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New Zealand Quake, Middle East Turmoil Impact Trade Shows

Christchurch, NZ – Natural and political shaking impacted trade shows on two sides of world this Winter. The Christchurch Convention Centre in New Zealand suffered minor damage February 22 when a magnitude 6.3 earthquake rocked the city’s downtown. The center was hosting the Urological Society of Australia and New Zealand’s 64th Annual Scientific Meeting, which put dozens of attendee doctors and nurses at ground zero. Many of the physicians pitched in to assist the injured in the immediate aftermath. The conference itself was cancelled.

The Doctors Are In. The Christchurch Convention Centre was hosting an annual meeting of urologists when a 6.3 earthquake hit New Zealand Feb. 22. The meeting was cancelled but attendees pitched in to help the injured.

Force Majeur? Protests in Egypt (above) scrubbed at least two Cairo trade shows. The status of Build Libya 2011 (below) in May was up in the air amid similar turmoil in Tripoli.

The upheaval was longer lasting in The Middle East. Protests in Egypt resulted in the postponement of at least two events at the Cairo International Conference Centre and a great deal of uncertainty over when the nation’s exhibition infrastructure would be capable of hosting large international and regional events.

In Libya, communications were sketchy. There was no immediate word on cancelation of Tripoli Build 2011, a construction show at the Tripoli International Fairground February 25-28.

Libya Build 2011, scheduled for May 15-19, remained on the calendar although Tripoli had largely come to a standstill at the time TSE went to press.

Libya Build is one of the shows to be honored by Trade Show Executive at the upcoming Fastest 50 Awards & Summit. The show was the fastest-growing show in The Middle East. Last year it drew 15,881 attendees and had 17,645 net square meters (189,929 nsf) of exhibit space.

Exhibitions went on normally in the United Arab Emirates. IDEX 2011, one of the major international trade shows for the defense industry, ran February 20-24 at the Abu Dhabi International Exhibition Centre.

Reach Bryan Pearson, chief executive, Christchurch Convention Centre at +64 3 363 3350 or bryan.pearson@vbase.co.nz; Mohamed Al Mashgouni, IDEX 2011 director, at +971 (0) 2 444 6900 or almashgouni@adnec.ae; ATEX at +218-21-3342-193 or info@atex.com.ly

Cygnus Moves Martin to Chief of Police and Fire Expos

Fort Atkinson, WI – Cygnus Business Media moved Mike Martin into the job of executive vice president of the company’s Public Safety & Security unit and did away with his former position of president of the b-to-b publishing and events company, a position he held since 2007.

CEO John French said the move capped a seven-month reorganization of the company’s management, which hinged on combining the publishing and events portfolios into four “affinity groups,” each serving a particular industry sector and managed by a designated vice president.

Martin’s job change was cast as a step toward not only streamlining Cygnus’ management, but also putting a top executive in charge of the largest of the affinity groups and a key area of the company’s business.

“We have a very aggressive footprint in the Public Safety & Security Sector, and it is also an area where our market share could be challenged without the right person guiding it,” said French. “I can think of no better person than Mike to grow and innovate these brands under our new architecture.” Martin’s operations include five expositions for police and firefighters under the Enforcement Expo and Firehouse brands.

Reach John French at (800) 547-7377 or john.french@cygnusb2b.com; Mike Martin at (800) 547-7377 or mike.martin@cygnusb2b.com
Access Intelligence to Acquire Red 7 Media; Launch Events Marketing Group

Rockville, MD – An agreement has been reached on the acquisition of Red 7 Media, publisher of EXPO, FOLIO: and other magazines serving the meetings industry, by Access Intelligence (AI).

The business plan for the combined companies called for the launch of a new event marketing group within AI to be led by Kerry Smith, the founder and president of Red 7. Smith will remain president of Red 7 Media Group and also take on the new title of senior vice president of AI.

The Media and Event Marketing Group will be part of AI’s Media Communications Group. “The ability to round out our leading position in the consumer magazine market while expanding into the dynamic events business is a truly exciting prospect for Access Intelligence,” said Don Pazour, president and CEO of Access Intelligence.

Red 7 Media organizes nine events, including three Best Events Expos in New York, Boston and Hollywood, and also publishes EXPO magazine.

Reach Don Pazour at (301) 354-2000 or dpazour@accessintel.com; Kerry Smith at (203) 899-8420 or ksmith@red7media.com

Reed Acquires Brazilian Ethanol Show Organizer

Sao Paulo, Brazil – Reed Exhibitions acquired Multiplus Fairs and Events, an organizer of trade shows for Brazil’s growing ethanol industry.

The acquisition improves Reed’s position in Brazil, the second-largest producer of ethanol in the world behind the U.S. Brazil has a strong domestic ethanol market and has plans to build 100 new ethanol plants by 2014.

“Multiplus also puts us into important markets in Brazil’s Northeast and the interior of Sao Paulo state, with management that has proven its ability to launch and manage brands across a variety of industry sectors,” said Chet Burchett, president of Reed Exhibitions Americas. “That’s important in our long-term growth goals for Brazil.”

Multiplus organizes three exhibitions related to the ethanol industry. Fenasucro, which Reed called the leading ethanol event in Brazil, is co-located with the Multiplus agri-business show Agrocana. The third event, the Brasil Ethanol Trade Show in Sao Paulo, is organized in a partnership with Unica, the trade association for Brazil’s sugarcane growers.

Multiplus management and staff will be left intact and its offices will remain in Ribeirao Preto, Reed said. Directors Augusto Balieiro and Fernando Barbosa will oversee the company while reporting to Juan Pablo de Veras, senior executive for Reed Exhibitions Brazil.

Reach Chet Burchett at (203) 840-4800 or cburchett@reedexpo.com; Augusto Balieiro at +55 (16) 2132-8936 or multiplus@mfe.com.br
Viad Predicts Exhibition Business Growth

Phoenix, AZ – Viad Corp. predicted a better year for its trade show business this year, although the same-show growth rate will slow somewhat in the second half.

In a conference call with analysts, Viad Chairman, President and CEO Paul Dysktra said Global Experience Specialists (GES) and the other exhibition companies in its Marketing & Events Group would likely see a return to profitability in 2011 as the overall trade show industry and economy improve. “Same-show growth will be stronger in the first half of the year and then slow down a little in the second half,” he said. “But growth will continue.”

“The exhibition industry in general is starting to improve along with the underlying industries,” Dykstra said.

The 2010 Fourth Quarter for the Events & Marketing Group saw revenues increase $16 million over the last quarter of 2009. Overall revenue for 2010 was up $26 million. Dykstra said 2010 saw GES U.S. operations slash $10 million in overhead while international business revenues were up $25 million, due in large part to increased market share.

The 2010 bounce-back, which showed up in improved earnings in the Third and Fourth Quarters, was projected to continue into 2011 with what the company called “mid-single-digit” growth. The company forecasts same-show revenues as positive in the Second Quarter of 2010, but negative in the Third Quarter and neutral in the Fourth.

GES President Steven Moster told Trade Show Executive that the level of revenue growth in the second half of 2011 might appear to slow down slightly relative to the first half of 2010; however, that would be something of an optical illusion caused by the industry’s marked improvement in the final six months of last year. “The year-over-year improvement should be more amplified in the first half of 2011,” Moster said. “We are not suggesting that we think the industry will slow down later this year. We believe the industry will continue to strengthen.”

Reach Paul Dykstra at (702) 263-1560 or pdykstra@gesexpo.com; Steven Moster at (702) 263-1500 or smoster@ges.com

Pennsylvania Convention Center Expansion Opens for Business

Philadelphia, PA – The Pennsylvania Convention Center in Philadelphia gets down to business quickly in March after opening its long-awaited expansion.

The ribbon was cut on the new addition March 4, and within a week, two major events were being held simultaneously within the spacious facility’s 679,000 square feet of prime exhibit space.

The National Association of Student Professional Administrators opened their annual meeting March 9-16 at the same time the March 6-13 Philadelphia International Flower Show was taking place.

March 18-24 brought the Association of periOperative Registered Nurses (AORN) and their 58th Annual Congress, the first event to book the entire expanded convention center. The event was expected to draw 14,000 attendees.

Reach Jack Ferguson, president and CEO, Philadelphia Convention & Visitors Bureau, at (215) 636-3310 or jackf@pcvb.org
Industry Study Provides Template for Updates on Value of Exhibitions

Washington, DC – An in-depth study on the economic value of trade shows and other business meetings to the U.S. economy will likely be updated regularly.

The coalition of industry organizations that sponsored the report, titled The Economic Significance of Meetings to the U.S. Economy, is in agreement that the statistics can and should be kept up-to-date using the new report as a template.

“A lot of the organizations that helped fund this study have committed to continue meeting and will look for opportunities to fund future research,” said Karen Kotowski, president and CEO of the Convention Industry Council (CIC). “There is a recognition that there is a need to come together to do research that is going to benefit the entire industry.”

The report unveiled in February said direct spending from trade shows, conventions, corporate meetings and other events totaled $263 billion in 2009 and also produced 1.7 million jobs and around $25.6 billion in tax revenues. The full report is posted on the CIC website.

The report was meant to give industry associations something timely to prove to state, local and federal politicians and lawmakers that business meetings make significant contributions in jobs, taxes and direct spending. It was something that was lacking as the recession took a bite out of business travel, and it became harder to convince taxpayers that convention centers improvements and destination marketing was a worthwhile expenditure.

“Saying, ‘Based on a 1995 study,’ isn’t going to cut it any more,” said Roger Dow, president and CEO of the U.S. Travel Association. “We have to keep this current.”

Reach Karen Kotowski at (571) 527-3116 or kkotowski@conventionindustry.org; Roger Dow at (202) 408-8422 or rdow@ustravel.org

Impact of Events Industry

- 1.7 million U.S jobs
- $263 billion in spending
- A $106 billion contribution to GDP
- $60 billion in labor income
- $14.3 billion in federal tax revenue
- $11.3 billion in state and local tax revenue

Source: The Economic Significance of Meetings to the U.S. Economy, February 2011

TSEA Launches New Survey of Exhibitor Concerns

Chicago, IL – The state of exhibitor concerns will be updated this Summer through a new survey conducted by the Trade Show Exhibitor Association (TSEA). The association is asking its members for their views on a long list of issues related to trade show exhibiting, which will be used to guide the discussion agenda at the 2011 Red Diamond Congress in Orlando July 31-August 4.

The online survey will be conducted by Exhibit Surveys, Inc., and will seek out opinions on topics including cost transparency, material handling practices, exhibitor appointed contractors and convention housing. The survey is available at http://survey.exhibitsurveys.net

Reach Margit Weisgal, TSEA president and CEO, at (312) 949-5781 or mbweisgal@tsea.org

TSEA Launches New Survey of Exhibitor Concerns

Reach Karen Kotowski at (571) 527-3116 or kkotowski@conventionindustry.org; Roger Dow at (202) 408-8422 or rdow@ustravel.org

Reach Margit Weisgal, TSEA president and CEO, at (312) 949-5781 or mbweisgal@tsea.org

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Indianapolis, IN – Advanstar Communications has formed a partnership with a national auctioneer to offer a full-scale auction of pre-owned motorcycles at its annual NPA Dealer Expo.

While trade shows are typically a showcase for new products, Dealer Expo caters to an industry that does a great deal of business in pre-owned vehicles as well. Advanstar’s arrangement with National Powersport Auctions (NPA) of Poway, CA, allowed attendees at the Indianapolis trade show to bid on a large selection of pre-owned motorcycles, saving them a trip to a stand-alone auction.

“Integrating a live auction into the weekend provides another layer of value to our show attendees,” said Kerry Graeber, Powersports group director. “NPA’s commitment to helping dealers develop more profit opportunities is something that blends very well with the strategy behind Dealer Expo.”

The auction, which was launched February 19, was a turnkey event in which NPA took care of the arrangements including transportation, financing and a seminar on getting the most out of selling pre-owned bikes.

Reach Kelly Graeber at (949) 954-8623 or kgraebcr@advanstar.com

Going Once, Going Twice... Dealer Expo to Include Motorcycle Auction

Bikes on the Block. An onsite auction of pre-owned motorcycles was available to attendees of Advanstar’s NPA Dealer Expo in Indianapolis. The turnkey event complimented the new products in the exhibit hall.

Auditing in Global Market Gains Popularity

Norwalk, CT – BPA Worldwide (BPA) is taking its expertise in event auditing to the world this year in a series of intensive training sessions for trade show organizers and venue operators in The Middle East, China, Africa and India.

BPA formed a strategic partnership in January 2011 with the International Trade Fair Academy (ITA) in Berlin. BPA will provide content for sessions at each of the three-day conferences on gathering and using validated audience data including registration best-practices, verification, and the uses and benefits of third-party auditing.

John Mikstay, manager of events audits at BPA, said there would be an element of preaching to the choir as sessions spread the gospel of audits outside the U.S. and Europe. “It is actually the opposite of what we see in the U.S.,” Mikstay said. “The U.S. is the region that lags behind in terms of audited events.”

The instructional modules BPA plans to offer, beginning in Abu Dhabi in May, go beyond the basics and cover the uses of audits as a sales tool. They also help demonstrate the level of return on investment (ROI) for exhibitors through the use of tools such as the ROI Calculator.

“We’re pushing in these regions to educate show organizers and venue operators about the importance of using demographics in sales efforts,” Mikstay said. “And that involves the kind of data they are gathering and the way they gather it.”

Reach John Mikstay at (203) 447-2881 or jmikstay@bpaww.com
A Look at Mega Shows Coming in May

These and other major trade shows in May offer attendees and exhibitors a Spring tonic of new products and business deals:


Exhibits of heavy energy-production machinery projected to span 568,000 net square feet (nsf), including outdoor space. Some of the meatiest educational presentations are ticketed events, some of which include breakfast or lunch. The 2010 event took place during the Gulf of Mexico oil spill, but attendance was up from 67,700 in 2009 to nearly 73,000. With the turmoil in The Middle East, will the industry have an even stronger need to gather at full force and thus continue the upward momentum in attendance? Reach Stephen Graham, associate executive manager, at (972) 952-9409 or sgraham@otcnet.org

**2011 National Hardware Show:** May 10-12, Las Vegas Convention Center. No. 26 on the TSE Gold 100.

The show will be co-located this year with the North American Retail Hardware Association All-Industry Convention. Reed Exhibitions saw a 20% increase in attendance in 2010 and had virtually sold out its 2011 exhibit space before Spring. A number of major exhibitor brands are returning to the show along with more than 500 new exhibitors. Reach Ed Several, group vice president and show manager, at (203) 840-5932 or eseveral@reedexpo.com

**National Restaurant Association Restaurant, Hotel-Motel Show (NRA Show):** May 21-24, McCormick Place, Chicago. No. 31 on the TSE Gold 100.

The National Restaurant Association will present the first annual Food & Beverage Product Innovations Awards at the event. Honorees get a healthy dose of publicity before, during and after the show. The NRA declined to project the size of its exhibit hall, but said it was on track to equal 2010’s 482,716 nsf. Reach Mary Pat Heflin, executive vice president, convention, at (312) 853-2525 or mheftman@restaurant.org

**RECon 2011:** May 22-25, Las Vegas Convention Center.

The International Council of Shopping Centers (ICSC) is projecting 30,000 attendees and approximately 800,000 nsf of exhibit space. The exhibit hall will open a day later this year after attendees said the Sunday opening day in 2010 was not conducive to making deals. The show floor will also include strategically placed pavilions dedicated to specific industry sectors or geographic regions. Attendees can take a quick break in these areas or sit in on 20-minute Power Presentations. Reach Tim McGuinness, vice president, trade expositions, at (646) 728-3466 or tmcguinness@icsc.org

Looking Ahead identifies the people, products and places to keep your eye on in the days and weeks ahead as more news is about to unfold. Contact me with alerts and news in advance at (760) 630-9107 or handerson@tradeshowexecutive.com

Hil Anderson
senior editor
Messe Frankfurt USA and the American Textile Machinery Association (ATMA) agreed to co-locate their respective trade shows in even-numbered years beginning in 2012. Messe Frankfurt’s Techtextil North America and American Textile Machinery Exhibition – International (ATME-I) co-located in Atlanta last year. ATME-I offers a broad range of products for the textiles industry, while Techtextil is more vertical and oriented to the technical textiles and nonwovens sector. Reach David Audrain, president of Messe Frankfurt USA, at (770) 984-8016 or david.audrain@usa.messefrankfurt.com.

The Nielsen Company, parent of Nielsen Expositions, raised a hefty $1.89 billion in a high-profile initial public offering of stock in late January. The 71.4 million shares of common stock were priced at $23 per share and would net the company $1.56 billion. An accompanying bond sale added another $240 million. The funds were earmarked to pay off outstanding debt. Reach David Loechner, president, Nielsen Expositions, at (646) 654-4500 or david.loechner@nielsen.com.

CONEXPO-CON/AGG is the latest trade show to join up with a program in Las Vegas that distributes discarded items from trade shows to schools and other community programs. CONEXPO-CON/AGG and IFPE 2011 will donate surplus items ranging from unused bags to banners and signs to Repurpose AMERICA right after the close of the March 22-26 event. The 2008 edition of the triennial CONEXPO-CON/AGG was the top show in the 2009 Trade Show Executive Gold 100 with 2,281,843 net square feet and 143,650 attendees. Reach Megan Tanel, vice president, exhibitions and events, Association of Equipment Manufacturers, at (414) 272-0943 or mtanel@aem.org.

Virtual Edge Institute will launch a certification program for digital events organizers. The Digital Events Strategist designation gives show managers a rundown of the skills necessary to design and execute the virtual events that are becoming increasingly common as adjuncts to physical events. The program will be formally announced in June at the PCMA Education Conference in Baltimore. Reach Michael Doyle, executive director of Virtual Events Institute, at (925) 600-1001 or mdoyle@virtualedge.org.

ON24 announced a partnership with Cramer, a digital marketing and events solutions agency, that will strengthen webcasting offerings to ON24 clients. The partnership combined ON24’s technical prowess in the virtual trade show arena with Cramer’s marketing and communications capabilities. Both companies have extensive experience with major corporate clients. Reach ON24 CMO Denise Persson at (415) 369-8000 or denise.persson@on24.com.

The Philadelphia Eagles became the latest professional sports team offering its venue for trade shows and similar events. The Eagles said Lincoln Financial Field was open for everything from weddings to exhibitions and product launches. The stadium, which includes the 54,000 square foot SCA Club, had been available only for a limited number of charity events per year since opening in 2003. Reach Chief Marketing Officer Tim McDermott at (215) 463-2500 or specialevents@lincolnfinancialfield.com.

International CTIA Wireless has shifted its dates to later in the Spring to better take advantage of Fourth Quarter retail cycles. The change takes effect next year when CTIA Wireless 2012 takes place May 8-10 in New Orleans. The 2011 event is March 22-24 in Orlando. Reach Robert Mesriow, show director and vice president of operations, CTIA – The Wireless Association, at (202) 736-3221 or rmesirow@ctia.org.
...LIGHTFAIR International is bringing its keynote speaker to the exhibit floor. AMC, Inc. established a space on the exhibit floor called Spotlight Lounge where presentations, awards ceremonies and receptions will take place in the midst of the booths at the Pennsylvania Convention Center. Attendees who want to hear iconic lighting designer Ingo Maurer on May 18 will also have an opportunity before and after the presentation to peruse the exhibits. Reach Managing Director Rochelle Burt at (404) 220-2218 or rburt@americasmart.com

...Dutchess County Economic Development Corp. (DCEDC) in NY is helping its hometown business community compete globally with a grant program that helps offset exhibiting costs. The Dutchess County Industrial Development Agency recently awarded $1,100 to Lorex Industries Inc. for their trip to a major semiconductor exhibition in Taiwan. The program, which launched in 1999, reimburses qualified exhibitors up to 50% of their costs for trade show participation. Reach DCEDC Director of Business Development Catherine Maloney at (845) 463-5415 or cmaloney@dcedc.com

...Abu Dhabi National Exhibitions Company used the recent IDEX 2011 trade show as a trial run for its new robot guide. The 2011 Reem robot motored along the Abu Dhabi National Exhibitions Centre greeting VIP attendees by name and providing directions to specific booths and other key locations. Reem’s software package includes facial recognition capabilities and a direct video link to the help desk for assistance with more-specific questions. Reach Michael Tracey, venue operations manager, at +971 (0) 2 444 6900 or michael.tracey@adnec.ae

To the Reception, Please. Reem the robot was available to provide directions and even escort attendees to booths at IDEX 2011 in Abu Dhabi.
Spike in Oil Prices and Food Costs Will Begin to Ripple Throughout the Economy and Trade Show Industry

By Darlene Gudea, President

Oceanside, CA – While the world watched the clamorous demonstrations and violent protests unfold in Tunisia, Egypt and Libya, the U.S. economy quietly continued its upward momentum. The nation’s Gross Domestic Product (GDP) grew 2.8% on an annualized basis in the Fourth Quarter, the sixth straight quarter of economic expansion. Economic activity in the manufacturing sector grew for the 18th month in a row and at the fastest pace in more than six years. Unemployment dropped to 9.0%, its lowest level since May 2009. Consumer confidence increased roughly three percentage points and is now at a three-year high. Corporate earnings are not simply recovering, they are soaring. Early indications are that profits for companies in the Standard & Poor’s 500 Index could reach an average 27% when Q4 earnings figures are released after Trade Show Executive goes to press. [See sidebar on page 16 for a complete look at the nation’s latest economic indicators.]

However, that was then and this is now. The news of the uptick in the economy was overwhelmed by the stunning events in North Africa. The success of the uprisings prompted the call for regime change to spread throughout The Middle East. How will these uprisings impact the U.S. economy?

Game-Changing Situation

What worries most analysts is the spread of unrest to larger oil-producing countries. At first, the turmoil was confined to nations such as Tunisia, Yemen and Egypt whose economies are not dominated by oil. Now, the rumblings have spread to oil-rich Algeria, Iran, Libya, Bahrain and Saudi Arabia. Most of the developed world’s response to the overthrow of Egypt’s President Mubarak has been designed to prevent unrest in the Gulf region, especially Saudi Arabia, the world’s top oil-exporting country and a key U.S. ally in keeping peace in the region. But the tide of unrest has swept into the Arab kingdom.

As a result of the recent success in Egypt, a group of Saudi Islamists and activists have announced a political party to challenge the monarchy of King Abdullah, asking for a voice in the state’s governance. So far, it is just an act of protest since Saudi Arabia has no elected parliament or parties, and public dissent is banned by the monarchy, which rules in alliance with Sunni Muslim clerics. But demonstrations are still growing.

“The spark for the turmoil was not oil, but the surge in food prices that have nearly doubled since last June,” said Frank Chow, chief economist for Trade Show Executive Media Group. The soaring prices made food unaffordable for the region’s poor as some earned only about $2 a day. Chow believes the U.S. may be somewhat complicit for the higher prices. “Critics claim the Federal Reserve’s Quantitative Easing program has exported inflation to the rest of the world,” he said. “Ever since August, when QE2 was announced, prices have spiked for wheat, corn, rice, sugar, oats, gold, silver, palladium and rare earth metals,” Chow said. “Likewise, the U.S. policy to mandate corn for ethanol production has created a shortage of corn worldwide, pushing prices higher.”

Chow said you can count on prices to continue climbing due to the growing demand for food and numerous unusual supply disruptions. The emerging markets, especially China and “their hunger for new and better-quality food, means demand is growing, not slowing,” said Kevin Kerr, editor of Kerr Commodities Watch. The world has seen recent droughts in Australia, Ukraine, Europe and Russia; freak snow storms in China; as well as floods in Australia, Brazil and the U.S. As a result, the U.S. Department of Agriculture slashed its 2011 forecasts for domestic and international supply of...
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various crops and grain. “People will put up with many things, but not being able to eat or feed their children is usually the tipping point,” said Kerr. It’s no wonder that desperate demonstrators took to the streets blaming oppressive regimes for their economic plight.

The outcome of the unrest is still uncertain. Many of the countries held a hard line against Islamic extremists but promoted oppressive policies, especially toward the poor. “The uprisings seem to be pro-democracy uprisings, but could provide an opportunity for radical Islamic groups to gain more power, such as the Muslim Brotherhood in Egypt and Bahrain,” said Chow. “If this were to happen, then tensions with Israel will escalate dramatically, particularly along the Gaza strip. In the long term, such instability will drive energy and food prices higher. At some point, if unabated, countries will eventually hoard commodities and uncertainty will drive market prices even higher,” Chow warned. And some analysts believe the winds of change will gust, not only in the Arab world, but possibly in China and other countries as well.

Inflation Has Arrived

Even before the unrest, rising commodity prices were pushing U.S. inflation higher, Chow pointed out. Over the past year, producer prices were up a hefty 4%, while the core rate was up just 1.3%. In the same period, consumer prices were up too. The December headline Consumer Price Index (CPI) rose 0.5%, the largest monthly gain since July 2009, entirely on a 4.6% jump in energy prices.

For January, the CPI rose another 0.4% with core inflation at 0.2% — again more than expected, Chow noted. “Economists tend to focus more on core inflation, which excludes volatile food and energy prices. But when the difference becomes so great as to threaten the economic recovery, then policies related to energy, drilling and food production should be re-evaluated to offset the potential damage,” Chow said.

Deficits and Mounting Debt

Inflationary pressures have come at a time when the U.S. is facing unprecedented deficits and mounting debt. The new Congress is struggling to agree on how to reign in spending without sending the economy back into recession. As we go to press, the standoff over the budget repair bill and collective bargaining rights for public workers in Wisconsin is spreading to other states in the Midwest.

Unfortunate Timing

All together, the events of the past month have created a sense of nervousness and uncertainty among consumers and a pullback just at a time when they were beginning to spend and shift the economic recovery into higher gear. Trade Show Executive will continue to monitor unfolding economic and political developments worldwide to provide an early alert for trade show executives as we navigate through the unpredictable year ahead.
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3. **Lots of Attachments.** From clips to magnets to necklace attachments. You have a lot of choices.

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6. **Better Packaging.** Our badges are protected in sturdy boxes in a climate-controlled, cool warehouse so they arrive clean, organized and flat. No kinks, waves or wrinkles.

7. **Easy to Find.** Our boxes are sealed with our pc/nametag® brand tape so you can easily find your boxes on-site among a sea of conference and hotel boxes.

8. **Custom Orders are Welcome.** Need an imprinted badge holder for your secure event? We have got you covered. From 1-color imprints to 4-color process.

9. **E-tracking.** When you place an order with us, you’ll receive an email with your tracking number. That way you can easily find out when your package will arrive.

10. **Guaranteed.** Didn’t use all your badges? You can send back any unopened box of stock badge holders for up to 30 days and receive a full refund. Guaranteed.

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sales@pcnametag.com  •  www.pcnametag.com
An Insider’s Perspective

How is the economy impacting the exposition industry? This month, seven industry experts give you projections and early warning signs based on registration patterns, exhibit space commitments, long- and short-term bookings, and discussions with peers and customers. Together with the rest of Trade Show Executive’s Exposition Forecasting Board, they have insider knowledge about the true performance of the majority of U.S. trade shows.

And just like economists, they don’t always agree. Their diverse opinions, however, provide valuable insights to help you formulate your plans.

Consumer Confidence Up but Tentative
“Consumer behavior drives the retail markets, and while we’ve seen some confidence returning, it remains fragile. As for the distribution channels, we are seeing some demand returning with suppliers looking for expanded opportunities in niche markets with active communities.”

Turmoil in The Middle East and Domestically Will Reverberate to Trade Shows
“The beginning of the year is turning out to be strong enough to carry some weakness that is likely to emerge later in the year. Absent major geopolitical unrest, domestic political factors and concerns about potential future economic weakness, the recovery would be having a much more significant impact than it is. The events in Tunisia, Egypt, Libya, and other countries in The Middle East and Africa will impact travel and budgets throughout the remainder of the year. Domestic turmoil over municipal and state budgets, such as recent activity in Wisconsin and Ohio (and spreading) will be disruptive. Business is generally ready to go but there is still a drag from the continuing impacts of the recession and new barriers created by the emerging factors outlined above.”

International Participation to Boost Trade Shows
“Strong attendance from international markets along with companies looking for sales opportunities will accelerate trade show growth.”
Strong Finish for Q1

“Final results from January indicate the number of exhibiting companies was up 7% and exhibitor revenue climbed 8%. Compared to January 2010, these numbers reflect a very significant increase in both categories. Thus far, February numbers support sustained growth that will contribute to a strong finish for Q1, above projections.

“But trade shows face a new challenge: volatility in oil prices, which topped $100 a barrel on February 23 and then retreated to $97 a barrel on February 28 after Saudi Arabia offered to increase production. Higher fuel prices mean higher travel costs as well as a higher cost of product. Trade show exhibitors and attendees make spending decisions based on expectations. The volatility in oil prices could spur them to delay some decisions until there is more certainty.”

Solid Attendance Growth

“The improvements continue! The first half of Q1 shows an uptick of +6% in attendees in all three categories (for-profits, medical associations and nonmedical associations). Regarding exhibitor counts, for-profits reflect a year-to-year change of +5%, and medical and nonmedical associations reflect a +3% improvement. However, exhibitors continue to be very conservative in their buying patterns.”

Modest Increases Across the Board

“After surveying our venues, Global Spectrum is seeing a slight resurgence in some of the smaller and mid-sized trade shows as the economy starts to recover. While show managers are still cautious, they are starting to book again. From what we are hearing, the attending companies are starting to buy inventory further out as the end-users are starting to buy product. Overall, we are projecting modest increases in attendance, revenues and net square footage.”

Create a New Performance Benchmark – for Virtual Attendees

“A slow but steady rise in event performance has now been evident for nearly nine months. And that welcome sign of recovery was reinforced with superb performances among a number of sector-leading January events. However, across sector lines, one of the core event performance benchmarks may have begun a predictable journey that will need to be addressed as events mature and extend their reach. Net square feet and exhibitor counts continue to accurately mirror event performance and stability. However, the traditional reliance upon the number of on-site attendees may increasingly fall short of the actual reach and influence of the event. Certainly the economy and budget limitations have taken a toll on body count at some shows. But some recent reports of on-site participation, coupled with the functional maturation and implementation of virtual event extensions, alter the old model. Going forward, this performance benchmark needs to be addressed. The strength of the face-to-face experience is certainly not at risk. Indeed, its reach and impact is just getting stronger.”
Mega Shows Get 2011 Off to a Solid Start

By Darlene Gudea, President
Carol Andrews, Editor-at-Large
Dana Myers, Managing Editor
Hil Anderson, Senior Editor

Oceanside, CA – January was a “gold” month for the trade show industry with the numbers for the Trade Show Executive (TSE) Dashboard of Monthly Trade Show Metrics being bolstered by a large contingent of exhibitions from the TSE Gold 100 rankings.

Led by double-digit increases and record performance at the 2011 International Consumer Electronics Show (CES), exhibit space in January was up 5.2% over January 2010 for the 28 shows surveyed for the Dashboard. The number of exhibitors was up 3.6% and attendance increased 3.7%.

The across-the-board growth marked the sixth consecutive month that the Dashboard metrics have been on the upswing amid slow but steady economic growth. Only three shows reported declines in all three categories, while 18 of the 28 had either increases or were steady in all three. Two of the three shows that experienced declines were in the building and construction sector, still facing considerable fallout from the weak housing market.

The adjusted totals for the 28 shows, excluding outliers, were 10,337,469 net square feet (nsf), 23,966 exhibitors and 1,517,543 attendees.

The adjusted averages worked out to 369,195 nsf per show, along with 856 exhibitors and 56,205 attendees.

The adjusted averages for January were particularly impressive thanks to a large number of big shows. There were 17 shows in January that made it to the most recent Gold 100 rankings of largest U.S. trade shows.

A total of eight Dashboard shows topped 500,000 nsf of exhibit space, and 22 of the 28 shows surveyed were 100,000 nsf or larger.

CES: The Biggest Gets Bigger

The largest event of the month was the International Consumer Electronics Show (CES) in Las Vegas, which ranked No. 1 on the Gold 100 last year. The Consumer Electronics Association reported 1,656,000 nsf of exhibit space, up 14.8% from 2010. Attendance increased 18.3% to 149,000, and the number of exhibitors grew 12% to 2,800. “The CES was a phenomenal worldwide event,” said Gary Shapiro, CEA president and CEO. “This global technology gathering featured more innovation, more news, more social media buzz and more international attendance than any other show in CES history.”

Growth Leaders:

Other significant shows in January included:

- AG CONNECT Expo. The Association of Equipment Manufacturers grew their exhibit space in Atlanta 4%, but there was a 48.3% surge in attendance and 22.4% increase in the number of exhibitors. The American Farm Bureau’s annual meeting was held in conjunction with the show.
- American Bus Marketplace. The move to Philadelphia saw exhibit space increase 33.3% to 200,000 nsf. There was no change in the number of exhibitors and attendance dipped (2.9%).
- Las Vegas Market – Winter. There was higher buyer attendance at the World Market Center in Las Vegas, although overall attendance was unchanged at 50,000.
Exhibit space grew 14% to 738,742 nsf and the number of exhibitors increased 12.9% to 445.

- The NAMM Show. The Anaheim event for the musical instrument industry saw a 5.4% increase in exhibit space to 503,697 nsf and a 3% increase in attendance and exhibitors. There were 247 new exhibitors. The show included a new pavilion for gaming and mobile applications.
- New York International Gift Fair – January. Despite bad weather in New York, GLM increased exhibit space at the Gift Fair 2.4% to 534,125 nsf and exhibitors 3.7% to 2,800. Attendance held steady.
- SURFACES. Co-locating with StonExpo/Marmomac Americas paid off for Hanley Wood Exhibitions with an impressive 17.5% gain in exhibit space and 22.7% jump in the number of exhibitors. Attendance figures were not immediately available, but Hanley Wood called the show one of the largest construction-related shows in the U.S.

Speaking of Construction
Two key shows in the construction industry continued to tread water while the housing industry gets back on its feet.

The International Builders Show was down (2)% in exhibit space and (14.4)% in attendance. World of Concrete’s exhibit space fell (11.8)% but the show still spanned an impressive 520,950 nsf.

Organizers of both events reported higher-quality attendees on the show floor.

Crowded Strip
January was also a banner month for Las Vegas. The city hosted seven Dashboard shows in January, all of which were large enough to be listed on the Gold 100 rankings.

Atlanta hosted three Dashboard events, including one on the Gold 100, the International Poultry Expo and International Feed Expo. The show reported exhibit space up 14.6% from last year to 319,542 nsf.

Orlando hosted three shows featured on the Dashboard and the Gold 100.

Leader Board
The CES put the Consumer Electronics Association at the top of the leading show management organizations when ranked by net square feet produced in January. The CEA was followed by Reed Exhibitions with the PGA Merchandise Show and the SHOT Show. Hanley Wood followed with SURFACES and World of Concrete.

The leading industry sectors in January were sporting goods and recreation, followed by building and construction, and transportation.

Next Month
February 2011 was noted for its blizzards and another flurry of Gold 100 shows that will be reviewed in the next Dashboard. They include the ASD/AMD Trade Show Las Vegas, the American International Toy Fair and the HIMSS Annual Conference & Exhibition.

Methodology
Survey questionnaires were sent to the organizers of shows held in January as listed in TSE’s ZOOM Trade Show Locator and Gold 100 directory. All responses were cross-checked by TSE editors 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 about a show, and year-over-year growth is not the key factor in a show’s value to the industry it serves. The TSE Dashboard still provides the traditional metrics of show growth but also lists other significant characteristics and accomplishments such as quality of attendees, international attendance, sales transactions and conference and sponsorship growth.

Trade Show Executive’s next Dashboard will cover the month of February and will be published in both the April issue and online.

We are grateful to the organizers who shared both quantitative and qualitative data.
Trade Show Executive Dashboard

of MONTHLY TRADE SHOW METRICS: JANUARY 2011

By Carol Andrews, EDITOR-AT-LARGE

<table>
<thead>
<tr>
<th>TOP MANAGEMENTS</th>
<th>TOP CITIES</th>
<th>GROWTH LEADERS</th>
<th>TOP INDUSTRY SECTORS</th>
<th>BENCHMARKS: AVERAGE GROWTH</th>
<th>FORECASTED GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Consumer Electronics Association</td>
<td>• Las Vegas</td>
<td>• AG CONNECT Expo</td>
<td>• Sporting Goods &amp; Recreation</td>
<td>• Net sf: 5.2%</td>
<td>• Net sf: 4.5%</td>
</tr>
<tr>
<td>• Reed Exhibitions</td>
<td>• Atlanta</td>
<td>• American Bus Marketplace</td>
<td>• Building &amp; Construction</td>
<td>• Exhibitors: 3.6%</td>
<td>• Exhibitors: 3.5%</td>
</tr>
<tr>
<td>• Hanley Wood Exhibitions</td>
<td>• Orlando</td>
<td>• SURFACES</td>
<td>• Transportation</td>
<td>• Attendees: 3.7%</td>
<td>• Attendees: 5.2%</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Show Information</th>
<th>SHOW SITE</th>
<th>NET SF of EXHIBITS</th>
<th>EXHIBITORS</th>
<th>TOTAL ATTENDANCE</th>
<th>QUALITATIVE DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Football Coaches Association</td>
<td></td>
<td>45,000/75,000</td>
<td>(40.0)%</td>
<td>183/220</td>
<td>6,658/6,000</td>
</tr>
<tr>
<td><a href="http://www.afca.com">www.afca.com</a></td>
<td></td>
<td></td>
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</tbody>
</table>

- The AFCA Convention served as the culmination of the football season for the more than 6,000 coaches who attended. A Professional Development Series included lectures and seminars aimed at promoting professional and personal growth among football coaches.

AG CONNECT Expo
Association of Equipment Manufacturers (AEM)
www.aem.org

- Widespread industry support included more than 35 sponsoring and supporting industry organizations. The American Farm Bureau Federation held its annual meeting in Atlanta and AFBF’s trade show pavilion was in the same exhibit hall as AG CONNECT. There were registrants from more than 60 countries and nine of the 10 Canadian provinces. The event also attracted high-profile newcomers.

AHR Expo: International Air-Conditioning, Heating, Refrigerating Exposition
International Exposition Company
www.ahrexpo.com

- The 2011 show was the largest AHR Expo in the West, and the third largest in the history of the 80-year-old show. Growth is attributed to an improving economy and the Las Vegas location. There were 200 first-time exhibitors and nearly 400 international companies from 31 countries.

American Bus Marketplace
American Bus Association
www.buses.org

- In addition to 40 education seminars and more than a dozen networking events, there were an estimated 100,000 seven-minute face-to-face business appointments.

ATA Trade Show
Archery Trade Association
www.archerytrade.org

- The show, which is designed to promote commerce within the archery and bowhunting industry, gave the industry a first look at the new bowhunting, archery and other outdoor gear for the upcoming season.

Atlanta Boat Show
National Marine Manufacturers Association
www.atlantaboatshow.com

- Highlights of the show included expositions of extreme boarding tricks and stunts, sailing seminars, the debut of a new wakeboarding video and the Affordability Pavilion.

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Continued on page 24
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Ungerboeck
Software
ungerboeck.com
Continued from page 22

### Show Information

<table>
<thead>
<tr>
<th>SHOW SITE</th>
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<tbody>
<tr>
<td><strong>Show Information</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td><strong>Florida RV Super Show</strong></td>
<td>Tampa</td>
<td>771,279</td>
<td>401</td>
<td>5,790</td>
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<tr>
<td>Florida RV Trade Association</td>
<td><a href="http://www.frvta.org">www.frvta.org</a></td>
<td>706,794</td>
<td>432</td>
<td>5,970</td>
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<td><strong>International Builders’ Show</strong></td>
<td>Orlando</td>
<td>488,200</td>
<td>1,136</td>
<td>47,239</td>
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<td>National Association of Home Builders</td>
<td><a href="http://www.nahb.org">www.nahb.org</a></td>
<td>498,026</td>
<td>1,205</td>
<td>55,212</td>
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<tr>
<td><strong>International Consumer Electronics Show</strong></td>
<td>Las Vegas</td>
<td>1,656,000</td>
<td>2,000</td>
<td>140,000 est. (pre-audited)</td>
</tr>
<tr>
<td>Consumer Electronics Association</td>
<td><a href="http://www.cesweb.org">www.cesweb.org</a></td>
<td>1,442,000</td>
<td>2,500</td>
<td>120,000</td>
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<td><strong>International Poultry Expo and International Feed Expo</strong></td>
<td>Atlanta</td>
<td>319,542</td>
<td>903</td>
<td>20,742</td>
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<tr>
<td>U.S. Poultry &amp; Egg Association</td>
<td><a href="http://www.internationalpoultryexposition.org">www.internationalpoultryexposition.org</a></td>
<td>278,750</td>
<td>805</td>
<td>18,896</td>
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<tr>
<td><strong>LabAutomation</strong></td>
<td>Palm Springs, CA</td>
<td>44,450</td>
<td>241</td>
<td>4,407</td>
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<tr>
<td>Association for Laboratory Automation</td>
<td><a href="http://www.labautomation.com">www.labautomation.com</a></td>
<td>42,050</td>
<td>233</td>
<td>4,113</td>
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<tr>
<td><strong>Las Vegas Market – Winter</strong></td>
<td>Las Vegas</td>
<td>738,742</td>
<td>445</td>
<td>50,000</td>
</tr>
<tr>
<td>World Market Center Las Vegas</td>
<td><a href="http://www.lasvegasmarket.com">www.lasvegasmarket.com</a></td>
<td>647,749</td>
<td>394</td>
<td>50,000</td>
</tr>
<tr>
<td><strong>The NAMM Show</strong></td>
<td>Anaheim</td>
<td>503,697</td>
<td>1,417</td>
<td>90,114</td>
</tr>
<tr>
<td>National Association of Music Merchants</td>
<td><a href="http://www.namm.org">www.namm.org</a></td>
<td>477,038</td>
<td>1,373</td>
<td>87,569</td>
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<tr>
<td><strong>NASFT Winter Fancy Food Show</strong></td>
<td>San Francisco</td>
<td>198,650</td>
<td>1,400</td>
<td>17,519</td>
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<tr>
<td>National Associations for the Specialty Food Trade San Francisco</td>
<td><a href="http://www.specialtyfood.com">www.specialtyfood.com</a></td>
<td>184,000</td>
<td>1,300</td>
<td>16,780</td>
</tr>
</tbody>
</table>
### Trade Show Executive Dashboard

**JANUARY 2011**

<table>
<thead>
<tr>
<th>SHOW SITE</th>
<th>NET SF of EXHIBITS</th>
<th>EXHIBITORS</th>
<th>TOTAL ATTENDANCE</th>
<th>QUALITATIVE DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Show Information</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New York International Gift Fair – January</strong></td>
<td>New York</td>
<td>534,125</td>
<td>2,800</td>
<td>51,152</td>
</tr>
<tr>
<td></td>
<td>Detroit</td>
<td>649,063</td>
<td>157</td>
<td>735,370</td>
</tr>
<tr>
<td><strong>Outdoor Retailer Winter Market</strong></td>
<td>Salt Lake City, UT</td>
<td>359,541</td>
<td>844</td>
<td>19,956</td>
</tr>
<tr>
<td></td>
<td>Detroit</td>
<td>340,521</td>
<td>773</td>
<td>16,819</td>
</tr>
<tr>
<td><strong>PGA Merchandise Show</strong></td>
<td>Orlando</td>
<td>316,000</td>
<td>881</td>
<td>41,824</td>
</tr>
<tr>
<td></td>
<td>Las Vegas</td>
<td>330,600</td>
<td>1,447</td>
<td>20,315</td>
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<tr>
<td><strong>The PPAI Expo</strong></td>
<td>Denver</td>
<td>50,000</td>
<td>275</td>
<td>7,163</td>
</tr>
<tr>
<td></td>
<td>Las Vegas</td>
<td>30,300</td>
<td>151</td>
<td>6,180</td>
</tr>
<tr>
<td><strong>Rocky Mountain Dental Convention</strong></td>
<td>San Diego</td>
<td>630,000</td>
<td>1,600</td>
<td>57,390</td>
</tr>
<tr>
<td></td>
<td>Las Vegas</td>
<td>699,625</td>
<td>1,803</td>
<td>50,444</td>
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</tbody>
</table>

*Continued on page 26*
## Show Information

<table>
<thead>
<tr>
<th>SHOW SITE</th>
<th>NET SF of EXHITS</th>
<th>EXHIBITORS</th>
<th>TOTAL ATTENDANCE</th>
<th>QUALITATIVE DATA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SIA Snow Show</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snow Sports Industries America</td>
<td>Denver</td>
<td>322,180</td>
<td>3.4%</td>
<td>458</td>
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<tr>
<td><a href="http://www.siasnowshow.org">www.siasnowshow.org</a></td>
<td>Denver</td>
<td>311,650</td>
<td></td>
<td>19,000 est.</td>
</tr>
<tr>
<td><strong>Surf Expo</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surf Expo, a division of dmg :: events</td>
<td>Orlando</td>
<td>220,000</td>
<td>7.8%</td>
<td>856</td>
</tr>
<tr>
<td><a href="http://www.surfexpo.com">www.surfexpo.com</a></td>
<td>Orlando</td>
<td>204,050</td>
<td></td>
<td>12,032</td>
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<tr>
<td><strong>SURFACES co-located with StonExpo/Marmomacc Americas</strong></td>
<td>Las Vegas</td>
<td>332,060</td>
<td>CU*</td>
<td>763</td>
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<tr>
<td><strong>Texworld USA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Messe Frankfurt, Inc.</td>
<td>New York</td>
<td>17,900</td>
<td>4.7%</td>
<td>147</td>
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<td><a href="http://www.usa.messefrankfurt.com">www.usa.messefrankfurt.com</a></td>
<td>New York</td>
<td>17,100</td>
<td></td>
<td>3,187</td>
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<tr>
<td><strong>Wisconsin State Education Convention</strong></td>
<td>Milwaukee</td>
<td>38,000</td>
<td>No change</td>
<td>287</td>
</tr>
<tr>
<td>Wisconsin Association of School Boards</td>
<td>Milwaukee</td>
<td>38,000</td>
<td></td>
<td>2,109</td>
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<tr>
<td><a href="http://www.wasb.org">www.wasb.org</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>World of Concrete</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hanley Wood Exhibitions</td>
<td>Las Vegas</td>
<td>520,950</td>
<td>(11.8)%</td>
<td>1,172</td>
</tr>
<tr>
<td><a href="http://www.worldofconcrete.com">www.worldofconcrete.com</a></td>
<td>Las Vegas</td>
<td>590,465</td>
<td></td>
<td>48,554</td>
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</table>

### Dashboard Analysis:

#### NET SF of EXHIBITS

<table>
<thead>
<tr>
<th>Total: (Sum of all figures submitted by show management)</th>
<th>10,337,469</th>
<th>9,826,982</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted Total: (Excludes outliers and shows in which an apples-to-apples comparison is not possible)</td>
<td>10,337,469</td>
<td>9,826,982</td>
</tr>
</tbody>
</table>

#### EXHIBITORS

<table>
<thead>
<tr>
<th>Averages: (Based on Adjusted Totals)</th>
<th>369,195</th>
<th>856</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Growth: (Based on Adjusted Totals)</td>
<td>5.2% 3.6% 3.7%</td>
<td></td>
</tr>
</tbody>
</table>

### COMING UP NEXT MONTH:

A review of shows held in February 2011

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The *Census* contains data on all exhibitions that occupy at least 3,000 net square feet of space and include at least 10 exhibiting companies, including both business-to-business (B2B) and business-to-consumer (B2C) exhibitions. The publication provides the most accurate comprehensive, aggregate industry data available, with detail sections including:

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City: State: Zip: Country:

Telephone: Fax:

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Charge My:  
- □ VISA  
- □ Mastercard  
- □ American Express

Card Number:  Expiration Date:

Name on Card:  Authorized Signature:

Check # (payable to CEIR*):

*If paying by check, please submit form and payment to: CEIR, 12700 Park Central Dr #308, Dallas TX 75251 USA
Bob: You’ve had a remarkable career, from owning a company to managing very large exhibition portfolios. What compelled you to take on this new challenge?

Galen: Three things: I like the markets served by dmg :: events, their leadership structure and the team itself. From a $3 billion parent company to dmg :: information and dmg :: events, the company is highly decentralized. This keeps the management team empowered and close to the markets they serve. During my first trip to Stamford, CT, where the information and events CEO Suresh Kavan hangs his hat, I was pleasantly surprised that the corporate office had less than 10 people. While somewhat different in scope, the global headquarters office in London is similarly streamlined.

Bob: This is not the norm, for sure. Why is it so appealing?

Galen: It appeals on two levels. First, a lean center means decisions can be made fast, and in today’s quickly changing environment, speed and nimbleness are tremendous assets and essential to success. Second, a decentralized structure not only encourages, but also requires unit leaders to run their businesses as though they are the owners.

Bob: Tell me about the new structure and your position in it.

Galen: The restructured dmg :: events has been divided into five divisions: four that are market-centric (Energy, GLM, Leadership Conferences and Digital Marketing), and one that focuses on a specific geography (The Middle East). All consumer exhibitions, publications and events deemed non-core were sold. Each of the five platforms performs as an independent company…much like an equity platform. Each group has its own infrastructure and distinct leadership structure. Each president reports through me to the CEO. From the outside, the obvious thought is, “This is inefficient and does not take advantage of scale or buying power.”

Bob: That’s my thought exactly.

Galen: The business turbo-charger created by this type of management structure far outpaces any cost savings in a top-down centralized structure. A side benefit is the level of transparency and accountability at the market level that comes with this kind of business control.

Bob: What about the new strategic plan? What is your role in that?

Galen: Helping to develop and execute the mid- and long-term strategic plan for the events division is one of my primary responsibilities. All facets of the events business are targeted to grow significantly in 2011 and have aggressive plans for the future.

Galen Poss, CEM, is the newly minted COO of dmg :: events, and a long-time leader in face-to-face business information. He once again takes the reins of a major industry player, intent on growing its newly streamlined portfolio of strong events that are all No. 1 in their respective sectors.

Galen’s career is built on successful industry leadership roles, from heading up Hanley Wood Exhibitions for nine years, to leading the Dallas division of Miller Freeman, Inc. for six years, and running his own company, Precision Planning & Sales, Inc. for ten years (which he and his partner, Michael Green, sold to Miller Freeman). He began his 33-year trade show career in the sales department of the Greater New Orleans Tourist and Convention Commission.

Galen is one of those special industry leaders who believes strongly in giving back: he has served as chairman of the Center for Exhibition Industry Research (CEIR), the Society of Independent Show Organizers (SISO), the International Association of Exhibitions and Events (IAEE) Services Council and the Exhibition Industry Foundation. In 1999, he received IAEE’s highest honor, the Pinnacle Award.

Galen lives with his wife in the Dallas area. After graduating from college, their two daughters became fascinated with the trade show industry. One works for Freeman in Denver and the other just finished an internship with Clarion Events in the United Kingdom. I spoke with him during the initial weeks of his new position, while he once again hit the ground running.

BY BOB DALLMEYER, COLUMNIST

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Bob: What do you see as the greatest challenge to growing the dmg :: events portfolio?

Galen: You could call it a challenge, but I see this as an opportunity…that is to work with the business leaders in creating dynamic e-businesses and online communities around their events. In a perfect world, in-person events (both conferences and exhibitions) would sit at the center of the communities they serve and bring value through the connection and data that can only be achieved through physical events.

Bob: Which leads to my next question: how important is social media to your strategies?

Galen: Extremely. In many cases, it is the center point in community communication.

Bob: What about virtual events?

Galen: If they are defined as “virtual environments,” they are very important. If restricted to the term “virtual events,” then I’m not sure, and I think the jury is still out. The good news is that almost everything in the e-space can be an additive to in-person events, as opposed to what has taken place in print, where e-options have been cannibalistic.

Bob: Please elaborate.

Galen: The difference is in the core product: content for print, connection for face-to-face. For example, United Business Media (UBM) is recognized as the current leader in the virtual events space, yet it has also been one of the most active in launching and acquiring physical events.

Bob: How important is greening events, and is that integral to your future plans?

Galen: Important, yes; integral, no. Every person and every company must be responsible when it comes to the areas and issues surrounding the environment. I think our industry will truly get greener as it gets greener financially. Due to economic pressures, it appears there has been some pull back from the extensive programs that were surfacing prior to the recession.

Bob: Good thought. Please comment on the following statement: in earlier recessions, lower-level managers were the first to be laid off; in the last recession, mid-level leaders were the first to go; in this recession, changes were made at the top.

Galen: (laughing) It apparently took three recessions to figure out where the real problems reside.

Bob: Do you think decentralization will become a new model for independent show organizers?

Galen: I can’t speak for all independent show organizers, but at dmg, it is a culture commitment, not an operating mandate. This resonates from Martin Morgan, CEO of DMGT, throughout the entire company.

Bob: As we speak, Tahrir Square is being occupied by demonstrators in Cairo, Egypt. I understand that dmg’s Middle East Coatings Show is scheduled in Egypt in a few weeks. What is happening?

Galen: We are evaluating whether to postpone or continue as planned. It’s day-to-day right now. The most important thing is the safety of those participating.

Cementing Relationships. Galen Poss dons a boutonnière and joins other dignitaries in Beijing at the ceremony marking the launch of Con-Expo/World of Concrete Asia.

Stage Presence. Poss speaks at a recent Exhibition and Convention Executives Forum. Poss has been active in various events and trade show industry associations for many years.

dmg’s Five Independent Units

dmg :: events is a highly decentralized, independent show management firm with five units operating independently. Each unit has a distinct infrastructure and leadership structure. The five groups are:

1. Energy (including ADIPEC, the Global Petroleum Show, Gastech, World Heavy Oil Congress and others)
2. GLM (including New York International Gift Fair, Surf Expo, ICFF and others)
3. The Middle East (The Big 5, Index, Hotel and Office shows)
4. Leadership Conferences (including CIO, CFO, CMO and HR events)
5. Digital Marketing (including ad:tech, iMedia Summits, and iMedia Connection)
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Continued from page 30

>>Bob: Do you feel the traditional trade show business model is changing?

Galen: Absolutely. The days of selling real estate are long gone and thankfully most folks in the industry realize this. Now we are all waiting to see if there have been fundamental changes as a result of the economic downturn, or if things will bounce back totally when the economy strengthens. Personally, I think the fundamentals have changed, but time will tell.

>>Bob: Can you expand on that thought?

Galen: I believe the importance of measuring the effectiveness of the marketing spend by our customers will require that we deliver more value and data to our audiences. We may be forced by our customers to alter, or in some cases, abandon the traditional model, and replace it with an in-person event that is more suited to the audience it serves, versus trying to force a market into a model that no longer meets its needs.

>>Bob: How do you define a successful show?

Galen: In my mind, a successful show is one in which those attending from both sides of the market, exhibitor and attendee, feel it has been a valuable investment of their time and resources. If this takes place, they deliver a positive message to their peers, which will grow the event and the community supporting it.

>>Bob: Is it time to abandon the view that a trade show has to grow to be good — or be considered successful?

Galen: It may be time to stop referring to ourselves as being in the trade show business. In reality, we are already in the business of connecting communities through face-to-face marketing. In some cases, it may be a pure-play exhibition, but in others, the answer may be a different face-to-face offering surrounded by a vibrant online community. But to answer your question, it probably depends on who you are asking the question. If you ask a private equity firm that owns physical events and is laden with debt, the answer is most likely yes. If you ask an exhibitor or an attendee, the answer could be very different. My answer is that if an event is not growing in some fashion, it will become stagnant, and over time, it will decline in value to its audience. And growth can be defined in a number of ways. The most meaningful may be, “Does an event increase in value to the community/audience it serves?”

>>Bob: How did you get into this business?

Galen: Like almost everyone else — by accident. I took a job with the Greater New Orleans Tourist and Convention Commission, working with Bill Peeper and Ed McNeill. Immediately, I fell in love with the industry and never thought about doing anything else.

>>Bob: That’s great. Who were your mentors?

Galen: Ed McNeill, who taught me how to sell. Mike Wood, CEO at Hanley Wood, a visionary with a fighter pilot mentality — his parents never put in a reverse gear when they installed his transmission. Truly a great man! Last, but not least, Michael Green, who was my business partner for 30+ years. He taught me that no problem is too complicated or difficult if you trim away the nonsense and emotion surrounding it.

>>Bob: Any predictions for the exhibition industry’s future in this next decade?

Galen: I will be disappointed if it is not the most exciting and favorably challenging time in the industry’s history. The ability of face-to-face to work hand-in-glove with the virtual environment and social media should create enormous opportunities for those who have the wherewithal and commitment to embrace it.

>>Bob: What skills do you look for in the next generation of trade show industry leaders?

Galen: Marketers first. The rest of what we do is incredibly important, but leans pretty heavily to the tactical side of the trade show equation. However, I don’t want to downplay the importance of execution; operational excellence is tremendously critical to successful in-person events.

>>Bob: What helps you sleep at night?

Galen: Two great daughters and a terrific wife/partner for 38 years.

>>Bob: Conversely, what keeps you awake at night?

Galen: Two great daughters and a terrific wife/partner for 38 years.

Reach Galen Poss at (203) 883-4702 or galenposs@dmgevents.com

Body of Work. Poss is honored for 25 years of service by the Automotive Service Association for his work managing the International Autobody Congress & Exposition (NACE).

Columnist Bob Dallmeyer, CEM, has been chairman of both the International Association of Exhibitions and Events (IAEE) and the Trade Show Exhibitors Association (TSEA), as well as a former director of the Center for Exhibition Industry Research (CEIR). In 2006, he was inducted into the Convention Industry Council’s “Hall of Leaders” and received IAEE’s Pinnacle Award in 2008. Contact Bob at (323) 934-8300 or bdallmeyer@tradeshowexecutive.com
Australia
Sydney Convention Center Proposal Gets Political Backing

Sydney – Backers of a new convention center in Sydney received a welcome boost in February when the political opposition in New South Wales (NSW) came out in favor of the project.

New South Wales Opposition told Infrastructure Partnerships Australia (IPA), the business group pushing the $700 million project, that if elected, they would be aboard the bandwagon.

government unveiled a plan for a major overhaul of the city’s Darling Harbour waterfront, including construction of the Sydney Multifunctional Convention and Entertainment Centre, which would add about 20,000 gross square meters (215,278 square feet) of exhibit space to the city’s inventory. When combined with the existing Sydney Convention and Exhibition Centre, which opened in 1988, Darling Harbour would have more than 40,000 square meters (430,556 square feet) of exhibit space.

The targeted completion date is 2015, which would put Sydney in the running for the IMF-World Bank Annual Meeting.

Reach Brendan Lyon at (02) 9240 2051 or brendan.lyon@infrastructure.org.au

China
Nanjing Taiwan Trade Mart Racks Up Early Orders

Nanjing – A new trade mart on mainland China that provides exhibit space to companies from Taiwan has paid off in the form of purchase agreements worth $845 million.

The Nanjing Taiwan Trade Mart opened for business in the Fall and has hosted a steady stream of buyers and sellers from Taiwan and mainland China since then.

The deals announced February 16 involved appliance and petrochemical manufacturers, but Taiwanese media said Nanjing city officials were also actively courting small- and medium-sized businesses from Taiwan to establish a presence at the mart.

More than 200 Taiwanese companies have a presence at the Nanjing mart, which is actually a complex of 10 buildings spread over 75,000 square meters (807,293 square feet).

Reach Zhang Yinghua, general manager, at +86 (025) 57717802

India
bC India a Hit for AEM, Messe Munchen International

Mumbai – The launch of an ambitious construction trade show in India by a partnership of the Association of Equipment Manufacturers (AEM) and Messe Munchen International apparently went better than expected.

The organizers said the February 8-11 BAUMA CONEXPO Show in India (bC India) drew more than 22,000 attendees and filled up an exhibit area that was expanded to 88,000 gross square meters (861,112 square feet) due to exhibitor demand.

“The overall numbers are outstanding,” said AEM President Dennis Slater. “I am convinced that bC India will indeed play a very important role in the Indian market in

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The partners said India was a booming market for construction equipment at a time when manufacturing of such products was shifting from the West to Asia. Sales of equipment were expected to basically double in the next few years compared to 2005 levels.

A total of 508 exhibitors from 30 nations displayed their wares for the mining and construction machinery industry at the Bandra Kurla Complex in Mumbai. About 70% of the exhibitors were from outside India, including those present in nine international pavilions.

Reach Dennis Slater at (414) 298-4140 or dslater@aem.org

Singapore

Singex Adding 8,000 Square Meters of Meeting Space

Singapore – Singapore Expo (Singex) is adding a new wing to its convention center that will include 23 meeting rooms and pre-function space totaling some 8,000 square meters (86,111 square feet).

The architecture is in line with Singapore’s green building codes and includes elements that highlight the lush natural beauty of the city. “MAX Atria will present a conducive and natural environment that will invigorate the mind,” said Singex CEO Aloysius Arlando. “Event organizers can look forward to an oasis-like experience.”

Arlando said MAX Atria was a response to growing demand in Asia for facilities set up to host “confex” events in which multiple small conferences are co-located within the confines of trade shows and larger events.

Reach Aloysius Arlando at 011-65-6403-2188 or aloysius.arlando@singaporeexpo.com.sg

South Korea

The Middle East Gets a Look at the Far East at GCC Days in Seoul

Seoul – The Seoul Convention Bureau pitched the South Korean capital as a meetings and exhibition venue to the Middle East nations of the Gulf Cooperating Council (GCC) during the GCC Days 2011 Seminars in February.

The event marked the first time GCC Days has been held in Asia and opened some eyes about Seoul’s assets as a meetings destination for The Middle East. “The Middle East and Korea have long been trading partners, but they are still quite new travel destinations for each other,” said Maureen O’Crowley, vice president of the Seoul Convention Bureau.

Reach Maureen O’Crowley at +82-2-3788-0820 or maureen@seoulwelcome.com

Year-Long Effort Prepared COEX, Seoul for G20 Summit

Seoul – The staff at the COEX Convention and Exhibition Center revealed they spent a year giving their convention center an overhaul for last Fall’s G20 Summit in Seoul.

A dozen COEX employees were assigned to work full time on the project, which included construction of a plenary hall and other smaller spaces for the summit. Another 40 workers were formed into a G20 task force to pitch in as needed.

Due to the expectation of so many heads of state and other top government officials, security was a primary concern in the upgrades. As a result, many of the improvements were in the back of the house, including an extensive arrival area in the center’s underground parking garage.

The Seoul Convention Bureau was also busy providing familiarization tours before and during the summit for journalists and business people.

Reach Sung-Won Hong, COEX president and CEO, at 82-2-6000-0114
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Survey Reveals New Attendee Acquisition Strategies for Large Show Producers

By Danica Tormohlen, Contributing Editor

Large show producers are committing a significant portion of their budgets to attract and retain attendees in 2011. In fact, 45% of large show producers are spending 10% or more of their event budgets on attendee acquisition, according to a new survey which polled 100 executives who run exhibitions with more than 125,000 net square feet of exhibit space. Among those, 27% are spending 20% or more on attendee acquisition.

“Based on anecdotal evidence from the Large Show Roundtables, those who are investing in attracting buyers are the ones who are the most successful,” said Sam Lippman, author of the survey and producer of the Attendee Acquisition Roundtable (AAR), which will be held March 24 at the Renaissance Washington in Washington, DC. “The focus over the last four years has shifted. Attracting buyers is now as important as exhibit sales, and more organizations are devoting resources to buyer relations. For example, Surf Expo has several full-time buyer-relations professionals who travel across the country visiting retailers.”

Conducted in late January, the survey asked large show producers about their attendee challenges, budgets, list management and outsourcing. In this article, Trade Show Executive, the exclusive media partner of AAR, analyzes the new survey to find out what we can learn from large show producers about their attendee acquisition strategies.

Top Attendee Acquisition Challenges

Like most other B-to-B organizations, show organizers are concerned about how to harness the power of social media. Six out of ten large show producers report social media marketing is among their top attendee acquisition challenges.

“Event producers haven’t found the key to social media marketing,” said Lippman. “Many best practices have been established, but they change daily, along with the underlying technologies.”

The survey also reported the second greatest source of worry is marketing research, with 55% reporting it among their top attendee acquisition challenges.

“Market research perplexes event producers because conducting valid research and applying the results is difficult,” said Wayne Jacobs, president of Jacobs, Jenner & Kent, whose Baltimore, MD-based firm conducted the survey.

Addressing Acquisition Challenges

To attract and retain attendees, large show producers have significantly changed a number of aspects of their conventions and exhibitions in the last two years. It’s no surprise that 56% of large show producers report changing their promotional strategies and tactics.

In addition, 44% report making significant changes to their educational programs and registration fees. But it doesn’t appear that many large show producers have been experimenting with shorter show days or hours, with only 13% reporting that they significantly changed show days or hours in the last two years.

Keys Stats on Attendee Acquisition

When it comes to attendee acquisition, what are the critical issues facing large show producers? Trade Show Executive presents the key statistics from a new survey, which polled 100 executives who run exhibitions spanning more than 125,000 net square feet of exhibit space.

1. To attract and retain more attendees, which aspects of your convention/exhibition have you significantly changed in the past two years?

2. What are your top attendance acquisition challenges?

Source: Research by Jacobs, Jenner & Kent
“I think the reduction in show days and show hours for large show producers has already taken place over the last five to six years,” said Lippman. “It’s interesting to note that 31% have added attendee incentives such as VIP and hosted buyer programs. Attendee incentives have really moved to the front burner for many large show producers.” As an example, Lippman cites two hosted buyer programs debuting in the United States this year — Reed Exhibitions’ launch of the Americas Incentive Business Travel and Meetings Exhibition (AIBTM), a hosted buyer program to be held June 21-23 in Baltimore, and IMEX America to be held October 10-13 in Las Vegas, produced by Regent Exhibitions Ltd.

**List Management**

Even though attendee lists are among a show’s most valuable assets, more than half (52%) of large show producers reveal they only analyze (de-dupe, segment, clean, etc.) their attendee lists every year or every time they begin a show cycle. A little more than one-third (36%) report analyzing their lists more than once a year or more than once a show cycle.

Consider the direct marketing 40-40-20 rule that was developed by Ed Mayer many years ago, which most say still holds true today. It divides direct marketing success into three segments: 40% to using the right list; 40% to the offer; 20% for everything else — postage rate, format, paper, stock, color, copy, graphics, etc. “It’s frequently flipped for shows, with only 20% dedicated to attendee lists,” said Lippman.

The study’s top line report titled, “Attendee Acquisition Challenges of Large Shows,” will be available starting March 29, 2011 at www.largeshowroundtable.com/AAR

Reach Sam Lippman at (703) 979-4904 or slippman@comcast.net; Wayne Jacobs at (410) 256-2206 or waynejacobs@jjkresearch.com

Contributing editor Danica Tormohlen, who served as editor-in-chief and publisher of EXPO magazine, has covered the trade show industry for 16 years. She has won numerous awards for outstanding editorial and design, including the Folio: Award for Editorial Excellence and Best Web Site Redesign Award from min’s b2b. Tormohlen is active in the trade show and publishing industries, serving on various committees for the International Association of Exhibitions and Events (IAEE) and on the board of the American Society of Business Press Editors. She can be reached at (816) 803-8103 or danicat@tradeshowexecutive.com
Trade Show Executive’s
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New Low Heralds New Paradigm:
Tighter belts and business consolidation may create less demand for expansion but more for transformation

By Renee Di Iulio, Senior Editor

Oceanside, CA – By June of this year, only six top convention centers in the United States will be under construction, a marked low. Even with the expected announcement from Detroit's Cobo Center regarding plans to proceed with its transformation project, this issue of Trade Show Executive’s Semi-Annual Pardon Our Dust signifies the end of the space race — for now and the foreseeable future.

However, this does not mean there will be no new construction. There are 25 centers weighing the advantages and disadvantages of expansion and/or renovation. But the path to their approval, groundbreaking and completion may be rocky. The tight economy has meant limited funds available for expensive projects that may not provide immediate or visible improvements.

Any campaign to expand, therefore, must have strong justification, particularly when the venue is government-owned and involves public dollars. “These centers have to make a case to justify why the convention center needs construction dollars versus other public agencies and/or public works projects. Roads and bridges are crumbling across the country, so to say the convention center takes precedence is a hard sell,” says Claude Molinari, Cobo’s assistant general manager.

Design Trends
One of the obstacles exhibition venues must overcome is the perception that there is a glut of space in the country. In some regions, it may be true. “A lot of markets are overbuilt. I don’t see show managers clamoring for additional exhibit space,” says Molinari.

Yet a strong case can be made for upgrading and updating the space that does exist. Many centers have focused on infrastructure over the past five years or so. Roughly three-quarters of convention centers listed in Trade Show Executive’s 2010 Directory of the World’s Top Convention Centers now feature or are developing a hotel that provides attached, adjacent or across-the-street convenience (see Trade Show Week’s 6th Annual Report on Hotel/Convention Center Complexes of North America, September 2010). Designs and new builds have increased the meeting-to-exhibit space ratio to create a better balance. And cities have revitalized downtowns and enhanced destination appeal.

Convention centers now want to present a prettier front not only to match dressed-up destinations but also to become a destination in their own right, as well as a more flexible one. “More attractive meeting space and multi-functional ballroom space is where we think convention centers nationwide should be concentrating on,” Molinari says.

Demand Trends
Historically, exhibition venues have been driven by customer demand. As events enhanced their educational offerings, centers expanded their meeting space. As the world became more wireless, venues installed the wiring and cabling necessary to provide these communication technologies. As shows increased size and attendance with economic booms, exhibition centers sought to give it to them and entered the space race.

The “Great Recession” brought growth to a halt and, in fact, pushed consolidation in industries that led to smaller shows with less attendance and less demand for additional space. With less need for space, many venues have had no need to discuss an expansion.

One client, however, can alter the landscape, particularly if the show is an economic boon for the center and the city. The San Diego Convention Center has sought space to prevent Comic-Con International from relocating; the Anaheim Convention Center has pushed expansion in the past to accommodate The NAMM Show; and Cobo has long wanted to give the North American International Auto Show room to grow.

With hints of economic recovery, some cities are poised to take steps now to ensure no lag in demand and availability, and some have re-evaluated their approaches to ensure success in matching market demand.

While San Diego moves forward toward expansion, Cobo decided to alter its approach after years of pushing for significant additional exhibit space. For the center and the city, it is no longer about growth, but transformation. Anticipated plans, likely to be announced in March, are more about renovation than extra exhibit space (though designs do call for an additional 25,000 square feet of multi-purpose space). “We are going to modernize everything about the center — meeting space, ballroom space, escalators, elevators and lobbies,” says Molinari.

The solution is ideal for the center, which could use a facelift, as well as for the community, which is undergoing a revitalization. It could also herald a new age in convention construction, one that is focused on suitability; renovation and transformation.

Reach Claude Molinari at (313) 498-7339 or claude@cobocenter.com
The year 2010 saw the exhibition industry celebrate with 12 convention centers as they opened their doors to new or expanded space. The next few years may be a bit less festive, with only 14 centers expecting to complete construction projects over the next few years: nine in 2011, two in 2012, and three in 2013. Things are likely to pick up by the middle of the decade as a number of centers on the drawing board move forward with their plans (see The Future of Convention Centers). Some are considering quick projects that will land early on this calendar; others are looking much farther ahead, to completion dates in 2017. Trade Show Executive will continue to provide a picture of the convention construction outlook with its directory update every six months.

After a boom that created much debate, convention construction slowed, dampened by the recession and a wary eye toward any spending. Some centers, such as the Albany Convention Center and the San Diego Convention Center, have continued to make viable pushes and are still in the works. Other centers have developed and revealed their plans as the economic outlook has brightened and the need has increased. Currently, there are 25 U.S. facilities in the early stages of development: determining feasibility, winning over public opinion, securing financing, obtaining legislative approvals, selecting and purchasing land, and developing designs. Here, Trade Show Executive lists those venues that are exploring opportunities for expansion.

**Construction Calendar The Year in Review and Looking Forward**

**1st Quarter 2010**
- Greater Columbus Convention Center, Columbus, OH
- Evraz Place, Regina, SK, Canada*
- Great Lakes Expo Center, Euclid, OH*
- Tulsa Convention Center, Tulsa, OK
- Walter E. Washington Convention Center, Washington, DC

**2nd Quarter 2010**
- Charlotte Convention Center, Charlotte, NC
- Washington State Convention Center, Seattle, WA

**3rd Quarter 2010**
- Jacob K. Javits Convention Center, New York, NY

**4th Quarter 2010**
- AMSOIL Arena at the Duluth Entertainment Convention Center, Duluth, MN
- The Cosmopolitan Resort & Casino, Las Vegas, NV*

**1st Quarter 2011**
- Fairplex, Southern California’s Event & Entertainment Center, Pomona, CA
- Miami Airport Convention Center, Miami, FL

**1st Quarter 2011**
- Indiana Convention Center & Lucas Oil Stadium, Indianapolis, IN
- Irving Convention Center at Las Colinas, Irving, TX*
- Pennsylvania Convention Center, Philadelphia, PA
- The Toronto Congress Centre, Toronto, ON, Canada

**2nd Quarter 2011**
- Baton Rouge River Center, Baton Rouge, LA
- Scotiabank Convention Center (formerly Niagara Convention & Civic Centre), Niagara Falls, ON, Canada*
- Ottawa Convention Center, Ottawa, ON, Canada*
- Waco Convention Center, Waco, TX

**2nd Quarter 2012**
- Renaissance Colorado Springs Hotel, Spa & Conference Center, Colorado Springs, CO*

**2nd Quarter 2012**
- Roland E. Powell Convention Center, Ocean City, MD

**3rd Quarter 2012**
- Embassy Suites Pleasant Grove Hotel, Convention Center & Spa, Pleasant Grove, UT*

**2013**
- Cleveland Medical Mart & Convention Center, Cleveland, OH* (Fall)
- Music City Center, Nashville, TN*
- Nashville Medical Trade Center, Nashville, TN*

**The Future of Convention Centers**

After a boom that created much debate, convention construction slowed, dampened by the recession and a wary eye toward any spending. Some centers, such as the Albany Convention Center and the San Diego Convention Center, have continued to make viable pushes and are still in the works. Other centers have developed and revealed their plans as the economic outlook has brightened and the need has increased. Currently, there are 25 U.S. facilities in the early stages of development: determining feasibility, winning over public opinion, securing financing, obtaining legislative approvals, selecting and purchasing land, and developing designs. Here, Trade Show Executive lists those venues that are exploring opportunities for expansion.

**Discussion**
- Anaheim Convention Center, Anaheim, CA
- Baltimore Convention Center, Baltimore, MD
- Canyon Ridge Hotel and Convention Center, Lafayette, GA*
- Piers 92/94 (formerly The UnConvention Center)
- Frontier Airlines Center, Milwaukee, WI
- Riverside Convention Center, Riverside, CA
- Tucson Convention Center, Tucson, AZ
- Northern Kentucky Convention Center, Covington, KY
- Winnipeg Convention Center, Winnipeg, MB, Canada
- Gaylord Mesa, Mesa, AZ (project on hold)*

**Legislative Approval**
- Albany Convention Center, Albany, NY*
- Allen County War Memorial Coliseum, Fort Wayne, IN
- Legends Bay Casino-Resort-Spa, Sparks, NV*

**Feasibility Study**
- Alliant Energy Center, Madison, WI
- Boston Convention & Exhibition Center, Boston, MA
- Henry B. Gonzalez Convention Center, San Antonio, TX
- Savannah International Trade & Convention Center, Savannah, GA
- Alliant Energy Center, Madison, WI
- Boston Convention & Exhibition Center, Boston, MA
- Henry B. Gonzalez Convention Center, San Antonio, TX
- Savannah International Trade & Convention Center, Savannah, GA
- Boise Convention Center, Boise, ID
- Cobo Convention Center, Detroit, MI
- Myrtle Beach Convention Center, Myrtle Beach, SC
- San Diego Convention Center, San Diego, CA
- San Jose McEnery Convention Center, San Jose, CA
- Utah County Convention Center, Provo, UT*

**Financing**
- Bismarck Civic Center, Bismarck, ND
- Miami Beach Convention Center, Miami Beach, CA
- Bismarck Civic Center, Bismarck, ND
- Miami Beach Convention Center, Miami Beach, CA
- Northern Kentucky Convention Center, Covington, KY
- Winnipeg Convention Center, Winnipeg, MB, Canada
- Gaylord Mesa, Mesa, AZ (project on hold)*

© 2011 Trade Show Executive
* New builds
## Expansions and New Builds Under Construction

<table>
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<tr>
<th>Exhibition Facility by Location</th>
<th>Pre-Construction Exhibit &amp; Meeting Space</th>
<th>Post-Construction Exhibit &amp; Meeting Space</th>
<th>Phase/Expected Completion Date</th>
<th>Key Features</th>
<th>Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLORADO</strong></td>
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<tr>
<td>Colorado Springs</td>
<td>New Facility</td>
<td>Prime Exhibit Space: 80,000 sf</td>
<td>Phase: Construction</td>
<td>Managed by John Q. Hammons Hotels &amp; Resorts. Sharon Siedler, Director of Sales &amp; Marketing, (719) 265-8500, <a href="mailto:sharon.siedler@jqh.com">sharon.siedler@jqh.com</a></td>
<td></td>
</tr>
<tr>
<td>Renaissance Colorado Springs Hotel, Spa &amp; Conference Center</td>
<td>9434 Federal Dr., Colorado Springs, CO 80921 <a href="http://www.coloradospringsrenaissance.com">www.coloradospringsrenaissance.com</a></td>
<td>80,000 sf Breakfast Rooms: 23</td>
<td>Completion Date: July 2011</td>
<td>30,000 sf ballroom. Luxury facilities to include 259 deluxe guest rooms and 41 suites.</td>
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<tr>
<td><strong>LOUISIANA</strong></td>
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<tr>
<td>Baton Rouge</td>
<td>Prime Exhibit Space: 100,000 sf</td>
<td>Prime Exhibit Space: 100,000 sf</td>
<td>Phase: Construction</td>
<td>Walking distance to 300-room Sheraton, 290-room Hilton and downtown attractions. Will add 12,000 sf pre-function space.</td>
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<tr>
<td>Baton Rouge River Center</td>
<td>Meeting Space: 26,000 sf</td>
<td>Meeting Space: 26,000 sf</td>
<td>Completion Date: February 2011</td>
<td></td>
<td>Todd Mitchell, General Manager, (225) 389-3030, <a href="mailto:tmitchell@brivercenter.com">tmitchell@brivercenter.com</a>; Rhonda Herbert Ruffino, Director of Sales, (225) 389-3030, <a href="mailto:ruffino@brivercenter.com">ruffino@brivercenter.com</a></td>
</tr>
<tr>
<td>275 S. River Rd.</td>
<td>Breakout Rooms: 17</td>
<td>Breakout Rooms: 17</td>
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<tr>
<td>Baton Rouge, LA 70802</td>
<td>80,000 sf</td>
<td>80,000 sf</td>
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<tr>
<td><a href="http://www.brivercenter.com">www.brivercenter.com</a></td>
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<tr>
<td><strong>MARYLAND</strong></td>
<td>Prime Exhibit Space: 67,000 sf</td>
<td>Prime Exhibit Space: 79,000 sf</td>
<td>Phase: Design/Prep</td>
<td>Located along the Isle of Wight Bay. Additional 25,000 sf ballroom can be used for exhibits. Free parking.</td>
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</tr>
<tr>
<td>Ocean City</td>
<td>Meeting Space: 45,000 sf</td>
<td>Meeting Space: 45,000 sf</td>
<td>Completion Date: Phase I, Spring 2012</td>
<td></td>
<td>Rick Hamilton, Convention Center Director, (410) 289-8311, <a href="mailto:rhamilton@occean.com">rhamilton@occean.com</a>; Fred Wise, CHME, Director of Sales &amp; Marketing, (410) 289-8181, <a href="mailto:fwise@occean.com">fwise@occean.com</a></td>
</tr>
<tr>
<td>Roland E. Powell Convention Center</td>
<td>Breakout Rooms: 22</td>
<td>Breakout Rooms: 22</td>
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<tr>
<td>4001 Coastal Hwy.</td>
<td>67,000 sf</td>
<td>79,000 sf</td>
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<tr>
<td>Ocean City, MD 21842</td>
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<td><a href="http://www.occean.com">www.occean.com</a></td>
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Continued on page 42
## Expansions and New Builds Under Construction

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<td><strong>OHIO</strong></td>
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<tr>
<td>Cleveland</td>
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<tr>
<td>Cleveland Medical Mart &amp; Convention Center</td>
<td>New Facility</td>
<td>Prime Exhibit Space: 230,000 sf Meeting Space: 60,000 sf Breakout Rooms: TBD</td>
<td>Phase: Site preparation Completion Date: 2013</td>
<td>Cleveland MMCC’s unique approach will integrate trade show and conference facilities with permanent showrooms within a single structure designed specifically for the health care industry.</td>
<td>Tony Prusak, Director of Convention Sales, (216) 920-1430, <a href="mailto:tprusak@mmart.com">tprusak@mmart.com</a>; Byron Morton, Vice President of Sales &amp; Leasing, (312) 527-7701, <a href="mailto:bmorton@mmart.com">bmorton@mmart.com</a></td>
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<tr>
<td><strong>PENNSYLVANIA</strong></td>
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<tr>
<td>Philadelphia</td>
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<tr>
<td>Pennsylvania Convention Center</td>
<td>Prime Exhibit Space: 440,000 sf Meeting Space: 89,842 sf Breakout Rooms: 50</td>
<td>Prime Exhibit Space: 679,000 sf Meeting Space: 151,956 sf Breakout Rooms: 73</td>
<td>Phase: Construction Completion Date: March 2011</td>
<td>Downtown; walk to hotels; attractions; shopping; high-speed Internet access; free WiFi in public concourses; two separate entrances.</td>
<td>Stephanie Boyd, VP Sales, Marketing &amp; Convention Services, (215) 418-4759, <a href="mailto:sboyd@paconvention.com">sboyd@paconvention.com</a></td>
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<tr>
<td><strong>TENNESSEE</strong></td>
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<tr>
<td>Nashville</td>
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<tr>
<td>Music City Center</td>
<td>Prime Exhibit Space: 353,000 sf Meeting Space: 80,000 sf</td>
<td>Prime Exhibit Space: 140,000 sf Meeting Space: 30,000 sf</td>
<td>Phase: Construction Completion Date: 2013</td>
<td>Exhibit hall acoustically designed to double as concert hall; 2 ballrooms; 36 loading docks; designed to meet LEED Silver Certification.</td>
<td>Kay Witt, Senior VP of Sales, Nashville Convention &amp; Visitors Bureau, (615) 259-4739, <a href="mailto:kayw@nashvillemusiccity.com">kayw@nashvillemusiccity.com</a>; Brian Ivey, Director of Sales &amp; Marketing, (615) 742-2053, <a href="mailto:brian.ivey@nashville.gov">brian.ivey@nashville.gov</a></td>
</tr>
<tr>
<td>Nashville Medical Trade Center</td>
<td>New Facility</td>
<td>Prime Exhibit Space: 100,000 sf Meeting Space: TBD</td>
<td>Phase: Construction Completion Date: Summer 2012</td>
<td>Project involves construction of multiple stories on existing convention center site. To feature permanent showrooms, temporary exhibition space, and training and education facilities; connected to 673-room hotel.</td>
<td>Managed by Market Center Management Co., Ltd. David Osborn, General Manager, (866) 878-8778, dosborn@mcgccom</td>
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<td><strong>TEXAS</strong></td>
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<tr>
<td>Waco</td>
<td>Prime Exhibit Space: 62,250 sf Meeting Space: 22,100 sf Breakout Rooms: 19</td>
<td>Prime Exhibit Space: 62,250 sf Meeting Space: 22,100 sf Breakout Rooms: 19</td>
<td>Phase: Construction Completion Date: June 2011</td>
<td>3,300 sf balcony terrace on Brazos Ballroom; 18,000 sf pre-function space adjacent to exhibition and meeting rooms.</td>
<td>Carla Pendergraft, CMP, Director of Sales, (254) 750-5810, <a href="mailto:carlap@c.waco.tx.us">carlap@c.waco.tx.us</a></td>
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<tr>
<td><strong>UTAH</strong></td>
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<tr>
<td>Pleasant Grove</td>
<td>New Facility</td>
<td>Prime Exhibit Space: 100,000 sf Meeting Space: TBD</td>
<td>Phase: Construction Completion Date: Summer 2012</td>
<td>Luxury facilities to include 300-suite hotel with panoramic views of mountains and Utah Lake.</td>
<td>John Q. Hammons Hotels &amp; Resorts, (417) 864-4300</td>
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<tr>
<td><strong>ONTARIO</strong></td>
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<tr>
<td>Niagara Falls</td>
<td>New facility</td>
<td>Prime Exhibit Space: 82,000 sf Meeting Space: 26,000 sf Breakout Rooms: 11</td>
<td>Phase: Construction Completion Date: April 2011</td>
<td>17,000 sf ballroom; 1,000-tiered, soft-seat theater; 5,000 hotel rooms within one mile. Designed to exceed LEED Silver Certification.</td>
<td>Kerry Painter, President &amp; General Manager, (905) 357-6222, <a href="mailto:kpainter@fallsconventions.com">kpainter@fallsconventions.com</a>; Jeff Dixon, Director of Sales &amp; Marketing, (905) 357-6222, <a href="mailto:jdkson@fallsconventions.com">jdkson@fallsconventions.com</a></td>
</tr>
<tr>
<td>Ottawa</td>
<td>New Facility</td>
<td>Prime Exhibit Space: 56,000 sf Meeting Space: 48,000 sf Breakout Rooms: 28</td>
<td>Phase: Construction Completion Date: April 2011</td>
<td>21,300 sf ballroom, designed to meet LEED Silver Certification. Sweeping window façade. Will connect to 495-room Westin Ottawa.</td>
<td>Patrick Kelly, President, (613) 563-1984, <a href="mailto:pckelly@ottawaconventioncentre.com">pckelly@ottawaconventioncentre.com</a>; Andrew Beattie, VP Sales &amp; Marketing, (613) 563-1984, <a href="mailto:abeattie@ottawaconventioncentre.com">abeattie@ottawaconventioncentre.com</a></td>
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</tbody>
</table>
Discover why so many advertisers choose Trade Show Executive

Want to capture the attention of the organizers that are hard to reach? Are you looking to increase the ROI from your marketing spend? Tap into *Trade Show Executive*’s golden opportunities in print, online and in face-to-face events, plus our up-to-date lists and rich research capabilities. Discover why so many marketers are concentrating their budget in *Trade Show Executive*, the number one publication serving the trade show industry.

**>> The Leader in Editorial Excellence**
- Winner of an unprecedented 31 editorial and design awards from 2004 to 2010
- Recognized as the “Industry Authority,” “Leader in Factual Accuracy,” and “Provides Information & Ideas Critical to My Job”
  [Source: Simmons Market Research, March 2007]

**>> The Biggest Shows**
Organizers of each of the largest 100 trade shows subscribe to *Trade Show Executive*
  [Source: *Trade Show Executive*’s Gold 100 Directory and BPA Audit, June 2010]

**>> The Leader in Market Share in 2010 (YTD)**
Number one in advertising pages January to October 2010
- *Trade Show Executive* ............ 67% share (427 ad pages)
- EXPO ........................................ 18% share (113 ad pages)
- *Tradeshows Week* ......................... 16% share (100 ad pages; ceased publication in April)
  [Source: IMS, Toronto, an independent research firm which tracks market share by number of ad pages for 2,000+ magazines; proprietary counting methodology used]

**>> Reaches the Decision-Makers**

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<th>Segment</th>
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<tr>
<td>51% Executive Management</td>
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<tr>
<td>20% Show Management</td>
<td></td>
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<tr>
<td>8% Convention Management</td>
<td></td>
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<tr>
<td>14% Others</td>
<td></td>
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<tr>
<td>7% Exhibition Staff</td>
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</tbody>
</table>

[Source: BPA Audit, June 2010]

**>> Veriﬁed Circulation**
BPA-Audited Circulation of 5,000
  [Source: BPA Audit, June 2010]

**>> Verified Circulation**
BPA-Audited Circulation of 5,000
  [Source: BPA Audit, June 2010]

Discover Golden Opportunities for your venue or service by contacting:

- Darlene Gudea
  (760) 630-9111 or
gudea@tradeshowexecutive.com
- Irene Sperling
  (310) 990-1090 or
isperling@tradeshowexecutive.com
- Linda Braue
  (310) 379-2217 or
lbraue@tradeshowexecutive.com
- Diane Bjorklund
  (630) 312-8915 or
dbjorklund@tradeshowexecutive.com
- Quentin Chan
  (852) 23660116 or
quentinch@leadingm.com
- Rafael Hernández Gomez
  (52) 55 2455 3545 or
rafa.hernandezg@meetmcm.com
WHO’S WHO
In Convention Bureaus
Who’s That?
Presented on the cover are the featured leaders from each CVB in the 2011 directory. They are (L to R):

First Row: Jeffrey Vasser, President, Atlantic City Convention & Visitors Authority; J. Stephen Perry, President & CEO, New Orleans Convention & Visitors Bureau; Bob Brown, President & CEO, Ontario Convention & Visitors Bureau.

Second Row: Jack Ferguson, President & CEO, Pennsylvania Convention & Visitors Bureau; Steve Moore, President & CEO, Greater Phoenix Convention & Visitors Bureau.

Third Row: Gary Musich, Vice President of Convention Development, Atlantic City Convention & Visitors Authority; Mike Reynolds, Senior Director of National Sales, Atlantic City Convention & Visitors Authority; Nikki Moon, Vice President of Sales, New Orleans Convention & Visitors Bureau; Sallee Pavlovich, Director of Trade Show Sales, New Orleans Convention & Visitors Bureau.

Fourth Row: Amita Patel, CHSP, Director of Sales & Marketing, Ontario Convention & Visitors Bureau; Julie Coker, Senior Vice President, Convention Division, Pennsylvania Convention & Visitors Bureau; James Jessie, Senior Vice President of Sales, Greater Phoenix Convention & Visitors Bureau; Ted Pennison, Director of Convention Sales, Greater Phoenix Convention & Visitors Bureau.

TSE’s Guide to the Top Execs at Some of the Nation’s Leading CVBs

By Dana Myers, MANAGING EDITOR

Oceanside, CA – Trade Show Executive’s 2011 edition of Who’s Who in Convention Bureaus presents the leaders of the key CVBs in the exhibition industry.

You’ll find contact information for the top executives from each CVB, plus categories listing the city’s attractions, exhibit facilities and square footage, hotel inventory and support services. Learn how many hotels are within walking distance to city venues, how close airports are to hotels and convention centers, and who is offering booking incentives. Each page in the directory is in a format that allows easy city-by-city comparison.

The directory also includes valuable information on current and recently completed projects for each destination. Which city added new hotels in 2010? Which has expanded its facilities? In every listing, the latest attractions, events and amenities in each city are showcased especially for our readers.

Trade Show Executive is proud of our association with convention and visitors bureaus in the United States and abroad. We are once again pleased to highlight those CVBs actively reaching out to trade show organizers in order to win their future business.

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Greater Phoenix Convention & Visitors Bureau ................................................ p.50
Atlantic City Convention & Visitors Authority
2314 Pacific Avenue
Atlantic City, NJ 08401
(609) 449-7100
Convention Sales: (888) 222-3683
www.atlanticcitynj.com
Meeting Planners Website: www.meetinac.com

Jeffrey Vasser
President
(609) 449-2032
jvasser@accva.com

Gary Musich
Vice President of Convention Development
(609) 449-7110
gmusich@accva.com

Mike Reynolds
Senior Director of National Sales
(609) 449-7136
mreynolds@accva.com

Highlights of Atlantic City
Atlantic City has everything you need for the perfect East Coast trade show or convention, and there’s always something new to keep it fresh. The city that’s Always Turned On offers first-class meeting facilities at the Atlantic City Convention Center and at hotels throughout the area. Located in the heart of the country’s most populous area, Atlantic City is easy to get to and convenient for regional shows and meetings. Meeting planners and delegates alike will appreciate the variety of hotels, restaurants and entertainment options. Your Total Meeting Resource – the Atlantic City Convention & Visitors Authority – can help you pull it all together into an outstanding event.

Exhibit Facilities
Atlantic City Convention Center: 500,000 square feet of contiguous exhibit space, 45 meeting rooms from 700 square feet to 12,900 square feet; ballroom and ample pre-function space. Also, a variety of conference and convention facilities in 11 casino resorts as well as non-casino hotels.

Hotel Inventory
More than 20,000 rooms within five miles, with everything from casino resorts and boutique hotels to top brand accommodations. The Sheraton Atlantic City Convention Center Hotel with 502 guest rooms is attached to the convention center by a covered pedestrian walkway.

Taxes
- Hotel/Motel Tax: 13%, plus 1% hotel occupancy fee
- Sales Tax: 7% food and non-alcoholic beverages, 10% alcoholic beverages consumed on premises

Responsibility for Bookings

Support Services
Attendance building; a full range of registration services; floor managers; room monitors; survey conductors; housing department; spouse and VIP programs; restaurant information and reservations; shuttle coordination; site inspections; promotional materials; visitor/delegate information; travel information; concierge at convention center; media relations assistance.

On the Horizon
Getting to Atlantic City has become easier than ever. AirTran now offers air service direct to Atlantic City through Atlanta; Spirit Airlines added flights between Boston and the Atlantic City International Airport; WestJet offers service from Toronto; and the ACES weekend train service now runs between New York City’s Penn Station and the Atlantic City Rail Terminal, with a stop in Newark. Newer first-class rooms include the Chairman Tower at Trump Taj Mahal, The Waterfront Tower at Harrah’s, The Water Club at Borgata, The Chelsea boutique hotel and a Courtyard by Marriott. For a memorable reception, dinner or special event, One Atlantic is now open atop The Pier Shops at Caesars to accommodate corporate and group events of any kind or style, with dedicated event managers, customized catering and spectacular views of the ocean, beach and Boardwalk. Revel Casino is under construction, scheduled to open in 2011 with additional first-class rooms, meeting and event space, shopping, dining, entertainment and other amenities.
New Orleans Convention & Visitors Bureau

2020 St. Charles Ave
New Orleans, LA 70130
(800) 672-6124
www.neworleanscvb.com

J. Stephen Perry
President & CEO
(504) 566-5049

Nikki Moon
Vice President of Sales
(504) 566-5034
nmoon@neworleanscvb.com

Sallee Pavlovich
Director of Trade Show Sales
(504) 566-5035
spavlovich@neworleanscvb.com

Highlights of New Orleans

Cuisine in New Orleans isn’t the only thing spicing up the city. America’s most authentic city welcomed 7.6 million visitors in 2009, and has hosted major events such as Mardi Gras, ESSENCE Music Festival, and Jazz Fest in addition to hundreds of prominent conventions.

The world’s most famous mid-size city offers equally world-class convention facilities. New Orleans Morial Convention Center is ranked among the nation’s best facilities, with over 1.1 million square feet of contiguous exhibit space and a 10-Gig backbone, and continues to undergo millions of dollars in improvements. It is one of the most technologically advanced centers in the nation.

New Orleans offers a compact geographic footprint that provides proximity of hotels to convention and meeting facilities, the French Quarter and local attractions, creating a true destination experience. And with the city’s recent renovations, including a $400 million airport modernization project and the return of the Hyatt Regency New Orleans hotel, New Orleans just keeps getting better.

Exhibit Facilities

New Orleans Ernest N. Morial Convention Center

- 1.1 million sq.-ft exhibit space; two 30,000+ sq.-ft ballrooms, 140 meeting rooms and a 4,000-seat theater.

Hotel Inventory

- 20,000 within five miles of the center

Support Services

Team New Orleans will assist from the day the group signs their contract until the last delegate leaves – with marketing and attendance building; leads for exhibitors looking for special venues; assistance in placing board dinners, receptions and any other type of special need; registration personnel and a special after-the-meeting impact report.

Booking Incentives

Check out pcma.org for the New Orleans Convention Center auction.

On the Horizon

Hyatt Regency Hotel redevelopment: This $270 million project includes 1,193 rooms, creates 200,000 square feet of meeting space, and can host large-scale conventions and meetings. A new streetcar stop will be added at the hotel for increased convenience.

Streetcar expansion: A new streetcar expansion will link South Market District in just two streetcar stops to more than $3 billion of medical center developments already under construction in Mid-City.

Airport modernization: The Louis Armstrong International Airport is undergoing a $400 million modernization project, the first phase of which will be completed in September 2011.
Ontario Convention & Visitors Bureau
2000 E. Convention Center Way
Ontario, CA 91764
(888) 271-2979
www.ontariocc.com

Bob Brown
President & CEO
(909) 937-3001
bbrown@ontariocc.com

Amita Patel, CHSP
Director of Sales & Marketing
(909) 937-3002
apatel@ontariocc.com

Highlights of Ontario
Ontario is in the center of Southern California, positioned between Los Angeles and Palm Springs. Ontario’s central location allows for easy accessibility via major freeways to all that Southern California has to offer, including Disneyland, Hollywood, California Speedway, world-class golf courses, mountain ski resorts, fresh water fishing lakes, Pacific beaches, local wineries and California’s largest outlet and entertainment complex, Ontario Mills. Ontario is a medium-sized city with a small town feel. Many of our historic businesses are still run by the families that started them generations ago.

The Ontario Convention Center is located two blocks from LA/Ontario International Airport (ONT), which offers more than 220 daily flights on most major airlines to cities in the U.S. and Mexico.

The Center is contemporary in design and equipped with the latest in technology. The Center’s full range of high-tech services are linked through 30 miles of fiber optic cabling. Services include Internet capabilities, WiFi, DS3, VoIP and video conferencing.

Hotel Inventory
Ontario has over 30 name brand hotels, from full-service to economy, with 2,500 hotel rooms within walking distance of the Convention Center.

Taxes
- 11.85% Occupancy Tax
- 7.75% Sales Tax

Responsibility for Bookings
OCVB is responsible for booking short- and long-term events. The catering department confirms all food and beverage events.

Support Services
Support services include Passkey enabled housing, RegLink for event registration, Event Marketing assistance, post-convention reports, and welcome letters are available upon request. The Bureau is also the civic liaison for city council members to welcome attendees to the city.

Booking Incentives
“The Ontario, Southern California RFP Challenge!” – Submit a proposal to the Ontario Convention and Visitors Bureau from any hotel/resort in the Continental U.S. and Hawaii. The OCVB will work with comparable properties to meet/beat/exceed the room rate, dates, meeting space facility and RN requirements. The Ontario Convention Center will extend up to a 20% rebate to the master account. Go to www.ontariocc.com to submit your RFP today.

* Event must be confirmed/actualized between 1/1/2011 and 12/31/2011.
** Minimum $10,000 total revenue is required, excluding service charge and sales taxes

On the Horizon
Spring 2011 brings a 175-suite Embassy Suites with approximately 4,000 square feet of meeting space. The property will showcase the brand’s new prototype, Design Option III. It will also feature the four key distinctive features of the brand: an open air atrium with foliage and water feature; spacious all-suite rooms; complimentary cooked-to-order breakfast; and the nightly Manager’s Reception.
Philadelphia Convention & Visitors Bureau
1700 Market St., Suite 3000
Philadelphia, PA 19103
(215) 636-3300
www.PhiladelphiaUSA.travel

Jack Ferguson
President & CEO
(215) 636-3310
jackf@pcvb.org

Julie Coker
Senior Vice President,
Convention Division
(215) 636-4470
juliec@pcvb.org

Highlights of Philadelphia
Philadelphia’s central location, within a day’s drive of 40 percent of the U.S. population, makes getting here easy and affordable. Philadelphia International Airport is serviced by 30 airlines providing 1,300 daily flights and Amtrak’s 30th Street Station is one of the busiest hubs in the nation. The City’s grid street design is visitor-friendly and very walkable. Plus, Philadelphia has incomparable accessibility via bus, trolley, subway services, regional rail, including direct transportation from the airport to the Pennsylvania Convention Center in 20 minutes.

Philadelphia is The Complete Package: a fusion of old and new, historic and hip, trendy and traditional. There’s something for everyone — historic landmarks, world-renowned dining options, tax-free shopping, fast-action sports and an abundance of arts and culture. Philadelphia is also a world-class meetings destination, with a state-of-the-art facility — the newly expanded Pennsylvania Convention Center — and unmatched service and amenities.

Exhibit Facilities
March marks the world premiere of the newly expanded Pennsylvania Convention Center. Now the 14th largest in the nation, it has the capacity to host larger tradeshows or two conventions simultaneously. The expanded center features one million square feet of saleable space and the largest contiguous exhibit space in the Northeast — 528,000 square feet. The Convention Center also features the largest ballroom on the East Coast — 55,400 square feet — and 79 meeting rooms.

Hotel Inventory
Philadelphia offers more than 10,500 hotel rooms in Center City (12,500 are expected in market by 2014) and is home to 30 hotel brands at a variety of price points.

Taxes
- 8% sales tax
- 8.2% hotel tax
- No sales tax on clothing or shoes!

Responsibility for Bookings
Future dates (18-months out or more) are booked by the sales team at the PCVB. 18-months out or less, events are booked by the Pennsylvania Convention Center sales team (with the PCVB sales team securing hotel rooms). Don’t hesitate to contact us for all of your event needs.

Support Services
The award-winning convention services teams at the PCVB and Convention Center have decades of combined experience. They’ll help you increase attendance and access top-notch vendors and suppliers. They have a variety of tools to help you plan your work- and free-time activities with these tools.

On the Horizon
Last fall, Philadelphia welcomed two new attractions on Independence Mall: the National Museum of American Jewish History and the President’s House, which served as the nation’s first White House and home to President George Washington and his nine enslaved Africans.

This summer, Philadelphia welcomes Lenfest Plaza, an open-air piazza across the street from the convention center expansion and adjacent to the Pennsylvania Academy of the Fine Arts that serves as a gateway to Museum Row.
Greater Phoenix Convention & Visitors Bureau
400 E. Van Buren Street
Phoenix, AZ 85004
(602) 254-6500
www.visitphoenix.com

Highlights of Phoenix
Greater Phoenix – long famous for its year-round beautiful weather, cactus-studded scenery, and sun-dappled resorts and golf courses – has accentuated its meeting credentials with three major additions to its urban core: a new convention center that can accommodate more than 80% of the conventions in the United States; a new collection of restaurants, bars and fashion retailers called CityScape; and a new light-rail system that connects convention attendees to nightlife, sports venues, shopping and the airport.

Exhibit Facilities
The Phoenix Convention Center is fresh off a $600 million expansion that tripled its flexible space to 900,000 square feet. That includes three ballrooms (two at 45,000-plus square feet), an IACC-certified Executive Conference Center, and an adjoining performance hall that seats 2,400. The convention center’s Grand Canyon-inspired public spaces are bathed in natural light, and the lower level boasts 312,500 square feet of contiguous exhibit space that’s scored in 10’x10’ squares for easy booth setup.

Hotel Inventory
Greater Phoenix has more than 59,000 guest rooms, with accommodations ranging from budget-friendly motels to full-service resorts. Nearly 3,000 guest rooms are located within walking distance of the convention center, including 1,000 at the new Sheraton Phoenix Downtown. The new Westin Phoenix Downtown, located a block from the convention center, opens in March 2011.

Taxes
Greater Phoenix hotel taxes vary by city, ranging from 10.47% to 13.27%.

Responsibility for Bookings
The Greater Phoenix Convention & Visitors Bureau is the primary booking agent for the Phoenix Convention Center, and all requests for convention and trade show space are directed through the CVB’s sales staff. The Greater Phoenix CVB also can facilitate meeting requests for hotels and resorts, including those in Scottsdale, Tempe, Mesa, Glendale and Sedona.

Support Services
The award-winning Convention Services team at the Greater Phoenix CVB can provide planners with (1) lead generation; (2) registration services; (3) promotional collateral; (4) housing; (5) attendance builders; and (6) site inspections.

On the Horizon
CityScape will welcome Oakville Grocery (a gourmet urban grocery specializing in wine), Stand Up Live (a comedy theater and supper club) and several independent restaurants in 2011. A $1.1 billion people mover, called the PHX Sky Train, will transport light-rail passengers to Sky Harbor International Airport beginning in 2013.
ZOOM™ Presents the Leading Shows Coming Up in May in North America

By Dana Myers, MANAGING EDITOR

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 89 of the most important trade shows scheduled for May. 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. For a list of shows coming up in the next 12 months — searchable by each field — go to www.TradeShowExecutive.com

To be considered for future editions of ZOOM in print and online, e-mail information on your show to me at dmyers@tradeshowexecutive.com

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<table>
<thead>
<tr>
<th>Show Name/Management/Web Address</th>
<th>Show Manager</th>
<th>Dates</th>
<th>Venue/City/State</th>
<th>Projected Size</th>
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<td>ASI Show San Diego</td>
<td>Mary Upton, VP of Trade Show Operations</td>
<td>5/18/2011</td>
<td>San Diego Convention Center</td>
<td>50,000 nsf, 375 Exhibitors, 2,500 Attendees</td>
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<td>The ASI Show</td>
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<td>5/20/2011</td>
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<td><strong>AEROSPACE &amp; AVIATION</strong></td>
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<td>AIAAE Conference &amp; Exposition</td>
<td>Dan Duggan, Exhibit Sales</td>
<td>5/15/2011</td>
<td>Georgia World Congress Center</td>
<td>NSF Not Supplied, 250 Exhibitors, 2,500 Attendees</td>
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<td>American Association of Airport Executives</td>
<td>703-824-0504 x183</td>
<td>5/18/2011</td>
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<td>RAA Annual Convention</td>
<td>David Perez Hernandez, Exhibit Sales</td>
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<td>Regional Airline Association</td>
<td>312-673-4838</td>
<td>5/19/2011</td>
<td>Nashville, TN</td>
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<td><strong>AGRICULTURE &amp; FARMING</strong></td>
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<td>Northeastern Forest Products Equipment Expo</td>
<td>Joseph Phaneuf, Executive Director</td>
<td>5/13/2011</td>
<td>Bass Park</td>
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<td>Northeastern Loggers' Association</td>
<td>315-369-3078</td>
<td>5/14/2011</td>
<td>Bangor, ME</td>
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<td><a href="http://www.nefpexpo.net">www.nefpexpo.net</a></td>
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<td>Allied Beauty Association</td>
<td>Marc Speir, Executive Director</td>
<td>5/1/2011</td>
<td>Northlands</td>
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<td>Trade Show – Edmonton</td>
<td>905-568-0158</td>
<td>5/2/2011</td>
<td>Edmonton, AB</td>
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<td><a href="http://www.abacanada.com">www.abacanada.com</a></td>
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<td>Esthetic &amp; Spa Trade Show Toronto</td>
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<td>Metro Toronto Convention Centre</td>
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<td>Esthetique Spa International</td>
<td>450-434-4738</td>
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<td>Toronto, ON</td>
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<td><a href="http://www.spa-show.com">www.spa-show.com</a></td>
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<td><strong>ART, MUSIC &amp; CULTURE</strong></td>
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<td>SURTEX</td>
<td>Penny Sikalis, VP/Show Manager</td>
<td>5/15/2011</td>
<td>Jacob K. Javits Convention Center</td>
<td>30,000 nsf, 300 Exhibitors, 6,000 Attendees</td>
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<td>GLM LLC, a division of dmg :: events</td>
<td>914-421-3297</td>
<td>5/17/2011</td>
<td>New York, NY</td>
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<td><a href="http://www.surtex.com">www.surtex.com</a></td>
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<td><strong>AUTOMOTIVE, TRUCKING &amp; TRANSPORTATION</strong></td>
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<td>Alternative Fuels &amp; Vehicles National Conference &amp; Expo 2011</td>
<td>Kevin Colbert, Exhibit Manager</td>
<td>5/15/2011</td>
<td>Fort Worth Convention Center</td>
<td>175,000 nsf, 125 Exhibitors, 2,000 Attendees</td>
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<td>AFV Institute</td>
<td>702-254-4180</td>
<td>5/18/2011</td>
<td>Fort Worth, TX</td>
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<td>Car Care World Expo</td>
<td>Dave Weil, VP, Event Services</td>
<td>5/2/2011</td>
<td>Sands Expo &amp; Convention Center</td>
<td>NSF Not Supplied, 400 Exhibitors, 9,000 Attendees</td>
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<td><a href="http://www.carwash.org">www.carwash.org</a></td>
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<td><strong>BUILDING &amp; CONSTRUCTION</strong></td>
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<td>AIA 2011 National Convention &amp; Design Exposition</td>
<td>Joy Williams, Exhibit Sales</td>
<td>5/12/2011</td>
<td>New Orleans Ernest N. Morial Convention Center</td>
<td>210,000 nsf, 850 Exhibitors, 22,000 Attendees</td>
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<td>Hanley Wood Exhibitions</td>
<td>972-536-6314</td>
<td>5/14/2011</td>
<td>New Orleans, LA</td>
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<td>5/10/2011</td>
<td>Las Vegas Convention Center</td>
<td>535,000 nsf</td>
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<td>Reed Exhibitions <a href="http://www.nationalhardwareshow.com">www.nationalhardwareshow.com</a></td>
<td>Group Vice President 203-840-5952</td>
<td>5/12/2011</td>
<td>Las Vegas, NV</td>
<td>1,900 Exhibitors</td>
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<td><strong>COMPUTERS &amp; SOFTWARE APPLICATIONS</strong></td>
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<td><strong>Embedded Systems Conference Silicon Valley</strong></td>
<td>Sean Raman</td>
<td>5/2/2011</td>
<td>San Jose McEnery Convention Center</td>
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<td>EE Times Group</td>
<td>Event Sales Director 415-947-6622</td>
<td>5/5/2011</td>
<td>San Jose, CA</td>
<td>330 Exhibitors</td>
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<td><a href="http://esc-sv09.techinsightsevents.com">http://esc-sv09.techinsightsevents.com</a></td>
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<td>11,000 Attendees</td>
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<td><strong>Interop Las Vegas</strong></td>
<td>Marco Pardi</td>
<td>5/8/2011</td>
<td>Mandalay Bay Convention Center</td>
<td>85,000 nsf</td>
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<td>UBM TechWeb</td>
<td>Executive VP, Sales 415-947-6216</td>
<td>5/12/2011</td>
<td>Las Vegas, NV</td>
<td>300 Exhibitors</td>
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<td><a href="http://www.interop.com">www.interop.com</a></td>
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<td>13,500 Attendees</td>
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<td><strong>NACStech</strong></td>
<td>Jeff Lenard</td>
<td>5/16/2011</td>
<td>The Mirage Hotel Casino</td>
<td>17,400 nsf</td>
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<td>NACStech (National Association of Convenience Stores)</td>
<td>VP of Communications 703-518-4272</td>
<td>5/18/2011</td>
<td>Las Vegas, NV</td>
<td>100 Exhibitors</td>
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<td><a href="http://www.nacstech.com">www.nacstech.com</a></td>
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<td>1,500 Attendees</td>
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<td><strong>SAPPHIRE NOW &amp; ASUG Annual Conference</strong></td>
<td>James Boyle</td>
<td>5/15/2011</td>
<td>Orange County Convention Center</td>
<td>70,000 nsf</td>
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<td>SAP</td>
<td>Exhibit Sales 800-872-1727</td>
<td>5/18/2011</td>
<td>Orlando, FL</td>
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<td>5/2/2011</td>
<td>Santa Clara Convention Center</td>
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<td>Technology Services Industry Association <a href="http://www.technologyservicesworld.com">www.technologyservicesworld.com</a></td>
<td>Senior Director 858-673-3045</td>
<td>5/4/2011</td>
<td>Santa Clara, CA</td>
<td>100 Exhibitors</td>
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<td><strong>AAPD Annual Session</strong></td>
<td>Debra Gilbert</td>
<td>5/26/2011</td>
<td>Marriott Marquis New York</td>
<td>14,600 nsf</td>
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<td>American Academy of Pediatric Dentistry</td>
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<td>5/29/2011</td>
<td>New York, NY</td>
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<td>4,800 Attendees</td>
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<td><strong>CDA Presents The Art &amp; Science of Dentistry</strong></td>
<td>Debi Irwin</td>
<td>5/12/2011</td>
<td>Anaheim Convention Center</td>
<td>133,000 nsf</td>
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<td>California Dental Association <a href="http://www.cda.org">www.cda.org</a></td>
<td>Vice President 800-736-7071</td>
<td>5/14/2011</td>
<td>Anaheim, CA</td>
<td>600 Exhibitors</td>
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<td><strong>The TEXAS Meeting</strong></td>
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<td>5/5/2011</td>
<td>Henry B. Gonzalez Convention Center</td>
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<td>Texas Dental Association <a href="http://www.texasmeeting.com">www.texasmeeting.com</a></td>
<td>Dir. of Annual Session 512-443-3675 &amp; Mtg. Svs.</td>
<td>5/8/2011</td>
<td>San Antonio, TX</td>
<td>370 Exhibitors</td>
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<td><strong>ASTD 2011 International Conference &amp; Exposition</strong></td>
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<td>Dave Coray</td>
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The Meeting Large Show Executives Call Their Own

Large Show Roundtable invites managers of large shows to participate in a focused discussion of strategic issues. Registration is limited to 16 executives who meet behind closed doors.

This one-day forum delivers six hours of problem-solving facilitated by industry expert Sam Lippman, and six hours of networking with peers.

This Exclusive Event Delivers:

- Six hours dedicated to discussing your top marketing and management challenges.
- Topics developed by you and your participating peers.
- Your questions answered candidly, in a closed-door setting.
- Networking with 16 fellow executives and select sponsors.

Platinum Sponsors:

- McCormick Place
- Chicago Convention & Tourism Bureau

Exclusive Sponsors:

- CompuSystems
- GES

Sponsor: Exclusive Media Partner:

- ONPEAK
- Trade Show Executive

“ I get a high ROI from the Large Show Roundtable and leave with best practices that help grow my show.”
Steve Drew, Associate Executive Director, RSNA

“I enjoy the opportunity to network and share ideas with peers in the Large Show Roundtable’s casual and unstructured setting. It’s very helpful to discuss current challenges impacting our industry and how to overcome them.”
Carol Fojtik, Senior Vice President, Hall Erickson – MINExpo

“The information sharing at the Large Show Roundtable is always valuable. It validates what we are doing, provides ideas on how to do things better and gives me new ideas to incorporate into our show.”
Kathleen Blouin, Senior Vice President, National Business Aviation Association (NBAA)

“The Large Show Roundtable (LSR) was a meaningful, educational and uplifting experience for me. I went back to my office with new ideas and energy and will recommend LSR to my peers as a first rate experience.”
Steve Lewis, Producer, Performance Racing Industry

The Large Show Roundtable is invitation-only. Space is limited so apply today!
For more information and to apply, visit www.largeshowroundtable.com
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<tr>
<th>Show Name/Management/Web Address</th>
<th>Show Manager</th>
<th>Dates</th>
<th>Venue/City/State</th>
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<td>IntermurdeTrade Exposition Wire Association International <a href="http://www.wirenet.org">www.wirenet.org</a></td>
<td>Livia A. Jacobs Mgr., Conventions &amp; Events 203-453-2777</td>
<td>5/3/2011</td>
<td>Georgia World Congress Center Atlanta, GA</td>
<td>125,000 nsf 550 Exhibitors 5,000 Attendees</td>
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</tr>
<tr>
<td>U.S. Travel Association International Pow Wow U.S. Travel Association <a href="http://www.usatrust.org/events/international-pow-wow">www.usatrust.org/events/international-pow-wow</a></td>
<td>Sarah Dickson Dir., Exhibition &amp; Advertising 202-408-2134</td>
<td>5/21/2011</td>
<td>Moscone Center San Francisco, CA</td>
<td>110,000 nsf 800 Exhibitors 5,000 Attendees</td>
</tr>
<tr>
<td><strong>FINANCIAL, INSURANCE &amp; LEGAL SERVICES</strong></td>
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<tr>
<td>ALA Annual Conference &amp; Exposition Association of Legal Administrators <a href="http://www.alanet.org/conf">www.alanet.org/conf</a></td>
<td>Lisa Mikita Dir., Conferences &amp; Meetings 847-267-1252</td>
<td>5/22/2011</td>
<td>Orlando World Center Marriott Orlando, FL</td>
<td>30,000 nsf 225 Exhibitors 1,600 Attendees</td>
</tr>
<tr>
<td><strong>FOOD &amp; BEVERAGE</strong></td>
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<tr>
<td>2011 NRA Restaurant, Hotel-Motel Show National Restaurant Association <a href="http://www.restaurant.org/show">www.restaurant.org/show</a></td>
<td>Mary Pat Heftman Executive VP, Convention 312-853-2525</td>
<td>5/21/2011</td>
<td>McCormick Place Chicago, IL</td>
<td>485,000 nsf 1,800 Exhibitors 58,000 Attendees</td>
</tr>
<tr>
<td>SIAL Canada EXPO Canada France <a href="http://www.sialcanada.com">www.sialcanada.com</a></td>
<td>Xavier Poncin Show Director 514-289-1034</td>
<td>5/2011</td>
<td>Metro Toronto Convention Centre Toronto, ON</td>
<td>80,000 nsf 700 Exhibitors 14,000 Attendees</td>
</tr>
<tr>
<td>United Fresh 2011 United Fresh Produce Association <a href="http://www.unitedfresh2011.org">www.unitedfresh2011.org</a></td>
<td>John Toner Exhibit Sales 202-303-3424</td>
<td>5/2/2011</td>
<td>New Orleans Ernest N. Morial Convention Center New Orleans, LA</td>
<td>80,000 nsf 300 Exhibitors 6,000 Attendees</td>
</tr>
<tr>
<td>Show Name/Management/Web Address</td>
<td>Show Manager</td>
<td>Dates</td>
<td>Venue/City/State</td>
<td>Projected Size</td>
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<tr>
<td>WESTEX 2011: The Rocky Mountain Regional Foodservice &amp; Restaurant Exhibition</td>
<td>Linda Card, VP &amp; General Manager</td>
<td>5/10/2011</td>
<td>Denver Merchandise Mart, Denver, CO</td>
<td>50,000 nsf, 400 Exhibitors, 5,000 Attendees</td>
</tr>
<tr>
<td>GOVERNMENT &amp; MILITARY - AIA Annual Training Conference &amp; Jail Expo</td>
<td>Michele Florian, VP &amp; General Manager</td>
<td>5/15/2011</td>
<td>Duke Energy Convention Center, Cincinnati, OH</td>
<td>30,000 nsf, 275 Exhibitors, 2,200 Attendees</td>
</tr>
<tr>
<td>DoD ISS Worldwide Conference</td>
<td>Elissa Brainard, VP &amp; General Manager</td>
<td>5/1/2011</td>
<td>Cobo Center, Detroit, MI</td>
<td>105,000 nsf, 400 Exhibitors, 3,000 Attendees</td>
</tr>
<tr>
<td>GSA Training Conference &amp; Expo 2011</td>
<td>John Bassett, Account Manager</td>
<td>5/10/2011</td>
<td>San Diego Convention Center, San Diego, CA</td>
<td>NSF Not Supplied, 730 Exhibitors, 12,200 Attendees</td>
</tr>
<tr>
<td>2011 National Postal Forum</td>
<td>Mary Guthrie, Event Coordinator</td>
<td>5/1/2011</td>
<td>San Diego Convention Center, San Diego, CA</td>
<td>55,000 nsf, 150 Exhibitors, 6,500 Attendees</td>
</tr>
<tr>
<td>Statewide Training And Resources Exhibition (STAR) 2011</td>
<td>Bill Funk, Dir. of Purchasing/Event Coord.</td>
<td>5/3/2011</td>
<td>Boston Convention &amp; Exhibition Center, Boston, MA</td>
<td>35,000 nsf, 325 Exhibitors, 2,000 Attendees</td>
</tr>
<tr>
<td>Vermont Business &amp; Industry EXPO</td>
<td>Antonia Opitz, Director of Events</td>
<td>5/25/2011</td>
<td>Sheraton Burlington Hotel &amp; Conference Center, Burlington, VT</td>
<td>21,000 nsf, 200 Exhibitors, 3,000 Attendees</td>
</tr>
<tr>
<td>FURNITURE, INTERIOR DESIGN &amp; LANDSCAPING</td>
<td>Larry Karel, President</td>
<td>5/18/2011</td>
<td>Long Beach Convention &amp; Entertainment Center, Long Beach, CA</td>
<td>NSF Not Supplied, Exhibitors Not Supplied, Attendance Not Supplied</td>
</tr>
<tr>
<td>Hospitality Design Exposition &amp; Conference</td>
<td>Liz Sommerville, Group Show Director</td>
<td>5/18/2011</td>
<td>Sands Expo &amp; Convention Center, Las Vegas, NV</td>
<td>280,000 nsf, 900 Exhibitors, 7,000 Attendees</td>
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<tr>
<td>International Contemporary Furniture Fair</td>
<td>Philip Robinson, Show Director</td>
<td>5/5/2011</td>
<td>Jacob K. Javits Convention Center, New York, NY</td>
<td>145,000 nsf, 550 Exhibitors, 23,000 Attendees</td>
</tr>
<tr>
<td>LIGHTFAIR International</td>
<td>Rochelle Burt, Managing Director</td>
<td>5/17/2011</td>
<td>Pennsylvania Convention Center, Philadelphia, PA</td>
<td>160,000 nsf, 500 Exhibitors, 22,000 Attendees</td>
</tr>
<tr>
<td>Texas Furniture &amp; Accessory Market</td>
<td>Larry Karel, President</td>
<td>5/1/2011</td>
<td>Irving Convention Center, at Las Colinas, Irving, TX</td>
<td>NSF Not Supplied, Exhibitors Not Supplied, Attendance Not Supplied</td>
</tr>
<tr>
<td>JEWELRY</td>
<td>Dave Harrington, Show Manager</td>
<td>5/21/2011</td>
<td>New Orleans Ernest N. Morial Convention Center, New Orleans, LA</td>
<td>68,000 nsf, 370 Exhibitors, 24,000 Attendees</td>
</tr>
<tr>
<td>MANAGEMENT, HUMAN RESOURCES &amp; NETWORKING</td>
<td>Yolanda Ramirez, Exhibits Manager</td>
<td>5/24/2011</td>
<td>Salt Palace Convention Center, Salt Lake City, UT</td>
<td>50,000 nsf, 150 Exhibitors, 2,000 Attendees</td>
</tr>
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© 2010, Trade Show Executive magazine, Oceanside, CA (760) 630-9105.
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<thead>
<tr>
<th>Show Name/Management/Web Address</th>
<th>Show Manager</th>
<th>Dates</th>
<th>Venue/City/State</th>
<th>Projected Size</th>
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<tr>
<td><strong>MANAGEMENT, HUMAN RESOURCES &amp; NETWORKING (continued)</strong></td>
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<tr>
<td><strong>INTA Annual Meeting</strong></td>
<td>Paula Lee Sr. Exhibit &amp; Sponsorship Planner 212-642-1700</td>
<td>5/14/2011</td>
<td>Moscone West San Francisco, CA</td>
<td>NSF Not Supplied 90 Exhibitors 8,500 Attendees</td>
</tr>
<tr>
<td><strong>ProjectWorld * BusinessAnalystWorld Toronto 2011</strong></td>
<td>Amy Ruddell Conference Director 905-948-0470 x236</td>
<td>5/16/2011</td>
<td>Metro Toronto Convention Centre Toronto, ON</td>
<td>NSF Not Supplied 70 Exhibitors 3,500 Attendees</td>
</tr>
<tr>
<td><strong>MANUFACTURING &amp; PACKAGING</strong></td>
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</tr>
<tr>
<td><strong>AISTech 2011 - The Iron &amp; Steel Technology Conference and Exposition</strong> Association for Iron &amp; Steel Technology (AIST) <a href="http://www.aiistech.org">www.aiistech.org</a></td>
<td>William Albaugh Manager, Sales 724-814-3010</td>
<td>5/2/2011</td>
<td>Indiana Convention Center &amp; RCA Dome Indianapolis, IN</td>
<td>65,000 nsf 430 Exhibitors 6,600 Attendees</td>
</tr>
<tr>
<td><strong>American Industrial Hygiene Conference &amp; Exposition</strong> American Industrial Hygiene Association <a href="http://www.aiha.org">www.aiha.org</a></td>
<td>Caroline Lacey Exhibits Manager 703-846-0748</td>
<td>5/14/2011</td>
<td>Oregon Convention Center Portland, OR</td>
<td>77,500 nsf 300 Exhibitors 5,000 Attendees</td>
</tr>
<tr>
<td><strong>AWS Weldmex</strong> Trade Show Consulting, LLC <a href="http://www.awsweldmex.com">www.awsweldmex.com</a></td>
<td>Chuck Cross Show Manager 800-266-6196</td>
<td>5/11/2011</td>
<td>Cintermex Monterrey, NL</td>
<td>22,000 nsf 110 Exhibitors 8,000 Attendees</td>
</tr>
<tr>
<td><strong>EASTEC 2011</strong> Society of Manufacturing Engineers <a href="http://www.easteconline.com">www.easteconline.com</a></td>
<td>David Morton Sr. Show Manager 313-425-3000</td>
<td>5/17/2011</td>
<td>Eastern States Exposition West Springfield, MA</td>
<td>105,000 nsf 490 Exhibitors 11,000 Attendees</td>
</tr>
<tr>
<td><strong>FABTECH Mexico</strong> Trade Show Consulting, LLC <a href="http://www.fabtechmexico.com">www.fabtechmexico.com</a></td>
<td>Chuck Cross Show Manager 800-266-6196</td>
<td>5/11/2011</td>
<td>Cintermex Monterrey, NL</td>
<td>12,000 nsf 65 Exhibitors 8,000 Attendees</td>
</tr>
<tr>
<td><strong>METALFORM Mexico</strong> Trade Show Consulting, LLC <a href="http://www.metalform.com">www.metalform.com</a></td>
<td>Chuck Cross Show Manager 800-266-6196</td>
<td>5/11/2011</td>
<td>Cintermex Monterrey, NL</td>
<td>16,000 nsf 92 Exhibitors 8,000 Attendees</td>
</tr>
<tr>
<td><strong>OrthoTec Exposition &amp; Conference</strong> UBM Canon <a href="http://www.canontradeshows.com">www.canontradeshows.com</a></td>
<td>Dan Cutrone Director of Marketing 310-643-4200</td>
<td>5/24/2011</td>
<td>Orthopaedic Capital Center at Grace College Winona Lake (Warsaw), IN</td>
<td>NSF Not Supplied 120 Exhibitors 1,500 Attendees</td>
</tr>
<tr>
<td><strong>RAPID 2011 Conference &amp; Exposition</strong> Society of Manufacturing Engineers <a href="http://www.sme.org">www.sme.org</a></td>
<td>Exhibit Sales Contact 313-271-1500 x4500</td>
<td>5/24/2011</td>
<td>Hyatt Regency Minneapolis Minneapolis, MN</td>
<td>16,000 nsf 100 Exhibitors 1,800 Attendees</td>
</tr>
<tr>
<td><strong>SAMPE 2011</strong> Society for the Advancement of Material &amp; Process Engineering <a href="http://www.sampe.org">www.sampe.org</a></td>
<td>Rosemary Loggia Exhibit Manager 626-331-0616</td>
<td>5/23/2011</td>
<td>Long Beach Convention &amp; Entertainment Center Long Beach, CA</td>
<td>NSF Not Supplied 275 Exhibitors 6,000 Attendees</td>
</tr>
<tr>
<td><strong>MEDICAL &amp; HEALTH CARE PRODUCTS</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>AAPA Annual Conference</strong> American Academy of Physician Assistants <a href="http://www.aapa.org">www.aapa.org</a></td>
<td>Amy Phillips VP, Mts. &amp; Industry Relations 703-836-2272</td>
<td>5/30/2011</td>
<td>Las Vegas Convention Center and Hilton Las Vegas Las Vegas, NV</td>
<td>50,000 nsf 250 Exhibitors 8,500 Attendees</td>
</tr>
</tbody>
</table>
## MEDICAL & HEALTH CARE PRODUCTS

### The Aesthetic Meeting 2011
- **American Society for Aesthetic Plastic Surgery**
  - Website: www.surgery.org
  - Show Manager: Linda Stanton
  - Exhibits Manager: 562-799-2356
  - Dates: 5/6/2011
  - Venue: Boston Convention & Exhibition Center
  - City: Boston, MA
  - State: MA
  - Projected Size: 36,200 nsf
  - Attendees: 200 Exhibitors, 2,200

### 2011 APA Annual Meeting
- **American Psychiatric Association**
  - Website: www.psych.org
  - Show Manager: Cathy Nash
  - Dir., Meetings & Conventions: 703-907-7822
  - Dates: 5/14/2011
  - Venue: Hawaii Convention Center
  - City: Honolulu, HI
  - Projected Size: NSF Not Supplied
  - Attendees: 250 Exhibitors, 19,000

### ASM 2011 General Meeting
- **American Society for Microbiology**
  - Website: www.asm.org
  - Show Manager: Carrie Morin
  - Exhibits Manager: 202-737-3600
  - Dates: 5/21/2011
  - Venue: New Orleans Ernest N. Morial Convention Center
  - City: New Orleans, LA
  - Projected Size: 50,000 nsf
  - Attendees: 275 Exhibitors, 10,000

### ATA Annual International Meeting & Exposition
- **American Telemedicine Association**
  - Website: www.americantelemed.org
  - Show Manager: Stacy Blackshaw
  - Exhibition Sales Manager: 212-315-8699
  - Dates: 5/13/2011
  - Venue: Colorado Convention Center
  - City: Denver, CO
  - Projected Size: 52,000 nsf
  - Attendees: 175 Exhibitors, 15,000

### AUA 2011 Annual Meeting
- **American Urological Association**
  - Website: www.aua2011.org
  - Show Manager: Jane Conway
  - Advertising and Exhibit: 410-689-3749
  - Dates: 5/14/2011
  - Venue: Walter E. Washington Convention Center
  - City: Washington, DC
  - Projected Size: 175,000 nsf
  - Attendees: 350 Exhibitors, 16,500

### DDW 2011
- **Digestive Disease Week**
  - Website: www.ddw.org
  - Show Manager: Ellen Silver
  - Senior Director: 301-272-0022
  - Dates: 5/8/2011
  - Venue: McCormick Place
  - City: Chicago, IL
  - Projected Size: NSF Not Supplied
  - Attendees: 250 Exhibitors, 15,000

### Hearth Rhythm 2011
- **A. Fassano & Company**
  - Website: www.hrsonline.org
  - Show Manager: Anna Fassano
  - Director of Exhibits: 856-232-2322
  - Venue: Moscone Center
  - City: San Francisco, CA
  - Projected Size: NSF Not Supplied
  - Attendees: 200 Exhibitors, 9,500

### OHCA Annual Convention
- **Ohio Health Care Association**
  - Website: www.conv.ohca.org
  - Show Manager: Cindy Lee
  - Membership Dir., Exhibits: 614-540-1331
  - Dates: 5/2/2011
  - Venue: Greater Columbus Convention Center
  - City: Columbus, OH
  - Projected Size: 118,000 nsf
  - Attendees: 300 Exhibitors, 3,200

### Primary Care Today
- **Diversified Business Communications – Canada**
  - Website: www.myprimarycare.ca
  - Show Manager: Glen Chiasson
  - Group Conference Director: 905-948-0470 ext. 2244
  - Dates: 5/5/2011
  - Venue: International Centre
  - City: Toronto, ON
  - Projected Size: 22,000 nsf
  - Attendees: 170 Exhibitors, 1,800

### Society of Gastroenterology Nurses & Associates 2011 Annual Course
- **SmithBucklin**
  - Website: www.sgna.org
  - Show Manager: Jackie Frett
  - Exhibits Manager: 312-673-4785
  - Dates: 5/6/2011
  - Venue: Indiana Convention Center & RCA Dome
  - City: Indianapolis, IN
  - Projected Size: NSF Not Supplied
  - Attendees: Exhibitors Not Supplied, 1,300

### POLICE, FIRE, SECURITY & EMERGENCY SERVICES

### Disaster Response & Recovery Exposition
- **J. Spargo & Associates**
  - Website: http://events.jspargo.com/drre11/public/enter.aspx
  - Show Manager: Shirley Harris
  - Exposition Manager: 703-631-6200
  - Dates: 5/3/2011
  - Venue: Gaylord Texan Resort & Convention Center
  - City: Grapevine, TX
  - Projected Size: 25,000 nsf
  - Attendees: 100 Exhibitors, 2,000

### Maritime & Transportation Security Expo
- **E.J. Krause & Associates**
  - Website: www.maritimesecurityexpo.com
  - Show Manager: Pete Cappiello
  - Exhibit Manager: 301-493-5500 x3388
  - Venue: Baltimore Convention Center
  - City: Baltimore, MD
  - Projected Size: 22,000 nsf
  - Attendees: 200 Exhibitors, 3,000

### PRINTING, GRAPHICS, PHOTOGRAPHY & PUBLISHING

### BookExpo America
- **Reed Exhibitions**
  - Website: www.bookexpoamerica.com
  - Show Manager: Steve Rosato
  - Event Director: 203-840-5463
  - Dates: 5/23/2011
  - Venue: Jacob K. Javits Convention Center
  - City: New York, NY
  - Projected Size: 174,500 nsf
  - Attendees: 1,350 Exhibitors, 21,919

### National Stationery Show
- **GLM LLC, a division of dmg :: events**
  - Website: www.nationalstationeryshow.com
  - Show Manager: Patti Stracher
  - Show Manager: 914-421-3394
  - Dates: 5/15/2011
  - Venue: Jacob K. Javits Convention Center
  - City: New York, NY
  - Projected Size: 125,000 nsf
  - Attendees: 900 Exhibitors, 11,000
### REAL ESTATE, BUSINESS OPPORTUNITIES & LAND DEVELOPMENT

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<thead>
<tr>
<th>Show Name/Management/Web Address</th>
<th>Show Manager</th>
<th>Dates</th>
<th>Venue/City/State</th>
<th>Projected Size</th>
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</thead>
<tbody>
<tr>
<td>CoreNet Global Summit CoreNet Global</td>
<td>Charlotte Coleman</td>
<td>5/1/2011</td>
<td>Navy Pier</td>
<td>NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied</td>
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<tr>
<td><a href="http://www.corenetglobal.com">www.corenetglobal.com</a></td>
<td>Events Manager</td>
<td>5/3/2011</td>
<td>Chicago, IL</td>
<td>Exhibitors Not Supplied</td>
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<tr>
<td>The Franchise &amp; Business Opportunities Expo - Las Vegas National Event Management</td>
<td>Leslie Lawrence</td>
<td>5/14/2011</td>
<td>South Point Hotel &amp; Casino</td>
<td>NSF Not Supplied Exhibitors Not Supplied Attendees Not Supplied</td>
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<tr>
<td><a href="http://www.atlantafranchiseshow.com">www.atlantafranchiseshow.com</a></td>
<td>Show Manager</td>
<td>5/15/2011</td>
<td>Las Vegas, NV</td>
<td>Exhibitors Not Supplied</td>
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### WASTE MANAGEMENT

<table>
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<tr>
<th>Show Name/Management/Web Address</th>
<th>Show Manager</th>
<th>Dates</th>
<th>Venue/City/State</th>
<th>Projected Size</th>
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</thead>
<tbody>
<tr>
<td>WasteExpo 2011 Penton Media <a href="http://www.wasteexpo.com">www.wasteexpo.com</a></td>
<td>Rita Ugianskis-Fishman Show Director</td>
<td>5/10/2011</td>
<td>Dallas Convention Center</td>
<td>185,000 nsf</td>
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<tr>
<td></td>
<td>813-994-4654</td>
<td>5/12/2011</td>
<td>Dallas, TX</td>
<td>528 Exhibitors</td>
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<td>11,500 Attendees</td>
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### WATER, ENERGY & POWER

<table>
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<td>2,000 Attendees</td>
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<tr>
<td>ELECTRIC POWER Conference &amp; Exhibition The TradeFair Group <a href="http://www.electricpowerexpo.com">www.electricpowerexpo.com</a></td>
<td>Hunter Jones Show Director</td>
<td>5/10/2011</td>
<td>Donald E. Stephens Convention Center</td>
<td>80,000 nsf</td>
</tr>
<tr>
<td></td>
<td>713-343-1875</td>
<td>5/12/2011</td>
<td>Rosemont, IL</td>
<td>500 Exhibitors</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5,500 Attendees</td>
</tr>
<tr>
<td>NAOHSM Convention &amp; Trade Show National Association of Oil Heating Service Managers <a href="http://www.naohsm.org">www.naohsm.org</a></td>
<td>Judy Garber Executive Director</td>
<td>5/22/2011</td>
<td>Hershey Lodge</td>
<td>30,000 nsf</td>
</tr>
<tr>
<td></td>
<td>888-552-0900</td>
<td>5/26/2011</td>
<td>Hershey, PA</td>
<td>200 Exhibitors</td>
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<tr>
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<td></td>
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<td>4,000 Attendees</td>
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<tr>
<td>Offshore Technology Conference 2011 Society of Petroleum Engineers <a href="http://www.otcnet.org">www.otcnet.org</a></td>
<td>Sally Goldesberry Dir. of Meetings &amp; Exhibits</td>
<td>5/2/2011</td>
<td>Reliant Park</td>
<td>568,000 nsf</td>
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<tr>
<td></td>
<td>972-952-9494</td>
<td>5/5/2011</td>
<td>Houston, TX</td>
<td>2,500 Exhibitors</td>
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<td></td>
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<td>72,900 Attendees</td>
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