
Appendix B: Local NYC Event Organizer and Venue Data

The following appendix provides data gathered from interviews with New York City event organizers and venues.

Summary of Interviews with Show Organizers

Name of Organizer	Type of Events Organized	Venues Used in Manhattan	Daily Rental Rates Paid	Net Square Feet Required	# of Days per Event (Inclu. Move In-Move Out)	Frequency of Events	Attendees per Show	Preferences
Artisler Productions	Upscale antique shows	Armory on Park Avenue, Columbia University	\$10,000 per day	15,000 - 30,000	7-9	Four shows per year in Manhattan	5,000	Easy move-in/move-out, frontage, air-conditioning, non-union
Cashey & Lees	Upscale art and antique shows	Both Armories in Manhattan, Hasbro Building	\$7,000 - \$8,000 per day, paid \$12,500 for Hasbro Building	25,000	8	Four shows per year in Manhattan	4,000 - 6,500	Would like a lecture room for 25-40 ppl, A/V options, projection screen, computer hookup
Flagg Management	Tradeshows for financial services industry	Metropolitan Pavilion, Hilton New York and Marriott Marquis	\$10,000 per day	12,000	3	Annual	4,500 - 6,000	Easy move in/move out, access to hotel rooms
Haughton International Fairs	Upscale antique shows	Armory on Park Avenue	Would not disclose	20,000	10-12	Four shows per year in Manhattan	4,500 - 6,000	Loading docks, "well-perceived" location
Matthew Marks	Armory Show/Armory Photography Show	The Show Piers on the Hudson, Javits North Pavilion	Armory - \$13,000 per day at Show Piers Photo show - \$5,000 per day at Javits	Armory - 50,000 NSF in two of the piers Photo show - 22,000 NSF at Javits	Armory - 12 Photo show - 9	Both annual	Armory - 25,000 Photo - 7,000 - 10,000	Central location, high-quality bathrooms, concierge for taxis, nicer coat check, business center, choice of caterers
New York Podiatric Medical Assn.	Clinical Conferences and Exhibition	Marriott Marquis	\$5,000 - \$10,000 per day	20,000	2-5	Annual	8,000 - 9,000	Contiguous space, attached hotel
Samford Smith & Associates	Upscale art and antique shows	Armory on Park Avenue, The Show Piers on the Hudson	\$10,000 per day	15,000 - 35,000	9	Varies; most events are held six times per year	4,000 - 8,000	Non-union, access, neighborhood location
Tom Blackman	Upscale art shows (ART Chicago)	Current Manhattan locations are not suitable for Mr. Blackman's needs	Would not disclose	25,000 - 100,000	14 - 21	Annual	15,000 - 35,000 per show with 120 - 225 exhibitors	Location, clear and unencumbered space
Wendy's Antiques	Upscale antique shows	Armory on Park Avenue, The Show Piers, Wallace Hall, Lincoln Center	\$4,000 - \$11,000 per day	10,000 - 30,000	6-8	Varies; most events are held approximately five times per year	4,000 - 10,000	Easy move-in/move-out

Source: Ernst & Young, LLP

Summary of Estimated Venue Performance Indicators

Venue	GSF (Exhibit Space)	Ratio of NSF to GSF	NSF (Exhibit Space)	Avg Daily Rental Rate per Hall	GSF per Hall	NSF per Hall	Daily Rental Rate per NSF	Avg Length of Event	Event Rental Rate per NSF	Avg # Annual Consumer Shows	Avg # Annual Trade Shows	Avg # Annual Special Events	Avg # of Annual Events
The Show Place on the Hudson 711 12th Avenue at 51st Street Hilton New York	210,000	45%	100,800	\$18,000-\$20,000	70,000	33,600	\$0.50-\$0.60	4-6	\$2.75-\$3.00	4	32	4	40
1335 Avenue of the Americas at 53rd Street Marrick Marquis	75,078	45%	34,145	NAV	30,000	13,500	NAV	5	NAV	NAV	NAV	NAV	NAV
1535 Broadway at 45th Street Armory on Park Avenue	47,500	42%	19,950	\$7,000-\$8,000	25,000	10,500	\$0.60-\$0.70	4-6	\$3.50-\$3.75	3	21	6	30
643 Park Avenue at 66th Street Madison Square Garden Expo Center	36,000	69%	24,940	\$8,000-\$12,000	36,000	24,940	\$0.40-\$0.50	4-6	\$2.00-\$2.25	NAV	NAV	NAV	NAV
4 Penn Plaza, 8th Avenue at 40th Street Metropolitan Pavilion	36,000	56%	20,160	\$9,000-\$11,000	36,000	20,160	\$0.40-\$0.50	4-6	\$2.25-\$2.50	1	8	9	18
125 West 18th Street at 6th Avenue The Park Building	35,000	57%	19,950	\$9,000-\$11,000	35,000	19,950	\$0.50-\$0.60	5-6	\$2.50-\$3.00	5	4	5	14
295 Lafayette Street at Houston Street Weighted Average	14,000	31%	4,340	\$4,000-\$6,000	14,000	4,340	\$1.10-\$1.20	4-6	\$5.50-\$5.75	1	3	8	12
	64,911	45%	32,026	\$10,233	35,143	15,127	\$0.48	5	\$2.46	3	14	6	23

Source: Individual Properties and Ernst & Young, LLP

Appendix C: Additional Exposition Data

The following appendix provides additional information gathered on comparable facilities to the Expo Center, including:

- Supply Data
- Venue Size
- Meeting Space
- Meeting Rooms
- Parking Capacity
- Space Rates (when available)
- Ownership Type and Name
- Convention, Tradeshow and Consumer Show Demand Forecast 2004
- Total Number of Exhibit-Based Events
- Total and Average Net Square Feet
- Total and Average Number of Exhibitors
- Total and Average Attendees
- Seasonality of Bookings by Month for Conventions, Tradeshows and Consumer Shows
- Event Listings - Conventions, Tradeshows and Consumer Shows
- Event Type Share Breakout - % tradeshow, % convention, % consumer show

Profiled Convention Centers – Ranked by Total Exhibit Space

Facility	Total Exhibit Space	# of Meeting Rooms	Meeting Space	Rates	Parking	OWNER	Mgmt
Baltimore Convention Center – Baltimore, Maryland	300,000	50	85,000	Trade: \$.75/Net Square Feet (up to 6 days); Public: \$5,000/hall/ 1st day & \$2,500/hall/ following day	None	City	City
Colorado Convention Center – Denver, Colorado	300,000	45	100,000	Trade: \$.21/Net Square Feet; Public: \$9,572/day	On-site 1,000, Nearby 3,000	City	Private - SMG
Washington State Convention & Trade Center – Seattle, Washington	268,700	57	102,000	Upon request	On-site 1,581 Nearby 5,000	State	State
Fort Worth Convention Center – Fort Worth, Texas	263,000	41	58,500	Upon request	On-site 1,200	City	City
Greater Fort Lauderdale/Broward County Convention Center – Fort Lauderdale, Florida	250,486	32	98,582	Upon request	On-site 2,500	County	Private - SMG
Seaport Hotel and World Trade Center Boston – Boston, Massachusetts	250,000	30	51,700	Upon request	On-site 2,252 Nearby 4,000	Private	Private
BaySide Expo & Conference Center – Boston, Massachusetts	250,000	20	40,000	Upon request	On-site 1,780	Private – Corcoran	Private – Corcoran
Tampa Convention Center – Tampa, Florida	236,000	40	113,000	\$15,000/day vs. \$.80/Net Square Feet whichever is greater	On-site 450 Nearby 4,550	City	City
Hyatt Regency Chicago's Riverside Center – Chicago, Illinois	225,000	71	115,000	Upon request	NA	Private	Private – Hyatt
Dallas Market Hall – Dallas, Texas	202,600	1	14,000	Upon request	On-site 10,000	Private	Private
Albuquerque Convention Center – Albuquerque, New Mexico	199,000	30	105,700	Trade: \$.08-\$.11/gross sq.ft./day Public: same vs. 10%	On-site 1,400 Nearby 1,744	City	City – contract out to bid
Nashville Convention Center – Nashville, Tennessee	195,000	25	30,000	Trade: \$.85/Net Square Feet up to four show days; Public: \$2,500	Nearby 6,000	City	City
John B. Hynes Veterans Memorial Convention Center – Boston, Massachusetts	193,000	37	72,000	Upon request	Nearby 9,000	State	State
Cincinnati Convention Center (Dr. Albert B. Sabin Convention Center) – Cincinnati, Ohio	161,900	41	90,000	Trade: \$.65/Net Square Feet; Public: same vs. 15%	Nearby: 6,800	City	City
Sacramento Convention Center – Sacramento, California	158,288	31	52,728	Upon request	Nearby 1,157	City	City

Seasonality of Conventions, Tradeshows and Consumer Shows by Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Albuquerque Convention Center		1	3	2						1			7
Baltimore Convention Center	4	4	5	3	6	2	3		2	2	2		33
Bayside Expo & Conference Center	2	1	1	2					1		2		9
Cincinnati Convention Center (Dr. Albert B. Sabin Convention Center)	3	3	4	1	1					2			14
Colorado Convention Center	5	2	1	1	3	2	1	3	2	1	3		24
Dallas Market Hall	1	2	1		1		1	1		1	2		10
Fort Worth Convention Center		2		1					1	3			7
Greater Fort Lauderdale/Broward County Convention Center	2	1	2	5	2				1				13
Hyatt Regency Chicago's Riverside Center				1	3	1			2	4		1	12
John B. Hynes Veterans Memorial Convention Center	3	6	3	2	5	1	1	1	1	2	2	1	28
Nashville Convention Center	1		3	2		1	1	1	2	1	1	1	14
New Washington Convention Center	4	6	6	4	7	2	5	1	3	5	2	2	47
Sacramento Convention Center	1	1	2					2			1		7
Seaport Hotel and World Trade Center Boston	1	2	1	1	1				2		1		9
Tampa Convention Center	2	2	3		3	3		1	2	3	3	1	23
Washington State Convention & Trade Center	4	5	4	3	2	3	1	2		4	2		30
Total	33	38	39	26	34	15	13	12	19	29	21	6	287

Convention Center Demand Profiles with Focus on Conventions, Tradeshows & Consumer Shows

Albuquerque Convention Center – Albuquerque, New Mexico

Exhibit-Based Event Metrics ¹	Totals	Consumer Shows	Conventions	Tradeshows
Total Number of Events	7	NA	4	3
Total Net Square Feet	326,000	NA	176,000	150,000
Average Net Square Feet	46,571	NA	44,000	50,000
Total Exhibitors	1,090	NA	590	500
Average Exhibitors	156	NA	148	167
Total Attendees	11,400	NA	6,400	5,000
Average Attendees	1,629	NA	1,600	1,667

Event Listing

Event Name	Event Management
NADCA Annual Meeting & Exposition	National Air Duct Cleaners Association
National Indian Gaming Association Trade Show & Convention	National Indian Gaming Association
NIRSA Recreational Sports Exposition Power Clean	National Intramural Recreational Sports Association
International Technology Education Association Conference & Exhibits	Cleaning Equipment Trade Association
National Association for Bilingual Education Annual Conference	International Technology Education Association
National Fiery Foods & Barbecue Show	National Association for Bilingual Education
	Sunbelt Shows, Inc.

¹ Conventions, Tradeshows & Consumer Shows

Baltimore Convention Center – Baltimore, Maryland

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	33	2	15	16
Total Net Square Feet	2,220,500	100,000	1,040,500	1,080,000
Average Net Square Feet	67,288	50,000	69,367	67,500
Total Exhibitors	10,115	400	3,865	5,850
Average Exhibitors	307	200	258	366
Total Attendees	143,525	6,000	59,425	78,100
Average Attendees	4,349	3,000	3,962	4,881

Event Listing

Event Name	Event Management
Baltimore Home Building & Remodeling Show	L & L Exhibition Management
Motor Trend International Auto Show (Baltimore)	Motor Trend Auto Shows, Inc.
AABB Annual Meeting & Transfusion Medicine Expo	American Association of Blood Banks
AAPS Annual Meeting & Exposition	American Association of Pharmaceutical Scientists
ACC Craft Show - Baltimore Summer Market	American Craft Council
ALOA Convention & Security Expo	Associated Locksmiths of America, Inc.
ASAE's Management Technology Conference & Exposition	American Society of Association Executives
Biophysical Society Annual Meeting	Federation of American Societies for Experimental Biology
Chesapeake Bay Boat Show	National Marine Manufacturers Association
Civil Engineering Conference & Exhibition	American Society of Civil Engineers
National Athletic Trainers Association Annual Meeting	National Athletic Trainers Association
National Council for the Social Studies Annual Conference	National Council for the Social Studies
SOT 43rd Annual Meeting	Society of Toxicology
The IACP Culinary Showcase	International Association of Culinary Professionals
The Work Truck Show & NTEA Annual Convention	National Truck Equipment Association
Water Quality Association Annual Convention & Exhibition	Water Quality Association
World Elevator Expo	National Association of Elevator Contractors
ACC Craft Show - Baltimore Winter Market	American Craft Council
AHS International 60th Annual Forum & Technology Display	American Helicopter Society
Club Industry East	PRIMEDIA Business Exhibitions
Electric Power and PRB - Coal Users' Group	The TradeFair Group, Inc.
Firehouse Expo	Cygnus Expositions
International Window Coverings Expo	Messe Frankfurt, Inc.
Maryland Plant Engineering & Maintenance Show	Cygnus Expositions

Mid-Atlantic Nursery Trade Show
National Facilities Management & Technology
Conference/Exposition
North American Truck Show
Society for Technical Communication Annual Conference &
Exposition
TAPPI International Environmental Conference & Exhibit
The Military & Aerospace Electronics East Show with COTScon
The Original Classic International Gem & Jewelry Show, Inc.® -
Baltimore
The Original Classic International Gem & Jewelry Show, Inc.® -
Baltimore
Turfgrass

Mid-Atlantic Nursery Trade Show
ROC Exhibitions, Inc.
North American Expositions Company
Trade Associates, Inc.
Technical Association of the Pulp & Paper Industries
PennWell Corporation
International Gem & Jewelry Show, Inc.
International Gem & Jewelry Show, Inc.
Maryland Turfgrass Council

Bayside Expo & Conference Center – Boston, Massachusetts

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	9	6	NA	3
Total Net Square Feet	670,964	441,000	NA	229,964
Average Net Square Feet	74,552	73,500	NA	76,655
Total Exhibitors	2,270	1,270	NA	1,000
Average Exhibitors	252	212	NA	333
Total Attendees	124,000	115,000	NA	9,000
Average Attendees	13,778	19,167	NA	3,000

Event Listing

Event Name	Event Management
5th Annual Baystate Bridal Expo	Osborne/Jenks Productions, Inc.
American Baby Faire of Boston	Meredith Corporation
Annual New England Camping & RV Show	North American Expositions Company
Boston SnowSports Expo	BEWI Productions, Inc.
New England Boat Show	North American Expositions Company
New England International Auto Show	Paragon Group, Inc.
Boston Gift Show®	George Little Management, LLC
Boston Gift Show®	George Little Management, LLC
New England Buildings & Facilities Maintenance Show	Cygnus Expositions

Cincinnati Convention Center (Dr. Albert B. Sabin Convention Center) – Cincinnati, Ohio

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	14	6	6	2
Total Net Square Feet	690,000	250,000	340,000	100,000
Average Net Square Feet	49,286	41,667	56,667	50,000
Total Exhibitors	2,375	1,000	975	400
Average Exhibitors	170	167	163	200
Total Attendees	38,800	18,000	14,800	6,000
Average Attendees	2,771	3,000	2,467	3,000

Event Listing

Event Name	Event Management
Cincinnati Enquirer/Post Auto Expo	Hart Productions, Inc.
Cincinnati Golf Show	Hart Productions, Inc.
Cincinnati Home & Garden Show®	Hart Productions, Inc.
Cincinnati Travel, Sports & Boat Show®	Hart Productions, Inc.
The Cincinnati Hunting & Fishing Show	Hart Productions, Inc.
The Garden Market	Hart Productions, Inc.
Air Medical Transport Conference	Association of Air Medical Services
AOCS Annual Meeting & Expo	American Oil Chemists' Society
Association of School Business Officials International Annual Meeting & Exhibits	Association of School Business Officials International
Glass & Ceramic Decorators Annual Seminar & Exposition	Society of Glass & Ceramic Decorators
National Association for Campus Activities National Convention	National Association for Campus Activities
Ohio Safety Congress & Expo	Bureau of Worker's Compensation, Division of Safety & Hygiene
Cincinnati Construx Expo	Expo Source
Ohio Credit Union System Convention & Expo	Ohio Credit Union System

Colorado Convention Center – Denver, Colorado

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	24	8	8	8
Total Net Square Feet	1,364,000	400,000	434,000	530,000
Average Net Square Feet	56,833	50,000	54,250	66,250
Total Exhibitors	5,470	1,460	1,785	2,225
Average Exhibitors	228	183	223	278
Total Attendees	151,100	24,000	37,100	90,000
Average Attendees	6,296	3,000	4,638	11,250

Event Listing

Event Name	Event Management
Colorado RV Adventure Travel Show	Industrial Expositions, Inc.
Colorado SnowSports Expo	BEWI Productions, Inc.
Denver Auto Show	Metro Denver Automobile Dealers Association
Denver Flower, Plant & Landscaping Show & Sale	RJ Promotions
Denver Home Decorating & Remodeling Show	Show Pros International, LLC
International Sportsmen's Exposition Denver	International Sportsmen's Expositions
Rocky Mountain Bridal Show Fall	Rocky Mountain Bridal Show
Rocky Mountain Bridal Show Spring	Rocky Mountain Bridal Show
American Astronomical Society Meeting	American Astronomical Society
Geological Society of America Annual Meeting & Exposition	Geological Society of America
MeetingPlace	Meeting Professionals International
NAMTA International Convention & Tradeshow	National Art Materials Trade Association
Rocky Mountain Dental Convention in Denver	Metropolitan Denver Dental Society
Rocky Mountain Natural Gas Strategy Conference & Investment Forum	Colorado Oil & Gas Association
Society of Exploration Geophysicists Annual International Meeting & Exposition	Society of Exploration Geophysicists
SPIE Annual Meeting & International Symposium on Optical Science & Technology	SPIE-The International Society for Optical Engineering
Colorado Garden & Home Show	Colorado Garden Show, Inc.
Fly-Fishing Retailer World Trade Expo	VNU Expositions, Inc.

Health & Fitness Business Expo & Conference
 National Lawn & Garden Show
 OSP Expo
 Pro Green Expo
 Quest Global Conference
 SME Annual Meeting & Exhibit

VNU Expositions, Inc.
 Controlled Marketing Conferences, Inc.
 Practical Communications, Inc.
 Pro Green Expo
 Quest
 Society for Mining, Metallurgy, & Exploration, Inc.

Dallas Market Hall – Dallas, Texas

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	10	7	1	2
Total Net Square Feet	500,000	350,000	50,000	100,000
Average Net Square Feet	50,000	50,000	50,000	50,000
Total Exhibitors	2,000	1,400	200	400
Average Exhibitors	200	200	200	200
Total Attendees	30,000	21,000	3,000	6,000
Average Attendees	3,000	3,000	3,000	3,000

Event Listing

Event Name	Event Management
25th Annual Dallas Home & Garden Show	International Exhibitions, Inc.
American Baby Faire of Dallas	Meredith Corporation
Dallas Morning News Snowfest	Events Marketing & Management
Dallas Summer Boat Show	Dallas Boat Show, Inc.
Dallas Winter Boat Show	Dallas Boat Show, Inc.
Spring Vacation, Leisure & Outdoor Show - Dallas	International Exhibitions, Inc.
VISIONS: The Women's Expo	Belo Expositions, Inc.
Apartment Association of Greater Dallas Annual Trade Show	Apartment Association of Greater Dallas
North Texas Plant Engineering & Maintenance Show	Cygnus Expositions
Southwest RV Supershow	Texas Recreational Vehicle Association

Fort Worth Convention Center – Fort Worth, Texas

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	7	4	1	2
Total Net Square Feet	350,000	200,000	50,000	100,000
Average Net Square Feet	50,000	50,000	50,000	50,000
Total Exhibitors	1,425	800	225	400
Average Exhibitors	204	200	225	200
Total Attendees	18,600	12,000	1,600	5,000
Average Attendees	2,657	3,000	1,600	2,500

Event Listing

Event Name	Event Management
24th Annual Spring Texas Home & Garden Show - Fort Worth	International Exhibitions, Inc.
Latino Book & Family Festival - Dallas/Fort Worth	Latino Book & Family Festival
Scrapbook EXPO Fort Worth	Scrapbook Expo
Spring Vacation, Leisure & Outdoor Show - Fort Worth	International Exhibitions, Inc.
Southwest Veterinary Symposium & Exposition	Texas Veterinary Medical Association
American Association of Bovine Practitioners Annual Conference	American Association of Bovine Practitioners
Showpower	M D Publications

Greater Fort Lauderdale/Broward County Convention Center – Fort Lauderdale, Florida

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	14	1	5	8
Total Net Square Feet	735,000	50,000	250,000	435,000
Average Net Square Feet	52,500	50,000	50,000	54,375
Total Exhibitors	3,150	200	1,250	1,700
Average Exhibitors	225	200	250	213
Total Attendees	42,000	3,000	13,000	26,000
Average Attendees	3,000	3,000	2,600	3,250

Event Listing

Event Name	Event Management
Ft. Lauderdale RV Show	Florida RV Trade Association
Annual Accounting Show®	Florida Institute of Certified Public Accountants
Association of the United States Army Winter Symposium & Exhibition	Association of the United States Army
Christians in Action Trade Show	American Chamber of Christians in Business
Transportation Equipment Exhibition	The Maintenance Council
Tropical Plant Industry Exhibition	Florida Nurserymen & Growers Association
40th Joint Propulsion Conference & Exhibit	American Institute of Aeronautics & Astronautics, Inc.
DECOR Expo-Florida	Pfingsten Publishing, LLC
Fort Lauderdale Home Design & Remodeling Show	Home Show Management Corporation
NEWLIFE Expo	NEWLIFE Magazine & Expos
Pri-Med South	M C Communications, LLC
South Florida Buildings & Facilities Maintenance Show	Cygnus Expositions
The Original Classic International Gem & Jewelry Show, Inc.® - Fort Lauderdale	International Gem & Jewelry Show, Inc.
Transport & VIP Interiors™ Expo	Phoenix Publishing, Inc.

Hyatt Regency Chicago's Riverside Center – Chicago, Illinois

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	12	1	5	6
Total Net Square Feet	580,000	50,000	240,000	290,000
Average Net Square Feet	48,333	50,000	48,000	48,333
Total Exhibitors	1,850	80	765	1,005
Average Exhibitors	154	80	153	168
Total Attendees	29,200	3,000	11,600	14,600
Average Attendees	2,433	3,000	2,320	2,433

Event Listing

Event Name	Event Management
National Conference on Correctional Health Care	National Commission on Correctional Health Care
ABA Regulatory Compliance Conference	American Bankers Association
American Water Works Association DSS: The Distribution & Plant Operations Conference & Exposition	American Water Works Association
Futures & Options Expo	Futures Industry Association
Holiday Showcase	Association Forum of Chicagoland
Northamerican Heating, Refrigeration & Air Conditioning Wholesale Association Annual Convention	Northamerican Heating, Refrigeration & Air Conditioning Wholesale Association
Academy of Medical Surgical Nurses Annual Conference	Jannetti (Anthony J.), Inc.
ALFA Spring National Conference & Expo	Spargo (J.) & Associates, Inc.
Annual Claims Exposition	National Underwriter Company
CoreNet Global Spring Summit	CoreNet Global, Inc.
NCOF	PRIMEDIA Business Exhibitions
TechDEC	National Underwriter Company

John B. Hynes Veterans Memorial Convention Center – Boston, Massachusetts

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	25	1	9	15
Total Net Square Feet	1,330,615	50,000	442,000	838,615
Average Net Square Feet	53,225	50,000	49,111	55,908
Total Exhibitors	8,197	200	4,300	3,697
Average Exhibitors	328	200	478	246
Total Attendees	100,350	3,000	41,850	55,500
Average Attendees	4,014	3,000	4,650	3,700

Event Listing

Event Name	Event Management
Wedding Day Expositions	Wedding Day Expositions, LLC
American College of Allergy, Asthma & Immunology Annual Meeting	American College of Allergy, Asthma & Immunology
American Transplant Congress	Association Headquarters, Inc.
Drug Discovery Technology™	International Business Communications
Globalcon Energy & Facility Management Strategies & Technologies	Association of Energy Engineers
Massachusetts Municipal Association Annual Meeting & Tradeshow	Massachusetts Municipal Association
Materials Research Society Fall Meeting & Exhibit	Materials Research Society
MTA Annual Meeting of Delegates Convention & Exposition	Massachusetts Teachers Association
National Catholic Educational Association Convention & Exposition	National Catholic Educational Association
Yankee Dental Congress	Massachusetts Dental Society
American Association for the Study of Liver Diseases Meeting	Association Headquarters, Inc.
American Association of Law Libraries Annual Meeting & Exhibition	Hall-Erickson, Inc.
ASSEMBLY East™	Reed Exhibitions
Association for the Advancement of Medical Instrumentation Conference & Expo	Association for the Advancement of Medical Instrumentation
BioTWorld Conference & Expo/Boston	IDG World Expo
DCI's Customer Relationship Management Conference & Exposition	Digital Consulting Institute
Embedded Systems Conference-Boston	CMP Media, LLC
NCPA's Annual Convention & Trade Expo	National Community Pharmacists Association
NEPCON East	Reed Exhibitions
New England Foodservice & Lodging Conference & Expo	Diversified Business Communications

Nashville Convention Center – Nashville, Tennessee

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	14	3	6	5
Total Net Square Feet	745,000	150,000	368,000	227,000
Average Net Square Feet	53,214	50,000	61,333	45,400
Total Exhibitors	3,025	600	1,480	945
Average Exhibitors	216	200	247	189
Total Attendees	39,550	9,000	17,100	13,450
Average Attendees	2,825	3,000	2,850	2,690

Event Listing

Event Name	Event Management
Nashville Home Decorating & Remodeling Show National Franchise & Business Opportunities Show	Show Pros International, LLC National Event Management, Inc.
Southern Women's Show/Nashville	Southern Shows, Inc.
American Association of Homes & Services for the Aging Exposition	American Association of Homes & Services for the Aging
Country Radio Seminar	Country Radio Broadcasters, Inc.
Gospel Music Week	Gospel Music Association
International Cemetery & Funeral Association Annual Convention & Exposition	International Cemetery & Funeral Association
NAMM Summer Session	NAMM International Music Products Association
Tennessee Hospital Association Technical & Educational Exposition	Tennessee Hospital Association
AHRMM Annual Conference & Exhibition	Smith, Bucklin & Associates, Inc.
Nashville Boat & Sports Show	National Marine Manufacturers Association
Nashville ITEC	Centric Events, Inc.
Tennessee Educational Technology Conference	McRae & Company, Inc.
World of Asphalt® Show & Conference	CONEXPO-CON/AGG Show Management Services

Sacramento Convention Center – Sacramento, California

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	7	NA	7	NA
Total Net Square Feet	327,000	NA	327,000	NA
Average Net Square Feet	46,714	NA	46,714	NA
Total Exhibitors	1,185	NA	1,185	NA
Average Exhibitors	169	NA	169	NA
Total Attendees	17,900	NA	17,900	NA
Average Attendees	2,557	NA	2,557	NA

Event Listing

Event Name	Event Management
American Correctional Food Service Association International Conference	American Correctional Food Service Association
California Association for Music Education Annual Conference	California Association for Music Education
California School Library Association Annual Conference	California School Library Association
CLFP Expo & Showcase of Processed Foods METALfab STAMPSHOW	California League of Food Processors National Ornamental & Miscellaneous Metals Association American Philatelic Society
Unified Wine & Grape Symposium	American Society for Enology & Viticulture

Seaport Hotel and World Trade Center Boston – Boston, Massachusetts

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	9	1	1	7
Total Net Square Feet	450,000	50,000	50,000	350,000
Average Net Square Feet	50,000	50,000	50,000	50,000
Total Exhibitors	1,850	200	200	1,450
Average Exhibitors	206	200	200	207
Total Attendees	54,000	3,000	3,000	48,000
Average Attendees	6,000	3,000	3,000	6,857

Event Listing

Event Name	Event Management
New England Home Show	dmg world media
NRLA Show	Northeastern Retail Lumber Association
Abilities Expo New England	Advanstar Communications Inc.
Boston In-Water Boat Show	Vernon Promotions
Boston Wine Expo	ResourcePlus & Event Management International, Inc.
Build Boston	ResourcePlus & Event Management International, Inc.
EnviroExpo	Cornerstone Expositions, Inc.
John Hancock Boston Marathon Sports & Fitness Expo	Conventures, Inc.
MASCON™	Cornerstone Expositions, Inc.

Tampa Convention Center – Tampa, Florida

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	23	2	11	10
Total Net Square Feet	1,141,000	100,000	606,000	435,000
Average Net Square Feet	49,609	50,000	55,091	43,500
Total Exhibitors	4,470	400	2,240	1,830
Average Exhibitors	194	200	204	183
Total Attendees	65,800	6,000	29,900	29,900
Average Attendees	2,861	3,000	2,718	2,990

Event Listing

Event Name	Event Management
Florida's Largest Home Show	Turner Exposition Corporation
Tampa Bay International Auto Show	Motor Trend Auto Shows, Inc.
AALAS National Meeting	American Association for Laboratory Animal Science
American Animal Hospital Association Annual Meeting	American Animal Hospital Association
Association of Women's Health, Obstetric & Neonatal Nurses Convention	Association of Women's Health, Obstetric & Neonatal Nurses
ATA Annual Meeting & Exposition	American Telemedicine Association
Financial Service Forum	Society of Financial Service Professionals
Florida Music Educators Association Clinic/Conference	Florida Music Educators Association
International Conference & Exhibition on Healthcare Planning, Designing & Construction	American Hospital Association
International Irrigation Show	The Irrigation Association
NSSEA School Equipment Show	National School Supply & Equipment Association
The ACOFP Annual Convention & Exhibition	American College of Osteopathic Family Physicians
Wound, Ostomy Continence Nurses Society 36th Annual Conference	Association Management Center
Annual Tampa/St. Petersburg Home & Patio Show	Florida State Home Shows
Confluence®	America Outdoors®
Damage Prevention™ Conference & Exposition - Florida	Cygnus Expositions

Florida Buildings & Facilities Engineering Show
 Imprinted Sportswear Show - Tampa
 International Bottled Water Association Annual
 Convention & Tradeshow
 Nightclub & Bar/Beverage Retailer/Beverage &
 Food Convention & Trade Show
 Tampa Boat Show
 Tampa Furniture & Accessory Market
 Tampa ITEC

Cygnus Expositions
 VNU Expositions, Inc.
 Convention Management Group, Inc.

Oxford Publishing, Inc.

National Marine Manufacturers Association
 Karel Exposition Management
 Centric Events, Inc.

Washington State Convention & Trade Center – Seattle, Washington

Exhibit-Based Event Metrics	Statistics	Consumer Shows	Conventions	Tradeshows
Total Number of Events	30	4	12	14
Total Net Square Feet	1,813,000	200,000	671,000	942,000
Average Net Square Feet	60,433	50,000	55,917	67,286
Total Exhibitors	7,383	800	2,258	4,325
Average Exhibitors	246	200	188	309
Total Attendees	121,500	12,000	42,700	66,800
Average Attendees	4,050	3,000	3,558	4,771

Event Listing

Event Name	Event Management
Northwest Flower & Garden Show	Salmon Bay Expositions
Seattle Interior Show	Salmon Bay Expositions
Seattle Remodeling Expo	L & L Exhibition Management
Seattle Wedding Show	Seattle Wedding Show
AAAS Annual Meeting & Science Innovation Exposition	American Association for the Advancement of Science
American Pharmacists Association Annual Meeting & Exposition	American Pharmacists Association
American Society of Neuroradiology Annual Meeting	American Society of Neuroradiology
American Truck Dealers Convention & Exposition	National Automobile Dealers Association
AMS 84th Annual Meeting	American Meteorological Society
Association of Fundraising Professionals International Conference on Fundraising	Association of Fundraising Professionals
CHEST	American College of Chest Physicians
Geospatial Information & Technology Association Annual Conference	Geospatial Information & Technology Association
NACHA-Payments	NACHA - The Electronic Payments Association

National Sheriffs' Association Annual Conference & Exhibition
Northwest Winter Market
Pacific Northwest Dental Conference
American Association for Nurse Anesthetists Annual Meeting
Buildex Seattle/Design Trends Seattle/Construct Seattle
Coffee Fest Seattle
College Art Association Annual Conference
FISH EXPO WorkBoat Northwest
National Postal Forum
National Science Teachers Association Northwestern Area
Convention
Public Library Association National Conference
Seattle Gift Show@
Seattle Gift Show@,
Seattle ITEC
Society for Information Display International Symposium, Seminar
& Exhibition
The Northwest Home Furnishings Show
Washington State Plant Engineering & Maintenance Show

National Sheriffs' Association
Western Winter Sports Representatives Association
Washington State Dental Association
Slack, Inc.
MediaEdge Communications, Inc.
LifeStyle Events, Inc.
College Art Association
Diversified Business Communications
National Postal Forum
National Science Teachers Association
Corcoran Expositions, Inc.
Western Exhibitors, LLC
Western Exhibitors, LLC
Centric Events, Inc.
Palsades Convention Management
Universal Shows, Inc.
Cygnus Expositions

Notes:

- ¹ In-facility visitor spending includes visitor expenditures on food and beverage, event tickets, and game-day retail.
- ² Reported by the Jets in pro-forma financial statements.
- ³ New York City and State individual income taxes on players' salaries are calculated assuming that the apportionment of players' salaries increases due to the presence of the Proposed Facility in New York City. New York duty days created by the players' presence at a New York training facility are not included in the tax revenues presented in this report. The economic impact assumes an average mix of city residents and non-residents receiving employee compensation associated with the operation of the Proposed Facility.
- ⁴ Jets Pro-Forma Operating Statement.
- ⁵ Jets Pro-Forma Operating Statement.
- ⁶ Jets Pro-Forma Operating Statement.
- ⁷ Assumption.
- ⁸ Assumption.
- ⁹ Assumption.
- ¹⁰ Assumption.
- ¹¹ Based on NYC & Co 2002 Domestic Tourism Report.
- ¹² Average of football and other event tickets. Average football ticket price is \$77. Other event average ticket price is \$38.
- ¹³ Assumption.
- ¹⁴ Assumes 180 duty days per year, 20 of which would be attributed to games held at the proposed facility. Visiting team duty days have been estimated and also generate 20 additional New York duty days. The increased New York taxable income attributable to New York Jets and Visiting team duty days are both considered in the analysis.
- ¹⁵ Based on Jets' away game expenditures.
- ¹⁶ 50% of regional visitors are assumed to incur day trip expenses. The other 50% are assumed to be NYC residents.
- ¹⁷ 50% of regional visitors are assumed to incur day trip expenses. The other 50% are assumed to be NYC residents.
- ¹⁸ Although the Proposed Facility will only be used during the portion of time related to the event's plenary session, the Facility's large capacity seating space and location adjacent to Jacob Javits Center are the factors attracting the event as a whole to the city. For this reason, the impact of the entire event (i.e., not only the plenary session) is included in the impact estimates presented herein.
- ¹⁹ 1998 IACVB Foundation, Convention Income Survey Report.
- ²⁰ 1998 IACVB Foundation, Convention Income Survey Report.
- ²¹ Based on 1998 IACVB Foundation, Convention Income Survey Report.
- ²² Based on 1998 IACVB Foundation, Convention Income Survey Report.
- ²³ Based on 1998 IACVB Foundation, Convention Income Survey Report.
- ²⁴ Based on 1998 IACVB Foundation, Convention Income Survey Report.
- ²⁵ Stabilized year attendance is 408,000. Estimated attendance in 2009 is 264,000 and is 346,000 in 2010, before the Facility reaches the stabilized level of demand.
- ²⁶ Based on estimated average length per event of 7.5 days (4 event days, 3.5 move-in/move-out days)
- ²⁷ Based on 1998 IACVB Foundation, Convention Income Survey Report.
- ²⁸ Based on percentage used in PWC report, attributed to IACVB
- ²⁹ NYC & Co 2002 Domestic Tourism Report, Delegate Expenditures.
- ³⁰ Based on percentage used in PWC report, attributed to IACVB
- ³¹ Based on percentage used in PWC report, attributed to IACVB
- ³² The percentage of Expo-Center association and exhibition spending that is new to the city is based on the same factors used to determine the incremental Expo-Center operating and visitor impacts.
- ³³ New York City is defined as Bronx, Kings, New York, Queens, and Richmond Counties. All economic and fiscal impacts are calculated using the economic and fiscal structures of the municipal governments contained within their boundaries.
- ³⁴ The indirect economic impacts presented in this document are the combined indirect and induced economic impacts.
- ³⁵ Based on previous Ernst & Young analyses of New York insurance taxes.
- ³⁶ Includes local transit sales tax of 0.25%.
- ³⁷ The effective tax rate on personal income varies from the statutory rate due to the exclusion of exemptions, and deductions from taxable income. This effective rate is applied to the wages of workers already residing in the City to calculate the average resulting tax revenue.
- ³⁸ The effective tax rate on personal income varies from the statutory rate due to the exclusion of exemptions, and deductions from taxable income. This effective rate is applied to the wages of workers already residing in the City to calculate the average resulting tax revenue.