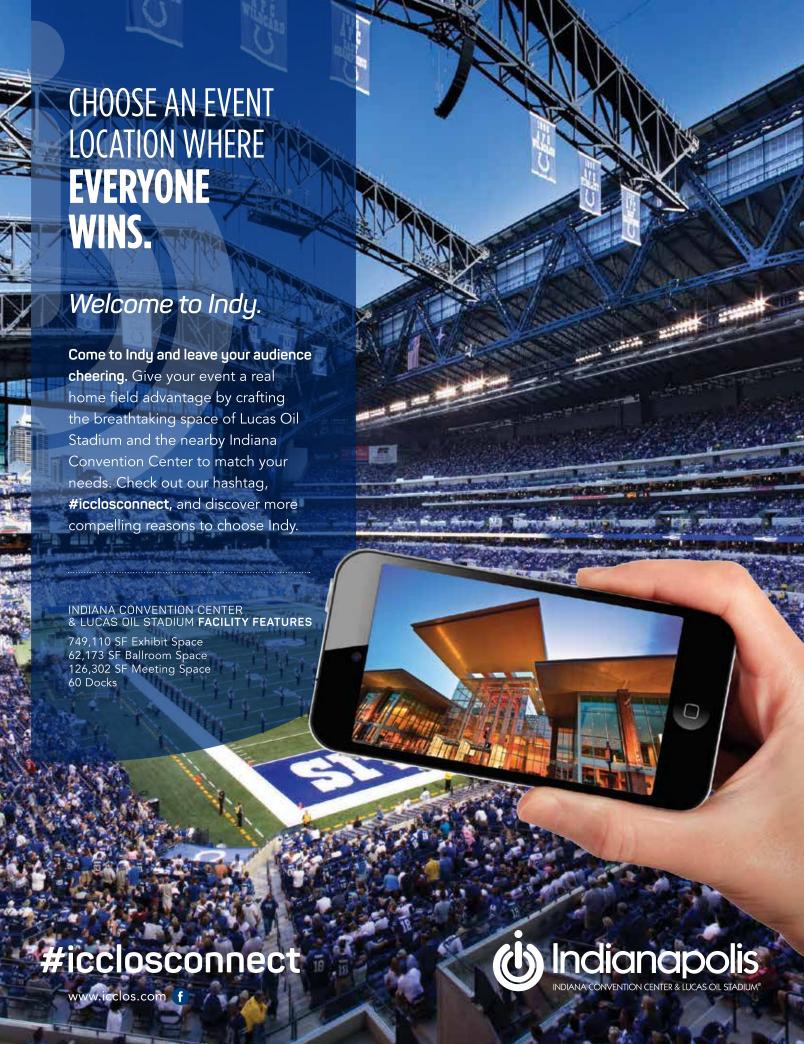


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The Gold 100 Trade Shows of 2017

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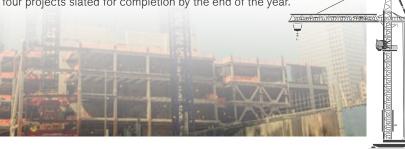
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Pardon Our Dust It's full speed ahead for convention center expansions and new builds nationwide. TSE's latest survey of projects under way found

nearly 2.75 million square feet of new exhibit space being built with four projects slated for completion by the end of the year.



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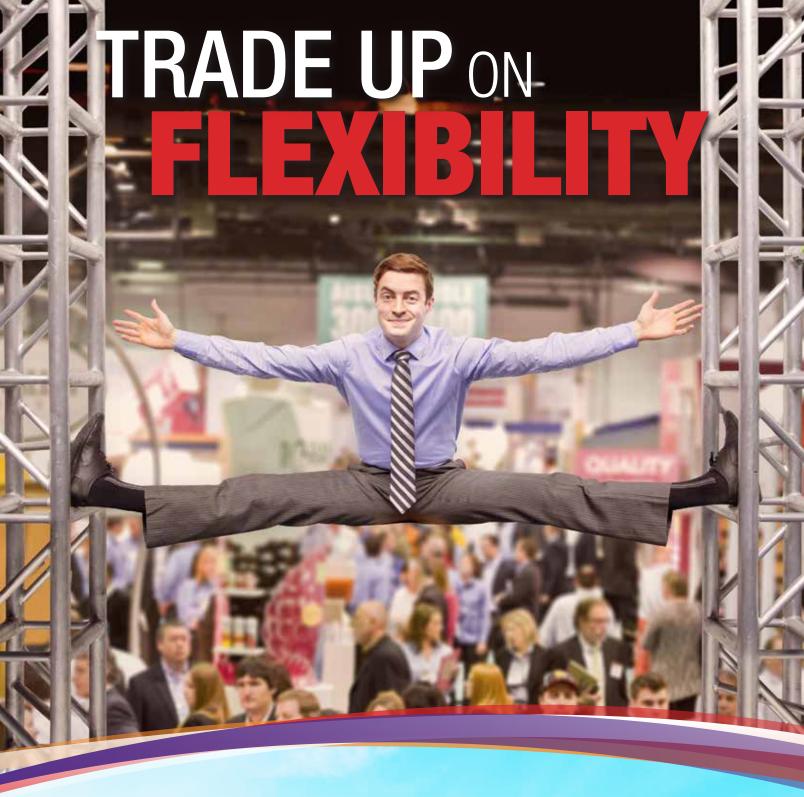


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Reed Names Debbie Evans President of Reconfigured U.S. Portfolio

BY HIL ANDERSON, Senior Editor

NORWALK, Conn. - Reed Exhibitions named a new president for its U.S. division and announced the departure of three senior vice presidents as part of a rearrangement of the entire portfolio.

Debbie Evans will move to Norwalk effective Jan. 1 to become President of RX US, reporting to Herve Sedky, President of Reed Exhibitions Americas. She is currently President of RX South East Asia and Australia, a position she rose to in 2015.

"I could not be more thrilled to welcome Debbie to help lead Reed Exhibitions US," Sedky said. "Debbie's unique ability to balance the needs of the business, the needs of our customers, and the needs of our people are what made her the perfect candidate to lead our business forward."

Evans steps into the role previously held by Nancy Walsh, who left Reed in 2017.

Walsh had been in charge of U.S. and Latin American operations, while Evans will focus solely on the U.S.

Evans' appointment was one of the personnel moves in Reed's U.S. operations that

were announced Sept. 20. In addition, there was a reconfiguration of the company's various show portfolios. It was announced that three Senior Vice Presidents — Ed Several, Melissa Ashely, and Matt Logan — have left the company to pursue new opportunities.

As a result of the departures, Senior Vice President Yancy Weinrich will add the Vision Expo events to her current portfolio of Golf and Jewelry shows. Group Vice

President Michael Mandl will take charge of the National Hardware Show and Global Gaming Expo; and Vice President Michael Kisken adds Book Expo to his portfolio. The book show will be run by Event Manager Jenny Martin.

The changes were revealed following the Sept. 10 announcement in London that Reed's parent company, RELX Group, had completed the "the simplification of its corporate structure by which its previous dual parent company structure has been simplified to a single parent company, RELX PLC."

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Informa Appoints Managing Director for Fashion Trade Shows

HIL ANDERSON, Senior Editor

LONDON - Informa Exhibitions has a new leader at the helm of its fashion portfolio, which includes the flagship MAGIC brand acquired in the 2017 blockbuster acquisition of UBM.

Mark Temple-Smith, who had been Commercial Director at Informa, is now Managing Director of London-based Informa's Fashion Exhibitions unit, which includes WWDMAGIC, PROJECT, COTERIE and the rest of the portfolio. His new role also has responsibility for a three-year plan that Informa is launching to position the shows for a new growth spurt.

"We are pleased to have Mark take on this essential role as we focus on rolling out an initiative that is so important to the fashion marketplace," Informa Exhibitions CEO Charles McCurdy said. "We believe

the combination of Informa's global approach to B2B events marketing and our customer-first focus, along with UBM's history and strength in fashion, particularly in the U.S. and

Asia, is a powerful engine for growth in the fashion events market."

Temple-Smith's resume includes high-level experience in both the Asia and North America markets. As Commercial Director for Informa, he was responsible for new growth initiatives in the Americas. Prior to joining Informa in May 2018, Temple-Smith worked in the Asia market as CEO, Asia for Tarsus Group, and Managing Director, Asia for ITE



Group plc. Prior to his stint in Asia, he worked for more than 13 years in executive jobs at Canon Communications, a California show organizer that McCurdy ran for five years and which was acquired by UBM in 2010.

"Fashion is a highly international, increasingly digital and fast-changing market," said Temple-Smith. "I'm looking forward to enhancing our brands and platforms and to working closely with our customers to understand and find solutions to their business needs and support their year-round marketing priorities."

Informa said in a statement that the new growth initiative Temple-Smith would head up would include "enhancements in areas such as marketing, content, digital and customer service." McCurdy told

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Questex Sold to Equity Group; New Leadership Named

HIL ANDERSON, Senior Editor

NEW YORK – Questex, LLC has been acquired by a New York private-equity firm and will be run by new corporate leadership with roots in the exhibitions industry, and plans to make good use of the company's assets beyond its events portfolio.

MidOcean Partners acquired Questex Intermediate Holdings from Shamrock Capital in a transaction announced Sept. 12. Terms of the deal were not disclosed.

Kerry Gumas, Founder and CEO of Questex, will remain with the company as Senior Advisor. The company will be run by David Kieselstein, Chairman of MidOcean's private equity executive board, who will also chair the Questex board. Paul Miller will step in as CEO.

"I am looking forward to handing over the baton of daily leadership in the coming weeks to my longtime colleague in the industry, Paul Miller," Gumas said. "I am confident that under Paul's dynamic leadership, Questex will continue to innovate, accelerate growth and provide enhanced service and value to our customers."

Kieselstein is a former CEO of Penton, which was acquired by Informa plc in 2016. Miller was previously CEO of the UBM Technology Group, President of Penton's Industry Group and President of Informa's Industry & Infrastructure Intelligence Group.

Despite their roots in trade shows, early indications were that the new

ownership valued Questex's strong portfolio of B2B marketing and media properties, which includes well-known titles such as American Salon, Hotel Management and Fierce Markets. "As



opposed to narrowcast events-only businesses, MidOcean believes in the value of surrounding a market with integrated event and media assets," Kieselstein said. "We focus on the customer journey, from discovery and awareness on through to consideration and purchase. The breadth of Questex's assets in each of their markets allows them to support both their audience and marketers through each step of that journey."

Questex currently runs a portfolio of 125 trade shows, hosted-buyer events, and conferences. Its shows include the International Beauty Shows brand, Nightclub & Bar and the Sensors Expo & Conference, which earned a spot on the most recent *Trade Show Executive* Fastest 50.

■ Reach David Kieselstein at (212) 497-1407 or dkieselstein@midoceanpartners. com; Kerry Gumas at (617) 219-8300 or kgumas@questex.com; Paul Miller at (617) 219-8300 or pmiller@questex.com

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Trade Show Executive (TSE) further details would be announced in the future.

A top priority could be WWDMAGIC, known as MAGIC. The semi-annual Las Vegas show has long been a fixture for retail buyers and clothing lines. While the February and August editions remain among the largest shows on the TSE Gold 100, growth has appeared stalled amid the transition to Informa. The February 2018

show covered a hefty 1,014,200 net square feet, according to the TSE Dashboard of Monthly Trade Show Metrics, but that was (5.5)% below 2017. Exhibitors were down (5.8)% at 5,327, and attendance slipped (0.9)% to 75,800.

■ Reach Charlie McCurdy at +44 (0)20 7017 5000 or charlie.mccurdy@informa. com; Mark Temple-Smith at +44 (0)20 7017 5000 or mark.templesmith@informa.com



Avenida Houston, Texas' largest convention campus, is the newest place to sip, stroll and savor in downtown Houston. The central campus includes the George R. Brown (GRB), Discovery Green park, Hilton Americas-Houston and the new Marriott Marquis. In addition to the new restaurants and cultural offerings, the campus features events, festivals and other programs designed to inspire visitors to explore the city.

HOUSTON IN THE HEADLINES

The famous Texas hospitality makes for a fun-filled visit but Houston is also full of surprises. London Evening Standard, 2017

With robust international influences from a diverse population, the sprawling metropolis offers plenty of diverse neighborhoods to explore, along with exotic cuisines, of-the-moment boutiques, and innovative art offerings.

Voque, 2017

Houston, is, in fact, about as multicultural a city as exists in the country.

CNN, 2017

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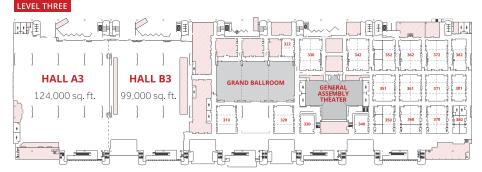


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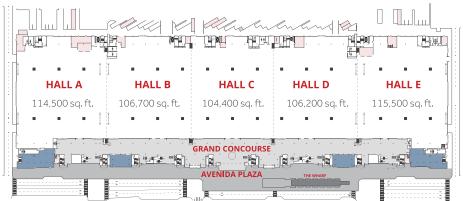
- ➤ 95,000-square-foot Grand Concourse, providing improved connectivity to the GRB's prime exhibit space
- 99,000-square-foot pedestrian-friendly Avenida Plaza featuring The Wharf, an intimate reception venue
- 5 new dining and entertainment options, all on the convention campus
- Two show-stopping public art pieces
- ➤ The new 1,000 room Marriott Marquis is connected to the GRB via skybridge
- The Avenida Houston campus includes the George R. Brown (GRB), Discovery Green park Hilton Americas-Houston and the new Marriott Marquis. Avenida Houston is downtown's center of entertainment.



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The GRB offers 1.2 million square feet of dedicated meeting space, including:

- ➤ 550,000 square feet of contiguous exhibit space on Level 1
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- ➤ 31,590-square-foot Grand Ballroom
- ► Tiered seating for 3,600 in the General Assembly Theater

www.GRBHouston.com

SMG's Albany Center to Launch College Esports Conference

HIL ANDERSON. Senior Editor

ALBANY, NY - The new Albany Capital Center (ACC) is teaming up with a pair of small-college athletic conferences to launch a tournament and conference for competitive video gaming next year.

It was announced in September that Hudson Valley Gamer Conference (HV Gamer Con 2019) would debut March 30-31 at the ACC, which opened for business in downtown Albany last year. The event will feature competitors representing a handful of colleges from the Eastern College Athletic Association's (ECAC) and the Metro Atlantic Athletic Conference (MAAC). "We are working with the ECAC and MAAC on the execution of the tournament, and they are securing the teams and running the logistics of the tournament," Doug McClaine, SMG's General Manager of the ACC, told Trade Show Executive.

"We feel privileged to collaborate with these conferences that are at the forefront of bringing esports to the collegiate market," McClaine said. "It's always been our

goal to get involved in this industry in some capacity."

The ACC includes 22,500 square-feet (sf) of ballroom and exhibit space, six meeting rooms totaling 9,200 sf and 13,500 sf of pre-function space. It is located within walking distance to hotels and downtown nightlife in the state capital. McClaine said the building's internet system, managed by Tech Forward, Inc., featured a capacity of 1,000 mbps and could support up to 1,000 simultaneous users.

The HV Gamer Con will bring together the best gamers from the ECAC and MAAC who will compete against one another playing three popular video games. "The ECAC already has rights to two of the games," McClaine said. "We are awaiting approval on the third and hope to have an announcement in a month or so."

The event will accommodate more than 800 spectators. It will also feature a conference on competitive video gaming and an exhibition with space for around 50 vendors. The exhibitors will include area colleges,

game developers, and lifestyle brands. The **Empire State Development Corporation** will be there as well to tout its Digital Game Hubs established at Rensselaer Polytechnic Institute and New York University.

The HV Gamer Con team also includes the Albany area's Center for Economic Growth (CEG), which sees the event as an opportunity to raise the region's profile in the gaming industry and also among aspiring college students. "Hudson Valley Gamer Con 2019 will enhance CEG's efforts to showcase the regional assets that enable video-game companies to thrive here," said CEG President & CEO Andrew Kennedy. "This event will also show esports participants and software developers that the Capital Region is a great location to get a college education and rewarding careers within our local studios."

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New CEIR Report Focuses on More Effectively Engaging Millennials

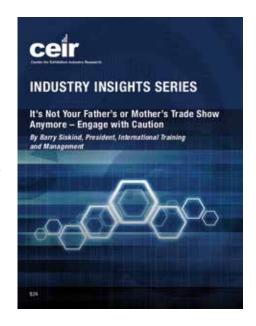
MIKE THOMAS, News Editor

DALLAS — A new report from the Center for Exhibition Research (CEIR) contains valuable advice from consultant and industry veteran Barry Siskind on engaging with today's most dominant workforce generation: Millennials.

Titled "It's Not Your Father's or Mother's Trade Show Anymore — Engage with Caution," the 12-page report is part of CEIR's *Industry Insight Series* and covers multiple topics, including adjusting booth engagement techniques, exhibit booth additions and improvement plans, converting attendee "window shopping" into engagement, and much more.

"Contrary to what many think, disruption is not a bad thing," a portion of Siskind's report reads. "In most cases, disruption takes industries into the next phase of their usefulness. Organizations should look at the changes that are happening and take steps to fortify their business practices against the storm of disruption. This will help the exhibition industry find their place in the new economy, where they can continue to thrive.

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Boyne Capital Acquires AC Business Media

ALEX KEOWN, News Editor

Florida-based Boyne Capital, a private equity firm, has acquired AC Business Media, which includes 12 heavy construction industry publications, one trade show and one digital marketing platform. Financial details of the sale were not disclosed in the announcement.

The deal gives Boyne a portfolio of known brands in heavy construction, asphalt, concrete, paving, equipment rental, landscape, manufacturing, logistics and supply chain. It also provides the company with digital and data-driven marketing verticals. By acquiring AC Business Media, Boyne said AC Business Media "delivers relevant, cutting-edge content to its audiences through industry-leading digital properties, trade shows, videos, magazines, webinars and newsletters."

Boyne was one of more than one dozen companies that bid on the company, Nick Curci, President of Corporate Solutions, the company that brokered the deal, told Trade Show Executive.

With its acquisition of AC Business Media and its B2B media business portfolio, Boyne tapped Barry Lovette as the new Chief Executive Officer of AC Business Media. He was brought on by Boyne for the purpose of taking over the reins of AC Business Media, a Boyne spokesperson told TSE. With more than 20 years' experience in the industry, Lovette has "a deep understanding as to the needs of ACBM's customers," Boyne

said. Lovette comes equipped with a clear vision to enhance AC Business Media's platform and offerings, as well as its customers' return on investment.

"AC Business Media is a market leader that is poised for future growth. By partnering with Boyne, AC Business Media will be able to continue investing in its products and capabilities and significantly enhance our ability to provide great value to our customers," Lovette told TSE.

The acquisition of AC Business Media provides Boyne the following:

- Equipment Today
- · OEM Off Highway
- Concrete Contractor
- Asphalt Contractor
- Rental
- Pavement Maintenance & Reconstruction
- Sustainable Construction
- ForConstructionPros.com
- Supply & Demand Chain Executive
- · Food Logistics
- Green Industry Pros
- Snow Pro
- DHI ConNextions
- DMN



Curci said the deal is a significant one for Boyne. He said it will serve as a springboard for Boyne Capital to "go out and acquire other properties in this arena."

"Boyne is very excited to be partnering with Barry Lovette and the team at AC Business Media. We have been actively looking for an opportunity to invest in the digital and data marketing space and to develop a presence in the trade show vertical, which we see as being a natural complement," Derek McDowell, CEO and Managing Partner of Boyne told TSE.

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Industry leaders have to engage Millennials in ways that are meaningful to them."

According to CEIR CEO Cathy Breden, CEIR has monitored trade show attendee preferences for a decade, from research with young professionals to tracking preferences by generations in the workforce. With Millennials being the largest generation in today's workforce, she told Trade Show

Executive, "it is incumbent on exhibitors to assure that their engagement approaches, people-to-people engagement in particular, resonate with them to maintain relevance and effectiveness of their exhibit programs. Barry does a nice job of walking the reader through relevant CEIR research and offers recommendations on how to alter booth staff engagement approaches to align with what Millennials prefer."

Says Siskind: "When exhibitors ignore the influence of Millennials, they place their trade show investments in peril. Unless Millennials are being properly engaged, all good intentions are simply window dressing."

CEIR's full report can be downloaded at https://www.ceir.org/products/2752.

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EDITOR'S NOTE: At the time of publication, the UBM and UBM Asia brands had not fully transitioned over to Informa PLC following the recent merger and therefore remained unchanged.

China

SHANGHAI

Expanded Exhibit Hall at Pet Fair Asia

Increased demand for exhibit space this year led VNU Exhibitions Asia to expand Pet Fair Asia into two additional halls at the Shanghai New International Exhibition Centre (SNIEC).

The show and its co-located partner, Aquarama, took place in 10 halls at SNIEC this August compared to eight last year, increasing available space about 25.0% to 125,000 square meters (1,345,489 square feet).

VNU said much of the new demand was from Asia's growing pet-food sector, which occupied three full halls. The show has also co-hosted Petfood Forum China for the past seven years.

Fish fans were also out in force at Aquarama, which was highlighted by a 10-sm (107 sf) freshwater tank and an "aquascaping" contest for aquarium designers.

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SHANGHAI

Messe Frankfurt's Smart Home Show **Gaining Traction**

The surging growth of high technology for the home is driving a new trade show in Shanghai.

The fourth edition of Shanghai Smart Home Technology (SSHT) recorded another year of growth this fall, with 250 exhibitors and a show-record 23,000 gross sm (247,570 sf) of exhibit space.

Show organizers said the expo, which was co-located with Shanghai Intelligent Building Technology (SIBT), was positioned at the conver-



One for the Record Books. The Hong Kong Book Fair set a new attendance mark of 1.04 million visitors this year. The seven-day event also included a record roster of 680 exhibitors from 39 nations.

gence of artificial intelligence (AI) and data analysis and their respective applications to the home-technology market in China. "With the rapid development of big-data technology, the requirement for AI has reached a crucial period," said Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd. "AI technology is being adapted by the smart-home industry very rapidly, bringing with it greater possibilities and is for some becoming a 'must have' in new homes."

Along with an educational program focused on the complementary use of data analysis to improve AI, there were exhibits on in-home systems that can control multiple virtual assistants and the Internet of Things.

The two shows, held at the Shanghai New International Expo Centre, are tied in with Messe Frankfurt's biennial Light + Building event in Frankfurt and the company's lighting shows around the world.

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SHANGHAI

Shanghai Boat Show Sets Sail for New Venue

The China (Shanghai) International Boat Show (CIBS) opened exhibit sales this fall for its upcoming move to a new venue.

The show will take place next spring at Shanghai's National Exhibition and Convention Centre (NECC) with increased overall exhibit space and a host of recently completed improvements to the building.

The NECC will provide 28,000 sm (301,389 sf) of exhibit space in two halls. The convention center is in a prime location near downtown and with convenient access to the airport.

Helena Gao, Director of UBM Sinoexpo, said the 2019 show will increase its emphasis on networking and interactive participation. It will also be co-located with UBM's The Lifestyle Show and Hotel Plus.

The 2018 edition of CIBS had a sensational sendoff in its final year at SNIEC, with 35,601 attendees (a 15.0% increase over last year) and about 600 exhibi-

Continued on page 16



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China Shanghai Pudong New Area No. 2345 **Longyang Road (near Fangdian Road)** 浦东新区龙阳路2345号(近芳甸路)

Continued from page 14

tors. Show managers noted that nearly one-third of attendees were scouting out new products at the show, which should be easier to reach with the extra exhibit halls at NECC.

Reach Helene Gao at +86 21 6437 1178 or helena.gao@ubmsinoexpo.com

HONG KONG

Hong Kong Book Fair Attendance Tops 1 Million

A record crowd of 1,040,000 visitors browsed the 29th Hong Kong Book Fair this summer.

The Hong Kong Trade Development Council (HKTDC) said the majority of the visitors to the seven-day public show were from Hong Kong and 9.0% (or nearly 94,000) came from outside the city.

"Along with purchasing books to their liking, readers also keenly participated in on-site cultural events," **HKTDC** Deputy Executive Director Benjamin Chau said. "In particular, the International Cultural Village, the Art Gallery and the various cultural performances drew crowds."

This year's fair at the Hong Kong Convention & Exhibition Centre was bolstered by the return of the co-located Hong Kong Sports and Leisure Expo, which launched last year. This year's exhibition drew 130 exhibitors of leisure products and sporting goods, contributing to a new show record of 680 exhibitors.

 Reach Benjamin Chau at (852) 1830 668 or hktdc@hktdc.org

SHENYANG

More than 1 Million Online Viewers **Follow Shenyang Cancer Conference**

More than 18,000 attendees took part in the 2018 Chinese Conference on Oncology in August, but the total audience topped 1,000,000 when online participants were included in the count.

The online capabilities of the conference generated 1,080,000 live viewers for the 77 parallel sessions featuring 923 cancer experts from around the world. The attendees who made the trip to the Shengyang EXPO in northeast China had access to 24,000 sm (258,000 sf) of exhibits.

"This extraordinary mega-conference was a real challenge due to the attendance and technical details," EXPO General Manager Diane Chen said. "Its success is a credit again to the tremendous commitment of our EXPO staff and the superb cooperation received from our government bureaus."

Reach Diane Chen at (86) 24 3161 9900 or dianechen@shenyangnwexpo.com

Taiwan

TAIPEI

UBM's New Farm Tech Show Gains Momentum

The second edition of Asia Agric-Tech Expo & Forum turned in a solid performance this summer as UBM Asia Ltd. capitalized on a growing automation trend in Asia's farming industry.

The show launched last year as a co-location with Aquaculture Taiwan and Livestock Taiwan. UBM, which recently merged with Informa, tailored the show to new technology that will change the shape of agriculture in the face of projected manpower reductions and climate change.

Greenhouse controls, data analysis and the Internet of Things were dominant themes on the exhibit floor and during the three days of conference sessions, which drew more than 4,000 attendees. The trio of shows at the Taipei World Trade Center welcomed more than 25,000 attendees from 34 nations. The exhibit floor covered about 1,500 sm (16,146 sf) and featured 210 exhibitors that racked up some \$10 million in orders, UBM said.

"The manpower in the agricultural industries is steeply decreasing, but the demand for food is dramatically

rising at the same time," said Sabine Liu, General Manager of UBM Taiwan. "We believe innovative technology and equipment will bring the solutions for food crisis, food safety, and animal diseases."

Reach Sabine Liu at +886-2-2738-3898 or info-tw@ubm.com

Vietnam

HO CHI MINH CITY

Vietnam Security Show Features Largest Exhibit Floor

Secutech Vietnam established a new show record for exhibit space during its August run in Ho Chi Minh City.

The 11th edition of the annual exhibition for safety, security and fire protection products finished with 10,000 sm (107,639 sf) of exhibit space, up 11.0% from the 9,000 sm (96,875 sf) last year. It was the largest exhibit floor in show history. A new record was also set for the number of exhibitors, which increased 13.0% to 310 and included the debut of a Singapore pavilion. Attendance had been projected at more than 12,000 when the show opened.

The rapid urbanization of Southeast Asia over the last few decades has created demand for safety technology and equipment in growing cities. "An increase in urban infrastructure projects along with strong GDP growth are significant factors," said Regina Tsai, Deputy General Manager of Messe Frankfurt New Era Business Media Ltd. "We expected to see a good mix of government and commercial sector buyers coming through the doors, a high proportion of which were system integrators, distributors and end users."

Messe Frankfurt organizes 11 shows worldwide in the security and safety area, including three other Secutech branded events in Thailand. India and Taiwan.

Reach Regina Tsai at +886 2 8729 1099 or regina.tsai@newera.messefrankfurt.com

Make sure your attendees and your conference fees are protected in case of natural disasters, illness and much more.

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A leading physician conference organizer implemented the Inability to Attend – registration refund program for their show. The conference had approximately 2,500 registrants. Due to a hurricane that hit their state, 15 attendees had to cancel. Rainprotection handled every cancellation, with no involvement required by the organizer/client. Each of the 15 cancelling registrants received a <u>full reimbursement</u>, and <u>the client retained 100% of the registration fees</u>. Total savings for client totaled over \$37,000.

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When cancellations occur, it costs you time and money, and it can potentially strain a good business relationship.

Our **Inability To Attend Insurance** is designed to take the burden off of your organization when registrants cancel. It provides 100% refunds to registrants (attendees and or exhibitors) who cancel and cannot attend your event.

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www.rainprotection.net



BY CARRI JENSEN, Manager of Directories; RENEE DIJULIO, Senior Editor; and ALEX KEOWN, News Editor

Demand for Convention Center Space Continues to Grow

CHICAGO - There seems to be no decline in interest or need for new convention centers. Across North America there is a flurry of activity as construction crews set the foundation for multiple show venues that should satisfy the needs of a community for some time to come.

Across the continent there are currently 29 different convention centers under construction, with another 42 sites under consideration. With the addition of the new convention centers, North

America will see 2,744,866 square feet (sf) of new prime exhibit space. That includes 1,866,036 sf of expanded space and 878,830 sf of exhibit space from new builds. Additionally, there will be an expected 1,761,987 sf of new meeting space, 1,075,987 sf from expansions and 686,000 sf from new builds. When it comes to flex space, the expansion of existing convention centers will add 659,498 sf and new builds will provide another 110,000 sf for a total of 769,498 sf of flex space.

With the last few pages left on the 2018 calendar, four facilities are expected to complete their construction projects before the end of the year.

• In Miami Beach, renovations on the Miami Beach Convention Center are expected to be complete by the end of October. This site will still be a large facility despite the fact that it will lose some of its prime exhibit space in the expansion. The facility will drop from 502,848 sf of prime exhibit space

7/4	N AN	\	721187
Number of North American Convention Centers		Meeting Space to be Added	1,753,487 s
Undergoing Construction	24	Through Expansions	1,067,487
Considering Construction	38	New Builds	686,000
Prime Exhibit Space to be Added	2,744,866 sf	Flex Space to be Added	763,498 s
Through Expansions	1,866,036 sf	Through Expansions	653,498
New Builds	878,830 sf	New Builds	110,00

to 491,500 sf. That loss though will make way for an expansion of meeting space. The center will see the amount of meeting space jump from 127,000 sf to 188,000 sf of meeting space. The Miami Beach facility will also include 84 breakout rooms, up from the current 81.

- Another site that will soon open is the Gaylord Rockies Resort & Convention Center in Denver. This new build will feature 175,000 sf of prime exhibit space, as well as 310,000 sf of meeting space with 78 breakout rooms. The Gaylord is expected to open its doors by the end of 2018.
- Las Vegas is also expecting to see an expanded convention center open its doors by the end of the year. The MGM Grand Hotel & Casino will see a significant expansion of meeting space. The square footage of meeting space will increase from 501,000 sf to 850,000 sf. The number of breakout rooms are expected to nearly double from 54 to more than 100. Prime exhibit space is expected to remain the same at 152,000 sf.
- The Arlington Convention Center in Texas is expected to see its construction project completed in November. The prime exhibit space will remain steady at 50,000 sf, but meeting space will be eliminated and flex space will drop from 30,000 sf to 24,000 sf as the site converts into an esports stadium.

While 2018 continued to be a strong year for convention center construction, more construction is in the works across North America. Over the next five years, there are 25 projects in the works, with five projects set for completion in 2019 and nine in 2020. The 2019 projects include the Moscone Center North/South in San Francisco, which is expanding by the first quarter of 2019; Kalahari Resorts & Conventions in Wisconsin Dells, Wis., which will open new space in the third quarter; Dickies Arena in Fort Worth, Texas, which is expected to open in the fourth quarter; and the massive Georgia World Congress Center Authority (Georgia World Congress Center, Centennial Olympic Park,

Construction Calendar

With 29 venues under construction on the Construction Calendar of the Trade Show Executive Pardon Our Dust Semi-Annual Report, trade show executives will need to keep their scissors sharp over the next five years.

Four centers will cut the ribbon before 2018 slips away, joining the 12 venues that have already celebrated the opening of new space this year. One of these is the Gaylord Rockies Resort & Convention Center in Denver, which has traveled a long and somewhat rocky road to reach this day.

Another five centers are expected to debut new space in 2019, with two of them debuting brand new buildings: Dickies Arena in Fort Worth and Chase Center in San Francisco. The pace picks up in 2020 with nine venues anticipating project completion, three of them in Las Vegas and all of those creating space within new buildings: Caesars Forum, Las Vegas Stadium (new home to the Raiders) and Wynn | Encore/Wynn Paradise Park. In 2021, it's all about expansions, with five centers planning to welcome additional space, including New York's Jacob K. Javits Convention Center. The same is true in 2022 when four more centers will open doors to new space. In 2023, two venues, the Greater Fort Lauderdale/Broward County Convention Center and the National Western Center in Denver, have project end dates scheduled.

Who will need to sharpen their scissors next? Check back for the Pardon Our Dust update in March to find out.

2018

ARIA Resort & Casino, Las Vegas, NV† (Q1)
Osceola Heritage Park Events Center (formerly Osceola Heritage Park Exhibition Building), Kissimmee, FL† (Q1)

Yucatán International Convention Center, Mérida, YU*† (Q1)

Gaylord Texan Resort & Convention Center, Grapevine, $TX^{\dagger}(Q2)$

Hard Rock Hotel & Casino, Atlantic City, Atlantic City, NJ† (Q2)

Huntington Convention Center of Cleveland and Global Center for Health Innovation, Cleveland, OH[†] (Q2)

Mohegan Sun, Uncasville, CT† (Q2)

Charleston Civic Center, Charleston, WV† (Q3)

CINTERMEX Convention Center, Monterrey, NL,

Mexico† (Q3

Kentucky International Convention Center, Louisville, KY† (Q3)

New York State Fairgrounds, Syracuse, NY[†](Q3)

Suburban Collection Showplace, Novi, MI[†] (Q3)

Arlington Convention Center, Arlington, TX (Q4)

Gaylord Rockies Resort & Convention Center, Denver,

CO* (Q4)

MGM Grand Hotel & Casino, Las Vegas, NV (Q4)

Miami Beach Convention Center, Miami Beach, FL (Q4)

2019

Moscone Center North/South Expansion,

San Francisco, CA (Q1)

Kalahari Resorts & Conventions, Wisconsin Dells, WI (Q3)

Dickies Arena, Fort Worth, TX* (Q4)

Georgia World Congress Center Authority (Georgia

World Congress Center, Centennial Olympic Park,

Mercedes-Benz Stadium) (Q4), Atlanta, GA

Chase Center, San Francisco, CA*

2020

Wynn | Encore/Wynn Paradise Park, Las Vegas,

NV (Q1

Cox Business Center, Tulsa, OK (Q3)

Las Vegas Stadium, Las Vegas, NV (Q3)

Memphis Convention Center (formerly Memphis Cook

Convention Center), Memphis, TN (Q3)

Oklahoma City Convention Center, Oklahoma City, OK* (Q3)

Roland E. Powell Convention Center, Ocean City,

MD (Q3)

Infinite Energy Center, Duluth, GA (Q4)

 ${\sf Caesars\,Forum, Las\,Vegas, NV^*}$

Kalahari Resorts & Conventions Round Rock, Round Rock, TX*

2021

Harrah's Cherokee Casino, Cherokee, NC (Q1)

Charlotte Convention Center, Charlotte, NC (Q2)

Gaylord Palms Resort & Convention Center, Kissimmee,

Lexington Convention Center, Lexington, KY (Q4)

Jacob K. Javits Convention Center, New York, NY

2022

Marriott Marquis Miami Worldcenter Hotel & Expo Center. Miami, FL (O1)

Washington State Convention Center, Seattle, WA (Q2)

Colorado Convention Center, Denver, CO (Q4)

Las Vegas Convention Center, Las Vegas, NV (Q4)

2023

Greater Fort Lauderdale/Broward County Convention Center, Fort Lauderdale, FL (Q4)

National Western Center, Denver, CO

*New build †Construction completed

Proposed Centers

There is a boom going on in convention construction. It did not start with a big bang, however more like a shovel crunching in dirt — but the shockwaves continue to reverberate throughout North America with announcements regarding new space routinely released.

This edition of Trade Show Executive's Pardon Our Dust finds 42 convention projects currently under consideration at some level. Of these centers, 16 are new to the list, replacing and going beyond those that have passed on construction and those that have put shovels in the ground.

Some projects were not found feasible at this time, like a new convention center for Niagara Falls; others, like the Amarillo Civic Center Complex, could not gain enough traction for approvals; and nearly every project has struggled with money. But a few managed to navigate the challenges for successful go-aheads.

Caesars Forum in Las Vegas, Harrah's Cherokee Casino in Cherokee, N.C., and Infinite Energy Center in Duluth, Ga., all belong to this latter group. Progress on these projects can now be tracked within the listings.

Those projects still maneuvering these early stages will continue to ride the current convention boom, seeking feasibility, financing, approvals or the perfect design. Who will catch the next wave of construction? Check back in March to find out.

DISCUSSION

George R. Brown Convention Center, Houston, TX Tucson Convention Center, Tucson, AZ

FEASIBILITY STUDY

Alliant Energy Center, Madison, WI

Boston Convention & Exhibition Center, Boston, MA

Buffalo Niagara Convention Center, Buffalo, NY

Century II Performing Arts & Convention Center.

Wichita, KS

DeVos Place, Grand Rapids, MI

Fargodome, Fargo, ND

Greensboro Coliseum Complex, Greensboro, NC

Island Grove Regional Park & Events Center,

Greeley, CO

The Mirage Hotel & Casino, Las Vegas, NV

Northern Kentucky Convention Center,

Covington, KY

Olympic Park, Montréal, QC

Ontario Convention Center, Ontario, CA

Orange County Convention Center, Orlando, FL

Palais des congrès de Montréal, Montréal, QC

Reno-Sparks Convention Center, Reno, NV

FINANCING

American Bank Center, Corpus Christi, TX

Austin Convention Center, Austin, TX

Baltimore Convention Center, Baltimore, MD

Chula Vista Hotel & Convention Center,

Chula Vista, CA*

Duke Energy Convention Center, Cincinnati, OH

Joseph A. Floreano Rochester Riverside Convention

Center Rochester NY

Jacksonville Convention Center, Jacksonville, FL*

Kansas Expocentre, Topeka, KS

Los Angeles Convention Center, Los Angeles, CA

Sacramento Convention Center, Sacramento, CA

SeaGate Convention Center, Toledo, OH

Wisconsin Center, Milwaukee, WI

Yakima Convention Center, Yakima, WA

LEGISLATIVE & OTHER APPROVALS

The Calgary Stampede, Calgary, AB

Mobile Civic Center, Mobile, AL

San Diego Convention Center, San Diego, CA

Savannah International Trade & Convention Center, Savannah, GA

DESIGN/SITE SELECTION

Neal S. Blaisdell Center, Honolulu, HI

Columbia Metropolitan Convention Center,

Columbia, SC

The Drew Las Vegas, Las Vegas, NV*

Houston Astrodome, Houston, TX

La Crosse Center, La Crosse, WI

New Orleans Ernest N. Morial Convention Center,

New Orleans, LA

Town & Country Resort & Convention Center,

San Diego, CA

World Market Center Las Vegas, Las Vegas, NV

*New build

Mercedes-Benz Stadium) in Atlanta, which will unveil its new space in the fourth quarter of 2019. In San Francisco, the Chase Center is expected to open by the beginning of the 2019-2020 NBA season. The amount of meeting and exhibit space is still to be determined, but the facility is set to be the anchor for a retail and restaurant district in the Bay City.

While there are plans for building new convention centers or renovating existing facilities, there have been a few projects that have fallen by the wayside this year. Among those were a new convention center for Niagara Falls, N.Y., and expansion of the Amarillo Civic Center Complex. Both of these faltered for a number of reasons.

Although those failed, there are many more potential projects in the works for places such as Houston. In that city, the former Astrodome sports complex will be converted into convention and exhibit space as part of a \$105 million redevelopment project. Construction on this project is not expected to begin for another two or three years. In Milwaukee, potential designs for the expansion of the Wisconsin Center were unveiled in June. One design includes up to 100,000 sf of multi-purpose space. However, there are still funding issues that have to be addressed. The Ernest N. Morial Convention Center in New Orleans is also planning a \$550 million construction project that includes new meeting rooms, green space and art installations. In New Orleans is a plan for a new Omni Hotel near the convention center that will include 150,000 sf of meeting space.

With growing conventions and trade shows, there is a growing need for more exhibit and meeting space. Check back with Trade Show Executive in the spring to see what else is coming down the pike.

■ Reach Alex Keown at akeown@ tradeshowexecutive.com

Trade Show Executive

EXHIBITION FACILITY	EVENT SPACE EXHIBIT / MEETING / FL	.EX	PROJECT STATUS	VENUE INFORMATION	MANAGEMENT
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/ Completion date	KEY FEATURES	CONTACT INFORMATION
CALIFORNIA					
San Francisco					
Chase Center Mission Bay Blocks 29-32 San Francisco, CA 94158 www.chasecenter.com	New Build	Prime Exhibit Space: TBD Meeting Space: TBD Flex Space: TBD Breakout Rooms: TBD	Phase: Construction Completion Date: 2019	Set to open for the start of the 2019-20 NBA season, the 18,000-seat center will anchor a district of 11 acres of restaurants, cafes, offices, public plazas and other amenities, along with a new 5.5-acre public waterfront park.	Eric Bresler, Executive Director, (510) 986-2200
Moscone Center North/ South Expansion 747 Howard St. San Francisco, CA 94103 www.mosconeexpansion.com	Prime Exhibit Space: 505,000 sf Meeting Space: 151,000 sf Breakout Rooms: 68	Prime Exhibit Space: 505,000 sf Meeting/Flex Space: 211,000 sf Breakout Rooms: 82	Phase: Construction Completion Date: Q1 2019	Consists of South building with 261,000 sf clearspan exhibit space, meeting rooms and a 50,000 sf column-free ballroom; North building with 181,000 sf. Unparalleled Wi-Fi capacity throughout. Expansion will create 505,000 sf of contiguous exhibit space.	Operations managed by SMG: Bob Sauter, General Manager, (415) 974-4013, bsauter@ moscone.com; Sales by San Francisco Travel: Lysa Lewin, VP Moscone Expansion Sales, (415) 227-2616, lysa@sftravel.com; Owned by the City & County of San Francisco, Project Management for Development: Brook Mebrahtu, Senior Project Manager, San Francisco Public Works Department, (415) 557-4642, brook.mebrahtu@sfdpw.org
COLORADO					
Denver					
Colorado Convention Center 700 14th St. Denver, CO 80202 www.denverconvention.com	Prime Exhibit Space: 584,000 sf Meeting Space: 100,000 sf Flex Space: 85,000 sf (2 ballrooms) Breakout Rooms: 81	Prime Exhibit Space: 584,000 sf Meeting Space: 100,000 sf Flex Space: 165,000 sf (3 ballrooms) Breakout Rooms:	Phase: Design Completion Date: Q4 2022	35,000 sf and 50,000 sf ballrooms. 5,000-seat Bellco Theatre. Attached 1,000-space parking garage. Walk to nearly 10,000+ hotel rooms. Free Wi-Fi in public areas, networking and charging stations, UPS store and gift shop.	Managed by SMG: Rich Carollo, Director of Sales & Marketing, (303) 228-8022, rcarollo@denverconvention.com
Gaylord Rockies Resort & Convention Center Pre-Opening Sales Office: 6860 N. Argonne St., Unit C Denver, CO 80249 www.gaylordrockies.com	New Build	Prime Exhibit Space: 175,000 sf Meeting Space: 310,000 sf Breakout Rooms: 78	Phase: Construction Completion Date: December 2018	20,000 sf outdoor space. 1,501 guest rooms, including 114 suites. 8 dining outlets. 10 minutes from the airport.	Managed by Marriott International Inc.: Michael Kofsky, Director of Sales & Marketing, (720) 452-6900, michael.kofsky@gaylordhotels.com
National Western Center 4655 Humboldt St. Denver, CO 80216 nationalwesterncenter.com	Prime Exhibit Space: 277,000 sf Meeting Space: 2,582 sf	Prime Exhibit Space: 852,359 sf Meeting Space: 24,773 sf Flex Space: 20,000 sf Breakout Rooms: TBD	Phase: Construction Completion Date: 2023	Events Center offers spectator seating for 6,700 (4,700 fixed seats with 2,000 floor seats available), and the arena floor has 45,000 sf (150' x 300').	Kyle Baun, VP of Complex Event Sales, (303) 299-5515, kbaun@ nationalwestern.com; Jen Edwards, Manager of Event Sales, (303) 299-5554, jedwards@nationalwestern.com
FLORIDA					
Fort Lauderdale					
Greater Fort Lauderdale/ Broward County Convention Center 1950 Eisenhower Blvd. Fort Lauderdale, FL 33316 www.ftlauderdalecc.com	Prime Exhibit Space: 199,526 sf Meeting Space: 98,592 sf Flex Space: 101,276 sf Breakout Rooms: 32	Prime Exhibit Space: 350,000 sf Meeting Space: 215,000 sf Flex Space: 220,000 sf Breakout Rooms: 50	Phase: Design Completion Date: Q4 2023	52,000 sf ballroom space (2 ballrooms). 400,000 sf prefunction, exhibit and meeting space. 2 miles from the airport; located on the Intracoastal Waterway. Expansion project includes attached 800-room hotel with additional 83,000 sf meeting and ballroom space.	Managed by SMG: Mark Gatley, General Manager, (954) 765-5900, mgatley@ ftlauderdalecc.com

EXHIBITION FACILITY	EVENT SPACE Exhibit / Meeting / Fi	LEX	PROJECT STATUS	VENUE INFORMATION	MANAGEMENT
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/ COMPLETION DATE	KEY FEATURES	CONTACT INFORMATION
Kissimmee					
Gaylord Palms Resort & Convention Center 6000 W. Osceola Pkwy. Kissimmee, FL 34746 www.gaylordpalms.com	Prime Exhibit Space: 178,500 sf Meeting Space: 222,077 sf Breakout Rooms: 58	Prime Exhibit Space: 178,500 sf Meeting Space: TBD Flex Space: TBD Breakout Rooms: TBD	Phase: Site Preparation Completion Date: Q2 2021	More than 400,000 sf flexible meeting, convention, outdoor, exhibit and pre-function space, including 3 ballrooms. 20 minutes from the airport. 1,416 guest rooms, including 115 suites. Expansion will add 90,000 sf carpeted space, outdoor terrace/function space, a parking garage and expanded pool offerings.	Managed by Marriott International Inc. Monica Schyck, VP of Sales & Marketing, (407) 586-0000, mschyck@gaylordhotels.com
Miami					
Marriott Marquis Miami Worldcenter Hotel & Expo Center 1700 N. Miami Ave. Miami, FL www.mdmusa.com/ worldcenter.html	New Build	Prime Exhibit Space: 100,000 sf Meeting Space: 320,000 sf Breakout Rooms: TBD	Phase: Site Preparation Completion Date: Q1 2022	Two-tower venue with 1,700 guest rooms and 500,000 sf event space to include 100,000 sf ground-level exhibition hall, meeting rooms, 2 ballrooms (60,000 sf and 46,000 sf) and 80,000 sf outdoor space.	MDM Hotel Group. Paul Pebley, Sales, Marketing & Revenue Management, (305) 421-8600, paul.pebley@ mdmusa.com
Miami Beach					
Miami Beach Convention Center 1901 Convention Center Dr. Miami Beach, FL 33139 www.miamibeachconvention.com	Prime Exhibit Space: 502,848 sf Meeting Space: 127,000 sf Breakout Rooms: 81	Prime Exhibit Space: 491,500 sf Meeting Space: 188,000 sf Breakout Rooms: 84	Phase: Construction Completion Date: October 2018	60,000 sf Grand Ballroom, two 16,000 sf ground-level ballrooms, unique 20,000 sf rooftop ballroom with outdoor terrace. Urban park immediately across from the convention center; integrated rooftop parking structure; 2 blocks to the beach; enhanced Wi-Fi networks and many new technological enhancements.	Managed by Spectra Venue Management: Ileana Garcia, Director of Sales & Marketing, (786) 276-2607, ileana_garcia@ miamibeachconvention.com
GEORGIA					
Atlanta					
Georgia World Congress Center Authority (Georgia World Congress Center, Centennial Olympic Park, Mercedes-Benz Stadium) 285 Andrew Young International Blvd. NW Atlanta, GA 30313 www.gwcca.org	Prime Exhibit Space: 1,400,000 sf Meeting Space: 322,000 sf Breakout Rooms: 98	Prime Exhibit Space: 1,500,000 sf Meeting Space: 350,000 sf Breakout Rooms: TBD	Phase: Construction Completion Date: December 2019	GWCC features 1.4 MIL sf prime exhibit space, 12 exhibit halls, 98 meeting rooms, 2 ballrooms and 3 landscaped outdoor plazas and is complemented by Centennial Olympic Park and Mercedes-Benz Stadium.	Managed by the Georgia World Congress Center Authority: Joe Bocherer, Chief Commercia Officer, (404) 223-4200, jbocherer@gwcc.com; Damon Bell, Senior Director of Convention Sales, (404) 223- 4200, dbell@gwcc.com
Duluth					
Infinite Energy Center 6400 Sugarloaf Pkwy. Duluth, GA 30097 www.infiniteenergycenter.com	Prime Exhibit Space: 71,600 sf Meeting Space: 52,000 sf Breakout Rooms: 24	Prime Exhibit Space: 121,600 sf Meeting Space: 74,000 sf Breakout Rooms: TBD	Phase: Construction Completion Date: December 2020	50,000 sf exhibit hall; 21,600 sf ballroom can accommodate 1,500; 13,000-seat adjacent arena; 700-seat adjacent performing arts center. Drivein access to exhibit halls; complimentary parking. Easy access to I-85.	Managed by Sugarloaf Partners LLC: Joey Dennis, General Manager, (770) 813-7511, jdennis@ infiniteenergycenter.com; Dan Markham, Executive Director of Sales, Booking & Event Management, (770) 813-7550, dmarkham@ infiniteenergycenter.com
KENTUCKY					
Lexington					
Lexington Convention Center 430 W. Vine St. Lexington, KY 40507 www.lexingtoncenter.com	Prime Exhibit Space: 66,000 sf Meeting Space: 40,000 sf Breakout Rooms: 18	Prime Exhibit Space: 100,841 sf Meeting Space: 50,000 sf Breakout Rooms: 19	Phase: Site Preparation Completion Date: Q4 2021	New ballroom to offer 25,000 sf. Walking distance to 2 hotels, restaurants, shopping and entertainment.	Joe Fields, Director of Convention Sales, (859) 233-4567 x3222, jfields@ lexingtoncenter.com; Becky Trimble, Senior Convention Sales Manager, (859) 233-4567 x3223, btrimble@lexingtoncenter.com

EXHIBITION FACILITY	EVENT SPACE EXHIBIT / MEETING / FLEX		PROJECT STATUS	VENUE INFORMATION	MANAGEMENT
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/ COMPLETION DATE	KEY FEATURES	CONTACT INFORMATION
MARYLAND					
Ocean City					
Roland E. Powell Convention Center 4001 Coastal Hwy. Ocean City, MD 21842 www.ococean.com	Prime Exhibit Space: 93,180 sf Meeting Space: 45,000 sf Flex Space: 25,000 sf Breakout Rooms: 22	Prime Exhibit Space: 123,180 sf Meeting Space: 45,000 sf Flex Space: 25,000 sf Breakout Rooms: 22	Phase: Site Preparation Completion Date: Q3 2020	1,212-seat Performing Arts Center with permanent stage, state-of-the-art sound and light systems, box office, concession area and spacious dressing and green rooms. Located along the Isle of Wight Bay. Free parking. City has 9,500 hotel rooms, with 4,850 committable to groups year-round.	Larry Noccolino, Convention Center Executive Director, (410) 289-2800, Inoccolino@ oceancitymd.gov; Regina Brittingham, National Sales Manager, (410) 723-8615, rbrittingham@oceancitymd.gov; Norma Dobrowolski, Destination Sales & Marketing Manager, (410) 289-2800, ndobrowolski@ ococean.com
NEVADA					
Las Vegas					
Caesars Forum 3570 Las Vegas Blvd. S. Las Vegas, NV 89109 www.caesarsforum.com	New Build	Prime Exhibit Space: 220,000 sf Meeting Space: 7,500 sf Flex Space: 80,000 sf Breakout Rooms: 48	Phase: Groundbreaking Completion Date: 2020	320,000 sf total event space includes two 100,000 sf ballrooms and two 40,000 sf ballrooms. Acess to 8,500 guest rooms at Harrah's Las Vegas, Flamingo Las Vegas and LINQ Hotel & Casino. 100,000 sf outdoor plaza.	Managed by Caesars Entertainment: Lisa Messina, VP of Sales, Caesars Entertainment National Meetings & Events, (855) MEET- CET, meet@caesars.com
Las Vegas Convention Center 3150 Paradise Rd. Las Vegas, NV 89109 www.vegasmeansbusiness.com	Prime Exhibit Space: 1,940,631 sf Meeting Space: 241,536 sf Breakout Rooms: 145	Prime Exhibit Space: 2,540,631 sf Meeting Space: TBD Breakout Rooms: TBD	Phase: Construction Completion Date: Q4 2022	13 exhibit halls separable by removable walls (17 halls upon completion of expansion). Highly competitive rental rates. Free wireless Internet access available in all common lobby areas. More than 125,000 rooms in a 5-mile radius.	Managed by Las Vegas Convention & Visitors Authority: Chris Meyer, VP of Global Business Sales, (702) 892-0711, cmeyer@lvcva.com
Las Vegas Stadium (Raiders) Las Vegas, NV lasvegasstadium.raiders.com	New Build	Prime Exhibit Space: 57,600 sf Meeting Space: TBD Breakout Rooms: 6	Phase: Construction Completion Date: Q3 2020	State-of-the-art retractable doors and glass-domed roof. Adjacent to the Las Vegas Strip.	Taylor Silva, Director, Business Development, tsilva@raiders.com
MGM Grand Hotel & Casino 3799 Las Vegas Blvd. S. Las Vegas, NV 89109 www.mgmgrand.com	Prime Exhibit Space: 152,000 sf Meeting Space: 501,000 sf Breakout Rooms: 54	Prime Exhibit Space: 152,000 sf Meeting Space: 850,000 sf Breakout Rooms: 100+	Phase: Construction Completion Date: December 2018	250,000 sf expansion to connect to existing center on all 3 levels and add a new 5,500 sf outdoor courtyard available for private events, 49,000 sf ballroom, 32,000 sf ballroom, 31,000 sf ballroom, 32,000 sf.	Ernest Stovall, VP of Sales, (702) 891-1199, estovall@ mgmresorts.com
Wynn Encore/Wynn Paradise Park 3131 Las Vegas Blvd. S. Las Vegas, NV 89109 www.wynnmeetings.com	Prime Exhibit Space: 75,500 sf Meeting Space: 46,392 sf Breakout Rooms: 40	Prime Exhibit Space: 160,500 sf Meeting Space: 150,000 sf Breakout Rooms: 68	Phase: Construction Completion Date: Q1 2020	\$4.7 billion resort. Post- expansion: 370,000 sf function space will include 68 meeting rooms with floor-to-ceiling windows and patios. 4,750 guest rooms and suites.	Steve Blanner, VP of Sales, (702) 770-2710, steve.blanner@ wynnlasvegas.com
NEW YORK					
New York					
Jacob K. Javits Convention Center 655 W. 34th St. New York, NY 10001 www.javitscenter.com	Prime Exhibit Space: 840,000 sf Meeting Space: 28,000 sf Breakout Rooms: 102	Prime Exhibit Space: 840,000 sf Meeting Space: 128,000 sf Flex Space: 55,000 sf Breakout Rooms: TBD	Phase: Construction Completion Date: 2021	Expansion will create 500,000 sf contiguous exhibit space and offer a new 55,000 sf ballroom, 100,000 sf additional meeting room space, outdoor roof space and a 4-level 633,000 sf parking garage. 30,000 sf ballroom space in Special Events Hall; 80,000 sf column-free hall in Javits North.	Managed by New York Convention Center Operating Corporation: Doreen Guerin, Senior VP of Sales & Marketing, (212) 216- 2103, dguerin@javitscenter.com; Susan Richardson, Director of Sales & Marketing Solutions, (212) 216-2188, srichardson@ javitscenter.com

EXHIBITION FACILITY	EVENT SPACE EXHIBIT / MEETING / FI	_EX	PROJECT STATUS	VENUE INFORMATION	MANAGEMENT
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/ COMPLETION DATE	KEY FEATURES	CONTACT INFORMATION
NORTH CAROLINA					
Charlotte					
Charlotte Convention Center 501 S. College St. Charlotte, NC 28202 www.charlottemeetings.com	Prime Exhibit Space: 280,000 sf Meeting Space: 126,500 sf Breakout Rooms: 41	Prime Exhibit Space: 280,000 sf Meeting Space: 154,000 sf Breakout Rooms: 55	Phase: Design Completion Date: Q2 2021	550,000 sf total space; 37 meeting rooms; 35,000 sf ballroom (divisible into 3); 40,000 sf ballroom. 280,000 sf exhibit space divisible into 4 halls. 90,800 sf pre-function space, 20,000 sf garden, 17,800 sf terrace and 6,000 sf overstreet bridge to NASCAR Hall of Fame.	Managed by Charlotte Regional Visitors Authority: Leslie Kluttz, Charlotte Convention Center Director of Venue Bookings, (704) 339- 6116, leslie.kluttz@crva.com
Cherokee					
Harrah's Cherokee Casino 777 Casino Dr. Cherokee, NC 28719 www.caesars.com/harrahs- cherokee	Prime Exhibit Space: None Meeting Space: 2,178 sf Flex Space: 36,000 sf Breakout Rooms: 41	Prime Exhibit Space: TBD Meeting Space: TBD Flex Space: TBD Breakout Rooms: TBD	Phase: Groundbreaking Completion Date: Q1 2021	56-acre mountain paradise with range of experiences from superb dining and entertainment to 18,000 sf spa. 1,108 guest rooms.	Managed by Caesars Entertainment: Lisa Messina, VP of Sales, Caesars Entertainment, (855) MEET-CET, meet@caesars.com
OKLAHOMA					
Oklahoma City					
Oklahoma City Convention Center Oklahoma City, OK www.meetinokc.com	New Build	Prime Exhibit Space: 200,000 sf Meeting Space: 45,000 sf Flex Space: 30,000 sf Breakout Rooms: TBD	Phase: Construction Completion Date: Q3 2020	35,000 sf ballroom; flexible space planned.	Dennis Johnston, VP of Sales, Oklahoma City Convention & Visitors Bureau, (405) 297-8906, djohnston@visitokc.com
Tulsa					
Cox Business Center 100 Civic Center Tulsa, OK 74103-3822 www.coxcentertulsa.com	Prime Exhibit Space: 102,600 sf Meeting Space: 80,000 sf Flex Space: 30,000 sf Breakout Rooms: 33	Prime Exhibit Space: 102,600 sf Meeting Space: 98,240 sf Flex Space: 30,000 sf Breakout Rooms: 34	Phase: Construction Completion Date: July 2020	30,000 sf ballroom (Oklahoma's largest); 31 meeting rooms; 102,600 sf column-free, divisible exhibit space with loading docks. Walking distance to 1,700+ hotel rooms. 41,240 sf reconstructed space opening in summer 2020.	Managed by SMG: Kathy Tinker, Director of Convention Sales, (800) 678- 7177, ktinker@smgtulsa.com
TENNESSEE					
Memphis					
Memphis Convention Center (formerly Memphis Cook Convention Center) 255 N. Main St. Memphis, TN 38103-0016 www.memphisconvention.com	Prime Exhibit Space: 160,000 sf Meeting Space: 74,000 sf Breakout Rooms: 31	Prime Exhibit Space: 118,000 sf Meeting Space: 72,000 sf Flex Space: 19,800 sf Breakout Rooms: 52	Phase: Construction Completion Date: Q3 2020	300,000+ sf meeting and exhibit space includes 118,000 sf column-free exhibit hall and 2,100-seat theater. High-speed, wireless Internet throughout.	Managed by Memphis Management Group (MMG), a wholly owned subsidiary of the Memphis Convention & Visitors Bureau: Pierre Landaiche, VP, (901) 576-1203, plandaiche@ memphisconvention.com; Nicole Seltzer, Director, Convention Center Sales, (901) 576-1253, nseltzer@ memphisconvention.com

Trade Show Executive

EXHIBITION FACILITY	EVENT SPACE	FV	PROJECT	VENUE INFORMATION	MANAGEMENT	
EATIBITION FACILITY	EXHIBIT / MEETING / FLEX		STATUS	VENOE IIII ORMIATION		
BY LOCATION	PRE-CONSTRUCTION	POST-CONSTRUCTION	PHASE/ COMPLETION DATE	KEY FEATURES	CONTACT INFORMATION	
TEXAS						
Arlington						
Arlington Convention Center 1200 Ballpark Way Arlington, TX 76011 www.arlingtoncc.com	Prime Exhibit Space: 50,000 sf Meeting Space: 8,500 sf Flex Space: 30,000 sf Breakout Rooms: 12	Prime Exhibit Space: 50,000 sf Flex Space: 24,000 sf	Phase: Construction Completion Date: November 2018	Exhibit hall is column-free with easy access.	Mike Hunter, Director, (817) 459-5000, mike.hunter@ arlingtontx.gov	
Fort Worth						
Dickies Arena 115 W. 2nd St. Fort Worth, TX 76102 www.dickiesarena.com	New Build	Prime Exhibit Space: 126,230 sf Meeting Space: 3,500 sf Breakout Rooms: 2	Phase: Construction Completion Date: December 2019	Arena will have attached exhibit hall with 96,880 sf. Landscaped plaza above the event level. New, 2,200-car parking garage.	Managed by Trail Drive Management Corp. Matt Homan, President, (817) 402-9000, mhoman@ dickiesarena.com	
Round Rock						
Kalahari Resorts & Conventions Round Rock Round Rock, TX www.kalaharimeetings.com/ texas	New Build	Prime Exhibit Space: 62,000 sf Flex Space: 200,000 sf Breakout Rooms: 16	Phase: Construction Completion Date: 2020	Pre-function space; 50,000 sf outdoor event space includes event barn, covered terraces and lawn. 975 guest rooms. Complimentary Wi-Fi; state- of-the-art AV. Family-friendly amenities, including free access to one of America's largest indoor waterparks.	(855) 411-4605, txgroups@kalahariresorts.com	
WASHINGTON						
Seattle						
Washington State Convention Center 705 Pike St. Seattle, WA 98101 www.wscc.com	Prime Exhibit Space: 236,700 sf Meeting Space: 138,320 sf Flex Space: 11,026 sf Breakout Rooms: 79	Prime Exhibit Space: 443,650 sf Meeting Space: 298,360 sf Breakout Rooms: 137	Phase: Construction Completion Date: Q2 2022	Located in the heart of downtown Seattle; walking distance to hotels, restaurants, shops and sights. On-site business services, visitor information and restaurants; 1,500 covered parking spaces. Only convention center to win National Association of Catering Executives "Best on-Premise Catered Event."	Jeff Blosser, President & CEO, (206) 694-5010, jeff.blosser@ wscc.com; Michael T. McQuade, Director of Sales, (206) 694-5105, michael mcquade@wscc.com	
WISCONSIN						
Wisconsin Dells						
Kalahari Resorts & Conventions 1305 Kalahari Dr. Wisconsin Dells, WI 53965 www.kalaharimeetings.com/ wisconsin	Prime Exhibit Space: 65,000 sf Flex Space: 35,000 sf Breakout Rooms: 35	Prime Exhibit Space: 89,760 sf Flex Space: 212,000 sf Breakout Rooms: 45	Phase: Construction Completion Date: Q3 2019	756 rooms and suites. Complimentary Wi-Fi throughout; free parking; no vendor surcharges. World-class dining and catering; spa and salon; family-friendly amenities, including free access to one of America's largest indoor waterparks.	John Chastan, General Manage (608) 254-5466, wigroups@ kalahariresorts.com; Joey Greeno, Assistant Directo of Sales, (608) 254-5466, jgreeno@kalahariresorts.com	



CEIR Predict Offers Trade Show Industry Forecasts for 2019 and Beyond

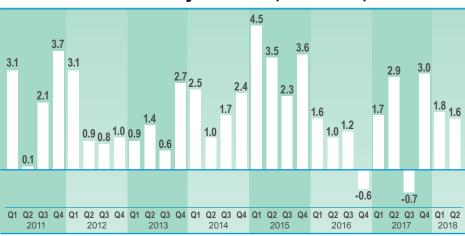
BY DANICA TORMOHLEN, Editor-At-Large

OXON HILL, MD — Despite threats from Hurricane Florence, the Center for Exhibition Industry Research (CEIR) Predict drew 132 verified attendees — five more than last year. Before the event, 181 people had registered for the 8th annual exhibition industry outlook conference held Sept. 13-14 at the MGM National Harbor.

"One of the things we try to do with this conference is to be forward-looking," CEIR CEO Cathy Breden said. "It's not necessarily going to have the answers of what show organizers need to do, but it gets them to think."

This year's two-day event — again co-chaired by mdg President Kimberly Hardcastle-Geddes and mdg VP

CEIR Index Growth By Quarter (2011-2018)



International Principal Vinnie Polito, followed a format similar to last year's. The first day began with sessions from 3 to 5 p.m., followed by a reception.

Day two opened with a 7 a.m. networking breakfast, and sessions ran from

Continued on page 52



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EXHIBITOR SALES & SPONSORSHIP



LEADERSHIP & MANAGEMENT

CUSTOMIZED JOURNEYS



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INTERNATIONAL



WOMEN IN LEADERSHIP



YOUNG PROFESSIONALS



NEW MEMBER/FIRST TIMER



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BY MIKE THOMAS, News Editor, and GARY THURO, Chief Marketing and Sales Officer for Solar Energy Trade Shows (SETS)

s the Chief Marketing and Sales Officer for Solar Energy Trade Shows (SETS), Gary Thuro is in charge (alongside company CEO Stephen Miner) of the hugely popular energy trade show Solar Power International, which in 2017 occupied 240,000 nsf, with 19,500 attendees and about 750 exhibitors.

As of early September, the 2018 show was on pace to exceed nsf and attendance. Last year's Trade Show Executive Gold 100 winner for Best Use of Technology for the innovative Smart Energy Microgrid Pavilion (now called the Smart Energy Microgrid Marketplace) it features. SPI is an increasingly important education and networking hub for companies throughout the energy sector. A few weeks before SPI 2018, which took place Sept. 24-27 in Anaheim, Calif. Thuro spoke with TSE about the evolution of SETS' flagship event and how, through the use of technology, they have improved on its educational and financial impact.

MIKE: The microgrid has been a huge draw for you at Solar Power International over the past few years. How did you initially develop the idea for the microgrid and identify it as an opportunity?

GARY: It's a couple of things. I've been here four years now, and since my time here we've actually doubled our net profit. And Stephen Miner, our CEO, came from wind energy. As these industries mature, like any industry, there's consolidation and there's been a lot of policy issues. So you have these ups and down in the industry. One of my goals was to drive more revenue, so looking at it I thought we needed something other than just solar at the trade show [in order to] mitigate any potential consolidation

in the industry or downturns in strictly solar. So we were looking for different verticals, and now we've added a number of them to the show to keep people coming. Because, at the end of the day, a solar panel is a rectangle — there's no wow factor. I found a great partner in the EMerge Alliance, which is a bunch of companies that are interested in microgrids and DC power. And it's just been a wonderful relationship.

MIKE: How has the partnership been beneficial?

GARY: Their main interest was a platform to tell their story, so we gave them that platform to tell their story and get more people talking about the benefits of microgrids. We powered part of the show with solar. And it's given an opportunity, because a microgrid is a bunch of components, so it allows companies to come in and live-demo their equipment and their piece of the microgrid. And we can have multiple companies involved, so we've got companies providing the solar panels to generate the power and we've got multiple energy storage companies battery companies and companies that make the monitoring software so we can show people on the show floor on big screens how much energy we're producing and using and storing, and whether it's coming from solar or the battery or the utility. And then from there, because microgrids aren't just about solar,

the energy can come from anywhere, so this year we've reached out to wind. I've got some wind companies coming in that can provide power to the microgrid, and we also brought in hydrogen as a vertical. So now hydrogen fuel cells are another vertical within the show, and we've got 40-something exhibitors just from hydrogen.

MIKE: Initially, you said one of your challenges was having to connect the dots for exhibitors.

GARY: Like anybody else, everybody's focused on their piece of the pie. When I started explaining [solar] to the associations that own SPI, I said, "Do you realize that in the hydrogen world, their preferred method to produce hydrogen gas is with solar?" And they didn't know that. So there was a business opportunity for people in solar that they weren't necessarily even aware of in the hydrogen world. Our show is really a business show. We have a lot of education. We have a lot of technical symposia. But at the end of the day, people are coming there to network and do business.

MIKE: In terms of your educating exhibitors, is there less dot connecting these days than there was even a few years ago?

GARY: Yeah, absolutely. They're starting to get it. We added something new this year called Ask the Microgrid Experts, and we've set up an area where we've got

companies that represent different parts of a microgrid, where people can come and ask them questions and get advice. It's been interesting to see from an industry standpoint, and from a trade show standpoint it's been a great way for us to introduce new verticals to the show and tie them in so they've not just sticking out there like a sore thumb.

MIKE: What's the biggest thing you've learned over the last few years of having the microgrid at SPI?

GARY: Even though there are a lot of people doing a lot of things, there's still some stovepipe within industries or parts of the industry. People are producing products, but may not necessarily be so knowledgeable about how they're being used and the opportunities that are out there for them. I've seen a lot of eye opening, where people are coming to SPI and having these conversations, and there becomes an awareness of how big and how much opportunity there really is for them.

MIKE: You've made money from the microgrid since its first year of existence in 2016. How has it been financially beneficial for you?

GARY: Overall, as an organizer, we've doubled our net revenue over the last four years. [At SPI], which is still the mothership, we've got more exhibitors, more attendees, and more sponsorships. And our retention rate is extremely high on

the exhibition side in that area, because from a trade show standpoint, companies are looking for a place to exhibit and we're providing them the venue to do it.

MIKE: It's about knowing your audience, and you seem to know yours well.

GARY: We do. We've done a lot of research and a lot of data crunching, and we know our customers. And we try to bring in new attendees, as well, to fit the new exhibitors we're bringing in, which is a chicken-and-egg thing.

MIKE: Looking forward to 2019 and beyond, are you going to keep featuring the microgrid?

GARY: Oh, my god, yeah. We're going to keep adding verticals when it makes sense and growing them. We will continue to add to the microgrid and grow that with the latest and greatest technology. Renewable energy is kind of a tech industry, with new advancements coming out all the time. As those advancements in solar, microgrids, distributed wind, geothermal, hydrogen, fuel cells, batteries and others come to fruition, we will figure out a way to incorporate them into the show. So we're excited about the next couple of years. We're already working on 2019 and 2020.

■ Reach Gary Thuro at 703-738-9481 or gthuro@sets.solar

Experience Expo! Expo!

In June, I talked about the importance of investing in your team's professional development. One of the greatest advantages to having a strong team is the opportunity to pull together the talent and knowledge from an organization's various departments into a cohesive unit. When done properly, your organization runs like a well-oiled machine. When done extraordinarily, it even purrs like a kitten.

The challenge to building a strong team is the fact that you are pulling from various departments - with however many people - who need specific development and investment into that development. It doesn't take long for an organization leader to find himself or herself having to make difficult choices between what members of the team receive the development they need.

Yet the best teams yield the best results and every team member is valuable, right? So the question for proactive organization leaders may not necessarily be whether to invest in professional development, rather how to maximize your investment. Wouldn't it be nice to be able to apply a "one stop shop" approach when it comes to giving all the members of your team the tools they need to succeed?

One of the reasons Expo! Expo! IAEE's Annual Meeting & Exhibition has been dubbed "THE Show for Shows" is because it is one of the few conferences that covers the full gamut of what it takes to put on a powerful exhibition or event. A new twist we have added to this year's programming is the approach that while show organizers are the lead for creating an exhibition or event, they rely on their team members from the IT, Marketing, Education, Sales, etc. departments to make a show happen. Therefore, we have created content that encompasses a broader scope for professionals in these departments beyond the context of show management.

By taking a bird's eye view of education that benefits professionals in their respective fields and melding it with its relevance to our industry, this year's

Expo! Expo! offers a robust learning experience that consists of six unique education tracks that will strengthen your team from the inside out, so that your organization purrs and your shows pack quite the punch.

Science & Technology of a Show is designed for industry IT professionals who carry great responsibility within their organization's technology department. Sessions will explore the latest tech available such as AI, chatbots and other business intelligence products as well as delve into the ever-important issue of cybersecurity.

Global Insights is specific to those who organize meetings outside the United States and/or whose focus prioritizes the global market. Key emerging markets will be examined, as well as logistics and legalities involved in show organizing within the international arena.

Attendee Marketing explores the ins and outs of traditional marketing and the latest digital media strategies to effectively drive attendee acquisition and brand loyalty, including case studies of highly successful show marketing. CEIR research on what works and what doesn't - straight from the attendee's mouths will be presented and analyzed.

Show Design & Strategy is customized to those responsible for the operation and execution of creating powerful face-to-face experiences. The latest methodologies honed from attendee behavior and neuroscience will be addressed along with crucial information such as legalities and risk management, and incorporating the latest safety and security measures.

Exhibitor Sales & Sponsorship is all about building and enhancing exhibitor and partnership opportunities. These sessions explore the art of creating that fine balance between mutually beneficial relationships and profitability, while standing out among the competition.

Leadership & Management explores what effective leaders must consider, and act upon, in their strive to make their organization the best it can be at all

times. These sessions foster the qualities that have always defined executive leaders, such as effective team building and strategic decision making. They also look at newer leadership aspects such as incorporating diversity and geopolitical trends key to forward-thinking executives.

These 140+ learning experiences will take place on and off the show floor, in various environments and formats. From the traditional settings in presentation rooms to smaller, more dynamic settings sprinkled throughout the show floor, I have no doubt that every member of your team will walk away from Expo! Expo! with the tools and knowledge they need to take 2019 to the next level.

I look forward to seeing you and all the members of your team in New Orleans this December!

BY DAVID DUBOIS CMP, CAE, FASAE, CTA

President & CEO of IAEE (972) 687-9204 | ddubois@iaee.com



August Metrics Increase in Two Categories

BY CAROL ANDREWS, Editor-at-Large; and HIL ANDERSON, Senior Editor

CHICAGO — August exhibitions produced growth in two of three categories compared to August 2017. Exhibit space this year crept up 0.5%, while exhibitor counts backtracked (0.6)% and attendance moved up 0.4%. Although the momentum cooled from a robust July when exhibit space shot up 4.6%, it was actually a definite improvement over August 2017 when exhibit space fell (3.6)%, exhibitors tumbled (5.0)% and attendance grew a scant 0.7%.

There were 20 shows held in August that were included in the Trade Show Executive Dashboard of Monthly Trade Show Metrics compared to 15 in 2017. Of this year's shows, six measured 100,000 net square feet (nsf) or more of exhibit space. Only one show, the biennial International Woodworking Fair (IWF), was from the TSE Gold 100 rankings of largest U.S. trade shows. Five shows, however, made the most recent TSE Fastest 50 roster of fastest-growing expos.

Overall, the metrics were encouraging, despite the low growth rates, as eight shows reported increases in all three metrics, while only three retreated in each category.

When calibrated to exclude various outliers, the Dashboard reached respectable adjusted totals of 1,157,681 nsf of exhibit space, 5,530 exhibitors, and 92,298 attendees. That worked out to a per-show average of 68,099 nsf of exhibit space, 307 exhibitors and attendance of 5,769.

Truly an International Woodworking Fair

The IWF was not only the largest show on the Dashboard, it was the largest IWF in the past 10 years, thanks to a high level of international participation.

Show managers said 98 nations were represented at the Georgia World Congress Center (GWCC), along with all 50 U.S. states. The global interest has been stoked over the years by IWF's inclusion in the Department of Commerce's

International Buyer Program, which promotes major U.S. events to international attendees and provides export assistance to overseas buyers during the show. International attendees also received benefits including matchmaking services to help connect them with the right exhibitors.

When the sawdust settled, the estimated IWF metrics featured 618,033 nsf of exhibit space, a sharp 16.0% increase over 2016, even though the number of exhibitors slumped (3.9)% to 1,037. Attendance also jumped 11.5% to 30,396.

Growth Leaders

• TechNet Augusta is in an enviable position due to the bullish market for cybersecurity and cyberwarfare technology. This event is co-organized by SPARGO, Inc. and the AFCEA and held at Georgia's Augusta Marriott. It focuses on the military and defense industry side of cybersecurity and cyberwarfare technology, making it a perfect forum for contractors and military brass to network and check out the





newest gear on the market. The show, already a Fastest 50 member, turned in double-digit increases in all three metrics. Exhibit space totaled 31,046 nsf, which was a whopping 34.1% over last year and fueled by a 10.6% boost in exhibitors to 188. Attendance was up 13.7% to 4.351.

- Summer NAPE in Houston has become a bustling marketplace for the petroleum industry where prospective drilling sites are bought and sold. Exhibit space was up 20.0% this year at 36,700 nsf. Exhibitors increased 8.2% to 225 and attendance bubbled up 1.3% to 2,866.
- The Water Expo also made a strong bid for a repeat appearance on the Fastest 50. The event made the latest Fastest 50 in the exhibit space category, and it didn't disappoint this year with a 19.6% surge to 27,500 nsf. The number of exhibitors grew just 1.5% to 138 and attendance was up 2.1%, reaching 1,461. The show's Miami venue and an increased number of sessions in



Enjoy the View. SIGGRAPH was looking good this year as exhibit space grew 8.9%. The show featured the latest in computer graphics, augmented reality, and whatever it was that this attendee was looking at.

Spanish helped draw a large crowd from Latin America.

Graphic Growth

SIGGRAPH, a show for the booming computer graphics industry, reported a significant gain in exhibit space, growing 8.9% to 41,700 nsf. There were 160 exhibiting companies on the floor at the Vancouver Convention Centre, which was a (19.9)% drop from last year's show in Los Angeles. Hall-Erickson, Inc. noted that nearly 25.0% of the 125 exhibitors were first-timers. Attendance at the show was unchanged from last year at 16,500.

The show's product lines have expanded into artificial intelligence and robotics, which gave attendees a wide range of opportunities for hands-on experiences with new hardware and software. "I saw thousands of people openly sharing new ideas and expressing their creative energy within every square foot of the Vancouver Convention Centre," said Conference Chair Roy Anthony. "This year's contributors also delivered incredible content sure to inspire future generations working within these fields."

Even with fewer exhibitors, the crowd had plenty to keep themselves occupied. Nearly 1,000 speakers were on the agenda, and around 700 papers, lectures, artworks, and other types of presentations were made. Remote participation was also high with the SIGGRAPH Facebook and YouTube channels each picking up more than 50,000 views.

Top Cities

The IFW wasn't the only show taking place in Atlanta this summer. The Atlanta Apparel Market chipped in 131,279 nsf, giving Atlanta a total of 749,312 nsf to top the leaderboard.

Dallas was in second place with the Great American Trucking Show and Fire-Rescue International totaling 285,500 nsf. Las Vegas parlayed three shows into a third-place finish with 245,272 nsf.

Next Month

One of the largest shows on the calendar is the IAAPA Attractions Expo in Orlando, which will mark the 100th anniversary of the International Association of Amusement Parks and Attractions (IAAPA).

Show organizers are projecting a 560,000 nsf exhibit area featuring the latest in midway rides and technologies that keep amusement and theme parks around the world humming. More than 35,000 attendees are expected.

Organizers of PLMA's Private Label Trade Show say they are on track to break last year's show records for both exhibit space and attendance. The crowd is expected to surpass last year's 11,200 while the entire Donald E. Stephens Convention Center in Rosemont, Ill., will be filled with more than 2,800 booths.

SupplySide West in Las Vegas has more than 1,300 exhibitors and 16,000 attendees from the dietary supplement and nutrition industry signed up to see the latest in their industry's gamut, from product development to supply chain. Boutique Design New York has 750 exhibitors and 8,000 attendees from the hospitality design industry registered for its ninth annual show at the Jacob K. Javits Convention Center. Javits Center will also host ISC East, which Reed Exhibitions will be co-locating this year with Infosecurity North America and Unmanned Security Expo. The Fastest 50 show is on track to draw around 4,000 attendees.

And finally, FABTECH moves into Atlanta this year after filling 765,500 nsf at McCormick Place in 2017. The U.S. manufacturing sector has been feeling bullish about its prospects as tariffs and tax breaks bolster the bottom line, and robots and artificial intelligence whittle away at costs.

The Society of Manufacturing Engineers and its association partners have cleared plenty of space at the GWCC for new technologies. Major attractions include the 3D/Additive Manufacturing Pavilion, which is touted as one of the fastest-growing technologies of the 21st Century, and the Smart Manufacturing Hub, where attendees will find whatever will be needed to power the factories of the future.

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NSF OF PAID EXHIBIT SPACE



EXHIBITING ORGANIZATIONS



TOTAL ATTENDANCE



Holding Steady. Metric growth had nominal increases in the exhibit space and attendance categories and there was a slight downward drift in exhibitor counts. Full year trends, however, still reflect upward momentum.



Trade Show Executive Dashboard Snapshot — MONTHLY OVERVIEWS







Methodology

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



Trade Show Executive

Dashboard Snapshot – CONSOLIDATED OVERVIEWS

QUARTERLY OVERVIEW



Spring Stall. Headwinds tamped down Second Quarter metrics with exhibit space increasing 0.8% over Q2 of 2017, but exhibitor counts drifting (0.2)% lower and attendance dipping (1.0)%.

Metrics Growth Slows in Q2

Trade show metrics were marred by red ink in two of the three Dashboard categories during the Second Quarter of 2018.

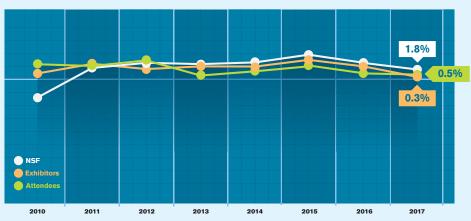
After posting some encouraging gains in Q1, growth hit some headwinds in the spring. Exhibit space increased 0.8% over Q2 of 2017, but exhibitor counts drifted (0.2)% lower and attendance backed off (1.0)%.

The backtracking compared to a solid Q1, which saw exhibit space shoot up 3.6%, exhibitors increase 2.0% and attendance increase 0.6%. The Q2 2017 tallies included a 2.0% increase in exhibit space, a 0.4% increase in exhibitors and a 1.0% increase in attendance.

Growth was uneven over the duration of Q2 2018, including a (0.1)% slip in exhibit space and (2.7)% decline in attendance during May. A robust performance by the huge NPE2018: The Plastics Show may have saved the day. June finished in the black, although the increases in exhibitors and attendance were less than 1.0%.

The Third Quarter could get a push from some of the top-tier shows on the calendar. The guarter kicked off with Cosmoprof North America and the AACC Annual Scientific Meeting & Clinical Lab Expo, both of which were featured on the latest TSE Gold 100 and Fastest 50. August brings MAGIC and the biennial International Woodworking Fair.

ANNUAL OVERVIEW



Hanging Tough. The Dashboard finished a wild 2017 in the black but set a slower pace than the previous year. Exhibit space was the leader with a 1.8% increase over 2016. Exhibitors and attendance both grew less than 1.0%.

Full-Year Results

Growth slowed in 2017 compared to the previous year but remained barely in the black. Exhibit space increased 1.8% compared to 2016, while exhibitors rose a slight 0.3% and attendance picked up 0.5%.

The 2016 year produced a 2.4% increase in exhibit space over the previous year. Exhibitors were up 2.1% and attendance increased 1.1%.

The results likely were affected by Emerald Expositions going public, which required them to withdraw their shows from the Dashboard data.

The market had a full year to adjust to the turmoil on the political landscape, and the overall economy did well; lower unemployment and a red-hot stock market contributed to a greater degree of certainty. Fears of an international trade war remained, but without any pitched battles that could have thrown corporate growth and international exhibitions attendance off the rails.



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DASHBOARD — AUGUST TRADE SHOW METRICS



BY CAROL ANDREWS Editor-At-Large



BENCHMARKS: **AVERAGE GROWTH**

- NSF: 0.5%
- Exhibitors: (0.6)%
- Attendance: 0.4%



TOP MANAGEMENTS*

- International Woodworking Fair, LLC
- · Randall Reilly
- The OFFPRICE Show



GROWTH LEADERS

- TechNet Augusta
- Summer NAPEThe Water Expo



TOP SECTORS*

- · Building, Construction, Home and Repair
- Consumer Goods & Retail Trade
- · Professional Business Services



TOP CITIES*

- Atlanta
- Dallas
- · Las Vegas

*Based on total nsf

	SHOW SITE	NET SF OF	EXHIBITS	EXHII	BITORS	TOTAI	. ATTENDANCE	SHOW HIGHLIGHTS
SHOW INFORMATION	2018/2017	2018/2017	VARIANCE	2018/2017	VARIANCE	2018/2017	VARIANCE	2018 VS 2017
AAFP National Conference of Family Medicine Residents & Medical Students American Academy of Family Physicians www.aafp.org/nc	Kansas City, MO Kansas City, MO	58,300 54,300	7.4%	539 512	5.3%	5,344 4,845	10.3%	Records were set in attendance in all categories. Residents and medical students attended to learn about family medicine, explore residency programs, and connect with potential employers.
AHRMM Annual Conference & Exhibition Association for Healthcare Resource & Materials Management www.ahrmm.org	Chicago Washington, DC	30,600 31,300	(2.2)%	198 212	(6.6)%	1,970 2,051	(3.9)%	The quality of exhibitors and attendees continues to increase. Some exhibitors upgraded their booth space after initial space selection, indicating that the Supply Chain is a continued focus.
American Association of Diabetes Educators Annual Conference American Association of Diabetes Educators www.aademeeting.org	Baltimore Indianapolis	49,000 46,900	4.5%	194 188	3.2%	4,626 4,538	1.9%	Nearly half of the show's professional attendees were registered nurses. In addition to Product Theaters in the exhibit hall general sessions broke out directly into the hall. A passport program drove traffic on the show floor.
ASAE Annual Meeting & Exposition ASAE: The Center for Association Leadership www.asaecenter.org	Chicago Toronto	69,000 67,600	2.1%	450 395	13.9%	6,094 4,585	32.9%	The buyer to seller ratio was 63% buyers (association staff) to 37% sellers (industry partners). There were 110 education sessions and Yancey Strickler, Kickstarter co-founder, and Siri Lindley, world champion triathlete, were keynote speakers. The association raised \$71,000 for two charities.
August Atlanta Apparel® AmericasMart Atlanta www.americasmart.com	Atlanta Atlanta	131,279 118,998	10.3%	395 389	1.5%	16,668 16,911	(1.4)%	The show featured top trends in resort, holiday and children's styles. The temporary collection was nearly one-fifth larger than 2017's. The Boutique Hub, a community for boutique owners, brands and service providers, made its Atlanta Apparel debut.
Fire-Rescue International International Association of Fire Chiefs Www.iafc.org Into the Institute FASTEST	Dallas Charlotte	125,900 147,200	(14.5)%	431 496	(13.1)%	10,315 9,846	4.8%	Fire and emergency service leaders came from across North America and around the globe. Exhibitors showcased fire service innovations in apparatus, technology, equipment, gear and more.
The Great American Trucking Show Randall Reilly www.randallreilly.com	Dallas Dallas	159,600 N/A	CU	520 N/A	CU	19,699 N/A	CU	Special features included free health screenings, three stages with diverse content, and a new fleet recruiter/driver meeting setting in the Recruiting Pavilion. Another feature was a pre-trip inspection competition for drivers



DASHBOARD — AUGUST TRADE SHOW METRICS

	SHOW SITE	NET SF OF	EXHIBITS	EXHI	BITORS	TORS TOTAL ATTENDA		SHOW HIGHLIGHTS
SHOW INFORMATION	2018/2017	2018/2017	VARIANCE	2018/2017	VARIANCE	2018/2017	VARIANCE	2018 VS 2017
ICSC Florida Conference & Deal Making ICSC-International Council of Shopping Centers www.icsc.org	Orlando Orlando	66,300 64,800	2.3%	330 313	5.4%	4,605 4,655	(1.1)%	A record number of retailers attended the show this year. Highlights of the event included the educational sessions, participation by special industry groups, and a focus on retail real estate trends.
IncentiveWorks Newcom Media www.incentiveworksshow.com	Toronto Toronto	46,000 45,000	2.2%	256 253	1.2%	2,511 2,322	8.1%	The quality of buyers increased following a focused attendee marketing campaign that also resulted in a record number of new attendees. Participants had the opportunity to attend more than 12 education sessions and four keynote presentations to earn CE credits.
International Woodworking Fair® International Woodworking Fair, LLC www.iwfatlanta.com	Atlanta Atlanta	618,033 (est.) 532,565 (16)	16.0%	1,037 (est.) 1,079 (16)	(3.9)%	30,396 (est.) 27,260 (16)	11.5%	The 2018 IWF was the largest in size and scope in the last 10 years. Attendees came from all 50 states, and 98 countries took part in product showcases and demonstrations. Pavilions featured decorative surfaces, cabinets and closets, and wood flooring.
NIGP Annual Forum & Exposition NIGP: The Institute for Public Procurement www.nigp.org	Nashville Salt Lake City	33,000 32,000	3.1%	245 231	6.1%	2,217 1,862	19.1%	The show broke attendance records, with total attendance up by nearly 20%. The exhibit floor was sold out and exceeded budget goals by 10%. There were 53 new exhibitors on the show floor.
Nursery/Landscape EXPO Texas Nursery & Landscape Association www.NurseryLandscapeEXPO.org	San Antonio Dallas	99,200 104,700	(5.3)%	460 521	(11.7)%	5,300 6,061	(12.6)%	Sponsorship revenue and show participation were the highest ever and the quality of sales on the show floor was the best in years.
OFFPRICE Show The OFFPRICE Show www.offpriceshow.com	Las Vegas Las Vegas	133,172 137,439	(3.1)%	461 492	(6.3)%	5,795 6,309	(8.1)%	Exhibitors could photograph and upload their show specials, new lines and other featured products directly to the company's online marketplace, OFFPRICE 365. Retailers came from across the globe, including Panama, Brazil, Hong Kong, Japan, Australia and India.
PGA Fashion & Demo Experience Reed Exhibitions www.pgalasvegas.com	Las Vegas Las Vegas	27,100 27,000	0.4%	149 148	0.7%	2,269 2,520	(10.0)%	PGA and golf industry professionals came from 43 U.S. states and 20 countries to preview the latest apparel and accessories, equipment, training aids and technology. Special events included a live fashion show and awards for best new product and top buyers choice.
SIGGRAPH, International Conference & Exhibition on Computer Graphics & Interactive Techniques Hall-Erickson, Inc. www.heiexpo.com	Vancouver, BC Los Angeles	41,700 38,300	8.9%	125 156	(19.9)%	16,500 est. 16,500	No change	The show featured the latest innovations in computer graphics, animation, virtual reality, games, digital art, mixed reality and emerging technologies. NVIDIA founder and CEO Jensen Huang took the stage to share how AI, real-time tracing and VR are transforming the computer graphics industry.



DASHBOARD — AUGUST TRADE SHOW METRICS

	SHOW SITE	NET SF OF E	XHIBITS	EXHIE	EXHIBITORS		ITORS TOTAL ATTEN		. ATTENDANCE	SHOW HIGHLIGHTS
SHOW INFORMATION	2018/2017	2018/2017	VARIANCE	2018/2017	VARIANCE	2018/2017	VARIANCE	2018 VS 2017		
Southeast Building Conference Florida Home Builders Association www.sebcshow.com	Kissimmee, FL Kissimmee, FL	97,930 97,930	No change	246 245	0.4%	5,500 5,400	1.9%	The sold-out show celebrated its 40th anniversary while showcasing regional and international distributors. Attendees had access to more than 60 hours of education provided by industry leaders.		
Summer NAPE NAPE Expo LP www.napeexpo.com	Houston Houston	36,700 30,600	20.0%	225 208	8.2%	2,866 2,830	1.3%	The regionally focused show for the upstream oil and gas business is designed to provide opportunities for attendees. Participants were from all industry disciplines and included decision-makers, prospect generators and companies of all sizes.		
TechNet Augusta AFCEA c/o SPARGO, Inc. www.spargoinc.com	Augusta, GA Augusta, GA	31,046 23,144	34.1%	188 170	10.6%	4,351 3,827	13.7%	Attendees explored the intricacies of the cyber domain. With assistance from the U.S. Army Cyber Center of Excellence and industry experts, the conference was designed to open the lines of communication and facilitate networking, education and problem-solving.		
The Water Expo Show Winners Corporation www.TheWaterExpo.com	Miami Miami	27,500 23,000	19.6%	138 136	1.5%	1,461 1,431	2.1%	The seventh edition of the show continued to grow. More educational hours were added including four specialized courses for the first time. There was more Spanish-language content for the 50% of attendees from Latin America and the Caribbean.		
WomensWear in Nevada- August Clarion UX www.wwinshow.com	Las Vegas Las Vegas	85,000 85,000	No change	500 500	No change	N/A 7,250	CU	There were 70 first-time exhibitors and the show floor was sold out. Attendance numbers were not available, but according to show management, the numbers tracked evenly with the 2017 show. New features and resources drew new buyers; there were 500 first-time attendees.		

DASHBOARD ANALYSIS	Net SF of Exhibits	Exhibitors	Total Attendance	
Total	1,966,360	7,087	148,487	
(Sum of all figures submitted by show management)	1,707,776	6,644	131,003	
Adjusted Total	1,157,681	5,530	92,298	COMING UP NEXT MONTH
(Excludes outliers and shows in which an	1,152,067	5,565	91,908	
apples-to-apples comparison is not possible)				A review of shows
Averages	68,099	307	5,769	held in September
(Based on Adjusted Totals)	67,769	309	5,744	
Percentage of Growth (Based on Adjusted Totals)	0.5%	(0.6)%	0.4%	

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The Handler Mike Grant

Senior Vice President, Operations Group, Reed Exhibitions

he night before the conference at the Global Gaming Expo (G2E) was set to open at the Sands Expo Convention Center in Las Vegas, Mike Grant was awoken by a phone call about a shooting at a concert outside Mandalay Bay. As Senior Vice President, Operations Group for Reed Exhibitions, a division of RELX Inc, Grant jumped into action. From a hotel room at the Venetian, he and his team spent the rest of the night accounting for the dozens of staff members on-site in the city.

The team worked closely with Reed's leadership in the UK and US, as well as the show's association partner (the American Gaming Association), to implement a crisis management plan and address the tactical aspects of producing an event under the difficult circumstances that evolved over the next few days. For trade show executives, particularly those who oversee operations, crisis management has become a critical part of the job.

"We had to weigh the pros and cons of going ahead with the event," Grant said. "While we certainly wanted to be respectful to the local community, once we determined we could open safely and securely, it was decided that running the event was in the best interest of

our customers. This was a gaming show in Las Vegas showing solidarity. It's a great example of truly having to turn on a dime and deploy a crisis protocol at an event."

Grant began his operations career in the trade show industry by manually handling convention housing via faxed forms as a temp at the National Association of Broadcasters (NAB) in 1989. That led to an 11-year stint with NAB during which Grant's responsibilities grew along with the booming show.

Having moved from the association to the independent side of the trade show industry in 2000, he now oversees operations for approximately 45 annual U.S. events produced by Reed Exhibitions, a UK-based public company that produces more than 500 events worldwide.

Grant recently talked to TSE about the toughest challenges facing operations in 2018. He also offered insights on the new tools and technologies Reed is using to enhance the customer experience. Edited excerpts follow.

> BY DANICA TORMOHLEN Editor-At-Large





DANICA: What are your responsibilities as Senior Vice President, Operations **Group at Reed?**

MIKE: It is forward thinking, less to do with the tactical side and more focused on long-range planning. We are here to help implement strategy through the fulfillment and support of sales and marketing efforts that culminate with the shows. Show logistics is certainly a big part of the job, but I have great people who handle that, particularly Christine (Flanagan) Magda, my VP of Operations. I am focused on budgetary needs and cost containment with our venues and vendors as well. The relationships and brokering around those areas are some of the most critical pieces of my role. I work to make sure we are positioned to continue to bring the wide array of Reed events to markets all over the country. As you know, the bigger the show, the less nimble it is. We have to ensure we are in the right markets at the right time to run our events. That means working years in advance whenever possible. More recently, the focus on safety and security at Reed has become a more crucial responsibility of this position.

DANICA: What are the smallest and largest events in your portfolio?

MIKE: Based on volume, the smallest would probably be the Functional Fabric Fairs, a textile show we launched at Javits in July. It was less than 10,000 square feet, but it was a great launch and we have high hopes for it. Currently, Reed produces several Gold 100 shows, including PGA, JCK, G2E, ISC West and Vision Expo East. The largest at this time is the National Hardware Show with more than 600,000 square feet.

DANICA: How is the operations team structured?

MIKE: The operations group is made up of five functional areas that support the business. They are operations, floor planning, hotel and housing, exhibitor-appointed contractor administration, and security.

DANICA: How many people are on the team?

MIKE: The operations group has a staff of 33, a majority of whom work in the Norwalk (Conn.) office with remote employees in Southern California, Las Vegas, New York and Cleveland.

DANICA: What new operations tools and technologies are you using in 2018?

MIKE: Two come to mind. One is a tool called Lua, which is a mobile app communication tool that allows broadcast group and subgroup texting. It is particularly useful for Reed's larger consumer events for mass notifications. You can send targeted communications to subgroups, like the conference team or the sales team, as well as key vendors and partners. It's a tool built like popular chat apps, such as WhatsApp or Slack, which is important as our workforce becomes more and more reliant on today's tech. It is truly catered communication and collaboration to function effectively at events. It has also reduced our reliance on communications equipment, such as radios.

DANICA: What's the second?

MIKE: In collaboration with our product management team, we are looking at digital tools around navigation and listings as opposed to signage or graphics. We are moving more toward tools like these because they also enhance sponsorship and value-add opportunities.

DANICA: Will you give us an example?

MIKE: It could be cloud-based touchscreens that update and provide pertinent, immediate or late-breaking information. For example, wayfinding navigation using screens that attendees engage with vs. typical signage or information counters. We have rolled out one product called Cloud Touch. The operations team is involved in deploying them on site. They have helped to reduce standard signage, and we have found them to be more effective.

DANICA: What's been your biggest operations challenge in 2018?

MIKE: Security is first and foremost. All you have to do is look at the news cycle to realize there are ripple effects that impact this business, particularly Reed's consumer events, which drive a great deal of media attention. Launches can also a pose a challenge for operations. Launches continue to be a growth engine for us, but the runway is very short, with some launching in under a year. We want to get



RE Cares. Mike Grant and the operation team at Reed completed a community service project in Newtown, Conn. The project was done on behalf of the Catherine Violet Hubbard Foundation for its animal sanctuary in honor of Catherine, a 6-year-old victim of the Sandy Hook tragedy.

them off the ground as fast as possible, and that presents challenges like finding venues and vendors to support them in a short timeframe.

DANICA: Which areas of your budget are increasing? Where are you spending more in operations?

MIKE: Certainly security. Safety and security at our events cannot be understated. Every year we enhance and add security assets to our shows. That includes our use of software such as Trapwire, a threat assessment tool we interact with across all our events. It allows us to better gauge risk and make more educated security decisions pre-show.

Elsewhere, budgets are increasing around activations and sponsorships we are deploying. Typically that means we are buying more space and using more resources to support them. With a healthy industry, there's more compression on the venue side. We aren't getting as much time as we'd like to get shows in and out, which can force overtime. We are seeing our labor costs increase as a result. Lastly, WiFi. We continue to invest more in connectivity in venues to support the technologies we use to enhance the customer experience.

DANICA: Earlier this year, TSE reported that Reed is actively focused on developing new products and new business models to meet evolving needs of buyers and sellers. What impact does this have on your operations team?

MIKE: Customer value remains a top priority at Reed. With a particular focus on matchmaking and the merging of physical and digital space to create the right engagements for our customers. The operations group is involved in rolling out tools like beacons and wayfinding to facilitate those engagements. It puts a premium on the WiFi in our negotiations around connectivity with the venues.

DANICA: So are you deploying beacons at certain shows or rolling them out across all shows? What's the trend?

MIKE: It's not every show and the technology is rapidly evolving. We are working to create platforms to put buyers and sellers together. We are doing this on a number of shows in the B2B sector and we continue to vet and experiment with trending technologies that support our experiential vision.

DANICA: We understand that Reed is focused on using deeper customer understanding and design-thinking principles to create more relevant and engaging experiences. Tell us about an example from a recent Reed event. How did your operations team approach it?

MIKE: The desire for more relevant and engaging experiences is really driven by customer demand. We see our audiences getting younger, more tech savvy and their time is limited. We need to ensure that our events are more memorable and that visitors are entertained and see value in their visit. An example would be the AR/VR home experience we did at the National Hardware Show. It was set up in the lobby at the Las Vegas Convention Center. Customers could view virtual products sponsored by exhibitors. Operations helped to facilitate the logistics and the build for that activation. With VR goggles, attendees could see the product in a home environment, walk through the space, and engage with brands that bought sponsorships in the virtual home.

We had 10 sponsoring companies and more than 1,000 users participate.

DANICA: Will you be rolling out AR/VR experiences at other Reed events?

MIKE: I absolutely see this as a growing sector, particularly in the AR space. There are opportunities in many of our brands to roll this technology out. From an experiential and brand opportunity perspective, it can't be ignored.

DANICA: Crisis management is critical in operations. What's your approach to dealing with unplanned issues that arise?

MIKE: Unfortunately, it is front-of-mind every single day. The fact that we are so diversified and have so many public-facing events has forced a sea of change in the way we approach safety, security and crisis management. We do as much pre-planning as we possibly can — particularly around threat assessment and risk. We have crisis management teams and protocols for each event. One of the biggest changes for us came a year and a half year ago when we hired a full-time Director of Security (Mark Bartlett) who came to Reed following a 27-year career with the Secret Service. Security has always fallen under operations as a vendor resource but that didn't



Author Meet & Greets. At BookCon 2018, crowds line up to meet bestselling authors and celebrity guests, including Taye Diggs, David Baldacci, Bill Clinton and James Patterson. BookCon, a two-day event at the conclusion of Book Expo in New York. is geared toward consumer book lovers who want access to authors and

necessarily mean we had the expertise to really leverage and implement it effectively. We saw this gap and had ourselves audited specifically around security. It demonstrated a need for a dedicated resource. Mark is constantly evaluating the events, their risk profiles and assessing threats. As a result, we are utilizing security resources more effectively.

DANICA: So what does that look like on site?

MIKE: New York Comic Con — with close to 200,000 attendees over a four-day period — cannot be accessed without going through magnetometers and bag checks. We monitor social media, use dog teams and work with local law enforcement and other security entities, such as Homeland Security and the FBI. We recognize we all have a role to play in the security and safety of our events. This stance has also allowed us to collaborate with other organizers around security because none of us can afford an incident at any show — Reed or not. We share information if we see a credible threat and expect others to do the same with us because we understand what the impact to the industry could be. We are more engaged with our venues, vendors and law enforcement than ever before.

DANICA: I recently toured at Javits, and I was impressed by the security systems I saw at the command center.

MIKE: It's very impressive. Javits has created a gold standard around security with their camera systems, facial recognition software and access control. Their command center is incredible. There are hundreds of cameras in the building, and it's mitigated a great deal of risk. I heard theft is down north of 80% as a result. The team at Javits has been incredibly collaborative, and we work lock-step in partnership with them on security.

DANICA: What are your thoughts on the proposed Exhibitions and Meetings Safety and Security Initiative (EMSSI)?

MIKE: I have been engaged with IAVM, IAEE, ESCA and DHS, as part of the initial group to provide feedback as an organizer and helped give some direction around the framework. If anything, the initiative has created an awareness that all parties have a responsibility for security at the event and collaboration is essential. I do foresee security profiles increasing at venues across the country in the years ahead. The secret being to create as secure an environment as possible while still allowing shows to operate efficiently. EMSSI has forced those discussions.

DANICA: At an industry event, I heard someone say the sphere of influence is shifting as the lines between buvers and sellers blur. How is the direct-to-consumer demand playing out at Reed events?

MIKE: We are extremely conscious of the brand exposure our events present to consumer audiences. A few examples come to mind. On the back end of our Agenda (apparel) show we added a consumer festival day which includes concerts and activations in Long Beach. It allows consumers to come and see the show and brands, as well as the celebrities at the event. At the conclusion of Book Expo in New York, we added Book Con, a two-day event geared toward consumer book lovers who want access to authors and new titles. It's been very well received. We also work with the Golf Chanel, which provides a great deal of live coverage at the PGA Show for the consumer audience. In February, we did a marketing activation for Adidas during NBA All-Star weekend in Los Angeles for fans to engage with the brand.

DANICA: Consumer event margins haven't traditionally been as good as those on the B2B side. Are you seeing that trend with Reed's consumer events?

MIKE: No, not at all. Our gate-driven events have brought significant upside to Reed. If anything, the obstacle has been the size of the venue and capacity, which speaks to demand. We have been very successful in rolling out consumer events.

DANICA: Room blocks, Airbnb, reduced commissions for third-party vendors and

FAST FACTS



My hobbies are ...

Golf, sports, travel and live music.

My best piece of advice about negotiation ...

Determine what's critical for both parties. When we understand what's nice to have and what the must-haves are. we can move to a mutually agreeable position faster. I find this to be especially true around venue negotiation where the difference of a few hours or getting meeting rooms back earlier could make all the difference in the world to them.

The strangest staff request I have been asked to fulfill is

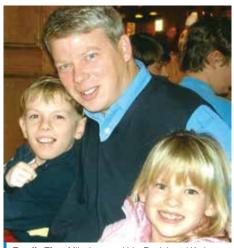
Can we remove the roof? Can we paint the hall? Can we do pyrotechnics in the building? Can we have live animals on the show floor? I remember a request for a poisonous snake. Some we can make happen, but many are denied. They are usually driven by exhibitor requests, and we do all we can to grant them or provide an alternative.

One show (that's not a Reed event) I would like to attend ...

The NAMM show — Hove music.

My management style is . . .

Team first. I try to empower my staff as leaders so they drive business success. I am always here if they need me, but I want our team to own their work and the decisions they make. It's definitely worked out well for me. I'm not where I am today without this team.



Family Ties. Mike has two kids, Patrick and Katie, who are now 24 and 21, respectively.

a seller's market for hotels. How is this impacting your planning process?

MIKE: There are markets where we are seeing more Airbnb options coming online such as Boston. The choices are out there, whether OTAs (online travel agencies) or Airbnbs. It's significant. It's something we've had to factor in as we are establishing room blocks, and it impacts our strategy around keeping people in the blocks. In the last year, we have gone to RFP around new housing vendors, with this very much in mind. It's created a great deal of thought around exhibitor engagement, incentives to drive attendees into the block and packaging of rooms so we can increase volume to mitigate some of the other detractors and commission reductions.

DANICA: In 2018, Reed has launched several new shows, including Bar Convent Brooklyn, PopSugar Play/Ground, FIBO USA and Antique & Estate at JCK. Any operations tips for launches?

MIKE: Be kind to your legal and risk management teams. I'm half kidding, but they do play a significant role on launches for us. They help us protect the event. Like I said, launches have been significant push for Reed, and it's a huge part of the operations job

right now. We are sourcing new sites, markets and vendors, and dealing with new budgeting criteria. We are looking at obstacles to success and where we might have to factor in risk. We poke and prod around those questions to safeguard the business against unforeseen issues that present themselves with launches.

DANICA: What's your role with new shows?

MIKE: We are working on a new network of vendors and venues, many of which are non-traditional — not convention centers. The need is so great we are focusing a great deal of resource here. It's forced operations to step out of typical job functions and wear a lot of hats. Flexibility is critical. It's forced us to learn new practices — particularly around legal issues, permitting and liability. Common clauses addressed in a standard venue agreement are that much more difficult in a new (non-traditional) venue that may have little experience in these areas.

Reach Mike Grant at (203) 840-5475 or MGrant@reedexpo.com, Danica Tormohlen at (816) 803-8103 or danicat@tradeshowexecutive.com



Festival Atmosphere. At AgendaFest 2018, outdoor concerts featured live performances from Brockhampton, Lil Yachty, Billie Eilish, Yung Lean and more at the Long Beach Convention & Entertainment Center. The 2018 edition offered a curated collection of more than 500 pop-up shops featuring skate, surf, streetwear and lifestyle brands.





Career Path:

- July 2015 to Present: Senior Vice President, Operations Group, Reed Exhibitions
- February 2007 to June 2015: Vice President,
 Operations Group, Reed Exhibitions
- February 2006 to January 2007: Senior Director, Operations, Reed Exhibitions
- July 2004 to January 2006: Director of Operations, Reed Exhibitions
- July 2002 to June 2004: Senior Operations Manager, Reed Exhibitions
- November 2000 to June 2002: Marketing Operations Director, Reed Exhibitions
- May 2000 to October 2000: Operations Director, Value Added Services, Reed Exhibitions
- 1989 to 2000: Various positions, most recently as Operations Manager, National Association of Broadcasters

Professional Affiliations:

- Member, International Association of Exhibitions and Events
- Member, Society of Independent Show Organizers

Honors/Recognition:

- Trade Show Executive Gold 100 Honoree
- Trade Show Executive Fastest 50 Honoree
- Trade Show Executive Grand Award Winner
- Client Advisory Board, Jacob K. Javits Center

- Client Advisory Board, Orange County Convention Center
- IAEE NY Chapter Board, 2006-2015
- Trade Show Committee, NYC & Company

Education:

 Bachelor of Arts, Broadcasting/ Communications, University of Hartford, 1987



Digital Marketing is Far More than Death by Email

I was having a conversation the other day with a younger member of the exhibition industry from another country charged with helping her management team, along with those running trade shows, develop a content and digital marketing strategy. I don't envy her position, as it's not easy convincing the older generation that digital is no longer the future but is here to stay.

If you or your organization think digital strategy is solely death by email, then, sorry, try again.

It's more than throwing tons of irrelevant and annoying emails against the wall in hopes five (or 10) percent of your audience will open them! Digital includes (but is not limited to): web ads, inbound marketing, white papers, articles, advertorials, videos, webinars, podcasts, influencer marketing, blogs, and engaged social media.

One thing the above mediums have in common: Trust from the end-user that you are delivering on whatever it is you are promising by clicking at the link.

A great example is Content (long form such as white papers, shorter form like articles) versus Click Bait. While cruising around the Internet, have you ever been intrigued by an article or video that seemed like it would solve

some kind of issue or problem you or your organization were having, or some new technology that appeared to be just what you were looking for, only to click over and essentially find out that it's an ad with one baby snippet of real content - which you've discovered after reading/ viewing the whole thing hoping (in vain) for the promised information? Me too. That's Click Bait.

How did that experience make you feel? Ripped off? Want your time back? Ditto! How did it make you feel about the source where it came from? That source is now useless to me. I'll never trust it again. Will never click over. When I receive emails from that source promising a "new, revelatory white paper" and first thing I do is delete them.

Now let's look at proper content marketing. Ever read a great white paper or article, or viewed a "how to" video that delivered on its premise? Awesome, right? I don't even mind the last paragraph acknowledging whoever produced/paid for the research. I'm thanking them for the knowledge share and might even do business with them in the future. That is the result of successful content marketing.

Our industry has the most amazing content producers of all: Trade shows and their educational sessions - on and off the exhibit floor. Sessions may be shared whole or parsed into smaller offerings. They educate and inspire - and are trusted. There is easily enough information to be garnered, then disseminated throughout the year - not just the three months before your event and the month after. All year-round.

One of the primary reasons influencer marketing is on the rise for both consumer and business marketing is because of trust, even though most influencers are compensated for marketing a product or event. In some markets, influencer marketing has long overtaken content marketing and regular advertising, because of - you guessed it - trust.

With business-to-business event marketing, enhance both your organization's and exhibition's digital credibility. Use and share content wisely. Trust, once lost, is not easily regained.

BY STEPHANIE SELESNICK

reach me at (818) 591-2255 or stephanie@intltradeinfo.com

■ The views and opinions expressed in this blog are those of the author and may or may not reflect the position of Trade Show Executive's management and staff. This column is written to present a variety of perspectives and provoke discussion.





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Kristen Ferrer Director of Digital mdg

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Presents the Leading Shows Coming Up in North America

BY CAROL ANDREWS, Editor-at-Large

Whether you need a quick reminder of shows on the horizon or are studying the market for potential partnerships, co-locations or acquisitions, here is a list of the most important trade shows scheduled for December 2018. Each show is listed by industry category and contains both a wide-angle and close-up view of the event, the organizer, the site and projected size.

To be considered for future editions of ZOOM, e-mail your show information to carolandrews@tradeshowexecutive.com.

Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
AEROSPACE & AVIATION				
ICAS Convention	John Cudahy	12/03/18	Paris Las Vegas	26,000 nsf
International Council of Air Shows	President	12/03/18	Las Vegas, NV	240 Exhibitors
www.airshows.aero	703-779-8510	12/00/10	240 10940, 111	1,500 Attendees
NAAA Ag Aviation Expo	Lindsay Barber	12/03/18	Reno-Sparks Convention Center	100,000 nsf
National Agricultural Aviation Association	Director, Meetings, Marketing &	12/06/18	Reno, NV	150 Exhibitors
www.agaviation.org	Special Events			1,600 Attendees
	202-546-5722			
Spacecom	James Causey	12/11/18	George R. Brown	25,000 nsf
National Trade Productions, Inc.	Executive Director	12/13/18	Convention Center	130 Exhibitors
www.spacecomexpo.com	703-706-8208		Houston, TX	2,500 Attendees
AGRICULTURE & FARMING		• • • • • • • • • • • • • • • • • • • •		
CSS 2018 & Seed Expo	Jennifer Crouse	12/03/18	Hyatt Regency Chicago	28,000 nsf
American Seed Trade Association	Director, Meetings & Services	12/03/18	Chicago, IL	137 Exhibitors
www.betterseed.org	703-837-8140	12/00/10	Omoago, iL	2,800 Attendees
				2,230 / ((0)10000
Great Lakes Fruit, Vegetable	Sharri German	12/04/18	DeVos Place	180,000 nsf
& Farm Market EXPO/Michigan	Trade Show Manager	12/06/18	Grand Rapids, MI	500 Exhibitors
Greenhouse Growers Expo	616-794-0492			4,300 Attendees
Great Lakes Expo				
www.glexpo.com				
Ohio Turfgrass Foundation Conference & Show	Brian Laurent	12/03/18	Greater Columbus	35,000 nsf
Ohio Turfgrass Foundation	Executive Director	12/06/18	Convention Center	120 Exhibitors
www.ohioturfgrass.org	614-285-4683		Columbus, OH	3,100 Attendees
ADDADEL BEALITY CHOIC & TEVTUES	• • • • • • • • • • • • • • • • • • • •	• • • • • • • • • • • • • • • • • • • •		
APPAREL, BEAUTY, SHOES & TEXTILES FFANY New York Shoe Expo	Phyllis Rein	12/04/18	New York Hilton Midtown	70.000 nsf
Fashion Footwear Association of New York	Executive VP	12/04/18	New York, NY	300 Exhibitors
www.ffany.org	212-751-6422 x15	12/00/10	New York, IVI	4,000 Attendees
. ,				,
ITA Showtime Market	Brian Casey	12/02/18	High Point Market	NSF Not Supplied
International Textile Alliance	Executive Director	12/05/18	High Point, NC	Exhibitors Not Supplied
www.internationaltextilealliance.org	336-885-6842			Attendees Not Supplie
AUTOMOTIVE, TRUCKING & TRANSPORTAT	ION			
Performance Racing Industry Trade Show		12/06/18	Indiana Convention Center &	354,900 nsf
Specialty Equipment Market Association	Show Director	12/08/18	Lucas Oil Stadium	1,200 Exhibitors
www.performanceracing.com	949-499-5413		Indianapolis, IN	63,000 Attendees
DINI DINC & CONCEDUCTION				
BUILDING & CONSTRUCTION Canadian Pool & Spa Conference & Expo	Robert Wood	12/03/18	Scotiabank Convention Centre	38.000 nsf
Pool & Hot Tub Council of Canada	Executive Director	12/03/18	Niagara Falls, ON	155 Exhibitors
www.poolandspaexpo.ca	800-879-7066	12/00/16	Iviagaid I dils, Olv	2,000 Attendees
Win-Door North America	Craig Nicholl	12/03/18	Québec City Convention Centre	45,000 nsf
Fenestration Canada	Trade Show Manager	12/05/18	Québec City, QC	160 Exhibitors
www.windoorshow.com	613-424-7239 x109			3,800 Attendees

Trade Show ExecutiveCalendar of Leading Shows in December 2018



Show Name/Management/Web Address	Show Manager S	Show Dates	Venue/City/State	Projected Size
EDUCATION, TRAINING, SCIENCE & RESEAF American Geophysical Union Fall Meeting SPARGO, Inc. www.agu.org/meetings	RCH Judy Spargo VP of Exposition Operations 703-631-6200	12/10/18 12/14/18	Walter E. Washington Convention Center Washington, DC	NSF Not Supplied 300 Exhibitors 24,000 Attendees
ASCB Annual Meeting The American Society for Cell Biology ascb-embo2018.ascb.org	Sharon Wong-Stewart Manager, Exposition Operations 571-279-0028	12/08/18 12/12/18	San Diego Convention Center San Diego, CA	NSF Not Supplied 300 Exhibitors 8,000 Attendees
National Athletic Directors Conference/NIAAA Annual Meeting National Interscholastic Athletic Administrators Association www.niaaa.org	Mike Blackburn Executive Director 317-587-1450	12/15/18 12/18/18	Henry B. Gonzalez Convention Center San Antonio, TX	NSF Not Supplied 225 Exhibitors 1,800 Attendees
EXHIBITION & MEETING INDUSTRY Expo! Expo! IAEE's Annual Meeting & Exhibition International Association of Exhibitions & Events™ www.myexpoexpo.com	Scott Craighead, CEM VP of Exhibitions & Events 972-687-9227	12/11/18 12/13/18	New Orleans Ernest N. Morial Convention Center New Orleans, LA	38,000 nsf 265 Exhibitors 2,400 Attendees
Holiday Showcase Association Forum www.holidayshowcase.org	Phyllis Scott Senior Manager, Business Developme 312-924-7033	12/13/18 ent 12/13/18	Hyatt Regency Chicago Chicago, IL	28,000 nsf 600 Exhibitors 2,400 Attendees
FINANCIAL, INSURANCE & LEGAL SERVICES NAMB National National Association of Mortgage Brokers www.namb.org	Valerie Saunders Executive Director 202-434-8250	12/08/18 12/10/18	Caesars Palace Las Vegas, NV	27,000 nsf 90 Exhibitors 3,500 Attendees
National Workers' Compensation & Disability Conference® & Expo LRP Conferences, LLC www.wcconference.com	Fred Kurst Trade Show Sales Manager 203-557-6321	12/05/18 12/07/18	Mandalay Bay Resort & Casino Las Vegas, NV	65,000 nsf 300 Exhibitors 6,200 Attendees
FOOD & BEVERAGE Craft Beverage Expo Craft Beverage Expo www.craftbeverageexpo.com	Kellie Shevlin Executive Director 202-288-8898	12/04/18 12/06/18	Omni Louisville Louisville, KY	NSF Not Supplied 165 Exhibitors 1,000 Attendees
GOVERNMENT & MILITARY RES/CON New Orleans MCCNO Trade Shows and Conferences www.idcexpo.net	Katie Calabrese RES/CON Director 504-582-3072	12/04/18 12/06/18	New Orleans Ernest N. Morial Convention Center New Orleans, LA	35,000 nsf 220 Exhibitors 3,000 Attendees
JEWELRY Baton Rouge Jewelry and Merchandise Show Helen Brett Enterprises, Inc. www.helenbrett.com	David Harrington, CEM Show Manager 331-481-5755	12/07/18 12/09/18	Raising Cane's River Center Baton Rouge, LA	34,000 nsf 175 Exhibitors 12,000 Attendees
MEDICAL & HEALTHCARE PRODUCTS AARC International Respiratory Convention & Exhibition American Association for Respiratory Care www.aarc.org	Pam Russell Exhibits Coordinator 972-243-2272	12/04/18 12/07/18	Mandalay Bay Resort & Casino Las Vegas, NV	NSF Not Supplied 200 Exhibitors 6,000 Attendees
Path Black Countries COLD Path Black Countries Goth ASH Annual Meeting & Exposition American Society of Hematology www.hematology.org	Bill Reed Chief Event Strategy Officer 202-776-0544	12/01/18 12/04/18	San Diego Convention Center San Diego, CA	176,000 nsf 290 Exhibitors 26,370 Attendees

Trade Show ExecutiveCalendar of Leading Shows in December 2018



Show Name/Management/Web Address	Show Manager	Show Dates	Venue/City/State	Projected Size
HI National Forum on Quality Improvement n Health Care (Institute for lealthcare Improvement) smithBucklin Corporation www.ihi.org	Kristen Finnegan Exhibits & Sponsorship Manager 312-673-5418	12/09/18 12/12/18	Orlando World Center Marriott Orlando, FL	18,400 nsf 150 Exhibitors 5,500 Attendees
ri-Med East ri-Med (a division of Diversified Communications) ww.pri-med.com	Stephen Varraso Senior VP, Program Development 617-406-4242	12/07/18 12/09/18	John B. Hynes Veterans Memorial Convention Center Boston, MA	25,300 nsf 115 Exhibitors 3,470 Attendees
Torld Congress on Anti-Aging Medicine ne American Academy of Anti- ging Medicine ww.a4m.com	Bill Brown Exhibit Sales Manager 561-997-0112	12/13/18 12/15/18	The Venetian and The Palazzo Resort Hotel Casino Las Vegas, NV	NSF Not Supplied Exhibitors Not Supplied 1,000 Attendees
IINING EMA Annual Meeting, Exposition Short Courses merican Exploration & Mining ssociation (formerly Northwest ining Association) ww.miningamerica.org	Pat Heywood Operations & Finance Director 509-624-1158 x12	12/02/18 12/07/18	Spokane Convention Center Spokane, WA	51,000 nsf 232 Exhibitors 2,900 Attendees
HARMACEUTICALS SHP Midyear Clinical Meeting & Exhibition merican Society of Health-System narmacists ww.ashp.org	Lisa Lifshin Director, Program Services & Coordinator, Technician Program Development 301-664-8720	12/02/18 12/06/18	Anaheim Convention Center Anaheim, CA	135,000 nsf 350 Exhibitors 22,000 Attendees
EAL ESTATE, BUSINESS OPPORTUNITIES of Control of Contro	& LAND DEVELOPMENT Tim McGuinness Staff VP, Global Trade Expositions 646-728-3800	12/04/18 12/06/18	Jacob K. Javits Convention Center New York, NY	207,190 nsf 535 Exhibitors 10,030 Attendees
iple Play REALTOR® onvention & Trade Expo ew Jersey Association of REALTORS® ww.realtorstripleplay.com	Maureen Murphy Director of Professional Developmer 732-494-4724	12/03/18 nt 12/06/18	Atlantic City Convention Center Atlantic City, NJ	NSF Not Supplied 200 Exhibitors 7,000 Attendees
PORTING GOODS & RECREATION Into these transfer to the state of the st	Eileen Sahin-Murphy Manager, Trade Show Services 727-456-1706	12/10/18 12/12/18	Mandalay Bay Resort & Casino Las Vegas, NV	35,000 nsf 275 Exhibitors 4,000 Attendees
ETERINARY etch dvm360 West BM Americas ww.thecvc.com	Tom Brown Operations Manager 913-871-3800 x3911	12/13/18 12/16/18	San Diego Convention Center San Diego, CA	29,000 nsf 175 Exhibitors 3,500 Attendees
VATER, ENERGY & POWER ational Conference on Coastal & stuarine Habitat Restoration estore America's Estuaries ww.estuaries.org	Harvey Potts Senior Director of Development & Marketing 206-624-9100	12/08/18 12/13/18	Long Beach Convention & Entertainment Center Long Beach, CA	NSF Not Supplied 120 Exhibitors 1,000 Attendees
GWA Ground Water Expo & Annual Meeting ational Ground Water Association ww.groundwaterexpo.com	Terry Morse CEO 800-551-7379	12/05/18 12/06/18	Las Vegas Convention Center Las Vegas, NV	70,000 nsf 300 Exhibitors 5,000 Attendees
POWER-GEN International ClarionUX www.power-gen.com	MaryBeth DeWitt Senior VP 918-832-9259	12/04/18 12/06/18	Orange County Convention Center Orlando, FL	222,100 nsf 950 Exhibitors 15,300 Attendees

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Lindsay Roberts, Group Director, Greenbuild

"As the official cleaning and recycling contractor for the annual Greenbuild International Conference and Expo since 2009, United National consistently exceeds expectations and has played a central role in raising Greenbuild's extraordinary sustainability rate year after year. A key player in staging this complex and globally renowned event, United recently was instrumental in helping Greenbuild achieve its highest-ever diversionate of 90.5%. We're grateful for the expertise and dedication of United's management and staff, and we look forward to maintaining this partnership well into the future."

Jeff Chase, VP of Sustainability, Freeman

"A client of ours, the SCA Show in Seattle, has used United National for the past two years with tremendous results. Because SCA is very focused on reducing the footprint of their show, they have unique needs when it comes to cleaning. United has done an excellent job in helping them meet those needs."

Amanda Simons, Principal, Honeycomb Strategies & Sustainability Consultant, Greenbuild

"Greenbuild has the strictest sustainability and waste-removal guidelines of any trade show on the planet, and United National has worked hard to consistently exceed expectations. Thanks to its meticulous sorting process and careful oversight, United recently helped Greenbuild achieve its best-ever diversion rate of 90.5% and earn a Platinum-level certification for the pilot program of its TRUE Zoro Waste rating system in Boston. United is a valuable partner in Greenbuild's continuing success and will be for years to come."





Richard A. Simon, President & CEO United Service Companies 800-248-8558 rsimon@unitedhq.com www.unitedhq.com

UnitedService Companies

Continued from page 26

8:30 a.m. to 1:45 p.m., with breaks for a buffet luncheon and a press briefing.

New for Predict 2018 was KiwiLive (https://www.kiwilive.com), which allowed speakers to poll the audience and attendees to ask questions via the platform. No app download was required to participate.

The event began with a presentation of the most recent CEIR Index data by Nancy Drapeau, CEIR's Senior Research Director. "The exhibition industry underperformed real GDP in the first half of 2018," Drapeau said.

The total index grew 1.8% in Q1 and 1.6% in Q2, while the U.S. GDP grew at a seasonally adjusted rate of 2.2% and 4.2%, respectively.

By industry, the CEIR Index reported mixed performance in the first half of 2018. During that period, exhibitions serving the government sector saw the biggest gains, with a 10.1% growth rate, while shows serving the financial, legal and real estate sectors posted the biggest decline at 5.3%.

"Growth should pick up the pace in in the second half of 2018," Drapeau said. "The Total Index is likely to grow 2.1% in 2018. As the economic growth remains robust, albeit at a slower rate, the total CEIR Index could rise by another 2% in both 2019 and 2020."

The dates and locations for CEIR Predict 2019 have not been finalized, but the plan is to stay in the D.C. area at the MGM, pending a post-show survey and negotiations on date patterns. Stay tuned.

Presentation slides can be found at http://www.ceir.org/predict/2 018-predict-presentations

Reach Cathy Breden at (972) 687-9201 or cbreden@ceir.org; Danica Tormohlen at (816) 803-8103 or danicat@ tradeshowexecutive.com

Trade Show Executive's Key Takeaways

CEIR Predict offered six sessions on topics ranging from "Monetizing AI for Events" to "Transforming Brand Experience with Data and Design." The program also featured research and analysis of economic trends by an economist who is a regular guest on CNBC, Fox News and CNN, plus news and trend analysis from a press panel that included reporters from Bloomberg and Politico. Trade Show Executive has identified nine key takeaways:

- 1. Moderate economic growth for now. "The Fed increased its 2018 GDP forecast to 2.8% from 2.7%, while its 2019 GDP forecast was unchanged at 2.4% in June (when the most recent Summary of Economic Projections were published)," said Dr. Lindsey Piegza, Chief Economist for Stifel Fixed Income. "The recovery since 2009 has been solid and steady, but we haven't seen robust growth or an aggressive recovery. A 2% growth rate is a minimum for developed countries."
- 2. Still positive but losing momentum. U.S. GDP in Q2 rose at a seasonally adjusted of 4.1%, the fastest pace since Q3 2014 and following a 2.2% rise in Q1, Piegza said. Despite these positive numbers, job growth has slowed, and the participation rate is still low. "The majority of the decline in the labor force comes from the 20- to 55-year-old sector with only 59% of working-age population participating," she said.
- 3. Offer braggable benefits. Low unemployment rates are impacting hiring in the trade show industry. "Millennials are looking for braggable benefits," Polito said. Companies like Diversified Communications offer flexible schedules, dog day Fridays and built-in gyms at the office, but those benefits don't always come cheap. "With less than 2% unemployment in Portland, Me., demands are huge," said Mary Larkin, Executive Vice President of Diversified Communications. "Pressure on overhead is significant right now."
- 4. Recruiting and retaining talent is a challenge. Reed launched eight events in 2018 and has recruited 20 people, said Marie Browne, Group VP of LaunchPad at Reed Exhibitions, North America. "It has been a challenge to find and retain the right people," Browne said. "We have a large millennial employee base, which we are training and then have to replace after two years. We hired a dedicated internal recruiter to find talent. It's difficult, but it helps that we are in New York area. We have even opened up space in the city for those who prefer a more urban environment."
- 5. International concerns mount. A quick survey of organizers in the room indicated that international attendance is not growing for most. During the last year, show organizers have reported visa delays and denials for exhibitors and attendees. Tariffs are also a key concern for show organizers, but so far there has been no negative impact. "We do have concerns for our Seafood Boston, which has high international attendance," said Larkin.
- 6. Digital amplifies physical. Despite the growth in e-commerce and our digital first society, "the real world still matters," said Dr. David Bell, Professor at the Wharton School of Business. He noted that there's good news for face-to-face events: It's about bonding — a close relationship that develops as a result of shared experience — not branding. Be authentic and transparent, Bell said. "You want orators, not customers. Use incentives to drive word-of-mouth."
- 7. Take a stand. Every brand has to consider taking a stand on social issues, like Nike did, said Dina Cappiello, Senior VP at Edelman. This issue played out in the exhibition industry recently when Outdoor Retailer decided to leave Utah for Colorado. "Nike spoke to their base," Cappiello said. "They were micro-targeting their audiences. Nike sales are up online by 31%."
- 8. Tell your story. "The story isn't the event," Cappiello said. "The story is what happens at the event." Look at trending stories and how they relate to your industry, she recommended. For example, "Detroit hired a chief storyteller to change perception and lure investment," Cappiello said. Advice for brands as publishers: "Be honest, even when it's not in your best interest, or it will erode trust and authenticity."
- 9. Record development ahead. "I am shocked at the rebound of the convention center industry — there was so much debt around these projects," said Joseph Mysak, Editor of Bloomberg Brief. "It's almost like a second golden age in public finance. There are states and municipalities embracing economic development, with record amount of bonds sold for financing this year." Demand has clearly driven the supply increase, a trend that could impact future negotiations.



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Signed, Sealed & To Be Delivered

Here's our round-up of new and renewed deals recently signed by show managements, convention centers, CVBs and service contractors to keep you in the know.

ACQUISITIONS

Emerald Expositions acquired four technology intelligence brands and the **Total Tech Summit** from **EH Media** in August. Emerald hopes the acquisition — which includes the CE Pro, Commercial Integrator (CI), and Campus Safety and Security Sales and Integration (SSI) brands — will enable the company to expand its profile in key markets.

The Global Business Travel Association (GBTA) acquired WINIT for Women, a career development network for women in the trade show, meetings and travel industries. WINIT, established four years ago, strives to increase women's presence in executive positions within these industries. WINIT's events and educational programs are offered through GBTA.

CONTRACTS

CONEXPO-CON/AGG will be held at the **Las Vegas Convention Center** in March 2020 under a new contract that will bring the show to the city for the 11th time. The show is produced by the **Association of Equipment Manufacturers.**

SECO International, a leading annual conference for the optometry industry, signed a contract to hold its 2019 event at the **New Orleans Ernest Morial Convention Center**. The move is the group's first move away from Atlanta since 1957.

The International Western/English Apparel & Equipment Market will relocate to the **Dallas Market Center** under a new contract that will take effect in 2021. The show is produced by the Western & **English Sales Association.**

The Specialty Coffee Association renewed

its contract with CompuSystems to provide registration, data analytics and lead retrieval services to the Specialty Coffee Expo through 2020.

Athletic Business, a resource for athletic, fitness and recreation professionals, renewed its contract with Convention Data Services for four years through 2022. CDS will provide full-service registration and lead management for the annual show.

Travel Trade Market 2018 signed a contract to hold its 2018 event in Chengdu, China. The September event was organized by **Europe Asia Global Link Exhibitions (EA-**GLE) — a company formed by the **Italian Exhibition Group** and **VNU Exhibitions Asia** in cooperation with **Vision Fairs China**.

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Quest Diagnostics signed a contract to become a Chairman's Circle Level sponsor for the National Drug and Alcohol Screening Association's 2019 conference and trade show scheduled for next March at the Wyndham Hotel in San Antonio.

PARTNERSHIPS

The Specialty Equipment Market Association (SEMA) has partnered with Meridian One, a customer service specialist, to manage SEMA's Discount Shipping Program through UPS. Meridian One will assist SEMA members in determining the best shipping program for their individual needs.

The National Restaurant Association (NRA) and **Beam Suntory**, one of the world's largest premium spirits companies, announced a partnership to promote responsible alcohol service through the NRA's ServSafe Alcohol training program and Beam Suntory's Drink Smart, a consumer education program.

IBTM Americas and Simpleview have partnered with **Destinations International** to present "DMOs Day" prior to IBTM Americas 2018 in Mexico City. The event will focus on strategies for destination organizations designed to strengthen their efforts to book business in their locations. IBTM is part of **Reed Travel Exhibitions**, and includes IBTM World, IBTM Arabia, IBTM Americas and IBTM China.

Techtextil North America 2019, scheduled for next February in Raleigh, North Carolina, solidified an academic partnership for the show with North Carolina State University's College of Textiles. The partnership is designed to provide direct access to the latest industry research for exhibitors and visiting company executives, and to gain exposure for the school's textile research programs through special feature areas on the show's floor.

Cambridge, England, event organizer New **Start Exhibitions** renewed its partnership with event technology supplier ExpoPlat**form** to provide services for New Start's event portfolio. New Start Exhibitions specializes in b2b exhibitions.

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Private equity firm Boyne Capital of Miami, Fla., partnered with management to acquire Fort Atkinson, Wis., -based AC Business Media Inc. and its 12 construction industry publications, one trade show and one digital marketing platform. Corporate Solutions of Westport, Conn., advised AC Business Media for the transaction. **J2advisors** was lead counsel to Boyne.

BY SANDI CAIN News Editor



Send news about new and renewed business to Sandi at scain@tradeshowexecutive.com

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Richard Simon, PRESIDENT Trade Show Executive / September 30, 2018

Convention Centers

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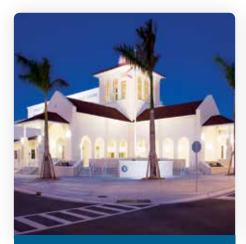
To inquire about any or all SMG-managed Convention Centers contact: **Gregg Caren** Executive Vice President 1-866-BOOK-SMG

(866-266-5764) gcaren@smgworld.com

Shopping for almost anything is either one click or one call away. In the world of conventions, exhibitions and special events, how can you effectively shop for convention centers and destinations with only one click or call? The answer is simple. The answer is SMG. With exhibition venues in the United States, Canada, the Caribbean, and China, we can shorten the site selection process from months to days, or even hours.



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Charlotte
Harbor Event &
Conference Center
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Resting along the shores of the beautiful Charlotte Harbor sits the state-of-theart 44,000 square foot multi-purpose facility. The non-union center features panoramic views from the 20,000 square foot carpeted main hall, great lawn and terrace in addition to 4 high-tech meeting rooms all with free wireless Internet and free parking. The halfway point between Tampa and Ft. Myers, downtown Punta Gorda offers 540 hotel rooms adjacent to the center, small town charm and flavor along with 3 airports all within 40 minutes.

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www.charlotteharborecc.com



The Center at the Denny Sanford PREMIER Center SIOUX FALLS. SOUTH DAKOTA

Prime Exhibit Space 50,400 sf Halls & Floors 3 halls, 1 floor Breakout Rooms13 (10,000 sf)

In-House Services

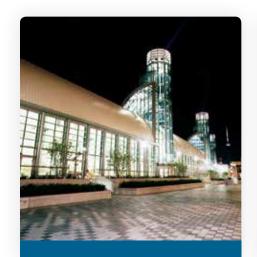
Experienced and dedicated event managers, technical and media services, security, food and beverage, decorating, complimentary wireless internet, marketing and public relations support.

Convention Center at the Denny Sanford PREMIER Center boasts nearly 80,000 square feet of flexible meeting space and room for over 300 full size booths for your event. The Convention Center is attached to the 11,000-seat PREMIER Center, 7,000-seat Arena, and connected by walkway to one of the largest hotels in Sioux Falls. Trade shows can utilize nearly 200,000 square feet of connected floor space throughout the entire complex for over 650 full size booths. Audio visual, decorating, and catering services compliment this beautiful space as well as 13 breakout rooms to facilitate your convention or trade show. The complex is encompassed by 3,400 complimentary parking spaces for your guests' convenience.

Contact

Stu Webber Director of Sales T: (605) 367-4155 stu.webber@premier-center.com

www.dennysanfordpremiercenter.com



Enercare Centre

TORONTO, CANADA

In-House Services

Food and beverage, utility, electrical, cleaning, data and telecommunications

Award-winning Enercare Centre is Canada's largest exhibition and convention facility, offering over 1 million square feet of contiguous space. A LEED Gold facility, Enercare Centre incorporates sustainability in venue management and event operations. Located in downtown Toronto, Canada the centre is just 20 minutes from the airport and easily accessible by major highways. Connected to the LEED Silver Beanfield Centre offering fully equipped meeting rooms and a sub-divisible ballroom. The new full service onsite hotel, Hotel X Toronto features 400 guestrooms.

Contact

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www.enercarecentre.com



Greater Columbus Convention Center

COLUMBUS, OHIO

Prime Exhibit Space 447,000 sf Halls & Floors 5 halls, 2 floors Breakout Rooms 75 (118,600 sf)

In-House Services

Utilities, public safety, production, rigging, Levy catering, South Café & Marketplace, Discovery Café, general services, Wi-Fi, high-speed Internet, Guest Services Centers, nursing mother's room, mobility scooter rental

Featuring 373,000 sq. ft. of contiguous exhibit space, cafés, casual collaboration spaces, indoor Smartfarm and largest contemporary collection of central Ohio art, this exhibitor-friendly venue offers 1.8 million sq. ft. of flexible space, 4,000 parking spaces, complimentary Wi-Fi in the concourse and meeting rooms, connections to five hotels and proximity to the airport, Arena District and Short North Arts District. GCCC employs the city's largest contingent of Certified Tourism Ambassadors.

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www.columbusconventions.com



Shenzhen World Exposition & Convention Center

Prime Exhibit Space 4,300,000 sf Halls & Floors 19 halls, 1 floors Breakout Rooms 130 (260,000 sf)

In-House Services

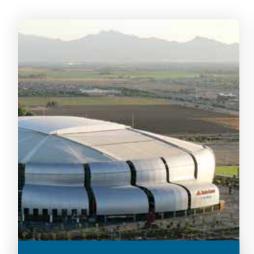
100+ food outlets, catering for banquets of 5000+, complimentary WiFi, safe rigging services, venue APP with visitor services and wayfinding, first plug-n-play electrical services in China, smart car park system, convenient transport links, adjacent hotels, and much more...

Shenzhen World sets a new standard for venues with 16 - 220,000sf column-free halls, 3 specialty halls - conference center, 14,000 seat event center & 450,000sf multi-purpose hall; delivering SMG Best Practice. SW, the Landmark of Expo Bay & New Airport City is located in Shenzhen, China's Silicon Valley. Shenzhen World will become the largest exhibition center in the world when it opens in late 2019. This architectural master piece is designed to accommodate all events, easily accessible by metro, train, ferry & air from across China & the world. ©MID

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www.shenzhen-world.com



State Farm Stadium

GLENDALE, ARIZONA

Prime Exhibit Space 160,000 sf
Halls & Floors1 hall, 1 floor
Breakout Rooms20+

In-House Services

Audio Visual, Telecommunications, Wifi, Craft Culinary Concepts, on-site parking.

State Farm Stadium, located in Glendale, Arizona, is an iconic example of sophisticated engineering, technology and design. From large, multi-day conferences, to intimate receptions, State Farm Stadium is the premier event destination in the Southwest with 160,000 sq. ft. of unobstructed space on the Stadium Floor, and an additional 190,000 sq. ft. of usable event space. State Farm Stadium sits in the heart of Westgate Entertainment District featuring a variety of restaurants and 1,500 hotel rooms within walking distance.

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Director of Sales
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bhatchitt@statefarmstadium.com

www.statefarmstadium.com



TD Convention Center

GREENVILLE. SC

Prime Exhibit Space.....280,000 sf Halls & Floors3 halls, 2 floors Breakout Rooms......17 (60,000 sf)

In-House Services

Free wireless Internet connectivity throughout the facility, electrical and phone lines available, catering services, preferred in-house audio-visual company, dedicated parking

Whether it's our award-winning downtown, convenient location and easy accessibility, outstanding value, stunning natural surroundings or simply the unique combination of traditional Southern charm and contemporary cool that has made us one of the hottest destinations in America - you've got all the reasons in the world to be thinking seriously about Greenville.

Contact

Elizabeth Lyons, Director of Sales T: (864) 233-2562 F: (864) 255-8600 elyons@tdconventioncenter.com

www.tdconventioncenter.com



Tucson Convention Center

TUCSON, ARIZONA

In-House Services

Food and beverage (SAVOR...), audio-visual, electrical, event ticketing, staging and rigging services, security, ushering and ticket taking services, high-speed internet, Wi-Fi and onsite parking.

The Tucson Convention Center is a multi-purpose complex on a 27-acre campus in the heart downtown Tucson. With over 205,000 square feet of meeting space, the TCC has the size and flexibility to accommodate every type of meeting, convention, trade show or banquet. In addition to our meeting space there are three performing arts venues on campus, Tucson Arena, Tucson Music Hall and Leo Rich Theater with fixed seating capabilities ranging from 511-8,000.

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www.TucsonConventionCenter.com



The I-X Center is an economic engine for the city and our policy change will provide new opportunities. Come see our new standard of business for yourself.

> Lisa Vo **Executive Vice President**

For more than 30 years the International Exposition (I-X) Center has hosted world class trade shows in the heart of Cleveland. To continue our commitment to provide the best event possible, the I-X Center will allow trade shows to utilize outside decorating services.

IXCenter.com

I-X CENTER CLEVELAND, OHIO







