

EXPO 2020 IN REVIEW



Salt Lake City, Utah March 3-6, 2020

ALL ABOUT LOCATION

53% of the survey respondents indicated that the location was the primary reason they did not attend Expo this year, with 23% reporting “Salt Lake City was too far away” and 30% saying it was “not an appealing place to me.”

Our annual industry show took place during the onset of what eventually may be coined “The year of the coronavirus.” The virus was certainly a topic of discussion throughout the show.

Handshakes and hugs were replaced by air high fives and elbow taps. However, the full scope of the coronavirus pandemic had not fully hit the U.S., or the aisles of the Salt Lake City Convention Center, by that first week of March.

The Expo took place as scheduled, and many exhibitors and attendees said if Expo had been scheduled just one week later in the year, it would have been postponed or canceled.

According to a D+AS post-event survey conducted immediately following Expo, 73% of respondents reported that they did not attend Expo 2020. Of that group, several indicated the coronavirus was the “primary reason for not attending.”



Ranee Patel led the “Women Open Doors” panel featuring the president of Carl’s Door Service, Melissa Whitacre; Entrematic’s vice president of marketing, Vickie Lentz; and LiftMaster’s North American sales manager, Nikki Estrada Benitez.

IDAExpo Attendance Overview

The audited attendance numbers for the IDAExpo 2020 were:
1,175 non-exhibitors + 948 exhibitor/manufacturers from 125 companies.
Overall attendance: 2,123

Year	City	Non-exhibitor Attendees	Exhibitor Staff	Total
2020	Salt Lake City	1,175	948	2,123
2019	Indianapolis	1,877	929	2,806
2018	Las Vegas	2,377	1,232	3,609
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

*Source: IDA Audited Report

30 WORKSHOPS

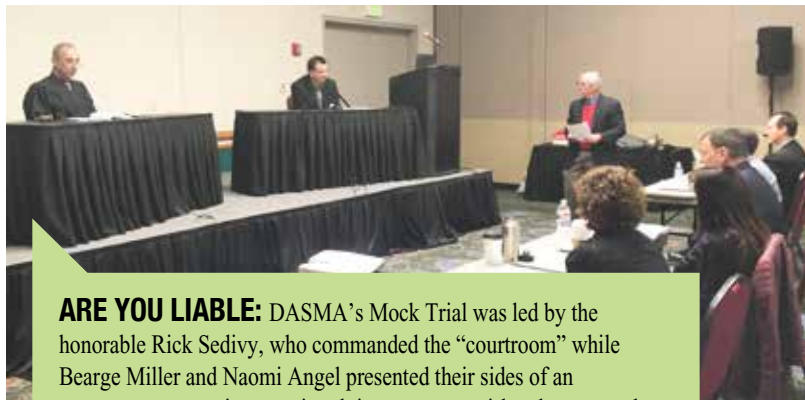
In addition to Expo's 30 educational workshops, IDEA also presented two 2-day schools, including a course on Commercial Rolling Steel/Fire Doors and a Residential Commercial Sectional Doors course. A Fire Marshal Training workshop was held in lieu of the SuperTech program.



GHOST TOWN: As the week came to an end, the show floor was noticeably less populated on the third and final day.

LOOKING AHEAD: EXPO 2021

Exhibitors and attendees seemed optimistic about the 2021 Expo scheduled for April 20-24 in New Orleans, La. Many attendees indicated the late April schedule is a more preferred time of year for the event. Also, Expo 2021 will be held separately from Fencetech and MetalFab for the first time since 2018.



ARE YOU LIABLE: DASMA's Mock Trial was led by the honorable Rick Sedivy, who commanded the "courtroom" while Berge Miller and Naomi Angel presented their sides of an entrapment-protection case involving a teenage girl and a garage door.

Joe Hetzel receives IDA's Presidential Service Award

At IDAExpo 2020, Joe Hetzel, DASMA technical director, received the IDA Presidential Service Award at the President's Awards Banquet on March 5 at the Convention Center in Salt Lake City.



Expo 2020 Top 5 Workshops

	Speaker	Attendance
1. Special Session: Finding Purpose and Passion	Chad Hymas	460
2. Special Session: Legacy	James Kerr	372
3. The Future is Now: Utilizing Technology to Your Advantage	Mark Bouchard	140
4. Successful Engagement: The Art of Effectively Learning, Managing, and Supervising Your Team	Russ Cherry	108
5. DASMA Mock Trial: Door Dealer on Trial for Door Accident	DASMA Staff and "All-Star Cast"	88

Expo Workshop Attendance

2020	2,239 (536 individual attendees)
2019	2,873 (481 individual attendees)
2018	2,833
2017	2,512
2016	3,108
2015	3,282

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TOP 2 HOTTEST PRODUCTS AT EXPO 2020

25 different products named

Our 15th annual “Hottest New Products” survey*, conducted immediately after Expo 2020, asked, “In your opinion, what were the hottest new products displayed at Expo 2020?”

Instead of one product dominating the votes, 25 different products were identified as the “hottest product” at Expo. The two products that received more than two votes are both identified in this article as one of the “top products” from the Salt Lake City Expo survey results.



HD SERIES® Rubber Doors



PARK-KING Low Headroom Doors



CHILLFAST Freezer Doors



Genie's wall-mount opener is still hot

The Genie Company's residential wall-mount garage door opener received the highest number of votes in our 2019 and 2020 surveys. This year, the Genie opener was selected by 21% of our survey respondents, positioning it as the #1 hottest product at Expo.

Attendees noted the space-saving wall-mount feature that eliminates the traditional rail and powerhead design and attaches directly to the garage door's spring tube. www.geniecompany.com



LiftMaster Smart Garage Camera

LiftMaster's Smart Garage Camera also caught the eye of Expo attendees. The camera nabbed 14% of the votes and was ranked as the second hottest product at Expo, according to our survey respondents.

The new camera can be added to an existing myQ-connected door opener to offer live-streaming video footage. The extra-wide camera detects motion, provides alerts, and records in 1080p full HD video. www.liftmaster.com

*About our survey

Invitations to our online survey, conducted immediately after Expo 2020 from Mar. 6 to Mar. 18, were sent to 2,045 random door dealers throughout the United States and Canada. Of the 296 dealers who completed the survey, 81 had attended Expo, and 56 of these Expo attendees responded to our question about the hottest new products. In all, 25 different products were mentioned.

The industry's most reliable and durable custom high-performance door systems, producing fast return on investment.

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- Energy Savings
- Maintenance Savings
- Minimized Downtime
- Energy Efficiency Rebates
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