

WELCOME

IDA EXPO+

EXPO ATTENDANCE SPIKES FOLLOWING “OFF” YEAR

A comprehensive review of the 2024 IDA door show

By Vicki Jones, Editor

ATTENDANCE JUMPS: Overall attendance at Expo 2024 was the best since 2010, and dealer attendance jumped 29% since the last Expo.

After a little over two years, the now-biennial IDAExpo+ industry door show was held in Las Vegas from April 23-26. The audited attendance numbers for the 2024 Expo were 2,813 non-exhibitors and 1,318 exhibitors/manufacturers, giving an overall attendance of 4,131.

2024 attendance was nearly 2,000 more people than four years ago and almost the same overall attendance as the highest-attended Expo (2010).

153 Exhibits at Expo 2024

The event featured 153 exhibiting companies. That is the highest number of exhibits in the last six events, and it is 28% higher than the number of exhibits from just two years ago.

Majority prefers new Expo schedule

So, why the impressive spike in attendance? One possible factor could be the new every-other-year Expo schedule.

We distributed our D+AS post-event survey immediately following the show. Attendees were asked “How do you feel about the new every-other-year Expo schedule?”

64% of respondents reported “I like it. I prefer having the Expo every other year.” 17% reported that they “prefer when the Expo was held every year.” Many respondents said that attending every year was too expensive and that there were not enough new products to justify the cost.

Win, lose, or a draw

Another factor for the exceptional attendance could be the location. For the eleventh time since

2000, Expo was held in the most historically popular location — Las Vegas.

Vegas is always a draw, but the 2024 attendance was especially healthy, proving that Vegas continues to be a hot Expo destination. That’s excellent news for IDA event organizers because the next Expo in 2026 will also be held in Las Vegas.

According to our survey, 96% of respondents rated the Las Vegas option as an “excellent,” “very good,” or “good” location; while 4% rated it “fair” or “bad.”

On the other hand, some survey respondents who did not attend the 2024 Expo shared a different perspective. When asked “What is your primary reason for not attending Expo?” 20% said that “Las Vegas is too far away,” and 17% reported “Las Vegas is not an appealing location.”

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BUSY SHOW FLOOR: Many exhibitors said they were pleased with the strong attendance. The photo captures the exhibit floor at the start of the show on Thursday. Friday's attendance was also healthy.



Exhibit totals from 2017-2024	
Year	Exhibit total
2024	153
2022	120
2020	123
2019	144
2018	148
2017	152
*Source: IDA Audited Report	



MIXED VEGAS REVIEWS

Here is a sample of some D+AS survey respondent comments regarding the Las Vegas location:

- “I like it, but another location other than Las Vegas would be better. It’s a distraction and very expensive.”
- “They are stuck in a rut! Cleveland could host a great one, but they never even think of us here.”
- “As long as it stays in Vegas I will go every time. No Vegas, no go.”
- “I hate Vegas.”

DO DEALERS PREFER THE EVERY-OTHER-YEAR EXPO SCHEDULE?

62% of D+AS survey respondents said that they do. 21% said, that they don't like it.

Here is a sample of some of the comments we received that include varied sentiments about the new Expo schedule.

- "I prefer every year for networking purposes, for product development, and updates."
- "Every other year gives the manufacturers an opportunity to showcase new products, not the same old stuff!"
- "It was hard to justify going every year. Also, the new schedule works well with technicians taking classes."

- "I think every two years is just right for taking time out of the work schedule. Plus, the EduCons help fill the gap quite nicely."
- "The cost of going every year is too expensive."
- "Seeing the same things every year; there's no value."
- "I don't mind the every-other-year schedule, but IDA needs to follow through on their commitment to host the Regional EduCons in ALL the regions."

About our post-event survey: See the Hottest Products at Expo story on pages 48-50.

Seven of the top 10 highest-attended Expos took place in Las Vegas.

TOP 10 LOCATIONS (Based on total number of attendees.)

#	City	Attendees	Year
1.	Las Vegas	5,017	2006
2.	Las Vegas	5,011	2004
3.	Las Vegas	4,817	2008
4.	Las Vegas	4,617	2000
5.	Orlando	4,301	2007
6.	Nashville	4,144	2005
7.	Las Vegas	4,132	2010
8.	Las Vegas	4,131	2024
9.	Nashville	3,989	2002
10.	Las Vegas	3,609	2018

28 Educational sessions

The Expo week consisted of 28 educational sessions, a Fire Marshall Training, and two IDEA two-day schools that included a course on Commercial Rolling/Rolling Steel Fire Doors and Residential and Commercial Sectional Doors. There was also a keynote presentation that kicked off exhibit hours.



KEYNOTE PRESENTATION

Inky Johnson's message hits home

Expo's exhibit hours commenced immediately following an inspiring keynote presentation from Inky Johnson. Johnson is a husband, father, collegiate athlete, entrepreneur, author, and (as Expo attendees discovered) a gifted motivational speaker.

Johnson delivered a riveting summary of his life beginning with his childhood introduction to football and the heartbreak when a routine tackle turned into a career-ending injury. The devastating injury almost took his life and left his right arm paralyzed; but ultimately, the incident allowed his passion and purpose to gain new momentum.

Johnson detailed how he overcame adversity by embracing change and embodying a positive mindset. His personal journey exemplifies perseverance and mental strength, and the thought-provoking messages scattered throughout his presentation resonated with attendees and served as a perfect way to kick off the Expo exhibit hours.



Alison Milioto of BlueLion provided effective compensation strategies in the workplace to a group of nearly 200 attendees.

Expo 2024 Top 5 Workshops	Speaker	Attendance
1. Opening the door to acquisition: How to prepare to buy, sell, or partner	Claire Branch and Charlie Shiflett	313
2. Defining the benefits of developing a safety program and the steps to implement one	Jeffrey Barnett	234
3. Cultivating awesome: How to create a workplace culture for success	Matt McLearn	204
4. Building strategic compensation training	Alison Milioto	180
5. Building a winning team — Strategies to recruit and retain top talent for your door business	Jody Underhill	180

*Source: IDA Audited Report

DASMA MEMBERS HOST FOUR EXPO WORKSHOPS

DASMA hosted four educational sessions at the 2024 Expo. On Tuesday, April 23, DASMA Technical Director Dave Monsour provided attendees with an update on the latest developments of DASMA's Thermal Performance Verification Program (TPVP).

The presentation offered Expo attendees essential information on the TPVP. Monsour outlined how and why the industry is converting from its traditional reliance on R-values. He said, "The new focus on U-factor will be a long-term industry-wide effort."

Wind load labels

Later, Monsour and Mark Westerfield of Clopay presented their "Are wind load labels required on residential garage doors?" seminar. The two provided important information about the 2021 International Residential Code for garage door labeling and explained what the code requirements mean for businesses in the industry. The large audience's engagement during the Q&A was fantastic.

One of the key takeaways was that wind load requirements are increasing in the marketplace, including evidence of compliance by means of labels. Yet "not all doors are wind-load-rated, and not all doors require a label." Installers need to determine whether their jurisdiction requires wind-load-rated products and to make sure their installations are compliant based on the AHJ rules in place. For more information, refer to TDS #168, #194, and especially #1502.

ICC 500 Storm Shelter requirements

Trevor Errington of Clopay hosted a seminar on "ICC 500: Not for swing doors only," which educated participants on how garage and rolling doors can meet the requirements of the ICC 500 Storm Shelter Standard. Errington explained the complex and high-level wind pressure, impact, and fire provisions, and how DASMA-member products can fit into this market segment.

DASMA was pleased with the attendance and lively engagement from Expo attendees during all the workshops we hosted. The Expo workshops are an excellent opportunity for professionals to stay current on industry topics and learn from the expertise of DASMA members. ■



MARK YOUR CALENDARS

- Fall EducCon and Tradeshow | Orlando
Sept. 19-24, 2024
- 2026 IDAExpo | Las Vegas
Apr. 14-17, 2026

DASMA Mock Trial

The following morning, DASMA held its "Door Systems Mock Trial," which featured an "all-star cast" of industry professionals, including Rick Sedivy as the judge; Zach Eichenberg, Tom DeSilvia, and Tom Bornemann as faux defense attorneys; and DASMA Legal Counsel Christina Pannos as the prosecuting attorney. Tim Castello played the medical expert and Dave Monsour played the product expert.

The pseudo-trial gives companies realistic examples of the legal ramifications of not adhering to industry requirements and standards when installing a door operator. Following the mock trial, the "jury" of nearly 70 attendees engaged in a lively discussion about liability and accountability.



A great opportunity to get certified

Throughout the Expo week, IDEA administered over 300 certification exams for the varying certification types and the vast majority of testers passed. The bundled exams presented an opportunity for attendees to receive two certifications at once.

IDEA also had 26 participants in the Sanctioned Trainer class and offered two two-day schools to help technicians prepare for the exams.



IDEA certification type	Number of certifications awarded
Bundled: Residential Installer and Commercial Sectional Door Systems	76
Bundled: Commercial Rolling Door Systems Technician and Rolling Steel Fire Door Technician	45
Door Dealer Accreditation	31 exams administered
Residential Installer	21
Rolling Steel Fire	11
Automated Gate Operator Installer	4
Commercial Sectional Door Systems	4
Gate Systems Technician Level 1	2
Certified Door Dealer Consultant	2
Commercial Rolling Door Systems Technician	2
Gate Designer	2