

**Trade Show Executive**  
News, Views and Tools for Trade Show and Event Executives

# TSE Snapshot

**Trade Show  
Performance, Trends  
and Challenges**

# Today's Agenda

**01** About TSE

**02** TSE Data

**03** Trends

**04** Challenges

**05** Opportunities

**06** Methodology



A background image showing a business meeting. In the top left, a person's hands are clasped together. In the bottom left, a person is looking at a laptop on a table. The image is partially obscured by a blue overlay containing text.

## About Trade Show Executive

Trade Show Executive is a leading B2B magazine publication in the trade show and exhibitions industry. With about 10,000 monthly readers of our magazine and online daily news, we're serving up content including industry headlines, case studies, data analysis and thought leadership.

## Our Mission

Our mission is to be a go-to resource for the entire trade show ecosystem. We aim to help show managers stimulate growth, profits, and customer satisfaction so that their show and organization, and the trade show industry can prosper.

# TSE Data Insights



# Gold 100 Analysis

## 2021

### Totals

NSF: 1.79 M

Exhibitors: 5,373

Attendance: 58,034

### Growth %

NSF: -34.2%

Exhibitors: -30.3%

Attendance: -54.1%

## 2022

### Totals

NSF: 18.4 M

Exhibitors: 46,643

Attendance: 1.29 M

### Growth %

NSF: 32.3%

Exhibitors: 42.9%

Attendance: 34.1%

## 2023

### Totals

NSF: 34 M

Exhibitors: 90,054

Attendance: 2.5 M

### Growth %

NSF: 14.3%

Exhibitors: 16.4%

Attendance: 18.5%

## 2024

### Totals

NSF: 36 M

Exhibitors: 97,870

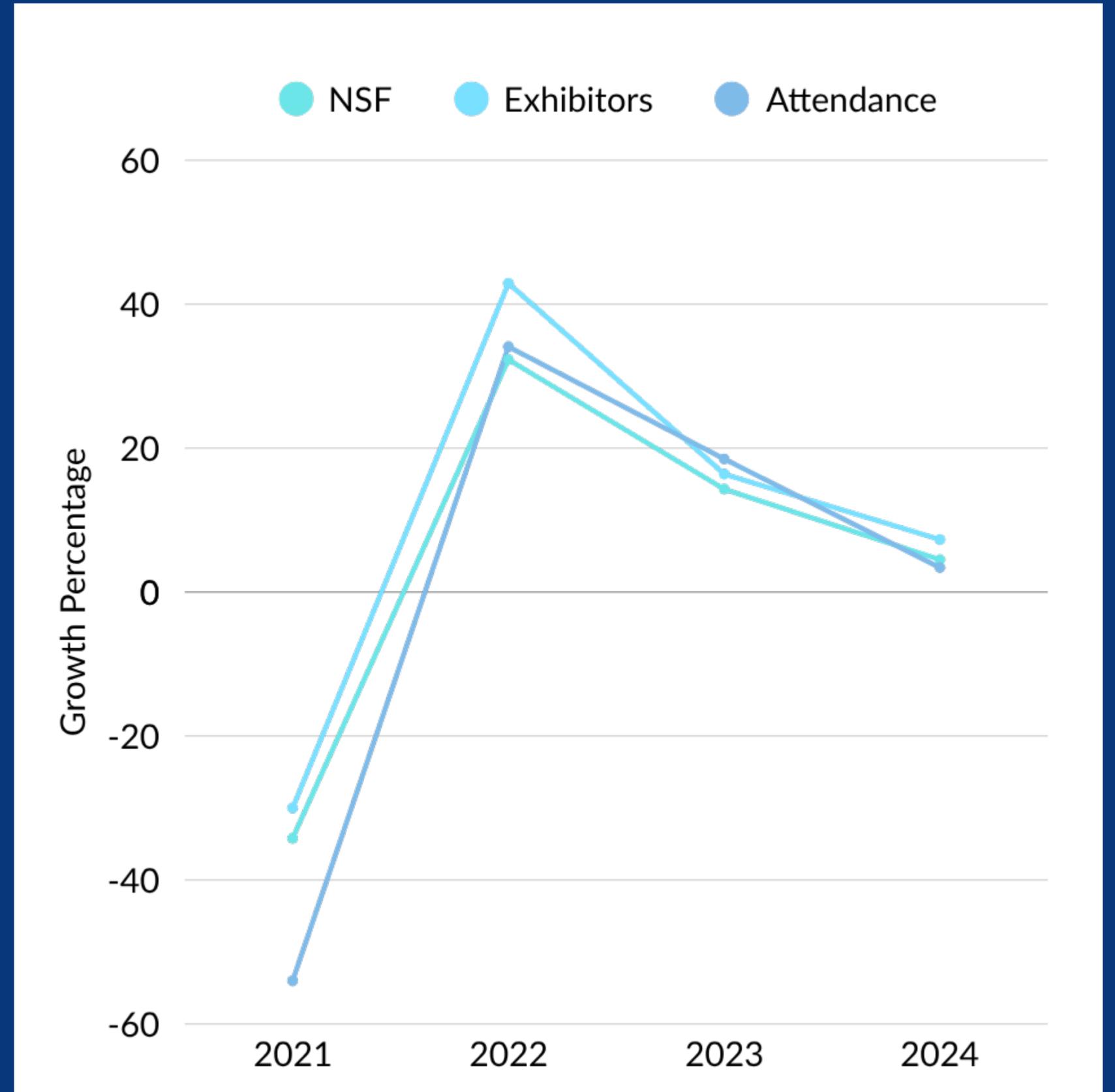
Attendance: 2.6 M

### Growth %

NSF: 4.5%

Exhibitors: 7.3%

Attendance: 3.4%



# TSE Dashboard Data Insights

## Q1 2024



NSF: + 7%  
Exhibitors: + 4.3%  
Attendance: + 4.7%

## Q2 2024



NSF: + 3%  
Exhibitors: + 4.5%  
Attendance: + 2.2%

## Q3 2024



NSF: + 1.3%  
Exhibitors: + 1.5%  
Attendance: + 4.1%

## Q4 2024



NSF: + 2.5%  
Exhibitors: + 2.8%  
Attendance: + 0.7%

## Q1 2025



NSF: + 2%  
Exhibitors: + 1.5%  
Attendance: + 1.2%

## Q2 2025



NSF: + 1.7%  
Exhibitors: + 1.2%  
Attendance: - 1%

## Q3 2025



NSF: + 0.8%  
Exhibitors: + 0.6%  
Attendance: - 2.1%

# TSE Dashboard Data Insights

## Q1 2025



NSF: + 2.1%

Exhibitors: + 1.1%

Attendance: + 0.7%

Professional Attendance: + 0.2%

## Q2 2025



NSF: + 1%

Exhibitors: + 1.3%

Attendance: 0%

Professional Attendance: - 2.3%

## Q3 2025



NSF: 0%

Exhibitors: 0%

Attendance: -5.6%

Professional Attendance: - 5.2%

### Q1 Shows >125K NSF: 39

NSF: 10 Shows Declined (25%)

Exhibitors: 17 Shows Declined (42.5%)

Attendance: 19 Shows Declined (47.5%)

### Q2 Shows >125K NSF: 26

NSF: 8 Shows Declined (32%)

Exhibitors: 8 Shows Declined (32%)

Attendance: 12 Shows Declined (48%)

### Q3 Shows >125K NSF: 15

NSF: 6 Shows Declined (43%)

Exhibitors: 4 Shows Declined (29%)

Attendance: 10 Shows Declined (71%)

# 2025 Updates

International Exhibitors:  
Percentage Down Slightly

International Attendance:  
Percentage Down Slightly



**Greatest Decline:  
2%**



# Moving Forward

- Post-COVID Boom is Over
- Set Realistic Expectations
- Educate Your Stakeholders

# Emerging Trends



# TSE Trends for 2026



Show Brand Expansions



Increasing “Festivalization”



International Attendance Declines



Quality > Quantity



Co-Locations and Cross -Promotion



Show Consolidation

# TSE Survey Insights



# Emerging Trends



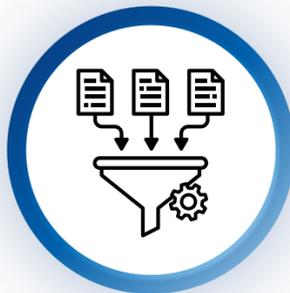
Utilization of AI and  
Other Tech



Shift to  
Immersive  
Experiences



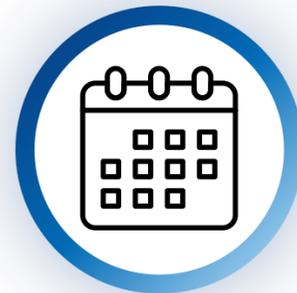
International  
Attendance  
Stagnating



Focus on Data  
Management



Staffing and  
Skills Gap  
Challenges



Year -Round  
Engagement

# Concerns

01

## The Economy

- Global Uncertainty
- Tariffs Impact

02

## Increasing Costs

- Attendee/Exhibitor Costs
- Cost of Destinations

03

## Travel Challenges

- Visa Complications
- International Restrictions

# Opportunities in 2026

## Expand Audiences

- Follow the Markets
- Year-Round Engagement Platforms

## Provide Better Data to Increase ROI

- Enhance Lead Retrieval Systems
- Better Data = Greater Proof of ROI

## Enhance Efficiency and Increase Personalization

- Stronger Targeted Marketing
- Recommendations and Itineraries

# Methodology

**Dashboard Report:** Show organizers self-submit data to TSE

**Gold 100 Analysis:** Show organizers self-submit data to TSE

**Survey Insights:** TSE conducted a survey of the 15 largest shows in the U.S. in 2024, according to our TSE Gold 100 rankings



# Trade Show Executive

## Thank You!

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