TRADE SHOWS you covet:

graphs; and contact info.

shows held in the prior month;
tracking the monthly performance

But there were plenty of shows that churned out mixed results,
Healthcare Packaging EXPO set show records in all three metrics.
increased 2.3%, higher than the 1.8% growth rate achieved in 2017.
The Fourth Quarter contributed to a good year for trade shows when

As with Q4, the growth in the other two metrics was less
numbers while attendance remained flat as it did in Q4.

Growth in the Dashboard metrics appeared to be tracking the

Record-setting performances at two of the year's largest

also notched record attendance of 129,415, and CES set a new mark

in qualified attendees, and
lectures and live patient
including hands-on workshops,
students, hygienists, dental
on a variety of topics, including
than 90 seminars that focused

ReedPOP for Reed Exhibitions (part of RELX Group).

It turned out to be a darn good
Within three years of that

he wore jeans 
figure out an opportunity in pop
unexpectedly drifting into the trade
editor, a restaurant owner, a janitor,

Ungerboeck for Exhibitions.

.Pages

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>
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<tr>
<th>Issue</th>
<th>Features/Special Reports</th>
<th>Directories/Inserts</th>
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<tbody>
<tr>
<td>Jan. 2020</td>
<td><strong>Tech Trek Annual Report:</strong> TSE's Annual Review of How Technology is Reshaping Convention Centers, Housing, Registration &amp; Service Contractors</td>
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<tr>
<td>Feb. 2020</td>
<td><strong>Special Report:</strong> A Focus on Mid-Sized Convention Centers (Offering 125,000 to 349,999 sf of prime exhibit space)</td>
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</tbody>
</table>
| Mar. 2020  | **Special Report:** Pardon Our Dust, a Progress Report on New Facilities, Expansions and Renovations  
**Show Manager’s Playbook:** New Strategies and Tactics for Overcoming Challenges and Scoring a Big Win  
**Insert:** Semi-Annual Report of Medical Shows (Trends, Growth Leaders and Top Cities)  
**SISO – Society of Independent Show Organizers** |                              |                   |                               |
| Apr. 2020  | **Special Report:** Sustainability; SISO Event Recap; TSE Fastest 50 Preview  
**Directory:** Mega Guide to Show Managers, CVBs, Convention Centers, Service Contractors, Registration Firms, Industry Associations & more |                              |                   |                               |
| May 2020   | **Special Report:** Food & Beverage Trends. Southwest/Las Vegas Destination Guid | **Directory:** The World’s Top Convention Centers (WTCC) | **TSE’s Fastest Awards & Summit** | **Space: March 28**  
**Ad Materials: April 12** |
| June 2020  | **Focus on:** TSE Trailblazers Feature; M&A Feature  
**Directory:** The World’s Top Convention Centers (WTCC) |                              | **ESCA – Exhibition Services & Contractors Assn. TSE’s Fastest 50 Awards & Summit** | **Space: April 22**  
**Ad Materials: May 6** |
| July 2020  | **Focus on:** Fastest 50 Recap  
**Special Report:** TSE’s Top Medical Shows |                              | **Space: May 27**  
**Ad Materials: June 10** |
| Aug. 2020  | **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 ($50,000 sf or more of prime exhibit space)  
**Show Manager’s Playbook:** New Strategies and Tactics for Overcoming Challenges and Scoring a Big Win |                              | **SISO Leadership Council** | **Space: July 25**  
**Ad Materials: August 9** |
| Sept. 2020 | **Special Report:** A Focus on Hotel Exhibit Halls and Hotel/Convention Center Complexes; Gold 100 Preview  
**Insert:** Semi-Annual Report of Medical Shows (Trends, Growth Leaders and Top Cities) |                              | **Space: August 29**  
**Ad Materials: September 13** |
| Oct. 2020  | **Special Report:** Pardon Our Dust, an Update on New Facilities, Expansions and Renovations  
**Directory:** The World’s Top Convention Centers (WTCC) |                              | **TSE’s Gold 100 Awards & Summit** | **Space: September 30**  
**Ad Materials: October 11** |
| Nov. 2020  | **Focus on:** Special International Issue  
**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 |                              | **UFI Global Congress** | **Space: October 28**  
**Ad Materials: November 1** |
| Dec. 2020  | **Focus on:** TSE’s Women to Watch feature; Gold 100 Wrap up |                              | **IAEE EXPO/EXPO! – Intl. Association of Exhibitions and Events** | **Space: October 28**  
**Ad Materials: November 1** |

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

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