

TradeshowWeek®

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TRADESHOWS SEE STEADY GROWTH ACCORDING TO *TRADESHOW WEEK 200*

Los Angeles, California – With 1,390,618 net square feet of paid exhibit space, *2004 International CES* claimed top prize in the 31st annual edition of the *Tradeshow Week 200*, released April 30, 2005.

Annual growth indexes published in the *Tradeshow Week 200* saw increases across the board. Exhibiting companies were up close to three percent for 2004, while net square footage and attendance each grew over two percent.

Medical & Healthcare was the most popular industry with 15 shows in the *Tradeshow Week 200*. The apparel industry occupied the most net square footage, with 5,786,851. Reed Exhibitions was the management company with the most shows in the directory and Freeman was the number-one ranking general service contractor, servicing 94 of the 200 largest shows. March proved to be the most popular month with 29 shows. Las Vegas hosted 38 shows in this year's edition, making it the most popular city.

The top 50 shows in Canada are also included in the directory. Now through the SARS epidemic, the Canadian 50 suffered from a new batch of issues in 2004 producing stagnant growth in net square footage and exhibiting companies, and a 5.8-percent decline in attendance growth. At 510,000 net square feet, the biennial *Global Petroleum Show* claimed the number-one spot on the list. The two *CGTA Gift Shows (Canadian Gift & Tableware Association)* ranked number two and three.

About *Tradeshow Week 200*: Compiled annually and published in April, the *Tradeshow Week 200* ranks the 200 largest tradeshows in the United States and the 50 largest in Canada. Rank is determined by net square feet of paid exhibit space. Show listings include: net square footage, number of exhibiting companies, number of professional attendees, number of exhibiting personnel, space rates, 2004 date, location, show sponsor, show management and official service contractor. Each show is listed alphabetically, geographically, by show management and service contractor. The directory includes two feature articles covering a statistical overview of the tradeshow giants and leading suppliers in North America.

About *Tradeshow Week*: For over 34 years, *Tradeshow Week* has been the premiere weekly news magazine serving the exhibition industry. *Tradeshow Week* also publishes the *Tradeshow Week Data Book*, *Tradeshow Week Major Exhibit Hall Directory* and *Tradeshow Week Buyer's Guide* annual directories. *Tradeshow Week* is owned by Reed Business Information (RBI), the largest business-to-business publisher in the U.S. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK and ENL), a world leading publisher and information provider operating in the science and medical, legal, education and business-to-business industry sectors. For more information, visit TradeshowWeek.com.

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