

Weekly Sales and Pacing Report

Week Ending: September 30, 2016, Week Number 28

Event Name: 2017 ABC Show

Comparable Event: 2016 ABC Show

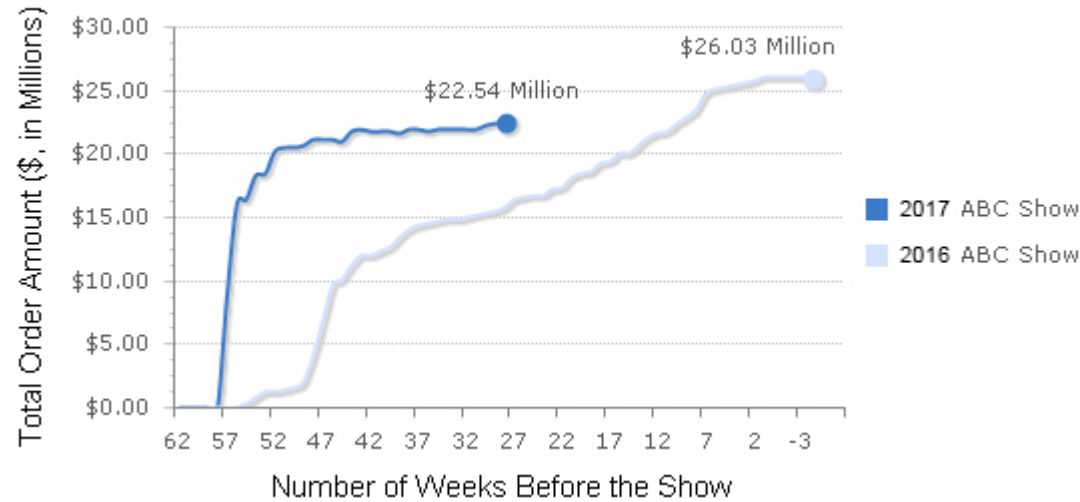
Prepared On: 10/15/2016

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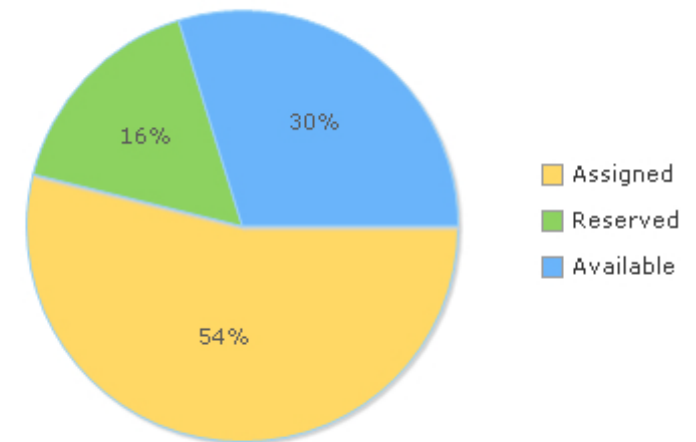
Weekly Sales and Pacing Report: Overview

Week Ending: September 30, 2016, Week Number 28

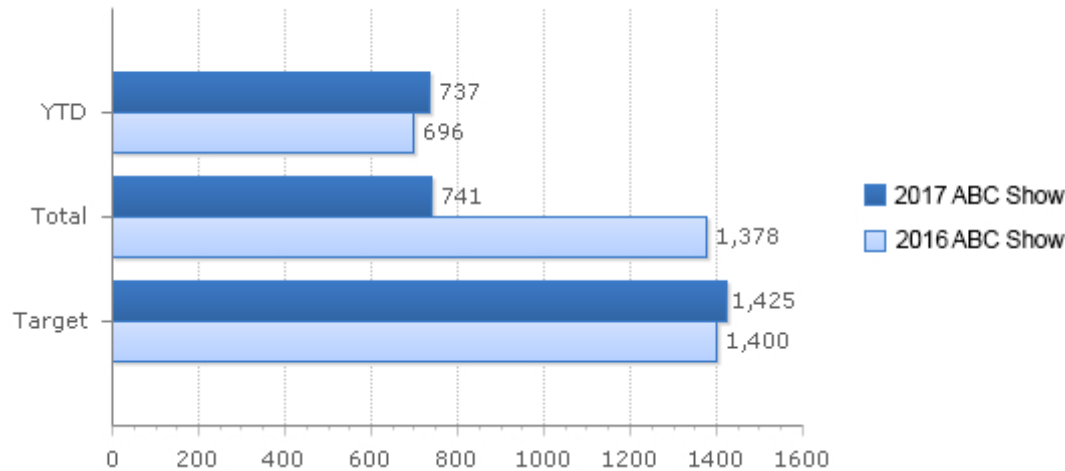
2017 ABC Show and 2016 ABC Show - Total Order Amount



2017 ABC Show - Booth Inventory



2017 ABC Show and 2016 ABC Show - Number of Exhibitors



Weekly Sales and Pacing Report: Summary

Week Ending: September 30, 2016, Week Number 28

KPI Summary	2017 ABC Show			
	Week Ending	YTD	Target	% Met
	30-Sep-13			
Total Order Amount	\$149,000	\$22,540,993	\$28,000,000	81%
Total Invoice Amount	\$350,315	\$15,946,191		
Total Paid Amount	\$296,775	\$12,382,916		
Total Sq. Ft. Sold	1,400	621,737	820,197	76%
Total Sq. Ft. Assigned	1,400	441,850	820,197	54%
Total Sq. Ft. Reserved	3,850	134,076		
Total Cancellation Sq. Ft.	0	30,200		
Number of Exhibitors	779	737	1,425	52%
Number of Cancellations	0	54		

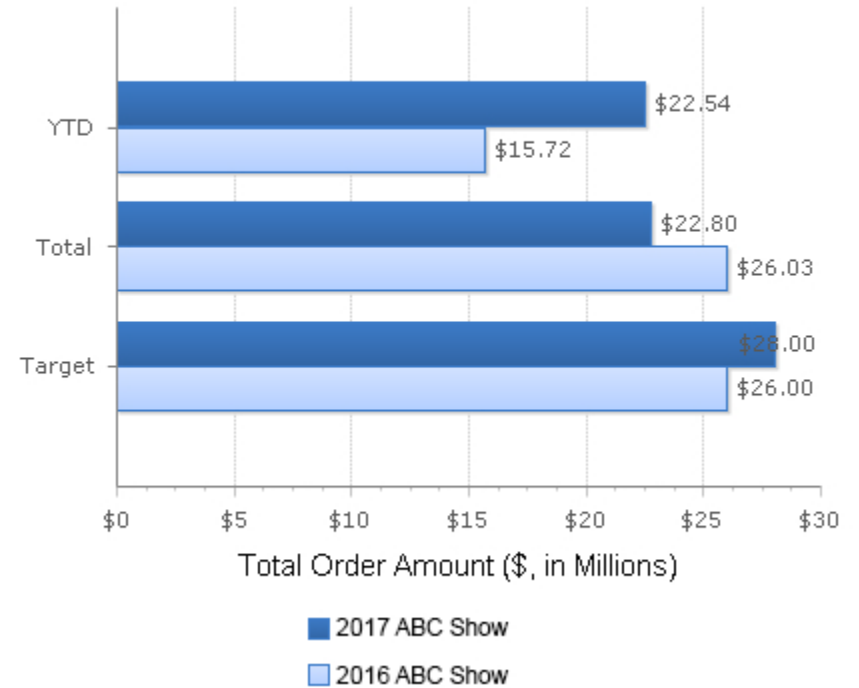
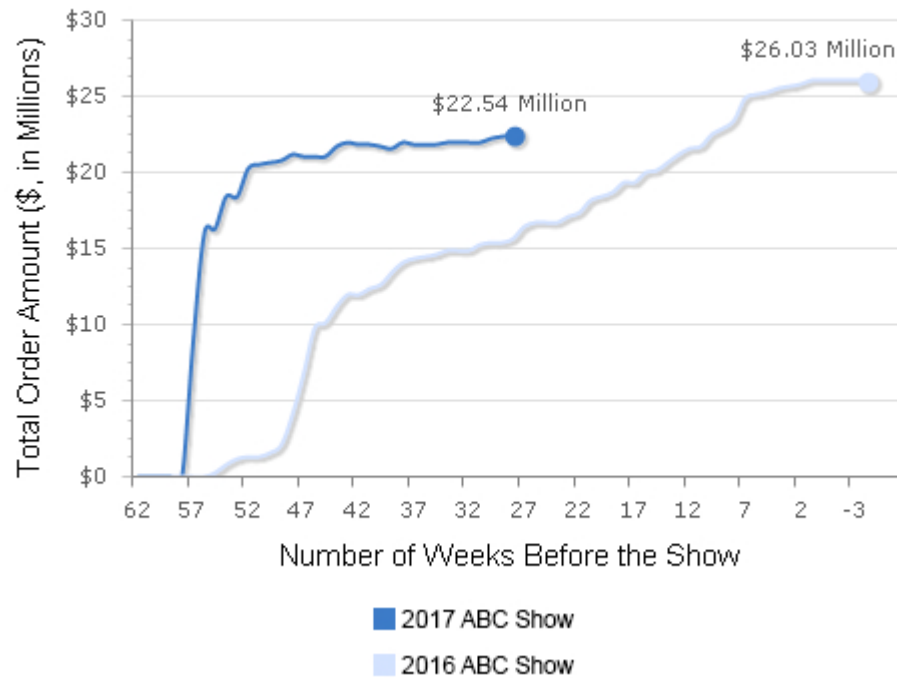
2016 ABC Show			
YTD	Total	Target	% Met
\$15,716,960	\$26,031,523	\$26,000,000	60%
\$10,182,752	\$26,258,641		
\$8,148,741	\$26,157,205		
384,927	671,150	675,608	57%
309,667	583,662	675,608	46%
219,560	14,250		
14,200	51,785		
696	1,378	1,400	50%
29	139		

Rev Summary by Item Type	2017 ABC Show			
	Week Ending	YTD	Target	% Met
	30-Sep-13			
Booth Cancellation	\$4,000	\$181,960	\$0	0%
Booth Space	\$139,500	\$22,333,333	\$0	0%
Cancellation	\$0	\$500	\$0	0%
Miscellaneous	\$0	\$0	\$0	0%
NetworkNow	\$0	\$0	\$0	0%
Pavilion	\$5,500	\$5,500	\$0	0%
Reduction Fees	\$0	\$7,590	\$0	0%

2016 ABC Show			
YTD	Total	Target	% Met
\$60,220	\$542,689	\$355,000	17%
\$15,655,940	\$23,432,529	\$32,071,420	49%
\$0	\$0	\$0	0%
\$0	\$107,489	\$0	0%
\$0	\$29,625	\$0	0%
\$0	\$387,599	\$0	0%
\$800	\$216,300	\$50,000	2%

Weekly Sales and Pacing Report: Order Amount

Week Ending: September 30, 2016, Week Number 28

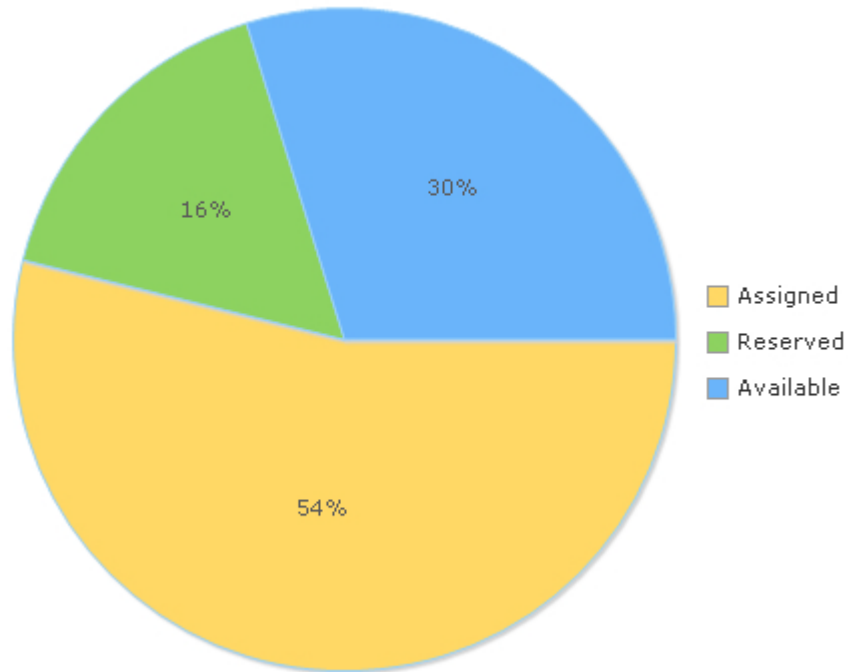


	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$149,000	\$22,540,993	\$22,795,428	\$28,000,000	81%
2016 ABC Show	\$304,600	\$15,716,960	\$26,031,523	\$26,000,000	60%

Weekly Sales and Pacing Report: Booth Inventory

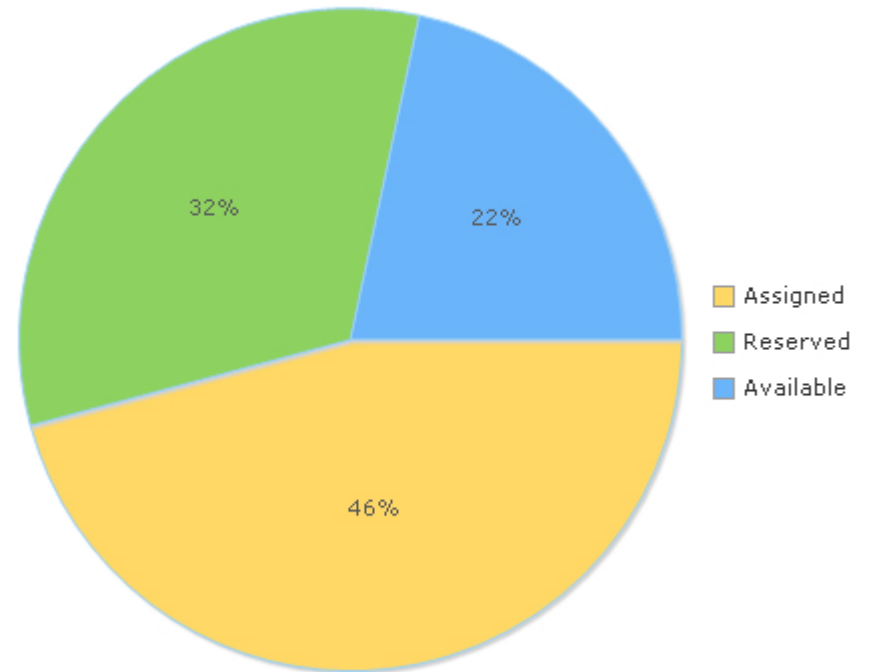
Week Ending: September 30, 2016, Week Number 28

2017 ABC Show - Booth Inventory



	2017 ABC Show		
	Week Ending	YTD	% of Total
Assigned	1,400	441,850	54%
Reserved	3,850	134,076	16%
Available	244,271	244,271	30%

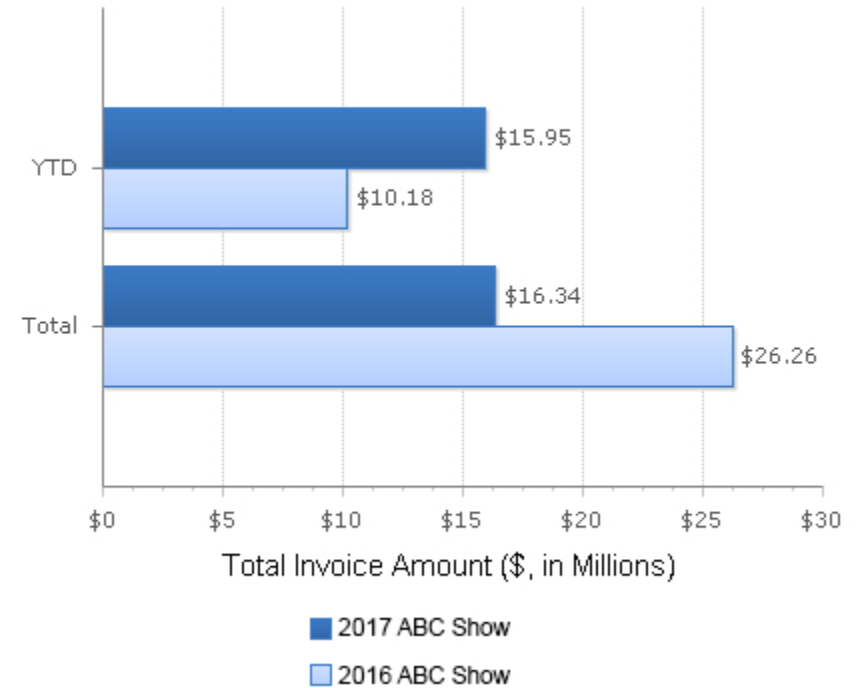
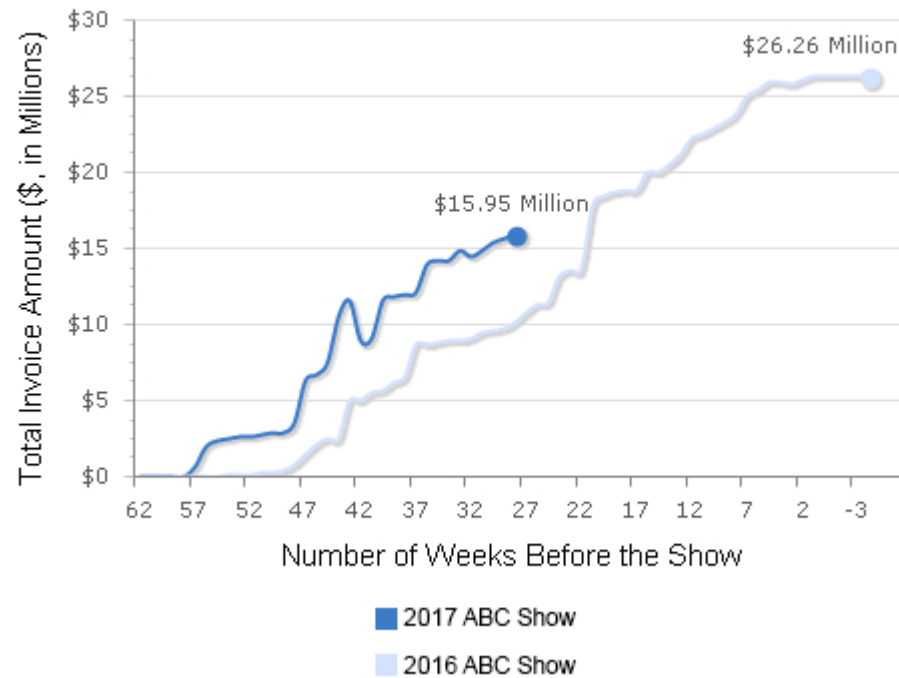
2013 ABC Show - Booth Inventory



	2016 ABC Show		
	Week Ending	YTD	% of Total
Assigned	7,900	309,667	46%
Reserved	-9,800	219,560	32%
Available	146,381	146,381	22%

Weekly Sales and Pacing Report: Invoice Amount

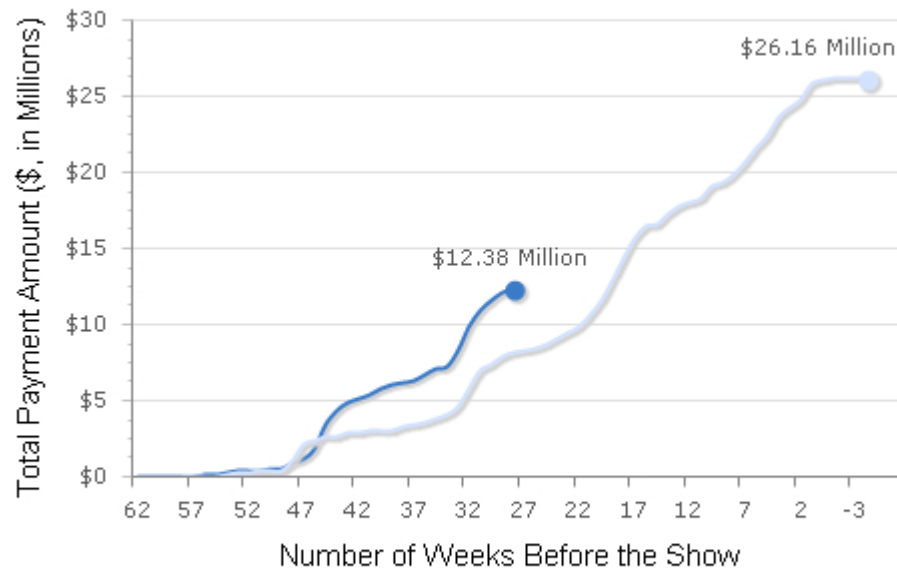
Week Ending: September 30, 2016, Week Number 28



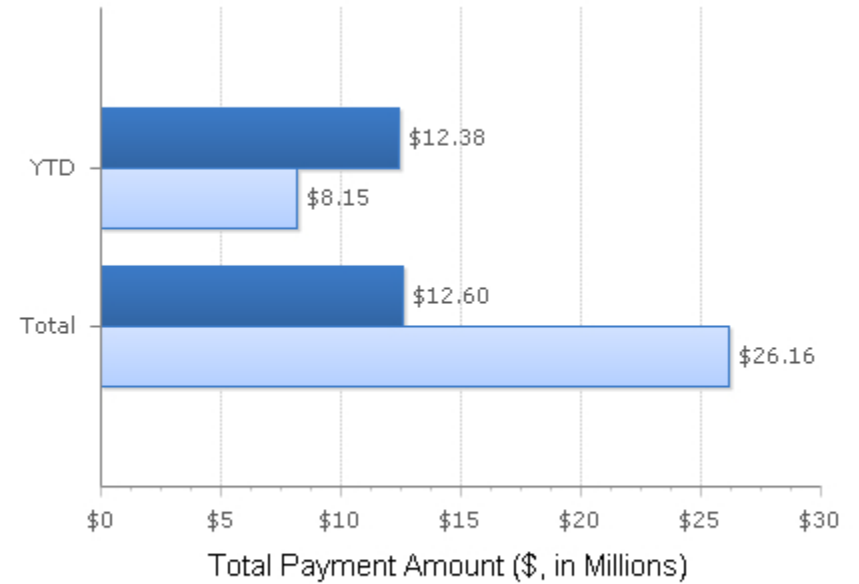
	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$350,315	\$15,946,191	\$16,341,716	\$0	0%
2016 ABC Show	\$417,340	\$10,182,752	\$26,258,641	\$0	0%

Weekly Sales and Pacing Report: Paid Amount

Week Ending: September 30, 2016, Week Number 28



■ 2017 ABC Show
■ 2016 ABC Show

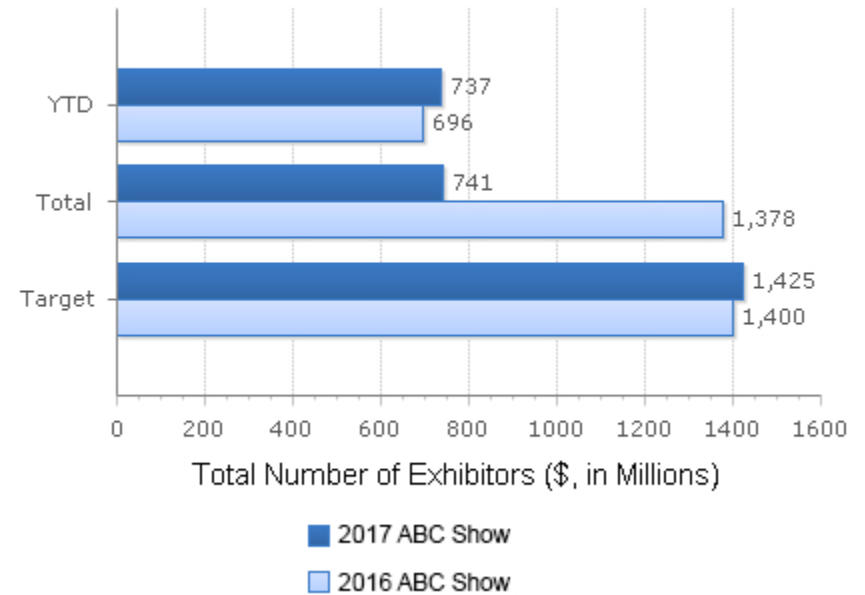
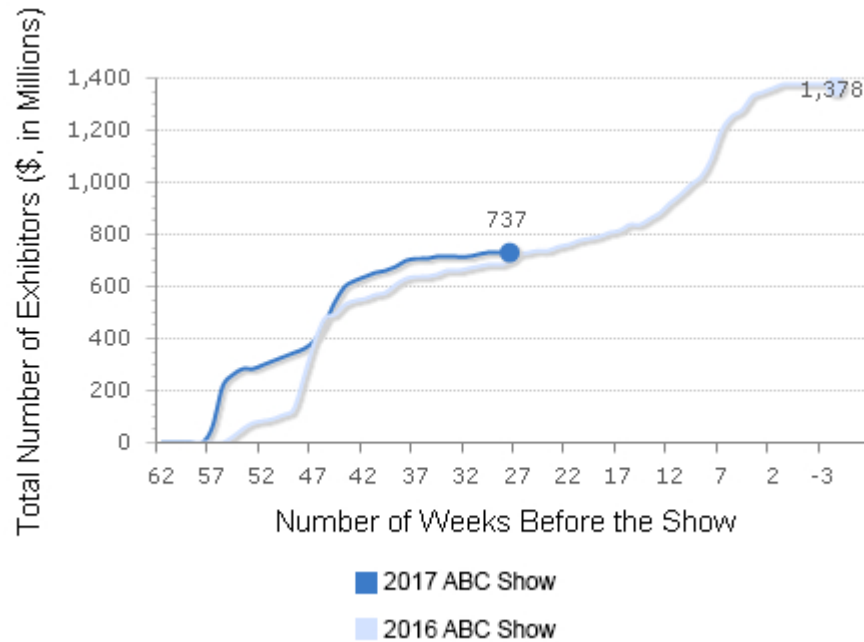


■ 2017 ABC Show
■ 2016 ABC Show

	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$296,775	\$12,382,916	\$12,597,841	\$0	0%
2016 ABC Show	\$309,505	\$8,148,741	\$26,157,205	\$0	0%

Weekly Sales and Pacing Report: Number of Exhibitors

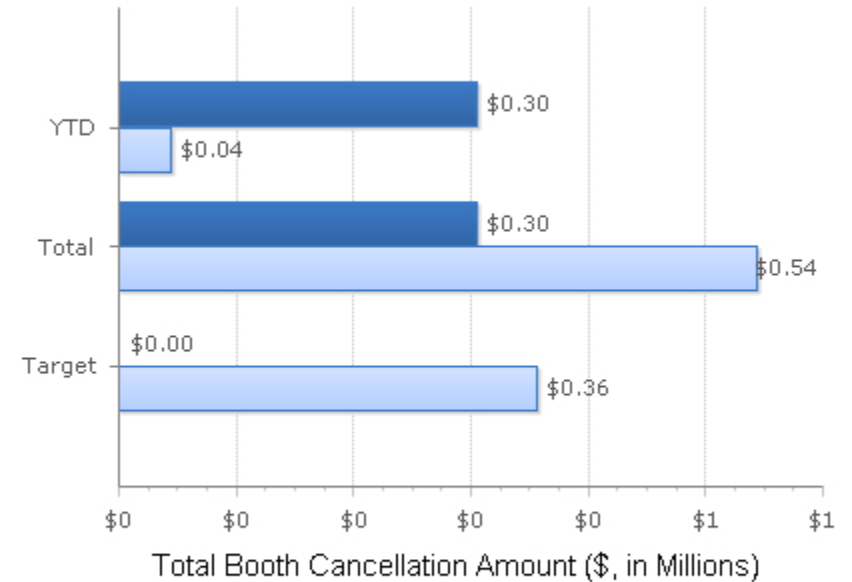
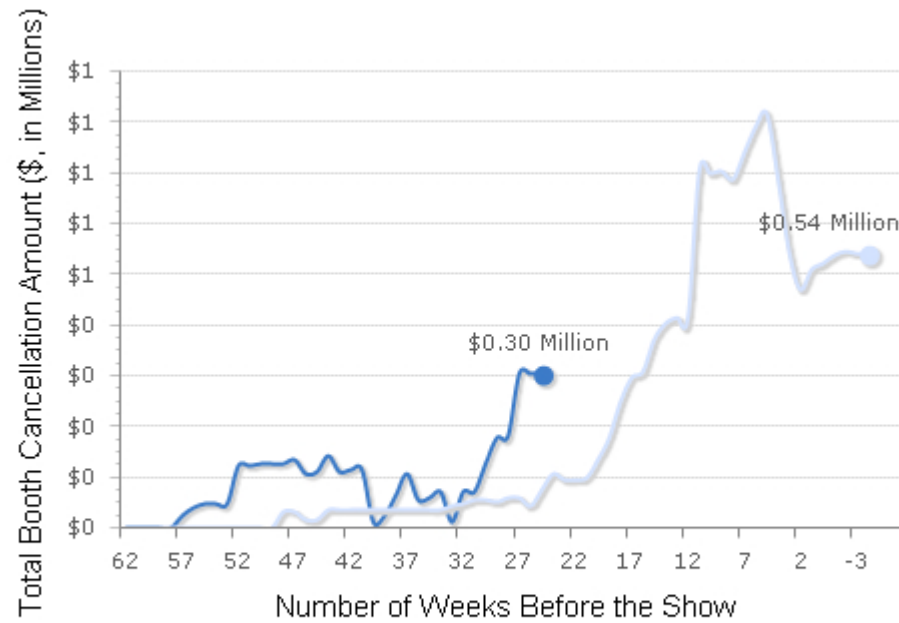
Week Ending: September 30, 2016, Week Number 28



	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	6	737	741	1,425	52%
2016 ABC Show	8	696	1,378	1,400	50%

Weekly Sales and Pacing Report: Booth Cancellation Amount

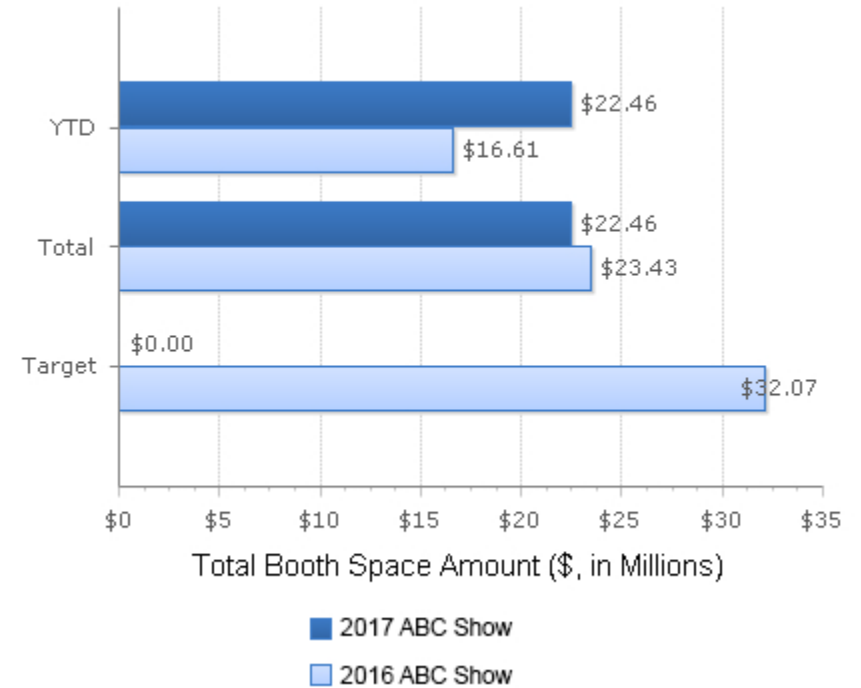
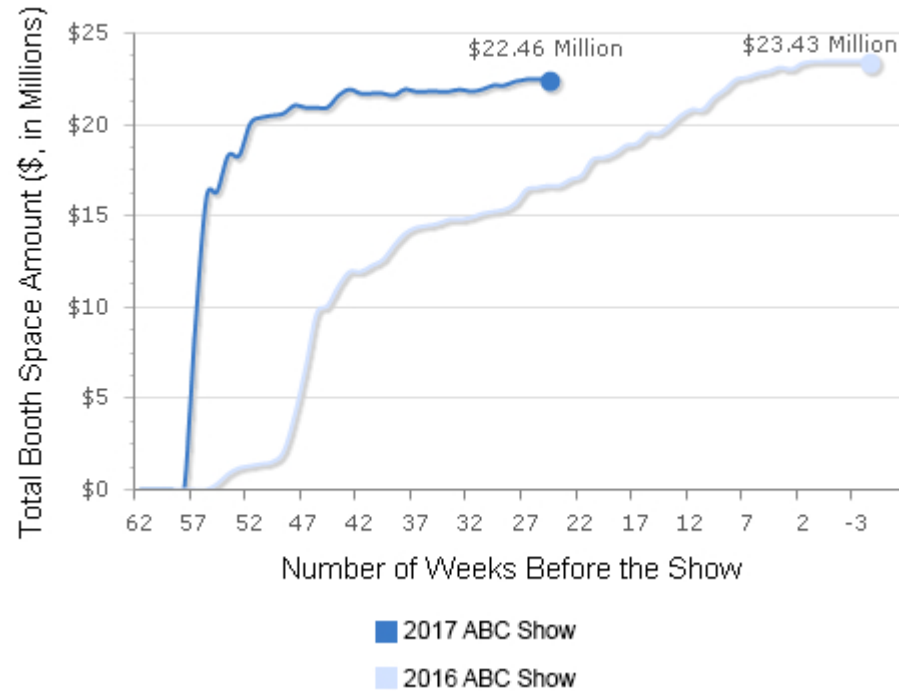
Week Ending: October 14, 2016, Week Number 26



	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$0	\$304,070	\$304,070	\$0	0%
2016 ABC Show	(\$16,000)	\$44,220	\$542,689	\$355,000	12%

Weekly Sales and Pacing Report: Booth Space Amount

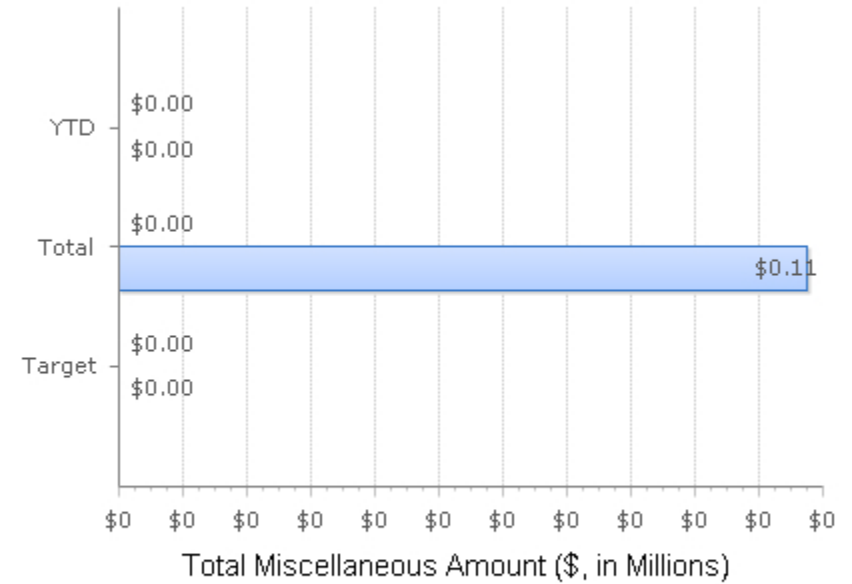
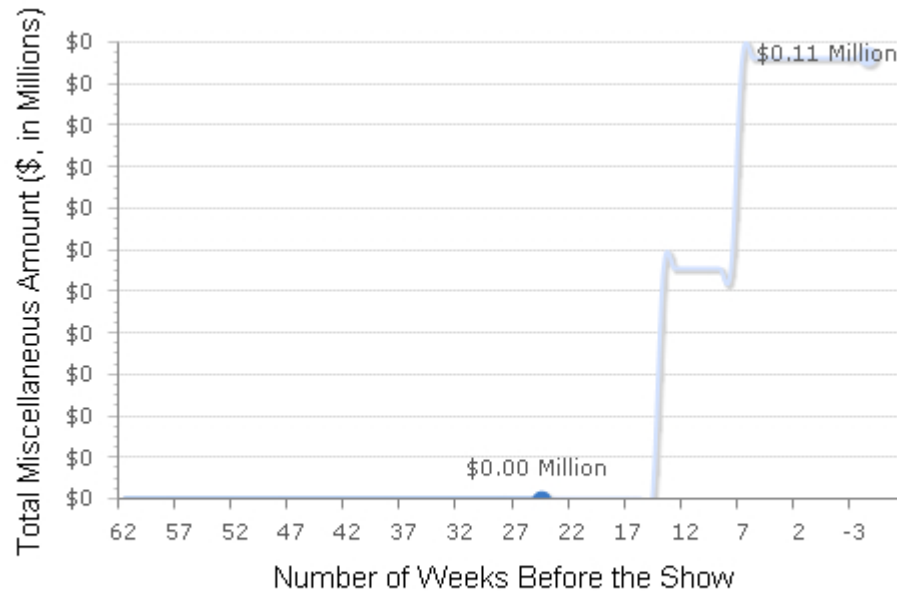
Week Ending: October 14, 2016, Week Number 26



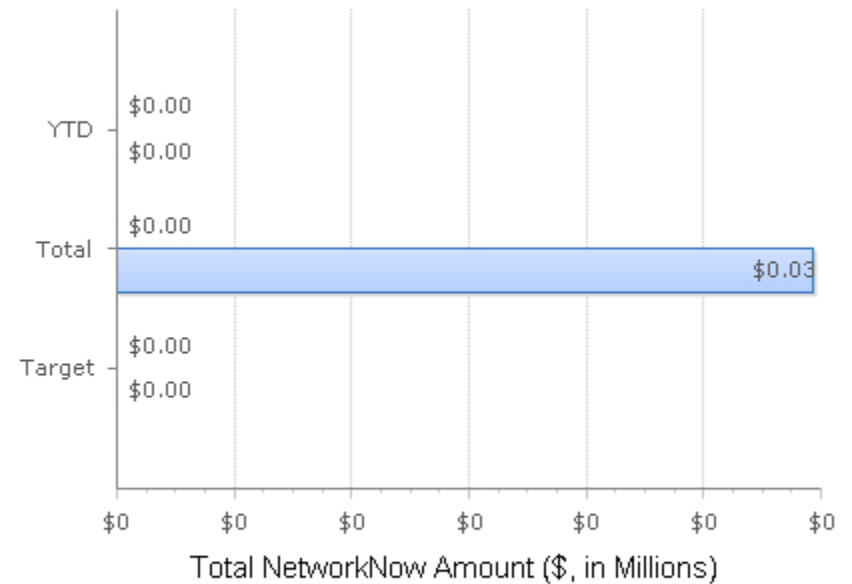
	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$0	\$22,460,058	\$22,460,058	\$0	0%
2016 ABC Show	\$201,700	\$16,609,990	\$23,432,529	\$32,071,420	52%

Weekly Sales and Pacing Report: Miscellaneous Amount

Week Ending: October 14, 2016, Week Number 26



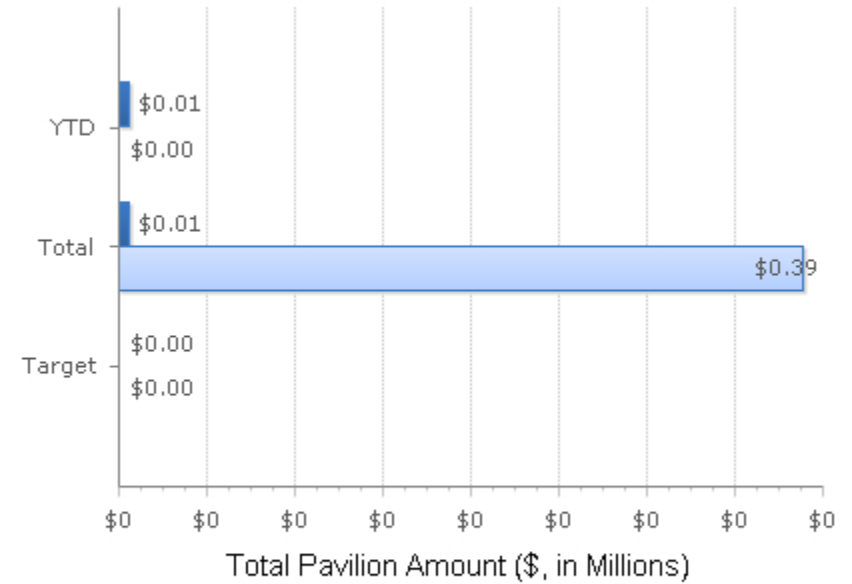
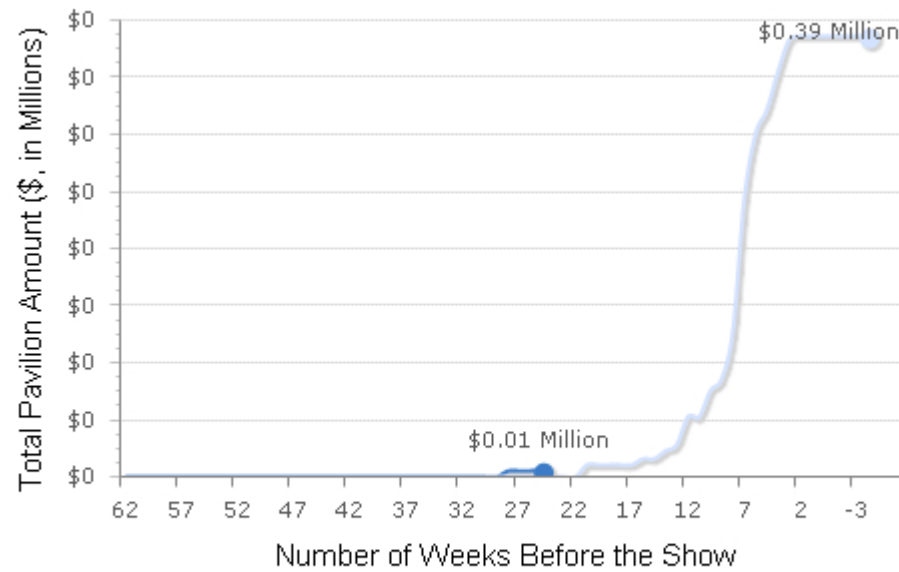
	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$0	\$0	\$0	\$0	0%
2016 ABC Show	\$0	\$0	\$107,489	\$0	0%



	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$0	\$0	\$0	\$0	0%
2016 ABC Show	\$0	\$0	\$29,625	\$0	0%

Weekly Sales and Pacing Report: Pavilion Amount

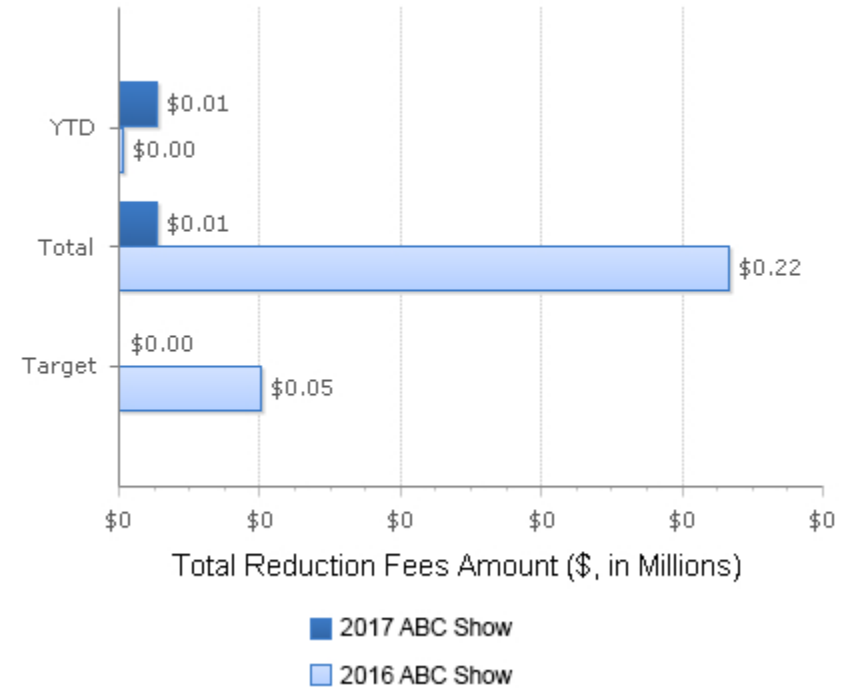
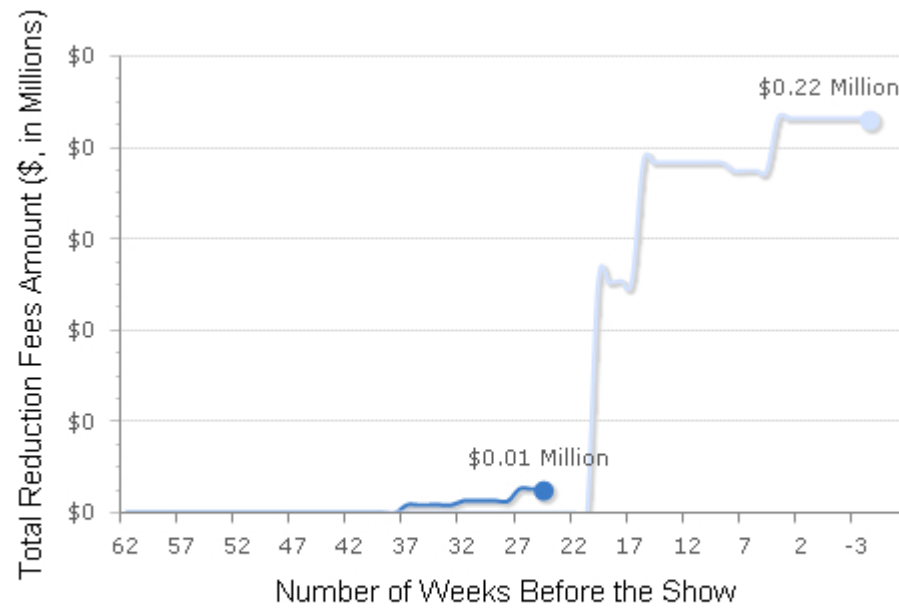
Week Ending: October 14, 2016, Week Number 26



	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$0	\$5,500	\$5,500	\$0	0%
2016 ABC Show	\$0	\$0	\$387,599	\$0	0%

Weekly Sales and Pacing Report: Reduction Fees Amount

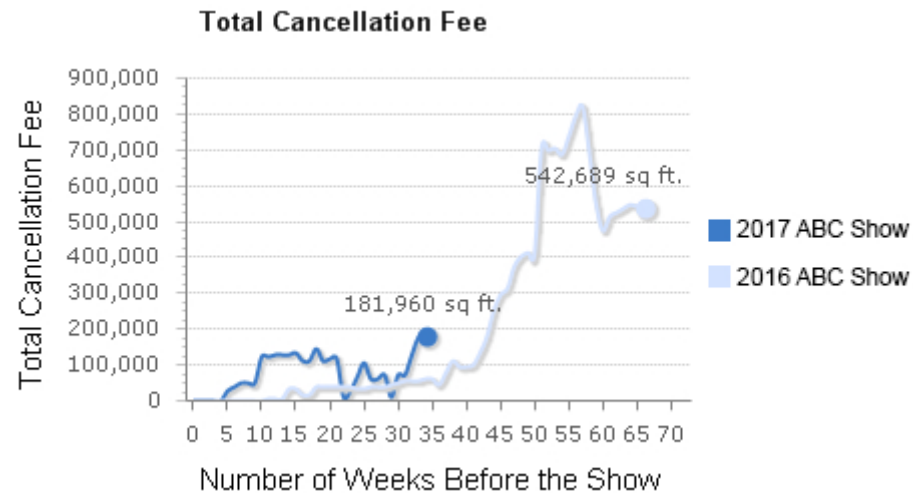
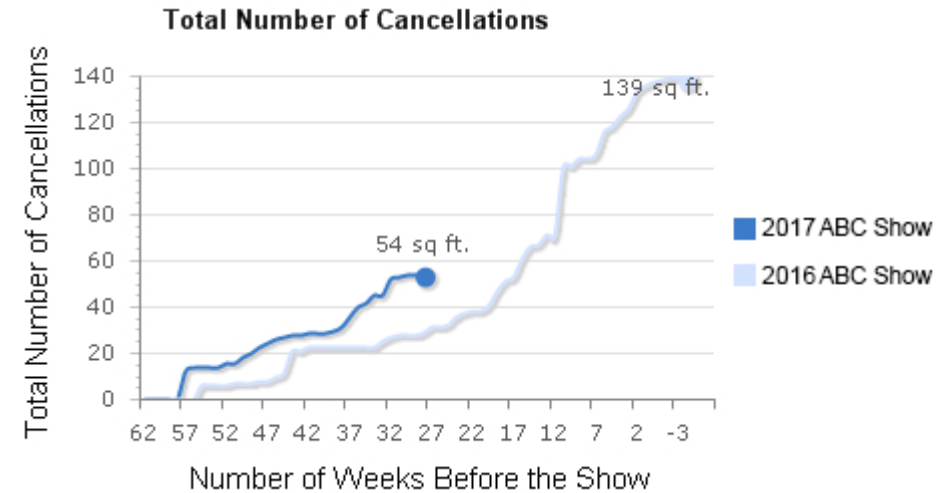
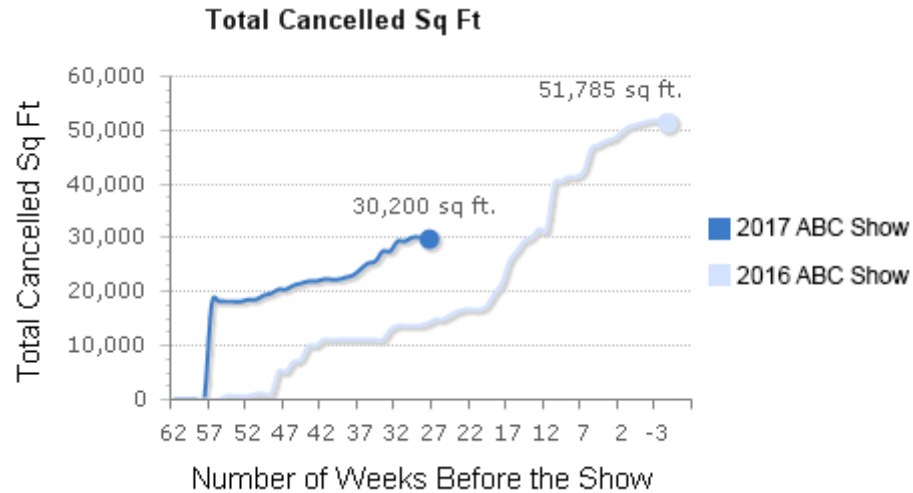
Week Ending: October 14, 2016, Week Number 26



	Week Ending	YTD	Total	Target	%Met
2017 ABC Show	\$0	\$13,190	\$13,190	\$0	0%
2016 ABC Show	\$0	\$800	\$216,300	\$50,000	2%

Weekly Sales and Pacing Report: Exhibitor Cancellation

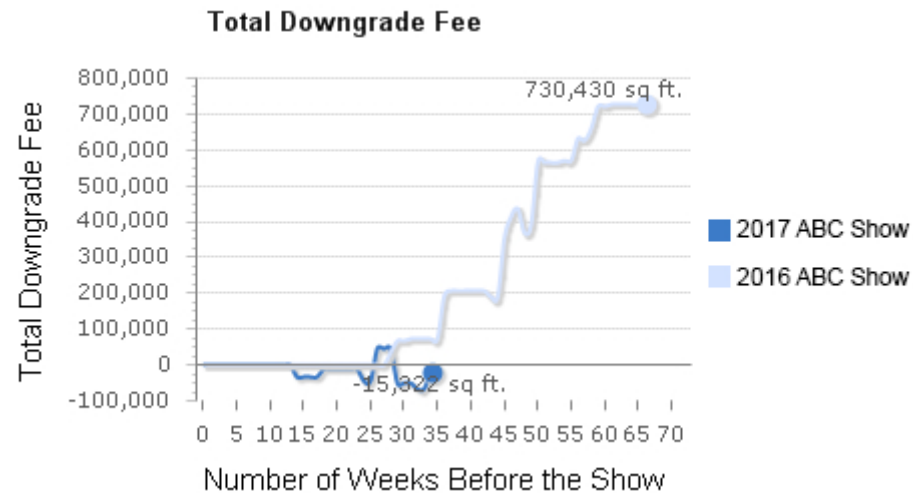
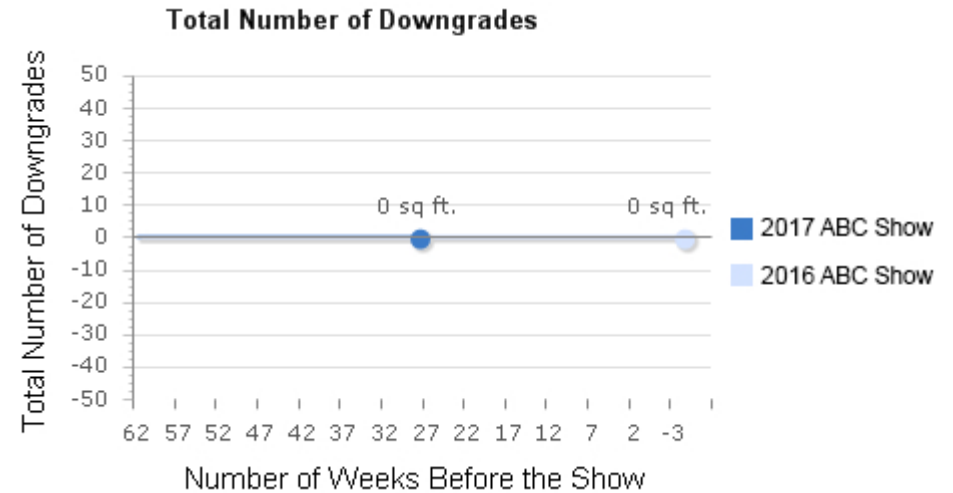
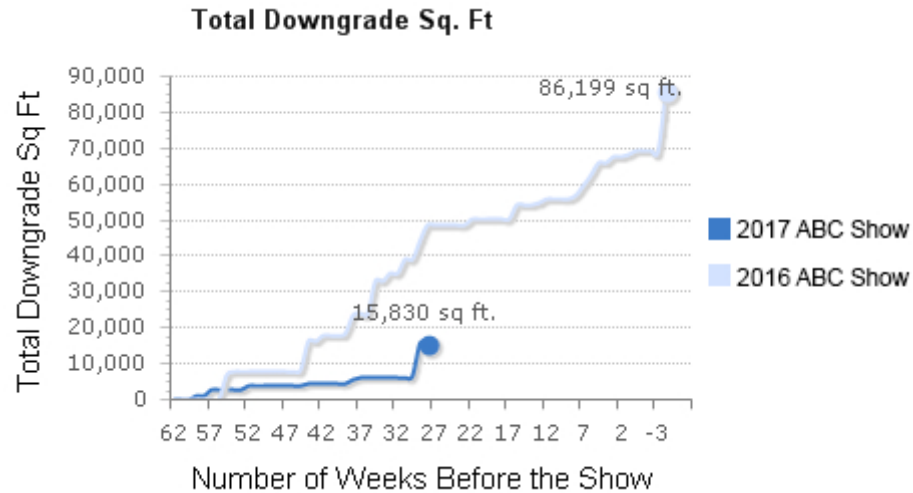
Week Ending: September 30, 2016, Week Number 28



	2017 ABC Show				2016 ABC Show	
	Week Ending	YTD	Total		YTD	Total
Cancellation Sq Ft	0	30,200	32,300		14,200	51,785
Cancellation Exh	0	54	57		29	139
Cancellation Fee	\$4,000.00	\$181,960.00	\$304,070.00		\$60,220.00	\$542,689.00

Weekly Sales and Pacing Report: Exhibitor Downgrade

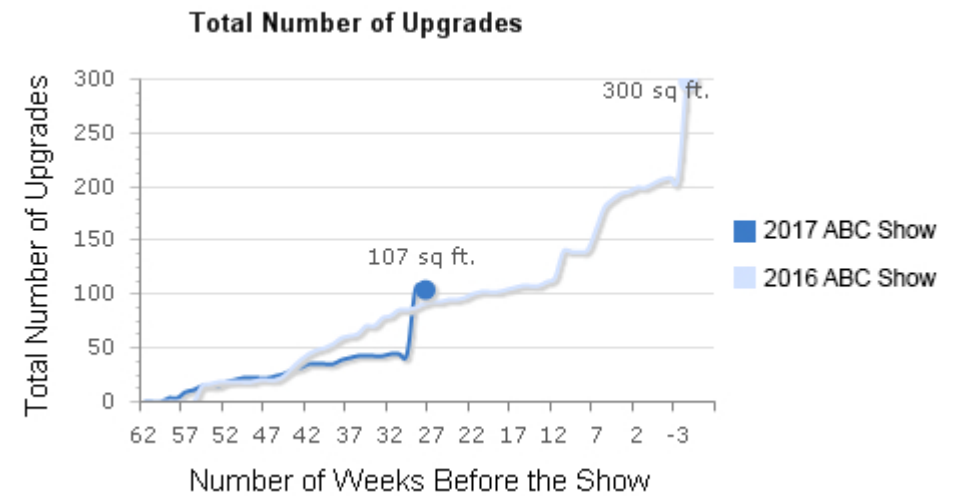
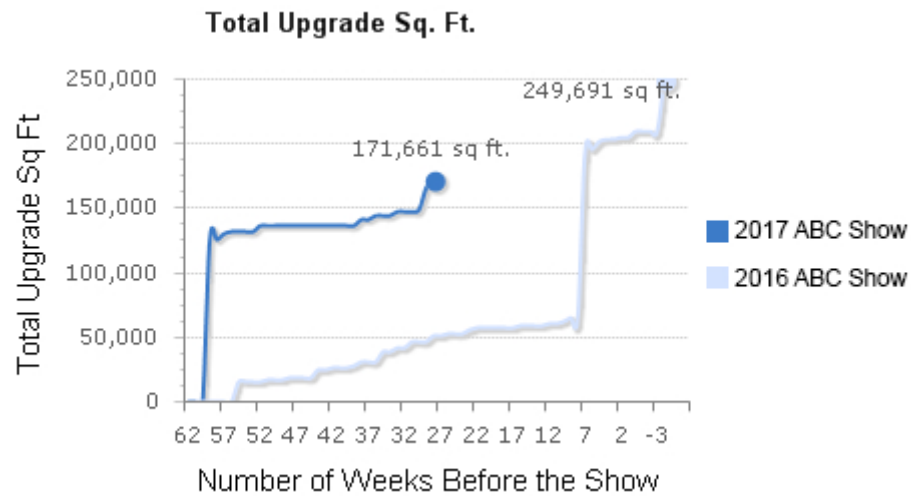
Week Ending: September 30, 2016, Week Number 28



	2017 ABC Show				2016 ABC Show	
	Week Ending	YTD	Total		YTD	Total
Downgrade Sq Ft	0	15,830	18,480		48,356	86,199
Downgrade Exh	0	0	0		0	0
Downgrade Fee	\$52,000.00	(\$15,321.50)	(\$11,321.50)		\$73,192.00	\$730,429.50

Weekly Sales and Pacing Report: Exhibitor Upgrade

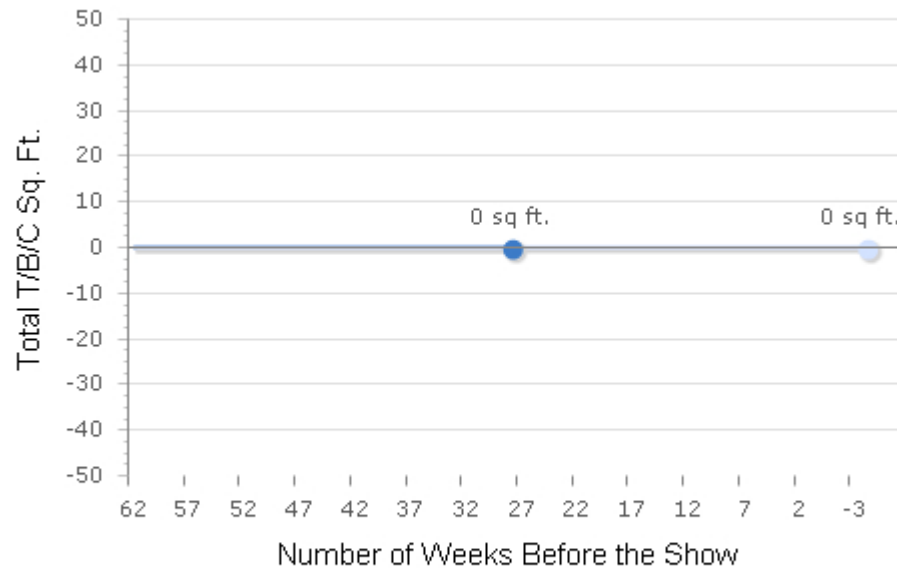
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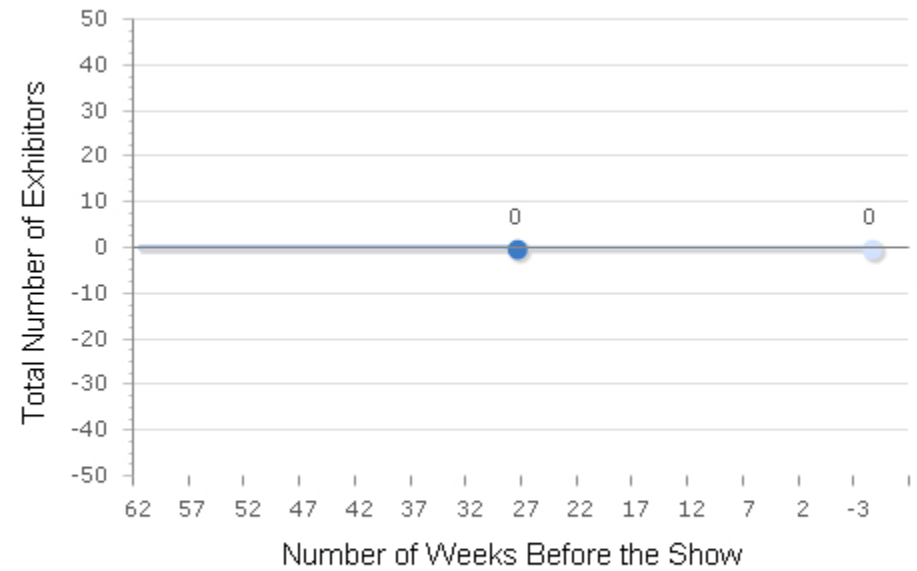
	2017 ABC Show				2016 ABC Show	
	Week Ending	YTD	Total		YTD	Total
Upgrade Sq Ft	5,500	171,661	174,261		51,564	249,691
Upgrade Exh	2	107	157		91	300
Upgrade Fee	\$194,700.00	\$13,711,680.50	\$14,132,279.00		\$6,129,892.00	\$219,606,361.50

Weekly Sales and Pacing Report: Exhibitors T/B/C

Week Ending: September 30, 2016, Week Number 28



■ 2017 ABC Show
■ 2016 ABC Show



■ 2017 ABC Show
■ 2016 ABC Show

	2017 ABC Show				2016 ABC Show	
	Week Ending	YTD	Total		YTD	Total
T/B/C sq. ft.	0	0	0		0	0
T/B/C Exhibitors	0	0	0		0	0