

Las Vegas, Nev.  
April 25-28, 2018

# Expo 2018 in review



| Year | City      | Non-exhibitor Attendees | Exhibitor Personnel | Total |
|------|-----------|-------------------------|---------------------|-------|
| 2018 | Las Vegas | 2,377                   | 1,232               | 3,609 |
| 2016 | Las Vegas | 2,296                   | 1,279               | 3,575 |
| 2014 | Las Vegas | 1,973                   | 1,191               | 3,164 |
| 2012 | Las Vegas | 2,125                   | 871                 | 2,996 |
| 2010 | Las Vegas | 3,129                   | 1,003               | 4,132 |
| 2008 | Las Vegas | 3,830                   | 987                 | 4,817 |
| 2006 | Las Vegas | 3,381                   | 1,636               | 5,017 |
| 2004 | Las Vegas | 3,677                   | 1,334               | 5,011 |

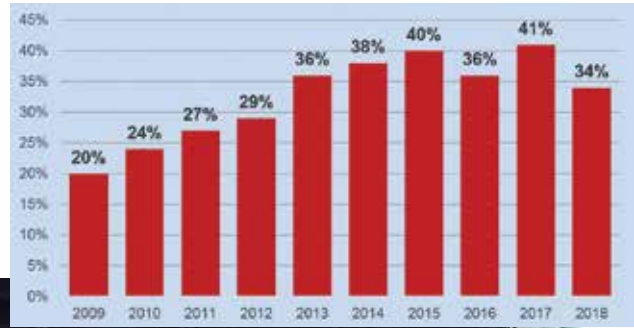
**VEGAS VITALITY:** The overall attendance in 2018 (3,609) showed a significant increase over the 2017 show in Atlanta (2,685). Attendance to the Vegas shows has been steadily increasing since the recession but is still well below the pre-recession boom years.

Source: IDA audited report

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**EXHIBITOR PERSONNEL INCREASING:** Over the last 10 years, the percentage of Expo attendees who are exhibitors has been steadily increasing, even though the total number of exhibits has decreased. In 2009, one of every five attendees came from the 168 exhibitors. In 2018, one out of every three attendees came from the 148 exhibitors.

**Exhibitor Personnel per Total Attendees**



Source: IDA unified report



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## Expo Workshop Attendance

|      |       |
|------|-------|
| 2018 | 2,833 |
| 2017 | 2,512 |
| 2016 | 3,108 |
| 2015 | 3,282 |
| 2014 | 2,233 |
| 2013 | 2,756 |
| 2012 | 2,142 |
| 2011 | 2,279 |
| 2010 | 2,713 |

**33 WORKSHOPS:** In addition to Expo's 33 workshops, IDEA also presented four two-day schools on rolling steel certification, commercial sectional certification, and the Automated Gate Systems Designer certification. Saturday's SuperTech workshop focused on Industrial Motor Control and Wiring, attracting 73.

| Expo 2018 Top 10 Workshops                             | Speaker                     | Attendance |
|--|-----------------------------|------------|
| 1. Creating a Killer Customer Experience               | Bill Rossiter               | 327        |
| 2. Recruiting, Training, and Retaining Top Performers  | Dan/Sandy Apple             | 151        |
| 3. Five-Year Economic Forecast                         | John Zoller • David Bowen   | 148        |
| 4. Sales Pros vs. Order Takers                         | Dan/Sandy Apple             | 145        |
| 5. Industry Consolidation: The Good, Bad, and Ugly     | Chuck Miller                | 120        |
| 6. Marketing to Millennials: Why You Need To Now       | Kaley Wichman               | 118        |
| 7. If You Rely on Averages, You'll Get Average Results | Maxime Gendreau • Lars Niif | 110        |
| 8. Getting Stuff Done in an Age-Diverse Workforce      | Shaun Hall                  | 105        |
| 9. How to Crush It on Google in 2018                   | Market Hardware             | 104        |
| 10. Make Your Website a Lead Generation Machine        | Market Hardware             | 91         |



**TOP WORKSHOP:** Bill Rossiter's workshop, "Creating a Killer Customer Experience," attracted a packed crowd of 327 people. The plenary session helped attendees learn about the new expectations of today's customer.



**NEW BENCHMARKING PROGRAM:** Josef Roberts of E Squared Consulting led two workshops on the financial analysis of garage door businesses. He leads a new IDA program that helps members analyze their businesses as compared with other door businesses throughout the country. Learn more at [www.esquaredconsultants.com/ida](http://www.esquaredconsultants.com/ida).

**2019—THREE EXPOS IN ONE:** Expo 2019 ([www.idaexpo.org](http://www.idaexpo.org)) is scheduled for March 13-16 at the Indianapolis Convention Center, the first co-located show with AFA's Fencetech and NOMMA's MetalFab.

### ANY IDIOT CAN SELL PRICE:

Industry veterans Dan and Sandy Apple taught two popular workshops: one on selling value, and one on recruiting and retaining top employees.

