

# EXPO 2016 IN REVIEW

Las Vegas, Nev. | April 27-30, 2016



**BUSY SHOW FLOOR:** Many exhibitors said they were pleased with the strong attendance by dealers. This photo shows Friday's attendance over the noon hour; Saturday's attendance was also healthy.



## Exhibit Attendance\*

Year	City	Dealer Attendees	Exhibitor Staff	Total
2016	Las Vegas	2,296	1,279	3,575
2015	Indianapolis	1,632	1,068	2,700
2014	Las Vegas	1,973	1,191	3,164
2013	Nashville	1,584	899	2,483
2012	Las Vegas	2,125	871	2,996
2011	Indianapolis	2,171	823	2,994
2010	Las Vegas	3,129	1,003	4,132

\*Source: IDA Audited Report



**ATTENDANCE JUMPS:** Overall attendance at Expo 2016 was the best since 2010. Dealer attendance jumped 41 percent over 2015 and 16 percent over the previous Expo in Las Vegas.



**TOP WORKSHOP:** Tom Ryan, a comedian, attracted 367 attendees to his lighthearted look at the garage door industry.



**THE GOOGLE GAME:** Brian Kraff (pictured) and his team of experts from Market Hardware presented two workshops on improving your company's success in the digital world.

## Expo Workshop Attendance

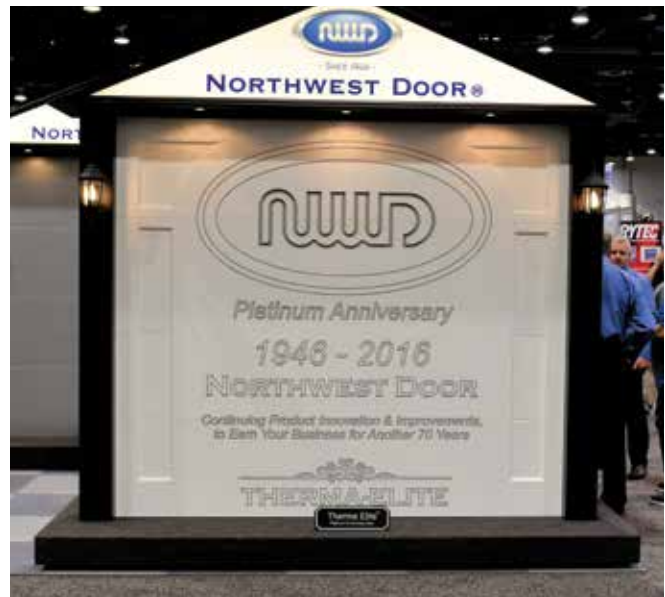
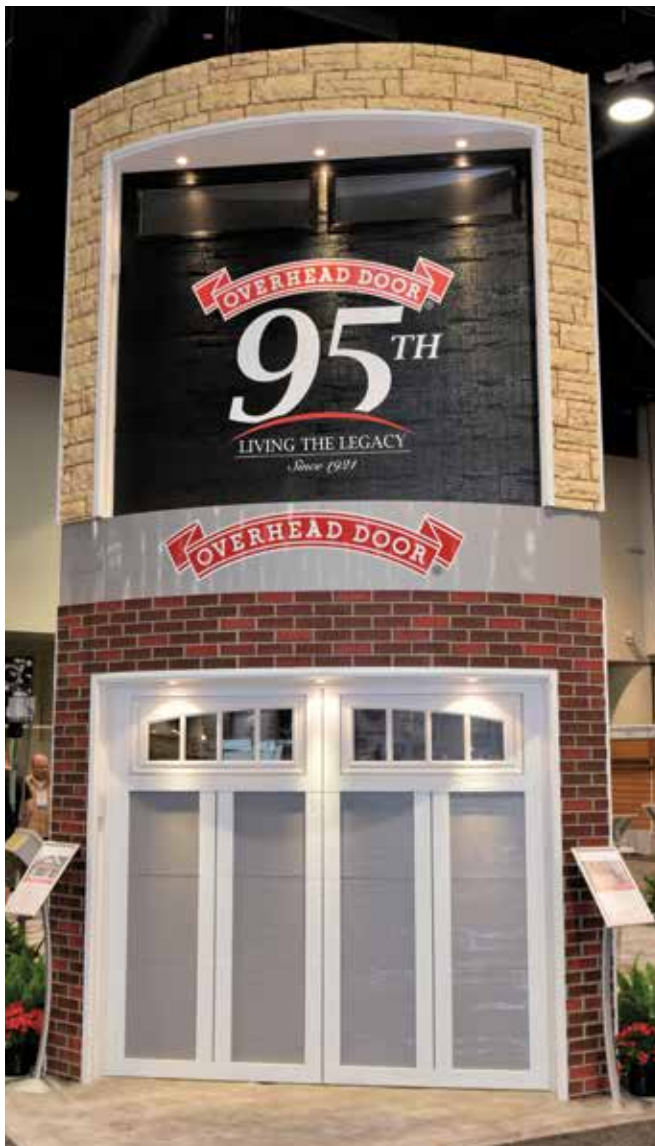
2016	3,108
2015	3,282
2014	2,233
2013	2,756
2012	2,142
2011	2,279
2010	2,713

**WORKSHOP ATTENDANCE STAYS STRONG:** Attendance at Expo's workshops neared the 2015 all-time record. Yet there were only 29 workshops in 2016, compared to 41 in 2015. If the typical participant in 2016 attended four workshops, the total number of unduplicated participants would be about 780.

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Expo 2016 Top 10 Workshops	Speaker	Attendance
1. What's So Funny About Garage Doors?	Tom Ryan	367
2. The Secret Signals of Selling: Body Language Insights to Rock Your Business	Patti Wood	295
3. UL 325 - Demystifying a Common Denominator of Our Industry	Steve Kuscsik	200
4. What's the Next Big Threat to Our Industry?	David Ziegenhorn, Tom Stubblefield, Dave Mount	163
5. Garage Doors: What May Emerge as a Turbulent Next Decade	John Zoller and David Bowen	163
6. Surviving and Thriving a Consolidating World	Josef Roberts	162
7. Selling at the Local Level	Peter Elsenbach	160
8. Why Does Google Love or Hate My Business?	Market Hardware	149
9. What's Holding You Back?	Paul McManus Roundtable	146
10. How to Track Sales	Maxime Gendreau	129



**CELEBRATING BIRTHDAYS:** Northwest Door and Overhead Door marked significant milestones at this year's Expo.

**EXPO 2017**  
([www.idaexpo.org](http://www.idaexpo.org))  
is scheduled for April 19-22 at the  
Georgia World Congress Center in Atlanta.