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EXPO Magazine announces 2006 Best New Show Award winners

Overland Park, KS (April 19, 2006) -- 2005 was a good year to launch trade and consumer shows, as exemplified by the just-announced winners of *EXPO*'s 2006 Best New Show Awards.

Winners range from Las Vegas Market, best in the Trade Show (Stand-alone Launch) category for its home and hospitality furnishings event that attracted 60,000 attendees and 1,200 exhibiting companies, to the Podcast and Portable Media EXPO, best in the Trade and Consumer Show category for its event focused on an emerging new technology that drew 60 exhibitors covering 7,500 paid net square feet.

"This year's winners prove that trade and consumer shows continue to be the best medium to bring together buyers and sellers face to face, across all industries," says Danica Tormohlen, Editor in Chief of *EXPO*.

Based on all entries, a few key trends emerged for show launches in 2005:

- The fourth quarter (October-December) is the most popular time of year to launch new events.
- New York and Las Vegas are popular locations for launches.
- Independent, for-profit producers are much more active in launching shows than associations.
- No surprise, most show launches are focused on growing industries and emerging new technologies.

The Best New Show Award, presented by *EXPO Magazine*, salutes trade and consumer shows in five categories, including: Trade Show (Stand-Alone Launch), Trade Show (Co-Located Launch), Consumer Show, Trade and Consumer Show, and Nontraditional Event. The program is the only industry honor solely recognizing new show launches.

The winners for *EXPO*'s 2006 Best New Show Awards are:

Category: Trade Show (Stand-alone Launch)

Las Vegas Market

Show Organizer: World Market Center

Dates: July 25-29, 2005

Location: World Market Center & Pavilions and Las Vegas Convention Center, Las Vegas

Show stats: 60,000 attendees; 1,200 exhibiting companies; 1.6 million paid net square feet

Staff responsible for launch: Gerald Sawyer, COO; Dave Palmer, General Manager; Briana Mackey, Show Director; Dana Pretner, Director of Marketing and Public Relations; Babs Blair, Director of Leasing; Lois Richards, Leasing Manager Temp Exhibits; and Tim Branscome, Director of International Business Development.

Category: Consumer show

Kansas City Pet Expo

Show organizer: Pat Riha Productions

Dates: May 13-15, 2005

Location: American Royal Center, Kansas City, MO

Show stats: 8,700 attendees; 109 commercial exhibiting companies; 69 nonprofit organizations; 15,575 paid net square feet

Staff responsible for launch: Patrick Riha, President/Show Manager; Kate Riha, VP/Administration Officer; Mylane Bryant, Event Coordinator; Gretchen Evans, Sales Manager; Melody Petet, Public Relations; and Jess Bodelson, Accountant.

Category: Trade Show (Co-located Launch)

Industrial Fire & Security, co-located with the 15th Annual Clean Gulf Conference and Exhibition

Show organizer: Trade Fair Group

Dates: Nov. 9-10, 2005

Location: Moody Gardens Convention Center, Galveston, TX

Show Stats: 357 attendees; 66 exhibiting companies; 8,500 paid net square feet

Staff responsible for launch: Sean Guerre, President and CEO; Laura Liptak, Conference Manager; Christy Williams, Sales Director; Julien DuPont, Sales Manager; Jamie Ressay, Marketing Coordinator; Remi Arimoto, Graphic Designer; Barbara Blair, Office Manager; and Melissa Helms, Office Administrator.

Category: Trade and Consumer Show

Podcast and Portable Media Expo

Show organizer: TNC New Media

Dates: Nov. 11-12, 2005

Location: Ontario Convention Center, Ontario, CA

Show Stats: 2,037 attendees; 60 exhibiting companies; 7,500 paid net square feet

Staff responsible for launch: Tim Bourquin, Founder; Luann Alesio, Show Manager; Laura Laflin, Registration Manager; Paul Rahmes, Creative Director; and Bonnie Adama, Conference Coordinator.

Category: Nontraditional event

Business Facilities LiveXchange

Show Organizer: Group C Communications

Dates: Nov. 6-8, 2005

Location: Chateau Elan, Braselton, GA

Show Stats: 30 attendees; 16 exhibiting Companies

Staff responsible for launch: Ted Coene, President; Karim Khan, Editor in Chief; Jim Semple, Sales Manager; and Dona Venito, Event Director.

Each show was judged independently and scored by three judges; their scores were then averaged for a final score. Each show was judged individually based on the following criteria: objective/mission; strategies/execution; and results.

This year's distinguished panel of judges includes:

- Mike Fisher, National Association of Consumer Shows
- Monica Vila, Ziff Davis (2004 winner)
- Peter Nathan, PWN
- Carol Fojtik, Hall Erickson
- Dan Cole, CES
- Bill Sell, AdvisorComm
- Vicki Hennin, Diversified Business Communications (2004 winner)
- Tom Cindric, Hanley Wood (2004 winner)
- Cherif Moujabber, Creative Expos
- Jack Chalden, Chalden & Associates
- Steve Schuldenfrei, Trade Show Exhibitors Association
- Sam Lippman, integrated marketing and management
- Danica Tormohlen, EXPO
- Donna Sanford, EXPO

Profiles of the winners will appear in July/August 2006 issue of *EXPO*. For more information, contact Danica Tormohlen at dtormohlen@ascendmedia.com or 913-344-1303. Stay tuned for details about the 2007 Best New Show Awards.

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About EXPO Magazine

EXPO Magazine (www.expoweb.com) provides strategies and solutions for trade show, convention and corporate event management. *EXPO* readers are association, independent and corporate show organizers who plan, promote and produce events around the world. In addition to our print publication, *EXPO* publishes a weekly e-newsletter and weekly podcast. In 2005, *EXPO* received the *Folio: Eddie Award* for editorial excellence and *min's b-to-b Best Web Site Redesign Award*.

EXPO is published by Overland Park, KS-based Ascend Media (www.ascendmedia.com), a diversified business media organization that owns and operates professional magazines and journals; organizes trade shows, conferences and educational programs; and maintains online properties and databases serving the medical, healthcare and business services industries.