NEWS RELEASE

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For Immediate Release

Trade Show Industry Honors Top Achievers, Brings the Future into Focus at TSE’s Gold 100 Awards & Summit

Rancho Palos Verdes, Calif. – The bright, California sunshine paled in comparison to the star power found in Rancho Palos Verdes, Calif. this September when the industry’s leading senior-level trade show executives attended an intensive day-long summit, meeting with business innovators and thought-leaders to tackle the industry’s burning issues and celebrate the newest crop of trade show superstars.

For participants, the Trade Show Executive (TSE) annual Gold 100 Awards & Summit was a unique opportunity to dialogue, debate, celebrate and network at the highest level, as TSE magazine, along with the Center for the Exhibition Industry Research (CEIR), one of seven supporting associations and 29 sponsors “pulled out all the stops” to provide an inspiring, content-rich experience that would set the standard for the industry.
Dialogue, Discussion and Debate

Held September 24, 2009, the fast-paced program was jam-packed with novel ideas. The summit, which consisted of panel discussions, live interviews and interactive sessions, boasted a speaker’s roster of “Who’s Who” in the trade show world, and addressed head-on the many industry topics swirling in today’s economic climate.

Futurist Watts Wacker, author of The Visionary’s Handbook, was the keynote speaker. “Your job—putting buyers and sellers together—is going to become more important than ever,” Wacker told his audience, “and now it’s going to be very different.” He challenged attendees to forego conventional wisdom in light of the systemic changes in the U.S. business environment, and introduced the intriguing concept of “deviant marketing,” which means using a strategy that runs counter to what everyone else is doing.

Others in the assembled brain trust included: Gary Shapiro, president and CEO of the Consumer Electronics Association; Peter MacGillivray, vice president of events and communications of the Specialty Equipment Market Association (SEMA); Paul Woodward, incoming (2010) managing director of UFI – The Global Association of the Exhibition Industry; TSE president Darlene Gudea; TSE chief economist Frank Chow; Liz Crawford, show director for Advanstar Communications; Chris Meyer, vice president of convention sales for the LVCVA; Kam Diba, creative director for NBC/Universal; Aaron Bludworth, COO of the George Fern Company; Terence Donnelly, vice president of trade show markets at Experient; and John Barber, vice president of digital at Immersa Marketing.
Issues debated and discussed ran the gamut: the pressures of a volatile economy and the hope of a 2010 recovery; creating next year’s budgets during this year’s crisis; using the new technology tools; “must-do” social networking strategies; forecasting; innovation; experiential marketing; and other burning issues and controversies of the day.

Celebrating the Industry’s Star Performers
But weighty issues weren’t the only business of the day. The trade show execs gathered in suburban Los Angeles were also there to honor the high achievers in their midst, which culminated at the Gold 100 Awards Gala Thursday evening. The event drew presidents, CEOs, CFOs, executive VPs, group VPs, show managers, trade show industry association leaders and others, who came together to recognize the Top 100 Trade Shows of 2008 and applaud the success of the recipients of TSE’s top honors, the Gold Grand Awards.

Gold Grand Awards went to standouts in 13 categories. While “big” mattered in some cases (the sprawling 2.3 million net square-foot CONEXPO-CON/AGG was named “Largest Show of 2008,” and also received the award for “Highest Economic Impact on a Local Economy”), shows of all sizes competed in other categories, including “Leading Brand,” “Top Show Organizer,” “Most Innovative Practices” and “Against All Odds.”

“This has not been an easy year for the trade show industry – or any other industry for that matter,” said Darlene Gudea, president, Trade Show Executive Media Group. “By honoring the shows that set the Gold Standard for the exposition industry, we are not only recognizing those events that have thrived during the severe economic...
downturn, but also putting a spotlight on the new ideas and strategies that others can follow.”

The International Consumer Electronics Show (CES) was a big winner, grabbing awards for “Largest Annual Show” and “Highest Global Participation.” The show also tied with Hanley Wood’s Surfaces and the Radiological Society of North America’s RSNA Scientific Assembly & Annual Meeting for the “At the Forefront of Technology” Award.

“The International CES team is thrilled to receive these awards,” said Gary Shapiro. “We strive to make CES the most important technology event in the world, and being identified as such by an objective third party means a lot.”

Rick McConnell, president of Hanley Wood Exhibitions, says the distinction as “Technology Leader,” which Surfaces won, is both validation and incentive. “Surfaces serves a rapidly changing marketplace, and it was great to be commended for how we’ve tuned in to our audiences. This kind of endorsement is going to make us work even harder to maintain our leadership position.”

Competition was strong in other categories, too, resulting in a two-way tie for “Top Show Organizer” between Reed Exhibitions and Nielsen Business Media, both of which organized eight shows on the Gold 100 roster.

The Complete List of 2008 Grand Awards

- **Top Show Organizer:** Reed Exhibitions and Nielsen Business Media. Each company managed eight Gold 100 shows. Reed organizes No. 21-ranked SHOT and 470 events worldwide. Nielsen organizes 75 events. Its ASD/AMD Trade Shows are held twice a year and were ranked 23rd and 24th.

- **Largest Show:** CONEXPO-CON/AGG
Spanning a whopping 2.28 million nsf, it was the largest trade show ever held in the U.S.

- **Largest Annual Show:** International CES
  Reaching 1.85 million nsf, the perennial winner placed No. 2 on the Gold 100 list.

- **Largest Semi-Annual Show:** MAGIC Marketplace
  The two shows, the flagship in the portfolio of owner Advanstar Communications, together total nearly 2 million nsf and 700,000 attendees from the apparel industry. The February show was No. 8 on the Gold 100 list. August ranked No. 12.

- **Leading Brand:** Medical Design & Manufacturing and MEDTEC
  Canon Communications’ medical-device brand features ten shows worldwide. Each show includes a number of co-located events that broaden the overall scope. MD&M West ranked No. 52 on the Gold 100. MD&M East was No. 87.

- **Highest Economic Impact:** CONEXPO-CON/AGG
  The giant show drew 143,000 attendees who had an estimated total impact on the Las Vegas economy of over $234 million.

- **Most Innovative Practices:** World of Concrete
  The Gold 100 show, which ranked No. 16, had innovations in nearly every aspect of its operations, from recycling to space sales to attendee networking.

- **Highest Global Participation:** International CES
  A third of its attendees – about 28,000 people – came from 141 nations outside the U.S. The association used an aggressive outreach to draw overseas attendees.

- **At the Forefront of Technology:** A three-way tie among International CES, Surfaces and the RSNA Scientific Assembly & Annual Meeting
  At the International CES, visitor usage of MyCES search-and-planning platform soared. Twittering began eight months before the show. Surfaces, ranked No. 40 on the Gold 100, offered the Zeppelin interface application, which linked the show website to the attendees’ personal planning portal. RSNA Scientific Assembly & Annual Meeting, offered RFID badges, which provided extensive attendee tracking that translated into rich data on prospective buyers for exhibitors and floor traffic for the organizers. The show placed No. 35 on the Gold 100 and the largest in the Medical & Healthcare sector.

- **Leadership in Green Initiatives:** Natural Products Expo East (ranked No. 99 on the Gold 100) and West (ranked No. 65). The Colorado-based company was heralded for its extensive planning with an eye on making the show as green as possible. Management focused on recycling as well as other details such as travel distances by sources.
• **Against All Odds: **Accessories, The Show  
  This once-struggling show, acquired by Business Journals Inc. in 1997, is now thriving in the competitive New York and Las Vegas markets. It runs seven times annually and brings in about 60,000 attendees from 60 countries. That’s roughly a 20-fold improvement in just over a decade.

• **Staying Power: The NAMM Show**  
  This music instrument industry expo entered its 108th year ranked No. 33 on the Gold 100. It is the show that means business: a significant share of industry business transacted annually occurs during the show. NAMM, The International Music Products Association, invests a big part of its show profits into programs to develop attendance.

• **Fastest-Growing Show: Mid-America Trucking Show**  
  Exhibit Management Associates, Inc. held its largest show ever in 2008 with 869,149 nsf, up more than 103,000 nsf from 2007. Increased marketing and growth in the trucking industry contributed to a move-up in the Gold 100 rankings from No. 16 in 2007 to No. 15.

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Photographs of the event are available upon request. Please email Kimberly Hardcastle, kimberly@marketingdesigngroup.com

*Trade Show Executive* magazine is the leading publication for trade show executives with more than 5,000 BPA-audited subscribers. The winner of 22 editorial and design awards, *Trade Show Executive* publishes a monthly magazine, seven directories and reference guides and the annual Gold 100 Awards Gala & Summit.