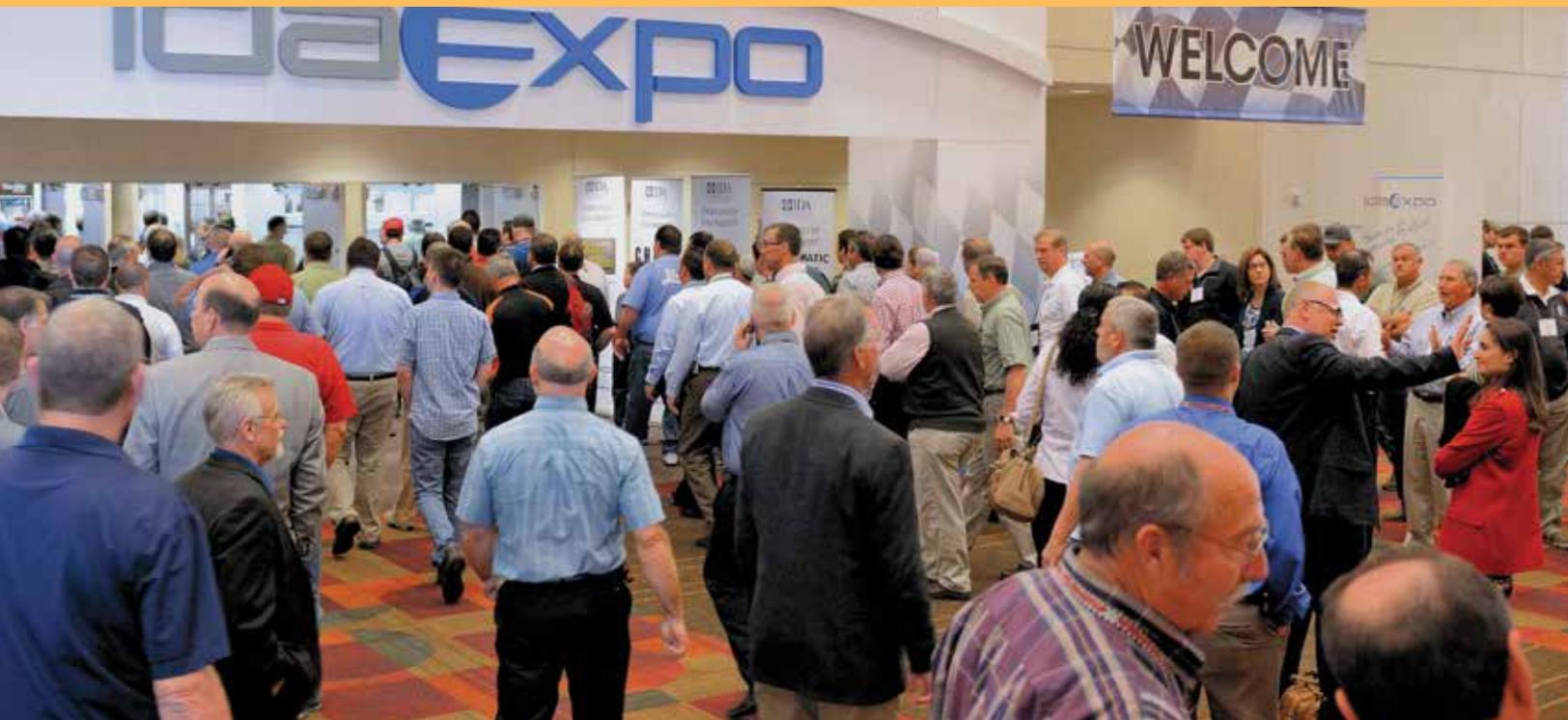


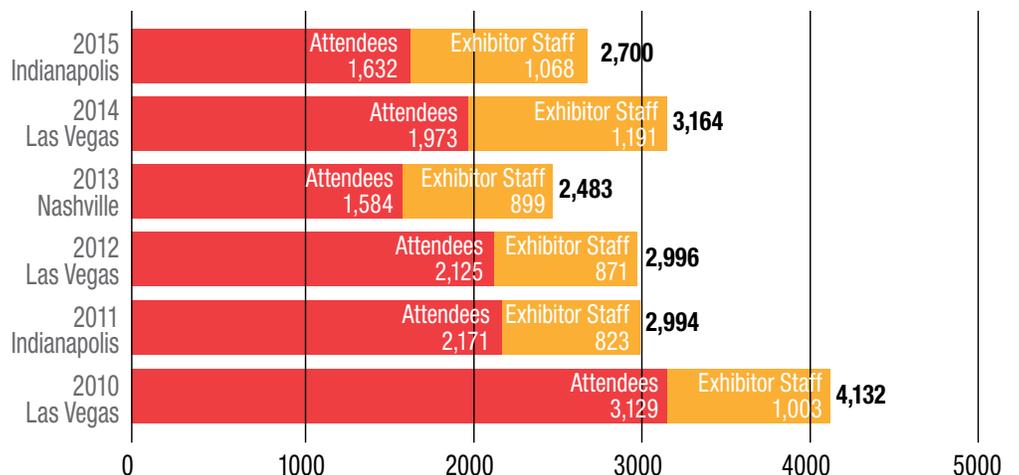
Expo 2015

in Review



POURING IN: Dealers streamed in when the show floor opened on Friday, April 10.

EXHIBIT ATTENDANCE*

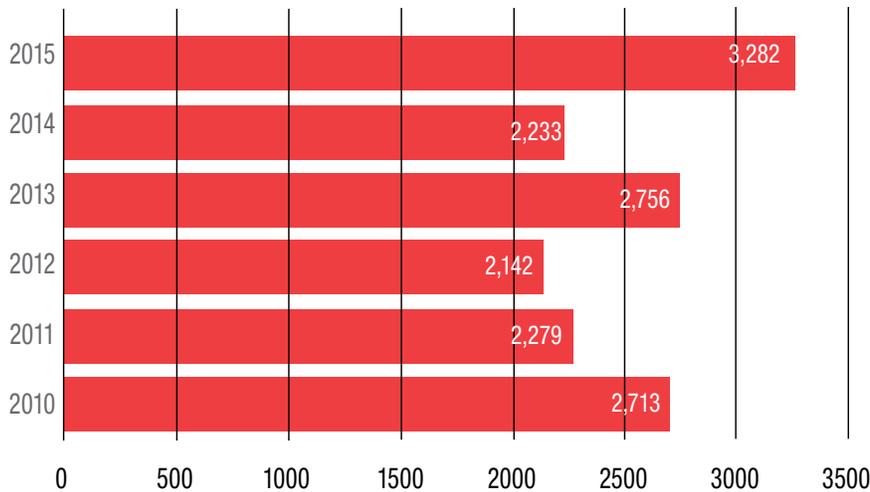


FEWER DEALERS ATTENDING: This chart compares attendance since 2010. For every five people at Expo 2015, three were attendees, and two were exhibitor staff.



TOP WORKSHOP: Tim Richardson's workshop titled "Think!" taught 354 attendees how to think innovatively and creatively as business managers.

EXPO WORKSHOP ATTENDANCE



WORKSHOP ATTENDANCE SOARS: Attendance at Expo's 40 workshops hit an all-time record high. If the typical participant in 2015 attended four workshops, the total number of unduplicated participants would be about 820.

EXPO 2015 TOP 10 WORKSHOPS

	Speaker	Attendance
1. Think!	Tim Richardson	354
2. Unshackled Leadership	Scott Hunter	229
3. Selling Has Nothing To Do With Selling	Richard Farrell	176
4. 21 Tips for Increasing Productivity	Dick Lano	150
5. Economic Forecast: 5 Years Out	John Zoller & David Bowen	136
6. Dealer-Proven Up-Selling Strategies	Tom Wadsworth	118
7. Don't Just Hire People; Hire Assets!	Mark & Paul McManus	112
8. Top Dealerships: Outstanding Operations	Dan & Sandra Apple	111
9. 2015 Guide to Website Marketing Success	Market Hardware	104
10. Top Dealerships: Financial Fitness	Dan & Sandra Apple	104

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