Trade Show Executive
Editorial Calendar 2019

WHY TRADE SHOW EXECUTIVE?

👑 Trade Show Executive reaches the prospects you covet: A BPA-Audited Circulation of 5,000 which is 32% Executive Management; 54% Show Management; 7% Convention Management; and 7% Exhibition Staff.
(Source: BPA, June 2018)

👍 Here’s how subscribers rate TSE: “Trusted and respected brand” . . . “Provides me with vital statistics, trends and new ideas I cannot get anywhere else” . . . “TSE Research provides the most useful and reliable data available on expositions.”
(Source: Signet Research study, October 2016)

Winner of 43 editorial and design awards.

EACH MONTH IN TRADE SHOW EXECUTIVE

➤ TSE Dashboard of Trade Show Metrics: The authoritative resource for tracking the monthly performance of trade shows. This report includes a statistical review of shows held in the prior month; an analysis by industry and site; monthly and quarterly moving graphs; and contact info.
*Sponsorship Opportunities Available*

➤ Power Lunch: Each month, TSE interviews one of the most fascinating leaders in the trade show industry – someone who generally does not grant interviews.
*Sponsorship Opportunities Available*

➤ ZOOM Calendar: The industry’s most comprehensive calendar of trade shows, arranged by industry sector. Includes dates, site, projected size and contact information.
*Sponsorship Opportunities Available*

➤ Done Deals: A monthly round-up of new and renewed contracts between show managers and vendors. Advertisers receive top priority.

➤ Tech Trek - Spotlight: A full-page advertorial focusing on a company with new technology or new ways to use technology.

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

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Features / Special Reports</th>
<th>Directories / Inserts</th>
<th>Bonus Circulation</th>
<th>Advertising Deadlines</th>
</tr>
</thead>
</table>
Ad Materials: December 3 |
| Feb. 2019 | ➤ Special Report: A Focus on Mid-Sized Convention Centers (Offering 125,000 to 349,999 sf of prime exhibit space) | | | Space: December 28  
Ad Materials: January 11 |
➤ Show Manager’s Playbook: New Strategies and Tactics for Overcoming Challenges and Scoring a Big Win. | | | Space: January 25  
Ad Materials: February 12 |

SPECIAL FOCUS ON ASIA: Hong Kong • Macau

SPECIAL FOCUS ON ASIA: Malaysia • Thailand

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<tr>
<td></td>
<td>Focus on Show Management: An Insider’s Look at the Nation’s Most Innovative Independent Show Organizers and their Growth Strategies</td>
<td>Directory: Mega Guide to Show Organizers, CVBs, Convention Centers, Service Contractors, Registration Firms, Industry Associations &amp; more</td>
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<td>Ad Materials: March 12</td>
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<tr>
<td>May 2019</td>
<td>Special Report: Tips and Tactics for Regional, Vertical and Specialized Events</td>
<td></td>
<td></td>
<td>Space: March 28</td>
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<td>Ad Materials: April 12</td>
</tr>
<tr>
<td>June 2019</td>
<td>Focus on Consumer Shows: 5 Consumer Shows that are Shaking up Tradition</td>
<td>Directory: The World’s Top Convention Centers (WTCC)</td>
<td></td>
<td>Space: April 22</td>
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<td>Ad Materials: May 6</td>
</tr>
<tr>
<td>July 2019</td>
<td>Special Report: Housing trends and how they are impacting the industry</td>
<td>Insert: Research Roundup - Quick Industry Facts &amp; Figures for Corporate Event Organizers</td>
<td></td>
<td>Space: May 27</td>
</tr>
<tr>
<td>Aug. 2019</td>
<td>Special Report: TSE’s Millionaire’s Club, an Analysis of Convention Centers with over 1 million sf of Prime Exhibit Space plus Mega Convention Centers (350,000 sf or more of prime exhibit space)</td>
<td>SISO – Society of Independent Show Organizers</td>
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<td>Space: June 27</td>
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<td>Show Manager’s Playbook: New Strategies and Tactics for Overcoming Challenges and Scoring a Big Win.</td>
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<td>Ad Materials: July 11</td>
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<td>Directory: The Gold 100, a Ranking and Analysis of the Largest Trade Shows in the United States</td>
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<td>Ad Materials: August 9</td>
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**SPECIAL FOCUS ON ASIA: Singapore**

- May 2019: Special Report: Tips and Tactics for Regional, Vertical and Specialized Events
- June 2019: Focus on Consumer Shows: 5 Consumer Shows that are Shaking up Tradition
- July 2019: Special Report: Housing trends and how they are impacting the industry
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- Sept. 2019: Special Report: A Focus on Hotel Exhibit Halls and Hotel/Convention Center Complexes

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| Oct. 2019 | [Special Report: Pardon Our Dust, an Update on New Facilities, Expansions and Renovations] | ![Image](space.png) | ![Image](ad_materials.png) | Space: August 29  
Ad Materials: September 13 |
| Nov. 2019 | ![Image](special_report.png)  
Special Focus on Asia: China  
IAEE Preview issue: Who’s Exhibiting plus Sessions You Don’t Want to Miss.  
Advertorial: Convention Centers with 125,000 sf or less of Prime Exhibit Space  
[Insert: What’s Hot, Who’s Hot in Registration] | ![Image](insert.png) | ![Image](ad_materials.png) | Space: September 30  
Ad Materials: October 11 |
| Dec. 2019 | Focus on: Small Show Successes, their tactics and growth strategies  
New Year’s Resolutions: 25 Tips from Top Show Organizers  
Special Report: Annual Compensation and Recruitment Report | ![Image](insert.png)  
[Insert: Research Roundup - Quick Industry Facts & Figures for Associations] | ![Image](insert.png)  
IAEE EXPDIEPO! - Intl. Association of Exhibitions and Events | ![Image](ad_materials.png) | Space: October 28  
Ad Materials: November 1 |

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**SPECIAL FOCUS ON ASIA: Singapore**

**THE GOLD STANDARD**

You will get better results with an integrated marketing campaign in Trade Show Executive!

**IN PRINT**

**IN PERSON**

**ONLINE**

**CONTACT US TO EXPLORE NEW MARKETING STRATEGIES!**

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