



McCormick Place 1971
Helmut Jahn design



The Evolution and Future of Trade Shows

*Each new crisis unfolded
new ways of thinking
about trade show marketing*



**North American Trade Show Industry
Contributes \$100 billion USD to Economy
Ranked # 22 in contribution to the GNP
... yet most have not gone to school
to get into the business.**



All self taught experts who learned by doing!

Pre 1970 Venue Locations

CES and
Housewares Shows
Started in NYC
and came to Chicago
then moved to Las Vegas



IHA 80th anniversary
INTERNATIONAL HOUSEWARES ASSOCIATION®
the home authority

*Celebrating 80+ Years
of Housewares History*



The Power of Face to Face Marketing



1970-1980- The Go -Go Years
...Creating the Stage

Top Event Locations...

- Chicago
- Atlanta
- Dallas
- St Louis
- New York
- Boston
- LA
- SF
- Philadelphia



1980-1990- Expansion & Specialization



Unions & The American Show Organization Model



2000-2010- Trade Shows mean Business



Lead Management
ROI
ROO



2010-2020- Technology & Experiential



Smart phone boom

2020-2030- The Exchange of Emotion on a New Stage

Printed Cotton Face Mask

Hanging Clear PET



& Stand

Queue Barrier

New Ideas Create New Markets

2020-2024

Doing Things Different with New Methods and Thinking

- * Health & Safety Issues**
- * Smaller Events with greater return**
- * Consolidation of shows**
- * Event isolation**
- * Pre -scheduled meetings at the exhibit space**
- * Multi layer educational sessions**
- * Melding of digital communication with physical**
- * Hybrid exhibit communication within the exhibit space**

Trade shows work...
Trade shows mean business!



Connecting People
And Ideas
With
Hybrid Thinking

FABTECH Show
McCormick Place
Sept 13-16, 2021

Zach Person- General Manager- Ensitech Inc.

***New ways of thinking for presenting new product and services
at a trade show.***

Innovation for greater results!

TIG E
Seamless Weld Clo

TIG Brush™

Always Leading



