

Tradeshow Week

T S W



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**NACS, UFI
ESCA AND IFT
MEETINGS**



■ The E3 Expo relaunch drew approximately 40,000 attendees (including exhibitor personnel) and 216 exhibitors to a 350,000 net sq. ft. showfloor June 2-4 at the Los Angeles Convention Center.

Dmg CEO Cooke Takes His Leave

Stepping down after completion of major shift to B-to-B events

BY STEPHANIE CORBIN

After more than 20 years with the company, dmg world media CEO Mike Cooke will step down.

Dmg recently announced Cooke will leave his position Sept. 30 and the company Dec. 31.

"I've known for a while that I was going to be leaving," Cooke said. His strategy was for dmg to shift to a purely business-to-business operation and get out of consumer show production and publishing, he added.

Part of that strategy was last year's sale of dmg's portfolio of 38 North American consumer home shows, selling nine other consumer shows, acquiring the remaining 51 percent of George Little Man-



Cooke

ESA Makes Right Play on E3

Exhibitors, attendees both happy to get their old show back

BY RACHEL WIMBERLY
AND JOALIEN JOHNSON

LOS ANGELES—Three years ago, the Entertainment Soft-

ware Assn. bent to the will of exhibitors who felt the E3/Electronic Entertainment Expo had grown too big for its britches in terms of attendees and cost.

As a result of the exhibitors' complaints, the association, which owned the show, drastically downsized it to an

invitation-only event, the E3 Business & Media Summit. At the same time, the show's producer, IDG World Expo, launched a consumer event, Entertainment For All Expo.

Neither replacement event panned out the way it was supposed to, so (Go to p. 26)

ESA Makes Right,
from p. 1

after a mea culpa from not only ESA, but also the exhibitors, attendees and press who had pined for the return of the original E³, the show is back – now simply called **E3 Expo** and held June 2-4 at the Los Angeles Convention Center.

By all accounts, this time ESA got it right.

“We love the layout. ... It’s a great size show,” said exhibitor Elvin Gee, associate public relations manager for Sega, which had a 10,000 square foot booth. “We’ve gotten great feedback. It’s like Goldilocks: it’s not too big; it’s not too small. Everybody’s been saying it’s just right.”

Back on the showfloor after a two-year absence were the massive booths, deafening sound systems and even the ubiquitous booth babes, all of which struck a chord with attendees.

“The problem with (the summit) was you couldn’t get a sense of what people were excited about without a real showfloor,” said Matt Bertz, content manager for Game Informer, a print magazine that covers the gaming industry.

He added, “Now, you can see where people are gathering, and what’s getting them excited.”

Rebecca Dodd, a voice-over agent for sbv, agreed with Bertz’s assessment, adding, “I understood the downsizing, but it lost the glamour it had outside the industry.”

She added of the relaunch, “It’s been a fun show. There’s a lot of good things to see.”

Dan Hewitt, ESA’s senior director of communications, said the response to E³’s relaunch has been “overwhelmingly positive.”

He added, “Everybody just said that this is absolutely the right fit for what the industry needs. They love the showfloor, they love the design, they love the flow. We’ve got the right attendees, it’s not just the right

number, but it’s the right folks that they need to talk to to get their business done.”

In 2006, before the original E³ was scrapped, the show ranked No. 36 on the 2007 TSW 200, drawing 60,000 attendees (including exhibitor personnel) and 500 booths to a 547,502 net sq. ft. showfloor.

This year, according to Hewitt, the show’s attendance purposely was capped at 40,000 (including exhibitor personnel). It had 216 exhibitors on a 350,000 net sq. ft. showfloor.

“We did qualitative and quantitative research (after the 2006 show),” Hewitt said. “People said it was too large, and they couldn’t get their work done.”

Doug Panter, director of marketing for Crave Entertainment, said this year’s show was much easier to deal with. “It’s just the right size,” he added.

ELVIN GEE, SEGA

“(The show’s) like Goldilocks: it’s not too big; it’s not too small.”

“We can talk to each other, and we don’t have to shout.”

Another complaint that led to the drastically downsized show was that the cost of exhibiting had ballooned out of control. “Cost certainly was a portion of it,” Hewitt said. Now, he added, ESA was “working within the boundaries that our members helped us set” to keep costs in line.

Even so, Dick Lehrberg, salesman for A.L.S. Industries, a gaming accessories company that’s exhibited at the show since its debut 14 years ago, said, “It’s still too expensive, but we’re glad we’re here.”

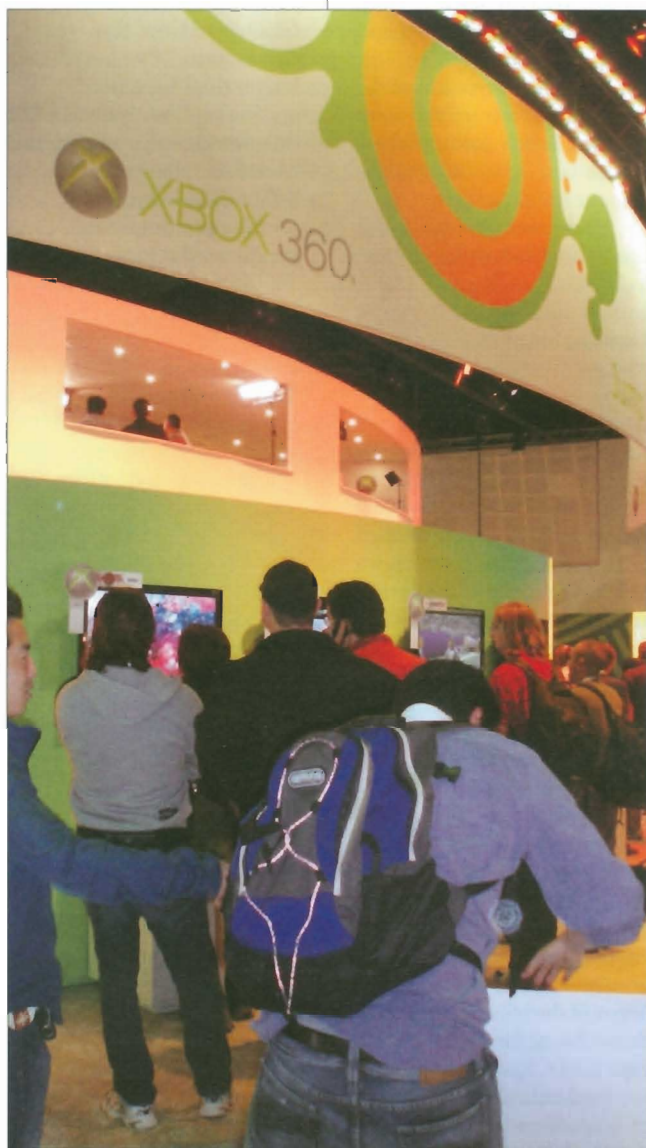
The second time around, there were several 1,000-plus sq. ft. booths on the showfloor from old-guard gaming companies such as Nintendo, Sony, Capcom Entertainment, Electronic

Arts, THQ and Microsoft Game Studios.

Kevin West, a contractor for Qwest Design who worked on Nintendo’s 15,000 sq. ft. booth at this year’s show, said he also built the company’s 45,000 sq. ft. booth at the 2006 show when the Wii console was released.

industry, while many other retail sectors have experienced significant declines because of the downturn in the economy, people don’t seem to mind spending their money on gaming.

“If you think about it in the sense of when you break it down that a family of four



■ On the E3 Expo showfloor, there were several 1,000-plus sq. ft. booths from traditional old-guard video gaming companies.

“We know why we have tradeshow, and sometimes we have to remind our clients,” he added. “We know (that) coming back, we needed to excite the press, and having a booth is what the press needed.”

Fortunately for everyone involved in the video-game

can go to the movies for about \$100 and they’re entertained for 90 minutes ... but with a computer or video game, which you know generally retails for about \$60, you can get hours and hours and hours of entertainment and high-replay value,” Hewitt said. **TSW**