

Continuing a Solid Comeback: Industry Show Metrics Mark Dynamic Return

BY CARRI JENSEN, Director of Research, and CINDY MCDERMOTT, News Editor

The news keeps getting better each quarter for the trade show industry. *Trade Show Executive's* (TSE) quarterly analysis of trade show activity shows continued impressive growth in key metrics for the Third Quarter of this year. The numbers remain on par with the explosive progress the industry experienced in the same quarter of 2021 as communities opened up again after the pandemic. Also, demonstrating the vitality of the business, all three dozen of the shows that were tallied in Q3 were in-person events, although three offered virtual exhibits, too.

The Q3 TSE Dashboard analysis follows net square feet (nsf) of exhibit space, exhibitors, total attendance and professional attendance, and those numbers say it all when it comes to the solid health of the industry. Twenty-three Q3 shows grew in nsf — one had a triple-digit increase and 19 marked double-digit growth. For exhibitors, 28 events enjoyed an increase — four experienced triple-digit growth and 22 hit double-digit growth. In the total attendance category, 26 gatherings marked higher attendance — three shows notched triple-digit growth and 20 recorded double-digit growth. In the professional attendance measure, 17 events notched higher numbers — two had triple-digit growth and 11 hit double-digit growth.

One of those shows recording double-digit growth when comparing the 2022 show to the 2021 edition in those key metrics is SuperZoo, held at Mandalay Bay Resort and Casino in Las Vegas and produced by World Pet Association (WPA). The highest-attended pet industry trade show in North America experienced a 41.2% increase in exhibit space; 39.6% surge in exhibitors, 45.1% growth in attendance and 32.7% rise in professional attendance. The August event featured more than 900 new products, 72 emerging brand start up exhibitors and 262 first-time exhibitors.



Who can resist this face? A French Bulldog and a SuperZoo mascot greeted thousands at SuperZoo 2022, produced by the World Pet Association. The August event at the Mandalay Bay Resort and Casino in Las Vegas experienced double-digit increases in all four key metrics measured.

“As evidenced by this year’s attendance, SuperZoo continues to be the industry’s go-to trade show for the pet retail community,” Vic Mason, President, WPA, said. “The great success of the 2022 event can be attributed to many things, including the booming pet industry which has been accelerated by the pandemic’s increase in need for companionship, our commitment to the pet community including our strong network of independent and chain retail buyers, and our strategic efforts to bring in new and emerging brands who specialize in the latest sought-after trends like pet tech, sustainability, nutrition and so much more.”

TSE Dashboard Foundation

The Q3 TSE Dashboard is based on reports from a total of 36 events with 15 of these shows featuring more than 100,000 nsf of exhibit space. Q3 shows assembled 15,842 exhibitors and 300,141 attendees of which 158,184 were professional attendees within a total of 4,222,306 nsf of exhibit space. A total of 17 shows in the Q3 Dashboard are TSE Gold 100 shows, and one show

was ranked on the most recent TSE Fastest 50 list.

After adjusting for outliers and shows without a consecutive two-year comparison, Q3 saw a 9.5% increase in exhibit space, 12.7% increase in exhibitors, total attendance growth of 12.5% and (5)% decrease in professional attendance. The adjusted totals for the quarter were 1,057,389 nsf of exhibit space, 1,937 exhibitors, 116,846 total attendees and 70,701 professional attendees. This works out to an adjusted average of 117,488 nsf, 323 exhibitors, 8,346 total attendees and 6,427 professionals.

Largest Show on the Dashboard

The largest show in terms of nsf in Q3 2022 was the International Woodworking Fair, which is managed by IWF Atlanta. The biennial show is held in even-numbered years in Atlanta, but the August show marked the first time the assembly has been held since 2018 due to the pandemic. Exhibit space came in at 663,092 nsf, exhibitors reached 915 and total attendance notched 25,524.

Looking at the Leaders

When comparing 2022 Q3 in-person shows of at least 15,000 nsf to in-person events from 2021 with the same minimum size, all growth leaders surged with impressive double-digit increases while some experienced triple-digit spurts in the four metric categories.

NSC Safety Congress & Expo posted 90.9% growth in nsf. Natural Products Expo East/BIOFACH America notched 53.9% growth and The Water Expo + The Energy Expo tapped a 51.9% increase. In the exhibitor's category, PROJECT Las Vegas tallied 128.5% growth, COTERIE New York marked 94.6% growth and AACC Annual Scientific Meeting & Clinical Lab Expo (American Association for Chemical Chemistry) recorded 85.5% growth. The leaders in total attendance were AACC Annual Scientific Meeting &

Clinical Lab Expo with 122.6% growth, The Water Expo + The Energy Expo at 89.4% growth and NSC Safety Congress & Expo with 78.6% growth.

The top organizers in the quarter based on the number of shows were Informa (including Informa Markets Fashion and Informa Markets' New Hope Network) (6), RX (4), Clarion (including Clarion Events, Inc. and Clarion Fashion Group) (2) and Taffy Event Strategies (2). Industry Sectors were led by Consumer Goods and Retail Trade (9), Medical and Healthcare (6) and Food (5). The top destination cities in the quarter by number of shows were Las Vegas (8), New York (4) and San Antonio (3).

Fourth Quarter 2022

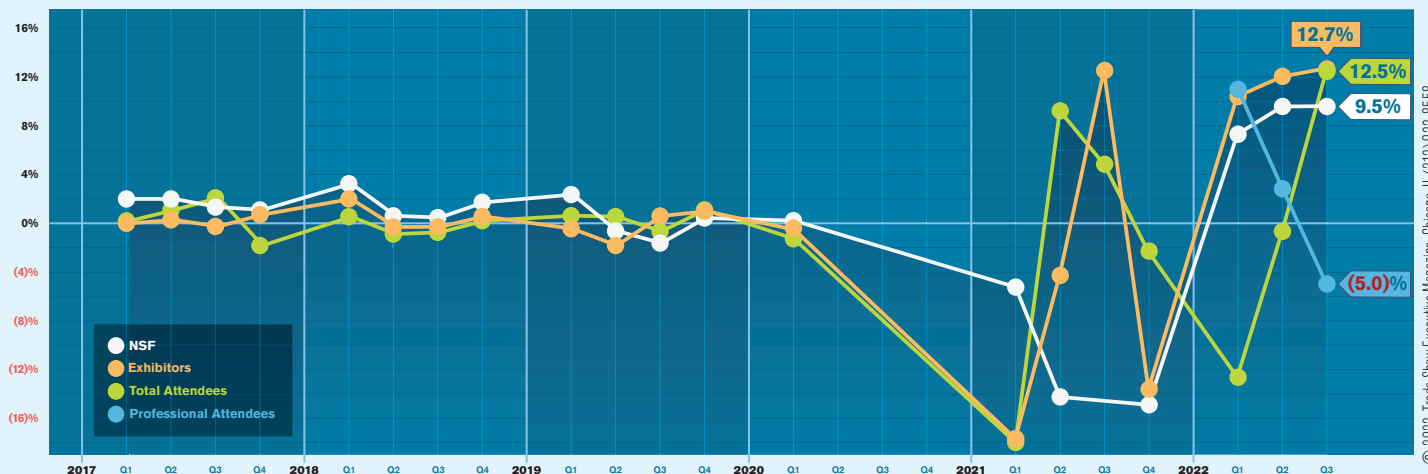
The Fourth Quarter of 2022 boasts the largest field of TSE Gold 100 shows on the schedule coming in with nearly three

dozen on the calendar. Some of the largest of these include PACK EXPO International, Equip Exposition, NBAA Business Aviation Convention & Exhibition (NBAA-BACE) (National Business Aviation Association), World Dairy Expo and NACS Show which were held in October; SEMA Show (Specialty Equipment Market Association), FABTECH, IAAPA (International Association of Amusement Parks & Attractions), AAPEX (Automotive Aftermarket Products Expo) and RSNA 2022 (Radiological Society of North America) scheduled for November; and Performance Racing Industry Trade Show set for December.

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Trade Show Executive Dashboard Snapshot – CONSOLIDATED OVERVIEW

QUARTERLY OVERVIEW



Marking a Dynamic Return. Business exploded as communities reopened after the pandemic, resulting in exciting Third Quarter growth. Exhibit space notched a solid gain at 9.5% and exhibitor numbers increased 12.7%. Total attendance grew 12.5%, although professional attendance dipped (5)%.

Growth rates are based on adjusted totals which exclude statistics from shows without a consecutive two-year comparison and growth outliers. No shows qualified for the nsf adjusted totals in Q3 2021 so the Q3 2021 nsf growth rate is not available. Professional attendance growth was added in Q1 2022.

Methodology

Questionnaires were sent to shows listed in TSE's ZOOM Calendar and Gold 100 directory. All responses were cross-checked for discrepancies. This year, the report includes shows that took place in person, as well as virtual and hybrid shows. The TSE 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

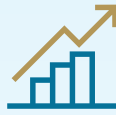
the full story of a show, and year-over-year growth is not the key factor in a show's value to the industry it serves. The TSE Dashboard still provides the traditional metrics of show growth, but also lists other significant characteristics and accomplishments, such as quality of attendees, international attendance, sales transactions and conference and sponsorship growth. We are grateful to the organizers who shared both quantitative and qualitative data.

Trade Show Executive

DASHBOARD – Q3 TRADE SHOW METRICS



BY CARRI JENSEN
Director of Research



**BENCHMARKS:
AVERAGE GROWTH**

- **NSF:** 9.5%
- **Exhibitors:** 12.7%
- **Total Attendance:** 12.5%
- **Professional Attendance:** (5.0)%



TOP ORGANIZERS*

- Informa (6 shows) (includes Informa Markets Fashion and Informa Markets' New Hope Network)
- RX (4 shows)
- Clarion (2 shows) (includes Clarion Events, Inc. and Clarion Fashion Group)
- Taffy Event Strategies (2 shows)



TOP INDUSTRY SECTORS*



- Consumer Goods & Retail Trade (9 shows)
- Medical & Healthcare (6 shows)
- Food (5 shows)



TOP CITIES*



- Las Vegas (8 shows)
- New York (4 shows)
- San Antonio (3 shows)

*Based on number of shows





Q3 2022	SHOW SITE	NET SF OF EXHIBITS	EXHIBITORS	TOTAL ATTENDANCE	PROFESSIONAL ATTENDANCE	MONTH	INDUSTRY SECTOR	SHOW HIGHLIGHTS
SHOW INFORMATION	2022/2021	2022/2021	2022/2021	2022/2021	2022	2022		
AACC Annual Scientific Meeting & Clinical Lab Expo American Association for Clinical Chemistry www.aacc.org 	Chicago Atlanta	246,800 174,078	781 421	16,808 7,550	8,076 3,563	July	Medical & Healthcare	The meeting featured groundbreaking diagnostic advances that will solve challenging patient health problems and affirmed how essential laboratory medicine professionals are to patient safety and care. A highlight was a discussion with Theranos whistleblowers Erika Cheung and Tyler Shultz about their efforts to reveal Theranos' fraud and protect patients.
AAO 2022 American Academy of Ophthalmology www.aao.org 	Chicago/ Virtual New Orleans/ Virtual	179,600 166,800	400 302	15,195 9,902	8,992 5,608	September	Medical & Healthcare	The 2022 edition was the show's second in person show after the pandemic. A virtual option was offered again and the show plans to continue with a virtual component for the future.
ACI-NA Annual Conference & Exhibition (Airports Council International - North America) Show Management Solutions, Inc. www.airportscouncil.org	Minneapolis Reno, NV	25,300 17,300	161 118	1,989 1,551	NS NS	September	Transportation	Exhibitors represent all sectors of the airport industry, including IT, architecture/engineering/construction, safety and security, passenger terminal concessions, and more. Attendees represent 98% of the passenger and cargo traffic traveling throughout the U.S. and Canada.
ASPE Convention & Expo (American Society of Plumbing Engineers) Taffy Event Strategies expo.aspe.org	Indianapolis Virtual (*20)	59,300 N/A (*20)	256 96 (*20)	3,907 2,206 (*20)	2,444 NS (*20)	September	Building, Construction, Home & Repair	The event united plumbing design professionals from around the U.S. The show featured 250+ exhibitors. A key attendee segment – plumbing engineers – was 28% of total attendance. The exhibit hall featured many popular attractions including the Innovation Theater educational stage on the show floor, an Innovation Showcase featuring nearly 20 exhibitor innovations, and more.

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DASHBOARD – Q3 TRADE SHOW METRICS





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SHOW INFORMATION	2022/2021	2022/2021	2022/2021	2022/2021	2022	2022		
COTERIE New York Informa Markets Fashion www.coteriefashionevents.com 	New York New York	117,450 82,700	800 411	9,400 7,622	6,742 4,985	September	Consumer Goods & Retail Trade	COTERIE was relaunched with a focus on sustainability, community and technology. The event featured 800 brands with 29 countries represented. 39% of exhibitors were international. The top international countries were: Italy, Brazil, Canada, France, and Colombia. The show partnered with Aracdia Earth and AMER_ICAN to educate on environmental impact. The event also featured a Fashion Technology partnership with DRESSX.
Family Medicine Experience (FMX) American Academy of Family Physicians www.aafp.org	Washington Virtual	61,300 N/A	349 195	6,524 5,111	3,696 4,172	September	Medical & Healthcare	The show successfully returned to in-person with over 300+ booths and over 50 new exhibitors. The event focused on career, practice and clinical solutions for family physicians.
Flash Memory Summit Conference Concepts, Inc. www.conferenceconcepts.com	Santa Clara, CA Santa Clara, CA ('19)	NS NS ('19)	79 NS ('19)	3,180 NS ('19)	3,180 NS ('19)	August	Communications & Information Technology	The 2022 edition was the show's first in-person event since 2019. The conference celebrated the 35th anniversary of the invention of DRAM.
The Foodservice Conference International Fresh Produce Association freshproduce.com	Monterey, CA Monterey, CA	13,760 10,080	172 126	NS 1,304	NS NS	July	Food	This year's event brought in record buyers including foodservice operators, distributors, wholesalers, chefs, menu developers and more. The show also welcomed a new audience from several of the nation's largest K-12 school districts and featured a display of newly launched products and celebrity speakers.
Grow West Coast Horticulture Trade Show BC Landscape & Nursery Association www.growwestcoast.com	Surrey, BC Surrey, BC	10,400 10,900	60 71	1,077 893	718 534	September	Building, Construction, Home & Repair	The event was held outdoors at the tail end of the pandemic. The show featured three days of educational seminars with over 35 speakers from across North America.
HYDROVISION International Clarion Events, Inc. www.hydroevent.com 	Denver Portland, OR ('19)	38,300 55,000 ('19)	218 351 ('19)	1,837 3,154 ('19)	792 1,128 ('19)	July	Raw Materials & Science	48% of attendees were key audience. The Large Hydro Operators Symposium was added back to the program. Attendees came from 42 countries. The show featured DE&I with the Women with Hydro Vision Luncheon; 10 networking events; and tours to key hydro facilities in the area.

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SHOW INFORMATION	2022/2021	2022/2021	2022/2021	2022/2021	2022	2022		
ICAST (International Convention of Allied Sportfishing Trades) American Sportfishing Association www.icastfishing.org 	Orlando Orlando	191,100 161,600	565 475	12,162 10,800	NS NS	July	Sporting Goods, Travel & Amusement	This year's ICAST set a record for countries represented at the show. There were 73.
IFT FIRST Annual Event & Expo Institute of Food Technologists www.iftevent.org 	Chicago Virtual	185,200 N/A	782 99	15,331 3,528	7,668 NS	July	Food	IFT FIRST represented the re-brand of IFT Food Expo. 20% of attendees were international. This year's event featured a larger Start Up Pavilion with pitch competition, a new Fireside Chat, new Business FIRST sessions, and the return of Cooking Up Science.
International Baking Industry Exposition (IBIE) Smithbucklin www.bakingexpo.com 	Las Vegas Las Vegas ('19)	413,625 430,850 ('19)	791 939 ('19)	19,604 21,296 ('19)	11,768 12,439 ('19)	September	Food	The show saw a 25% increase in the primary target attendees (bakers) from 2019 to 2022. 27% of bakers were international, an increase from 2019. The show featured 111 education sessions and 61 show floor demos. New show features included two new pavilions capitalizing on major industry trends; and hosting of the Tiptree World Bread Awards.
International Veterinary Emergency & Critical Care Symposium (IVECCS) Veterinary Emergency & Critical Care Society iveccs.org	San Antonio Nashville	26,200 19,800	212 154	5,161 4,375	3,932 3,564	September	Medical & Healthcare	The show welcomed back international attendees and continued to bring a live streamed hybrid component for those who still could not travel, and nearly returned to pre-pandemic numbers in person. The event featured hands-on labs back onsite as well as the CPR battle which returned to the show floor.
International Woodworking Fair IWF Atlanta iwfatlanta.com 	Atlanta Atlanta ('18)	663,092 633,058 ('18)	915 1,081 ('18)	25,524 27,805 ('18)	NS NS ('18)	August	Building, Construction, Home & Repair	IWF 2022 delivered North America's largest global woodworking trade show since 2018. Occupying 1.2 million gross sf of space, the show housed more than 900 exhibitors representing 540+ product and service categories. After a four-year pause, the show registered more than 25,500 attendees. IWF 2022 set an all-time record of first-time buyer registrants with more than 48% new.


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SHOW INFORMATION	2022/2021	2022/2021	2022/2021	2022/2021	2022	2022		
ITS World Congress (Intelligent Transportation Society) FX and ITS America www.itsamericaevents.com	Los Angeles Montréal, QC ('17)*	56,660 59,200 ('17)*	266 242 ('17)*	6,428 5,556 ('17)*	5,000 3,304 ('17)*	September	Transportation	The show drew more than 6,000 industry professionals from 64 countries and featured over 200 educational sessions. An Innovation Zone was added to the show floor for future mobility innovators and accelerators. A stage in the Innovation Zone enabled Global Innovation Competition finalists to pitch their latest technologies to a group of industry influencers, experts, and investors.
JIS Fall RX www.jisshow.com 	Miami Beach Miami Beach	105,000 86,125	605 471	4,371 4,347	4,371 4,347	September	Consumer Goods & Retail Trade	JIS successfully operated the fall show despite Hurricane Ian which struck the State of Florida. Opening day was delayed allowing a safe completion of the event set up and providing flexibility due to travel delays. Show hours were extended on Sunday for exhibitors and attendees to make the most of their time at the event.
MAGIC Las Vegas Informa Markets Fashion www.magicfashionevents.com 	Las Vegas Las Vegas	294,220 297,292	840 570	17,900 15,975	13,261 15,380	August	Consumer Goods & Retail Trade	MAGIC Las Vegas hosted over 700 brands, with speakers including Kristin Cavalleri and Lala Kent, a performance by T-Pain, and 30,000 attendees.
MAGIC New York Informa Markets Fashion www.magicfashionevents.com 	New York New York	77,790 60,780	405 267	7,100 6,006	5,825 5,766	September	Consumer Goods & Retail Trade	MAGIC New York hosted over 400 brands, with 20% international. Leading countries included the USA, Italy, Turkey, Canada, and Brazil. 20% of brands represented were women owned and 15% were minority owned. The event featured daily happy hours to enhance industry connection and conversation.
Natural Products Expo East/BIOFACH America Informa Markets' New Hope Network www.expoeast.com 	Philadelphia/Virtual Philadelphia/Virtual	167,700 109,000	1,266 762	18,346 15,251	9,992 11,507	September	Food	The expo floor was filled with brands that highlighted the latest and greatest innovation from the food and wellness industry. The show served as a valuable meeting place drawing retailers from stores such as Kroger, Jimbo's, Cambridge Naturals, Target, Walmart, and many more, who were looking for everything from natural and organic foods to supplements and home products that are good for the planet and the consumers.





*The previous edition of ITS World Congress in North America was held in 2017

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SHOW INFORMATION	2022/2021	2022/2021	2022/2021	2022/2021	2022	2022		
NIGP Annual Forum & Products Exposition NIGP: The Institute for Public Procurement www.nigp.org	Boston/ Virtual Anaheim/Virtual	25,000 14,000	190 136	2,941 2,650	2,268 2,130	August	Government	2022 was a hybrid forum, offering a virtual audience the opportunity to view sessions live streamed from Boston, as well as watch pre-recorded content and engage with presenters via the platform. Having the ability to bring in a virtual audience pushed registration numbers to a record high.
NSC Safety Congress & Expo National Safety Council www.congress.nsc.org 	San Diego Orlando	164,000 85,900	717 421	10,000 5,600	5,800 3,500	September	Medical & Healthcare	2022 highlights included the crowning of the eighth annual New Product Showcase - Best in Show winners; the launch of the inaugural Safety Innovation Challenge (similar to Shark Tank) during the closing keynote; and a DE&I Panel discussion.
PGA Show Buying & Education Summit (Professional Golfers' Association of America) RX www.pgalasvegas.com	Las Vegas Las Vegas	6,450 3,000	55 28	227 152	NS NS	July	Sporting Goods, Travel & Amusement	The PGA Buying & Education Summit hosts influential PGA professionals, golf buyers and a curated group of top apparel, accessory and golf lifestyle companies. The event provides a combination of focused face-to-face business meetings, PGA education workshops and networking opportunities exclusively for PGA professionals and golf buyers to meet one-to-one with apparel, accessory and golf lifestyle exhibitors.
Plant Based World Expo North America JD Events LLC www.plantbasedworldexpo.com	New York New York	31,174 21,500	232 169	3,722 3,100	NS NS	September	Food	Attendees came from 49 countries and buyer attendance grew by 20%. The Culinary Theater was a new addition which featured live cooking demonstrations by chefs from New York City area plant-based restaurants.
Preview & Holiday Market The Toy Association www.toyassociation.org	Dallas CU*	52,536 CU*	317 CU*	2,313 CU*	1,191 CU*	September	Consumer Goods & Retail Trade	Attendees came from 36 countries. With 317 exhibiting companies/brands showing, 217 unique retail outlets attended with over 72,000 locations of buying power. The Toy of the Year (TOTY) Awards was held at the Preview & Holiday Market. Regarded as the "Oscars" of the toy industry, the TOTY Awards shifted to a new fall timeline to give companies the opportunity to promote their nominated products and brands during the holiday shopping season.

*Comparison unavailable since Preview & Holiday Market was a one-time event created in 2022

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DASHBOARD – Q3 TRADE SHOW METRICS

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SHOW INFORMATION	2022/2021	2022/2021	2022/2021	2022/2021	2022	2022		
PROJECT Las Vegas Informa Markets Fashion www.projectfashionevents.com 	Las Vegas Las Vegas	101,300 76,140	521 228	10,600 10,990	8,717 10,600	August	Consumer Goods & Retail Trade	PROJECT Las Vegas hosted Katy Perry as the keynote speaker; 500 brands showed new collections. Highsnobiety hosted a panel with NBA player Jaren Jackson speaking on fashion. Jeff Hamilton and the NFL sponsored the PROJECT party.
PROJECT New York Informa Markets Fashion www.projectfashionevents.com	New York New York ('19)	4,600 NS ('19)	70 NS ('19)	1,430 NS ('19)	1,212 NS ('19)	July	Consumer Goods & Retail Trade	PROJECT New York added a range of gender-fluid fashion to its mix and opened a consumer pop-up shop that ran alongside the B2B event.
Public Works Expo (PWX) American Public Works Association and Taffy Event Strategies pwx.apwa.net 	Charlotte, NC St. Louis	80,000 72,100	402 335	4,747 3,116	3,027 1,862	August	Government	The PWX 2022 show floor spanned 80,000 nsf, a milestone that the show hasn't reached since 2007. In addition, PWX 2022 had over 50% more registrants than PWX 2021 and a 91% verification rate.
RE+ RE+ Events re-plus.com 	Anaheim Virtual ('20)	281,250 N/A ('20)	819 202 ('20)	27,729 3,000 ('20)	NS NS ('20)	September	Raw Materials & Science	Attendees could access over 250 education sessions. In addition to the five education theaters and a live microgrid demonstration, the show floor featured over 800 exhibitors providing solutions across the clean energy landscape including companies in solar, energy storage, hydrogen, fuel cells, EV infrastructure, software and digital solutions, startups, and more.
SuperZoo World Pet Association www.superzoo.org 	Las Vegas Las Vegas	265,000 187,700	1,023 733	16,175 11,149	9,503 7,160	August	Consumer Goods & Retail Trade	The show included 901 new products showcased in featured area, 72 emerging brand start up exhibitors, and 262 first-time exhibitors.
THSCA Convention & Coaching School Texas High School Coaches Association www.thsca.com	San Antonio San Antonio	66,800 59,900	292 247	16,452 14,152	13,300 11,500	July	Sporting Goods, Travel & Amusement	2022 marked the highest ever attendance at a THSCA convention with 16,452 attendees. The event featured 250+ hours of content, 8 panel discussions, 32 meetings, 10 networking events, 16 press conferences, 668 exhibit booths, and 10,000+ room nights sold.
txEDCON22 TASA TASB Convention Texas Association of School Administrators and Texas Association of School Boards www.tasa.tasb.org	San Antonio Dallas	55,000 40,000	304 278	4,481 est. 4,372 est.	3,257 est. 3,172 est.	September	Education	2022 was the first time in 33 years txEDCON was held in San Antonio. Attendees packed more than 2,000 hunger and hygiene kits in the show's CSR area which were distributed by United Way Bexar County. The event featured over 150 concurrent sessions.

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SHOW INFORMATION	2022/2021	2022/2021	2022/2021	2022/2021	2022	2022		
Vision Expo West RX west.visionexpo.com 	Las Vegas Las Vegas	125,969 107,280	382 302	NS 8,616	8,199 6,133	September	Medical & Healthcare	The 2022 show introduced "THE PANORAMA," a new neighborhood where attendees explore the bleeding edge of medical and diagnostic solutions, business optimization technology, AR/VR, and more.
Waste & Recycling Expo CANADA (CWRE) Newcom Media Inc. www.newcom.ca	Toronto Toronto ('19)	NS NS ('19)	131 175 ('19)	2,425 2,333 ('19)	1,899 1,663 ('19)	September	Industrial/Heavy Machinery & Finished Business Outputs	The 2022 show was the first in-person CWRE since 2019 (pre-pandemic), with exhibitors and attendees alike excited to be back with their peers. A new soldout VIP Networking Breakfast, education sessions at the Circular Economy stage, and a New Product Showcase area were some of the show highlights.
The Water Expo + The Energy Expo Show Winners Corporation www.thewaterexpo.com; www.theenergyexpo.com	Miami Miami	26,130 17,200	150 106	1,922 1,015	1,272 605	August	Industrial/Heavy Machinery & Finished Business Outputs	The co-located shows saw large increases in all major stats compared with the 2021 co-located editions. The shows drew 60% of attendance from North America and 40% internationally (mainly from Latin America/ the Caribbean). Great exhibitor retention onsite and in the few weeks following for 2023.
WWIN August - Womenswear in Nevada August Clarion Fashion Group wwinshow.com	Las Vegas Las Vegas	4,300 4,074	314 313	3,133 3,287	2,082 2,257	August	Consumer Goods & Retail Trade	WWIN featured new and noteworthy exhibitors such as Paris Hilton Collection and Sliving by Paris Hilton, Nally & Millie, and Kozan by Melis Kozan; educational workshops including a keynote on how to recession proof your business; a social media presentation including trend forecasting and a trend tour with complimentary champagne, live painting activations, and social selling directly on the show floor.

NA = Not Available NS = Not Supplied CU = Comparison Unavailable

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DASHBOARD ANALYSIS	Net SF of Exhibits 2022/2021	Exhibitors 2022/2021	Total Attendance 2022/2021	Professional Attendance 2022/2021
Total (Sum of all figures submitted by show management)	4,222,306 3,063,357	15,842 10,824	300,141 227,764	158,184 126,879
Adjusted Total (Excludes outliers and shows without a consecutive two-year comparison)	1,057,389 966,071	1,937 1,719	116,846 103,820	70,701 74,395
Averages (Based on Adjusted Totals)	117,488 107,341	323 287	8,346 7,416	6,427 6,763
Percentage of Growth (Based on Adjusted Totals)	9.5%	12.7%	12.5%	(5.0)%