

TABLE 3

TOP 20 TRADE SHOWS (on return per \$ invested basis)

<u>U.S. TRADE SHOW</u>	<u>LOCATION</u>	<u>BUDGET</u>	<u>R.O.I</u>
1-S.A.E. Automotive Show	Detroit	\$156,000	\$798
2-Sea-Air-Space Defence Show	Washington	120,672	796
3-All America Health Exhibit.	Tampa	32,003	750
4-Solo Food Show	Minneapolis	14,067	718
5-Paintoon 90	Philadelphia	80,000	688
6-Natl.Home Center Show	Chicago	154,091	392
7-Vendor Fair,Hill AFB	Utah	28,650	383
8-Florida Restaurant Ass.'90	Orlando	17,611	333
9-Solo Food Show	Boston	38,650	327
10-S.P.E. Petroleum Show	New Orleans	15,500	324
11-Great Lake Industrial Show	Cleveland	13,450	308
12-HAZMAT Environment Show	Atlantic City	18,403	276
13-Pacific C.Builders Conf.	San Francisco	11,700	257
14-Intl.Housewares Expo	Chicago	91,969	254
15-Intl.Congr.Clinical Chem.	San Francisco	12,129	247
16-Natl.Assn.of Broadcasters	Atlanta	25,836	245
17-Intl.Public Transit Expo	Houston	775,000	243
18-Solo Food Show	Syracuse	12,666	242
19-TABES Govt.Proc.Show	Huntsville	74,500	234
20-Ariz.Retail Grocers Show	Phoenix	3,962	232

TOP 12 U.S. TRADE SHOWS (Total 12 months projected sales)

		<u>(\$000)</u>
1-Intl.Public Transit Expo	Houston	\$188,000
2-S.A.E. Automotive Show	Detroit	124,000
3-Sea-Air-Space Defence Show	Washington	96,000
4-Natl.Home Ctr.Show(hardwr.)	Chicago	60,000
5-COMDEX Fall Computer Show	Las Vegas	56,000
6-Paintoon 90 (bldg.prod)	Philadelphia	40,000
7-ComDef'90 Defence Tr.Show	Washington	38,000
8-PC Expo'90 (computer)	New York	25,000
9-All America's Health Expo	Tampa	24,000
10-Intl.Houseware Expo	Chicago	23,000
11-ASHRAE Heat/Air Cond.Show	New York	21,000
12-COMDEX Spring Computer Sh.	Atlanta	20,000