



**152 EXHIBITS IN 2017:** From 2010 through 2017, the average Expo had 151 exhibits. From 2001 to 2009, the average was 175 exhibits. The post-2009 drop is likely due to the effects of the recession and industry consolidation.

# Expo 2017

**in review**  
ATLANTA, GA. | APRIL 19-22, 2017

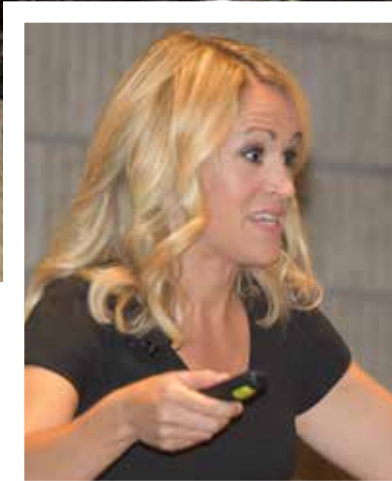
## Exhibit Attendance\*

Year	City	Attendees	Exhibitor Staff	Total
2017	Atlanta	1,585	1,100	2,685
2016	Las Vegas	2,296	1,279	3,575
2015	Indianapolis	1,632	1,068	2,700
2014	Las Vegas	1,973	1,191	3,164
2013	Nashville	1,584	899	2,483
2012	Las Vegas	2,125	871	2,996
2011	Indianapolis	2,171	823	2,994
2010	Las Vegas	3,129	1,003	4,132

\*Source: IDA Audited Report

**A NON-VEGAS YEAR:** Attendance was healthy for a non-Vegas year. The show returns to Las Vegas from April 25 to 28, 2018, at the Rio Hotel & Casino.

**Expo 2018 ([www.idaexpo.org](http://www.idaexpo.org)) is scheduled for April 25-28 at the Rio Hotel & Casino and the Las Vegas Convention Center.**



**TOP WORKSHOP:** Kindra Hall's workshop, "The Irresistible Power of Strategic Storytelling," helped attendees learn how to use storytelling for sales and business success.

## Expo 2017 Top 10

Expo 2017 Top 10 Workshops	Speaker	Attendance
1. Strategic Storytelling	Kindra Hall	301
2. Be a Leader Monday to Monday	Stacey Hanke	210
3. 10 Tips to Maximize Dealership Value	John Zoller & David Bowen	173
4. Hiring, Training, and Retaining Quality Employees	Kevin Pettiette	122
5. Mastering Commercial Sales in Your Market	Tim Ashford	121
6. Industry Consolidation: The Good, Bad, and Ugly	Chuck Miller	120
7. Seven Temptations That Terminate Sales Growth	Tim Castello & Keith Nesky	114
8. Commercial Operator Troubleshooting	Roy Bardowell & Dan Dombkowski	93
9. Transitioning From Running a Business to Owning One	Josef Roberts	84
10. Connecting Customers to the Right Garage Door	Justin Evans	81



**WHO'S BUYING WHOM:** Chuck Miller, former vice president of business development at Overhead Door, presented an informed view of the positive and negative effects of industry consolidation. This year, Miller received IDA's Distinguished Service Award.

## Expo Workshop Attendance

Expo Workshop Attendance	
2017	2,512
2016	3,108
2015	3,282
2014	2,233
2013	2,756
2012	2,142
2011	2,279
2010	2,713

**27 WORKSHOPS:** In addition to Expo's 27 workshops, IDEA also presented four two-day schools on sales training, rolling steel certification, commercial sectional certification, and the Automated Gate Systems Designer certification.