

Trade Show Executive

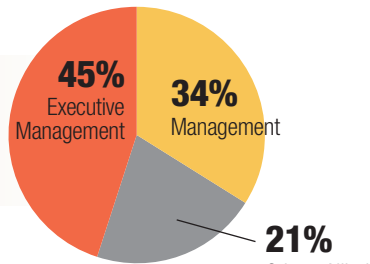
News, Views and Tools for Trade Show and Event Executives

WHY TRADE SHOW EXECUTIVE?

Trade Show Executive reaches the prospects you covet:

A BPA-Audited Circulation of 5,000

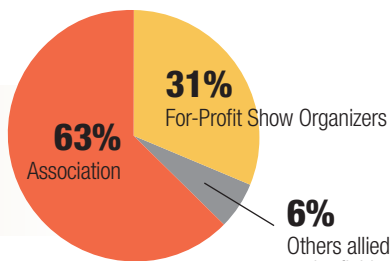
(Source: BPA, June 2019)



Breakout of Qualified Circulation by Business and Industry:

A BPA-Audited Circulation of 5,000

(Source: BPA, June 2019)



Winner of 40+ editorial and design awards.



Maggie Awards

A | S | B | P | E
Fostering B2B editorial excellence



EACH MONTH IN TRADE SHOW EXECUTIVE



TSE Dashboard of Trade Show Metrics

The authoritative resource for tracking the monthly performance of trade shows. This report includes a statistical review of shows held in the prior month; an analysis by industry and site; monthly and quarterly moving graphs; and contact info.



Power Lunch

Each month, TSE interviews one of the most fascinating leaders in the trade show industry — someone who generally does not grant interviews.



ZOOM Calendar

The industry's most comprehensive calendar of trade shows, arranged by industry sector. Includes dates, site, projected size and contact information.

AND MORE...

A Closer Look

A 2-page advertorial with photos and bullet points focusing on a venue, CVB or service firm.

Tech Teaser

A one-third column advertorial with a brief description of a new or upgraded system or application for show organizers.

Five Questions

A two-thirds column advertorial asking a top industry expert five questions, along with an accompanying one-third column ad.

Tech Trek - Spotlight

A full-page advertorial focusing on a company with new technology or new ways to use technology.

Issue	Features/Special Reports	Directories/Inserts	Bonus Circulation	Advertising Deadlines
Jan./Feb. 2021	Special Report: A Focus on Mid-Sized Convention Centers (Offering 125,000 to 349,999 sf of prime exhibit space)			Space: November 18 Submission: December 3
	SPECIAL FOCUS ON ASIA: Hong Kong • Macau			
Mar. 2021	Special Report: Pardon Our Dust, a Progress Report on New Facilities, Expansions and Renovations; Growth Strategies; Industry Partner Insights Series		SISO – Society of Independent Show Organizers	Space: January 25 Submission: February 12
	SPECIAL FOCUS ON ASIA: Malaysia • Thailand			
Apr. 2021	Focus on: Sustainability; Smaller Regional Shows; Economic Outlook			Space: February 22 Submission: March 12
	SPECIAL FOCUS ON ASIA: Singapore			
May 2021	Focus on: Tech Trek Advertorial Guide; Hybrid Meetings; Exhibitions Day Preview; SISO Recap			Space: March 28 Submission: April 12
	SPECIAL FOCUS ON ASIA: Hong Kong • Macau			
June 2021	Focus on: F&B; Diversity Initiatives; Micro Experiences Directory: The World's Top Convention Centers (WTCC)	Directory: The World's Top Convention Centers (WTCC)	ESCA – Exhibition Services & Contractors Assn. TSE's Fastest 50 Awards & Summit	Space: April 22 Submission: May 6
	SPECIAL FOCUS ON ASIA			
July 2021	Focus on: Convention Centers (new solutions and safety); Design of the Future; Registration Advertorial (What's hot in registration)			Space: May 27 Submission: June 10
	SPECIAL FOCUS ON ASIA: Malaysia • Thailand			
Aug. 2021	Special Report: TSE's Millionaire's Club, an Analysis of Convention Centers with over 1 million sf of Prime Exhibit Space plus Mega Convention Centers (350,000 sf or more of prime exhibit space)		SISO Leadership Council	Space: June 27 Submission: July 10
	SPECIAL FOCUS ON ASIA: Singapore			
Sept. 2021	Special Report: A Focus on Hotel Exhibit Halls and Hotel/Convention Center Complexes; TSE Medical Show Report	Insert: Annual Report of Medical Shows (Trends, Growth Leaders and Top Cities)		Space: July 25 Submission: August 9
	SPECIAL FOCUS ON ASIA: Hong Kong • Macau			
Oct. 2021	Special Report: Pardon Our Dust, an Update on New Facilities, Expansions and Renovations; UFI Preview; International Trends			Space: August 29 Submission: September 13
	SPECIAL FOCUS ON ASIA: China			
Nov. 2021	Focus on: All things International International Attendees and Exhibitors; IAEE Preview	Insert: What's Hot, Who's Hot in Registration	UFI Global Congress	Space: September 30 Submission: October 11
	SPECIAL FOCUS ON ASIA: Hong Kong • Macau			
Dec. 2021	Focus on: Relaunching the industry Year in Review; Trends for 2022	Insert: Research Roundup-Quick Industry Facts & Figures for Associations	IAEE EXPO!EXPO! – Intl. Association of Exhibitions and Events	Space: October 28 Submission: November 1
	SPECIAL FOCUS ON ASIA: Singapore			

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MARKETING STRATEGIES!



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