

# August Aisles: Solid Growth in All Metrics

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

Oceanside, CA – The upward momentum seen in the early Second Half of 2016 continued in August with exhibit space and exhibitor count both growing more than 3.0%.

The amount of exhibit space occupied during a relatively light month for exhibitions was 3.3% over 2015, and the number of exhibitors lining the aisles was a hefty 3.7% higher than last year. Attendance growth was also firm, up 2.4% on the year.

The August performance for the Trade Show Executive Dashboard of Monthly Trade Show Metrics may have been slightly lower than the sparkling numbers reported in July, but they were still solidly stronger than June when exhibit space ticked up a more modest 1.1% and attendance actually drifted (0.7)% lower.

There were 18 shows surveyed for the August Dashboard. Eight of those shows were 100,000 net square feet (nsf) or larger. Five shows were from the TSE Gold 100 rankings of largest US shows. There were also four shows from the TSE Fastest 50, which is made up of the fastest-growing exhibitions of 2015.

After calibrating the totals to exclude outliers, the adjusted totals for August included 3,341,376 nsf of exhibit space, 15,716 exhibitors and 261,090 attendees. The totals translated to an average of 222,758 nsf per show along with 1,048 exhibitors and a crowd of 17,406.

Only one show declined in all three Dashboard metrics while seven increased in all three.

## Magic Mojo

The massive MAGIC brand has prospered in recent years as it rebounded from the recession and sailed through the transition to UBM Americas ownership and the shuffling of top management personnel.

MAGIC – August was named Largest Semi-Annual Show at the TSE Gold 100 in September, and posted some enviable numbers for 2016. The apparel flagship grew 2.7% over its Gold 100 2015 show, stretching to 1,172,000 nsf. Exhibitors increased 2.9% to 6,539 and attendance jumped 4.2% to 76,900.



This Summer's show was highlighted by the integration of the newly acquired Business Journals, Inc. fashion events portfolio into the MAGIC collection. With 15 separate shows and multiple venues across Las Vegas, MAGIC continued to provide comprehensive service to the booming fashion industry.

There was another ownership change announced in the apparel industry. Specialty Trade Shows, Inc. sold its Womens Wear in Nevada (WWIN) to Atlanta-based Urban Expositions. The show, which covered 85,000 nsf and drew 7,400 attendees, takes place in Las Vegas at the same time as MAGIC. Show founder Roland Timney will remain involved in the WWIN along with his son, Chad Timney, who was named Show Director.

## Growth Leaders

- **The Water Expo in Miami added a new section for exhibitors in the environmental services sector, which includes hot topics such as wastewater management and quality control. The result**

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**Pointed Discussion.** The pace of business was brisk at SuperZoo. The growing show recorded more buyers and sellers, and a hefty 21.8% increase in exhibit space.



**Future Fashions.** Attendees and exhibitors wheel and deal at MAGIC – August. The business of looking fabulous was conducted by nearly 77,000 attendees on more than 1 million nsf of exhibit space.

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was a 42.2% increase in the number of exhibitors and a near doubling of exhibit space to 19,000 nsf. Attendance surged 56.2% to 1,289.

- **SuperZoo 2016** made both the Gold 100 and Fastest 50 rankings. This year's show appeared to again be a lock for both lists. The sold-out exhibit floor was up 21.8% to a show record 264,376 nsf, exhibitors grew 21.9% to 1,197, and attendance was up 4.0% at 17,349. "The quality and depth of SuperZoo's speakers, educational sessions, attendees and exhibitors was incredible," said Doug Poindexter, President of the World Pet Association. "SuperZoo is continually evolving and growing to meet the needs of pet retailers as well as the trends in the industry."
- **Fire-Rescue International** benefited from a 19.9% jump in exhibit space that brought the exhibit floor in San Antonio up to 145,200 nsf. The sharp increase was particularly encouraging since the number of exhibitors actually declined (1.4)% to 437. Attendance, which can be sensitive to tight-fisted municipal budgets, also waned (11.4)% to 7,280.

### Semi-Annual Success Story

August is a big month for semi-annual shows in the consumer sector. Along with MAGIC, two of Emerald Expositions' flagship brands convened their summer shows during the dog days of August.

Emerald's Outdoor Retailer and NY Now shows have consistently ranked on the Gold 100 list, and Outdoor Retailer Summer Market was featured on the Fastest 50 thanks to a peppy attendance growth in 2015.

This year's Outdoor Retailer Summer Market was largely unchanged from 2015. Exhibit space moved up 0.7% to 555,931 nsf. Exhibitors ticked up 0.4% to 1,476, and attendance drifted (1.0)% lower to 28,951.

The four-day gathering in Salt Lake City was described as bustling and heavily populated by the major players in the outdoor industry. "Outdoor Retailer Summer Market not only provided a platform to conduct the business of the industry, but continued to serve as the

soul of the outdoor community where the entire industry gathers," said Marisa Nicholson, Vice President and Outdoor Retailer Show Director.

NY Now lost ground in two of the three Dashboard metrics. Attendance slid (3.8)% to 38,855 and exhibit space was off a slight (0.7)%, but still covered 493,659 nsf. Exhibitor growth was up an impressive 3.9% to 2,760.

### Top Cities

Las Vegas was by far the leading host city in terms of total exhibit space in August. MAGIC – August and SuperZoo were among the four Dashboard shows that totaled 1,641,867 nsf. Atlanta placed second with the International Woodworking Fair and its 644,873 nsf of exhibit space. Outdoor Retailer Summer Market and the ASAE Annual Meeting and Exposition pushed Salt Lake City into the No. 3 slot with 625,931 nsf.

### Next Month

Biennial PACK EXPO International and the co-located PHARMA International return to Chicago in November and will provide a welcome late push for the 2016 metrics.

PMMI, The Association for Packaging and Processing Technologies, is expecting to again fill more than 1,200,000 nsf of exhibit space and draw around 50,000 attendees to McCormick Place in early November.

The manufacturing sector also includes FABTECH, a dual Gold 100 and Fastest 50 show that takes place in Las Vegas the week after PACK EXPO. Show organizers are projecting 550,000 nsf of exhibit space.

The SEMA Show in Las Vegas will also no doubt top 1,000,000 nsf. Exhibitors have a chance to stand out in the crowd with a new products showcase that takes place an hour before the main show floor opens.

The IAAPA Attractions Expo tallied 558,610 nsf last year and is sold out this year. The expected attendance includes 20,000 visitors considered to be qualified buyers.

The medical sector is led by the RSNA Scientific Assembly & Annual Meeting in

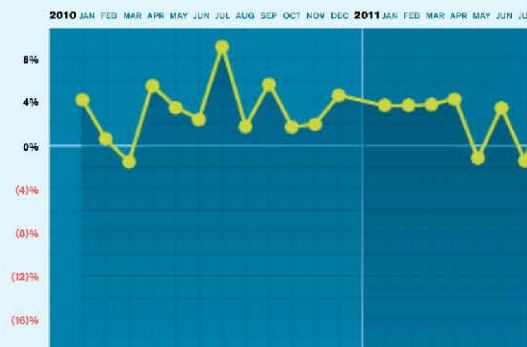
### NSF OF PAID EXHIBIT SPACE



### EXHIBITING ORGANIZATIONS



### TOTAL ATTENDANCE



**Still Flying High.** Exhibit space growth remained robust with a 3.3% increase over the previous year. Exhibitor growth was also firm, and attendance grew 2.4%.

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**DASHBOARD – AUGUST TRADE SHOW METRICS**

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SHOW INFORMATION	SHOW SITE	NET SF OF EXHIBITS		EXHIBITORS		TOTAL ATTENDANCE		SHOW HIGHLIGHTS
	2016/2015	2016/2015	VARIANCE	2016/2015	VARIANCE	2016/2015	VARIANCE	2016 VS 2015
<b>TechNet Augusta</b> AFCEA c/o SPARGO, Inc. www.spargoinc.com	<b>Augusta, GA</b> Augusta, GA	<b>20,711</b> 24,614	<b>(15.9)%</b>	<b>145</b> 153	<b>(5.2)%</b>	<b>3,253</b> 3,130	3.9%	The show provided a forum for key military professionals from the US Defense Department, armed services and US Coast Guard to share ideas. Speakers addressed the network, security issues and training.
<b>The Water Expo</b> Show Winners Corporation www.TheWaterExpo.com	<b>Miami</b> Miami	<b>19,000</b> <del>10,400</del>	<b>82.7%</b>	<b>118</b> <del>83</del>	42.2%	<b>1,289</b> <del>825</del>	<b>56.2%</b>	The show enjoyed phenomenal increases in key indicators after adding Environmental Services to the established categories of wastewater, water quality and supply.
<b>Womens Wear in Nevada</b> Urban Expositions www.winshow.com	<b>Las Vegas</b> Las Vegas	<b>85,000</b> 85,000	No change	<b>500</b> 500	No change	<b>7,400</b> 7,500	<b>(1.3)%</b>	The show attracted apparel retailers and other buyers from all 50 states and more than 30 other countries. There were 35 new exhibitors, busy aisles and reports of steady order-writing.

DASHBOARD ANALYSIS	Net SF of Exhibits	Exhibitors	Total Attendance
<b>Total</b> (Sum of all figures submitted by show management)	<b>3,909,341</b> 3,693,038	<b>16,964</b> 16,225	<b>261,090</b> 255,092
<b>Adjusted Total</b> (Excludes outliers and shows in which an apples-to-apples comparison is not possible)	<b>3,341,376</b> 3,233,945	<b>15,716</b> 15,153	<b>261,090</b> 255,092
<b>Averages</b> (Based on Adjusted Totals)	<b>222,758</b> 215,596	<b>1,048</b> 1,010	<b>17,406</b> 17,006
<b>Percentage of Growth</b> (Based on Adjusted Totals)	<b>3.3%</b>	<b>3.7%</b>	<b>2.4%</b>

 **COMING UP NEXT MONTH**

**A review of shows held in September**

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