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Three Shows Post Double-digit Attendance Gains

By Rachel Wimberly

This year definitely brings better news than last, with three shows recently posting double-digit attendance gains – the annual National Restaurant Association Restaurant, Hotel-Motel Show collocated with the International Wine, Spirits & Beer Event (IWSB), the Licensing International Expo and SemTech.

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The largest of the three shows, the restaurant show, drew 42,057 attendees May 21-24 to Chicago's McCormick Place, compared with 37,818 in 2009 – an increase of 11.21 percent. The attendees came from 115 countries this year, compared with 107 in 2009, an increase of 7 percent.

“NRA Show 2010 was a tremendous success, and we have received excellent feedback from both exhibitors and attendees about the high energy and wide array of easily accessible business solutions showcased on the trade show floor,” said Ira Cohn, convention chair for the show and president of Aramark Business and Industry Group.

He added, “The show provides a valuable, efficient and cost-effective opportunity to interact under one roof, with all aspects of the foodservice industry from throughout the world. I'm sure that all attendees will return home energized, optimistic and ready to implement the solutions they discovered.”

Nest year's show will be held May 21-24 at Chicago's McCormick Place. The International Wine, Spirits & Beer Event will be held May 22-23.



In its second year in Las Vegas, Advanstar Communications' Licensing International Expo, held June 8-10 at Mandalay Bay Resort & Casino, drew 21,000 attendees, which was a 15-percent increase, compared with last year's event.

International attendees from countries, including Japan, France, Mexico, the United Kingdom, Russia, Spain, Singapore and China, also increased by more than 14 percent for the three-day expo.

“The 2010 show was our highest attended show in many years, with our opening day receiving more visitors than the entire three days of last year's show,” said Liz Crawford, show director with Advanstar Communications. “We were thrilled with the quality of attendees, the quantity of key retailers and international visitors to the show. Customer feedback has been overwhelmingly positive.”

Next year's show will take place June 14-16 at Mandalay Bay.

The show with the attendance biggest increase, SemTech, a semantic technology tradeshow and conference, drew more than 1,200 attendees when it was held June 21-15 at the Hilton San Francisco Union Square, an increase of 30 percent, compared with last year's event

SemTech also hosted 200 sessions and eight industry specific tracks covering a variety of topics, including linked data, search, advertising and marketing, health care, enterprise data, financial, open government, intelligence and publishing.

“Attendance at SemTech has increased every year, even through the economic downturn” said Tony Shaw, president of Semantic Universe, the organization behind the SemTech conference. “More importantly though, semantic technologies keep getting more robust and more widely deployed. There's no longer any doubt that semantics will keep growing as an integral part of the web infrastructure.”

This year's conference highlights included presentations from David Recordon, Senior Open Programs Manager at Facebook, who led a session, “Facebook's Open Graph,” a discussion of the company's new

semantic protocol released earlier this year.

Next year's event will take place June 5-9, 2011, at the Hilton San Francisco Union Square.

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Onrec Expo, the largest global gathering of corporate recruiting leaders, tends to be a leading indicator for future hiring activity. "It only makes sense, says RD Whitney, CEO of Onrec USA. "If corporations are looking to hire, they are more inclined to gather and learn about the latest innovations in the process of recruiting." If the 2010 event is used as a barometer for hiring this fall, we are about to see a significant pickup in recruiting from...

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In the past few years, the American Wind Energy Association's Windpower Conference & Exhibition has grown in leaps and bounds. That trend continued when the show recently was held at the Dallas Convention Center, where it spanned more than 369,000 square, larger by 100,000 square feet than the year before. On

the showfloor were 20,000 attendees and 1,393 exhibitors from 48 states and 22 countries. These numbers establish Windpower as the largest energy industry tradeshow in America and the world's...

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LFI, the world's largest annual architectural and commercial lighting trade show and conference, will now be held May 17-19, 2011, due to the renovation of New York City's Jacob K. Javits Convention Center, LFI's traditional East Coast site. LFI rotates between New York City and Las Vegas each year. In 2009, the New York event drew a record 23,000 registered attendees for the show's...

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