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ICRS attendance reported at 4,647

COLORADO SPRINGS, CO (July 9, 2010) – Professional attendance at the 2010 International Christian Retail Show in St. Louis was 1,593, or flat, as compared to 1,605 in professional attendance in 2009 according to audited numbers reported by CBA. Professional attendance represents active buyers and is a standard metric developed by event planners to gauge show performance for exhibitors.

Total attendance was lower by 2% as compared with 2009. However, this is calculated from a corrected attendance number that was reported last year. Total 2010 ICRS attendance, after an audit by CBA's registration service provider Showcare, is 4,647, compared to the audited 2009 attendance of 4,744. International attendance was up 4.5% with 371 attendees as compared to 354 in 2009.

The 2009 reporting error was discovered at this year's ICRS during routine analysis by CBA staff. The mistake was attributed to human error caused by a number transposition last year into a manually prepared report. The 2009 ICRS attendance report of down 20% from 2008 should have been reported as down 36%. The corrected decline is more in line with overall trade show performance at that time.

Curtis Risky, new CBA executive director, said the year-to-year discrepancy discovered this year has been corrected and that CBA is implementing a new policy of not reporting ICRS attendance numbers until after a complete audit. This typically takes a few days after the show closes and all registrations are accounted for. The audit includes removing all duplicates, and other factors that affect reporting.

Risky said he apologizes for the error and any inconvenience or misunderstanding it may have caused. "CBA seeks accuracy and transparency in ICRS performance statistics to help exhibitors assess show performance and value," Risky said. "Going forward, only audited numbers will be reported in detail."

Risky stated that ICRS overall total attendance was still ahead of the curve when considered within the context of the recent report by the Center for Exhibition Research (CEIR) that stated the Consumer Goods and Retail Trade sector had an average overall decrease in total show performance of 16%. As the trade-show industry changes, it is apparent that buyers and exhibitors are being very

conservative in who is sent to the event and why, he said. “Even though total numbers are down compared to a few years ago, it is apparent that the people attending are serious about their show investment and work hard to create a return. ICRS continues to be a very valuable Show for our industry.”

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